Section A: Your Opinions and Preferences

1. When you drive your car, do you fasten your safety belt before starting your engine or after?
   - [ ] Before
   - [ ] After
   - [ ] Not sure/Varies
   - [ ] Don't usually wear a safety belt

2. Do you try to keep current on recent news and politics?
   - [ ] Yes
   - [ ] No
   - [ ] Not sure

3. In a typical seven-day week, how often do you eat fruits?
   - [ ] Every day
   - [ ] Most days
   - [ ] Some days
   - [ ] Rarely

4. What part of the day do you do your best work?
   - [ ] Early morning
   - [ ] Daytime
   - [ ] Early evening
   - [ ] Late night
   - [ ] Anytime

5. How would you rate your cooking skill level?
   - [ ] No cooking skills
   - [ ] Microwave only
   - [ ] Baking only
   - [ ] Beginning (in the full kitchen)
   - [ ] Intermediate
   - [ ] Advanced
   - [ ] Master chef

6. When you take a call by a phone which ear do you normally hold the phone to first?
   - [ ] Right
   - [ ] Left
   - [ ] Varies

7. About how often do you get seriously irritated with things?
   - [ ] Several times a day
   - [ ] About once a day
   - [ ] Couple times a week
   - [ ] Less than once a week
   - [ ] Almost never
   - [ ] Not sure

8. How many traffic tickets (moving violations only, no parking tickets) have you received in your lifetime?

9. Your thoughts on the John F. Kennedy assassination:
   - [ ] Oswald acted alone
   - [ ] Oswald participated in a conspiracy
   - [ ] Oswald was framed by a conspiracy

10. Which type of computer do you prefer?
    - [ ] Mac
    - [ ] PC
    - [ ] Not sure/Depends on situation

11. How many toppings do you typically order on your multi-topping pizzas?
    - [ ] 1
    - [ ] 2
    - [ ] 3
    - [ ] 4 or more
    - [ ] 5 or more
    - [ ] Don't eat multi-topping pizzas

12. If the weather is pleasant, how would you prefer to watch/hear a football game?
    - [ ] Be at the stadium
    - [ ] Watch game on TV
    - [ ] Listen on radio
    - [ ] Not sure/Don't care

13. If Sarah Palin were running for president in 2012, would you consider voting for her?
    - [ ] Yes
    - [ ] No

14. Do you think the US military has gotten some of its technologies from salvaging alien spacecraft?
    - [ ] Yes
    - [ ] No
    - [ ] Not sure

15. Where do you shop most often for groceries?
    - [ ] Wal-Mart
    - [ ] Other
    - [ ] Don't shop for groceries

16. Approximately how many times a year do you send your car for maintenance?
    - [ ] 0
    - [ ] Once
    - [ ] Twice
    - [ ] Three
    - [ ] Four or more
    - [ ] Don't have a car

17. Which democratic political system do you prefer?
    - [ ] Capitalism
    - [ ] Socialism
    - [ ] Unsure
Section A: Continued

18. Have you been more than a month late on a credit card payment in the last year?  
   1. Yes  2. No

19. How do you most often watch movies?  
   1. In the cinema  2. Streaming from websites  3. Cable TV on demand  4. Rented DVDs (Netflix, etc.)

20. Do you change your car's oil by:  1. Doing it yourself  2. Going to a professional  3. Varies
   4. Not applicable

21. Which team will win the soccer World Cup in 2010?  


Section B: Additional Questions About Yourself


26. What is your age? ______

27. How would you classify the area in which you grew up?  1. Urban  2. Suburban  3. Rural

28. Geographically, would you consider yourself to be originally from:  

29. What is your highest completed level of education?  

30. Please indicate your Race/Ethnicity  

31. Do you currently live in a household you consider home?  1. Yes  2. No

32. What is the approximate annual household income of the household you consider home?  
   1. No income  2. Under $10,000  3. $10,000-$19,999  4. $20,000-$29,999  5. $30,000-$39,999  6. $40,000-$49,999  7. $50,000-$74,999  8. $75,000-$99,999  9. $100,000-$149,999  10. $150,000 or more

33. Including yourself, how many people live in the household you consider home? ______

34. How many children, in the household you consider home, are under age 6? ______

35. How many children, in the household you consider home, are aged 6 to 16? ______

36. How many people living, in the household you consider home, work outside the home? ______

37. How many licensed and operable motor vehicles does your household you consider home have? ______

38. Are you a licensed driver?  1. Yes  2. No

38a. If you are licensed to drive, how many years have you had a license? ______ Years

39. Did you lie about your response to any of the previous questions on this survey?  1. Yes  2. No