

FOCUS CENTER of PITTSBURGH
FCP

We are a market research company located in the Scott Towne Center. Our business is gathering consumer opinions. We never sell anything or use the information that you give us for any other reason other than research. Consumers like you simply give us their opinions in order for companies to develop new products or services or improve on existing ones. And we pay you for your time and participation! It's that simple, and it's interesting, too. It is a fascinating business, but one that doesn't work unless consumers like you are willing to participate.

We are currently building our database of interested respondents for future studies and would like to include you. Just fill out as much information as possible on our questionnaire and mail it back to us at the address located on the bottom of this page.

Please feel free to contact us if you have any questions about what we do or how we do it. Our phone number is 412-279-5900. We look forward to hearing back from you soon. Thank you.

YOUR OPINION COUNTS!!!

**Focus Center of Pittsburgh
2101 Greentree Road
Suite A-106
Pittsburgh, PA 15220**

NAME _____ **SPOUSE** _____

ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____ **COUNTY** _____
(ALLEGHENY, ARMSTRONG, ETC.)

HOME PHONE NUMBER () _____
(PLEASE INCLUDE AREA CODE)

PLEASE CIRCLE THE NUMBER IN FRONT OF THE APPROPRIATE ANSWER.

GENDER

1 MALE 2 FEMALE

MARITAL STATUS

1 SINGLE 2 MARRIED 3 WIDOWED 4 DIVORCED

DO YOU OWN OR RENT YOUR HOME?

1 OWN 2 RENT 3 OTHER(SPECIFY) _____

SELF

SPOUSE

OCCUPATION _____

WORK NUMBER () _____
(PLEASE INCLUDE AREA CODE)

() _____
(PLEASE INCLUDE AREA CODE)

DATE OF BIRTH ____/____/____

____/____/____

(DATE OF BIRTH VERY IMPORTANT FOR CONSIDERATION FOR PARTICIPATION)

EDUCATION

- 1 LESS THAN HIGH SCHOOL
- 2 HIGH SCHOOL GRAD
- 3 TRADE/VOCATIONAL SCHOOL
- 4 SOME COLLEGE
- 5 COLLEGE GRAD
- 6 POST GRAD/MASTERS/PHD

- 1 LESS THAN HIGH SCHOOL
- 2 HIGH SCHOOL GRAD
- 3 TRADE/VOCATIONAL SCHOOL
- 4 SOME COLLEGE
- 5 COLLEGE GRAD
- 6 POST GRAD/MASTERS/PHD

NUMBER OF CHILDREN LIVING IN THE HOUSEHOLD _____

- 1. M/F ____/____/____
DATE OF BIRTH
- 2. M/F ____/____/____
- 3. M/F ____/____/____

- 4. M/F ____/____/____
DATE OF BIRTH
- 5. M/F ____/____/____
- 6. M/F ____/____/____

HOUSEHOLD INFORMATION

IS ANYONE IN YOUR HOUSEHOLD ON A SPECIAL DIET?

1 YES DESCRIPTION _____
2 NO

DOES ANYONE IN YOUR HOUSEHOLD SUFFER FROM ANY OF THE FOLLOWING CONDITIONS:

- | | | | |
|---------------------|-------|------|-------------------|
| ARTHRITIS | 1 YES | 2 NO | |
| ALLERGIES | 1 YES | 2 NO | DESCRIPTION _____ |
| HIGH BLOOD PRESSURE | 1 YES | 2 NO | |
| DIABETES | 1 YES | 2 NO | DESCRIPTION _____ |

DOES ANYONE IN YOUR HOUSEHOLD:

- | | | |
|---------------------------|-------|------|
| SMOKE OR USE TOBACCO | 1 YES | 2 NO |
| DRINK BEER | 1 YES | 2 NO |
| USE ANTACIDS REGULARLY | 1 YES | 2 NO |
| USE PUBLIC TRANSPORTATION | 1 YES | 2 NO |
| OWN A PERSONAL COMPUTER | 1 YES | 2 NO |
| OWN A CELLULAR PHONE | 1 YES | 2 NO |

DOES YOUR HOUSEHOLD HAVE ANY PETS?

- 1 YES 2 NO
- 1 DOG
 - 2 CAT
 - 3 OTHER

DOES YOUR HOUSEHOLD HAVE CABLE TV?

1 YES

2 NO

IS THAT :

REGULAR CABLE

YES

NO

PROVIDER _____

OTHER (DISH, ETC.)

YES

NO

PROVIDER _____

AT WHICH FINANCIAL INSTITUTION, IF ANY, DOES YOUR HOUSEHOLD DO MOST OF ITS BANKING?

WHAT RADIO STATION(S) DOES YOUR HOUSEHOLD LISTEN TO MOST OFTEN?

(PLEASE SPECIFY BY CALL LETTERS. EX: 102.5, 93.7, 89.3, ETC.)

1. _____

2. _____

3. _____

IS ANYONE IN YOUR HOUSEHOLD REGISTERED TO VOTE?

1 YES

2 NO

1 DEMOCRAT

2 REPUBLICAN

3 INDEPENDENT

4 OTHER _____

IN WHAT COUNTY ARE YOU REGISTERED TO VOTE _____

WHICH OF THE FOLLOWING BEST REPRESENTS THE TOTAL ANNUAL HOUSEHOLD INCOME BEFORE TAXES?

1. UNDER \$20,000

2. \$20,000 - \$29,999

3. \$30,000 - \$39,999

4. \$40,000 - \$49,999

5. \$50,000 - \$69,999

6. \$70,000 - \$100,000

7. \$100,000+

WHICH OF THE FOLLOWING BEST REPRESENTS YOUR HOUSEHOLD'S ETHNIC BACKGROUND?

SELF

SPOUSE

1. CAUCASIAN

1. CAUCASIAN

2. AFRICAN AMERICAN

2. AFRICAN AMERICAN

3. ASIAN

3. ASIAN

4. HISPANIC

4. HISPANIC

5. OTHER

5. OTHER

DOES ANYONE IN YOUR HOUSEHOLD HAVE ANY OF THE FOLLOWING TYPES OF VEHICLES:

CAR 1 YES

2 NO

TRUCK 1 YES

2 NO

SUV 1 YES

2 NO

MOTORCYCLE 1 YES

2 NO

VAN 1 YES

2 NO

THANK YOU VERY MUCH FOR TAKING THE TIME TO ANSWER THESE QUESTIONS. WE ARE LOOKING FORWARD TO YOUR PARTICIPATION IN A FUTURE MARKET RESEARCH STUDY. WE ARE ALWAYS IN NEED OF COOPERATIVE PEOPLE SUCH AS YOURSELF. IS THERE ANYONE THAT YOU COULD THINK OF THAT MAY WANT TO BE ADDED TO OUR DATABASE?

NAME _____ **PHONE** _____

NAME _____ **PHONE** _____

NAME _____ **PHONE** _____

NAME _____ **PHONE** _____

Note: We do not sell or share the data on this form. It merely helps us call you for surveys that apply to you and try not to bother you with surveys that do not apply to you.