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RESPONDENT I.D.#

Dear Consumer:

This booklet contains some questions about:

- Your opinions about some different socio-demographic lifestyles
- Some statements about yourself
- Leisure activities
- and product usage and ownership

These questions are very simple to fill out. In most cases, you just have to check a box. Read each question carefully. The phrases typed in capital letters tell you how each question is to be answered.

Please ignore all the numbers in parentheses, like (17). These are for the computer.

A few things to keep in mind:

1. There are no right or wrong answers to any question.
2. We are interested only in your opinions.
3. There is no need to spend a lot of time on filling out these forms. Please go through them quickly, so we can get your first impressions.

After you have completed all the sections in this booklet, please check to make sure you have answered all the questions, then return the booklet to the interviewer.

Once again, thank you for your help and we hope you enjoy the gift we selected for you.

Cordially,

Karen Christopher  
Director of Field Services

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