



Referred by: \_\_\_\_\_

# FLEISCHMAN

FIELD RESEARCH

## RESPONDENT PROFILE

\*Name: \_\_\_\_\_  
 (Ms/Mr) \_\_\_\_\_ \*Birthdate:(DOB) \_\_\_\_\_

\*Home Address: \_\_\_\_\_ \*City: \_\_\_\_\_ \*Zip: \_\_\_\_\_

\*Home Phone: \_\_\_\_\_ \*Work Phone: \_\_\_\_\_ \*Email: \_\_\_\_\_

## HOUSEHOLD DATA

\*Ethnic Background: \_\_\_\_\_ \*Marital Status: \_\_\_\_\_ \*Education: \_\_\_\_\_

Own or Rent? \_\_\_\_\_ Language Spoken at Home Most Often: \_\_\_\_\_

Pets: \_\_\_\_\_ Live with?:  Alone -  Spouse -  Significant Other -  Roommate(s) -  Family -  With Your Child(ren)

\* Personal Income: \_\_\_\_\_ \*Annual Gross Household Income: \_\_\_\_\_

Registered to Vote?: \_\_\_\_\_ (If so, which Party?): \_\_\_\_\_

Favorite Radio Stations: \_\_\_\_\_ Favorite TV News Stations: \_\_\_\_\_

\*Children ? : #1 Gender \_\_\_ DOB \_\_\_\_\_ #2 Gender \_\_\_ DOB \_\_\_\_\_ #3 Gender \_\_\_ DOB \_\_\_\_\_

\*Medical Conditions? (i.e. Asthma, Diabetes, Migraines): \_\_\_\_\_

## PRODUCT USAGE

Vehicles: (list make / model / year) #1 \_\_\_\_\_ #2 \_\_\_\_\_

Credit Cards Used:  American Express  Visa  MasterCard  Discover Main Bank: \_\_\_\_\_

Do you enjoy?  Beer  Wine  Coolers  Scotch  Brandy Cigarette Brand: \_\_\_\_\_  
 Rum  Vodka  Gin  Cognac  Non-Drinker  Non-Smoker

Do You Own?: A Home Computer?  (Brand) \_\_\_\_\_ A Laptop:  (Brand) \_\_\_\_\_  
 Internet Access  PDA (Palm, PocketPC, etc)  Cellular Phone  Digital Camera

Video Games?:  GameCube  Sony PS2  Xbox  Xbox 360  Sony PS3  Nintendo Wii  Sony PSP  
 Nintendo DS  PC Games

Business Travel Domestic (trips/year): \_\_\_\_\_ Business Travel International (trips/year): \_\_\_\_\_

\*Are you available for: Day Groups  Evening Groups  Our SF Office

## BUSINESS INFORMATION

\*Occupation/Job Title: \_\_\_\_\_ Title of Person You Report To: \_\_\_\_\_

\*Employer: \_\_\_\_\_ \*Industry Type: \_\_\_\_\_

\*Business Address: \_\_\_\_\_ \*City: \_\_\_\_\_ \*Zip: \_\_\_\_\_

Your Areas of Responsibility: \_\_\_\_\_ # of People You Supervise: \_\_\_\_\_

\*# Employees worldwide:  1-100  101-500  501-1000  1001-5000  5001-10000  10000+

Do You Use?: Computer?  (Brand) \_\_\_\_\_ A Laptop:  (Brand) \_\_\_\_\_  
 Internet Access  PDA (Palm, PocketPC, etc)  Cellular Phone  Digital Camera

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