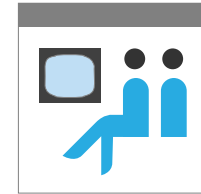


We are interested in learning more about how people use their time and different media throughout the day. Please fill out this one-day diary on the day of the week indicated in the letter accompanying this questionnaire.



This diary is very easy to fill out. Here is an example of a portion of the diary:

Example: If the beginning of your day was:


6:00 am - 6:30 am Sleeping in my home.
 6:30 am - 7:00 am Walking to a coffee shop to eat breakfast where CNN was on television.
 7:00 am - 7:30 am While commuting to school with friends on the school bus, I listened to CDs.

then your diary would look like this:

Time	Where were you?										With whom?	Were you...?																							
	In a Home		Traveling			Elsewhere							Eating, Working, etc.			Watching, Listening, Reading, or Using																			
	My home	Other's home	Walk	Bicycle	Car	Bus	Train	At work	School	Cafeteria	Restaurant / bar		Sports events	Shopping	Park/Playground	Other	By myself	Family	Friends	Other	Eating	Playing	Homework	Housework	Other	Rental video (write in rental store name)	Television (write in program or network name)	Movie in theater (write in movie name)	Computer / www	Music CD/Record/Tape	Radio	Book	Magazine	Newspaper	
6:00 am	X																							X											
6:30 am		X						X											X							X "CNN"									
7:00 am						X												X												X					

Begin Your Diary Here. Diary Date: _____ (month/day/year) 33-34 / 35-36/37-38

6:00 am																																								
6:30 am																																								
7:00 am																																								
7:30 am																																								

Time	Where were you?										With whom?			Were you...?																								
	In a Home		Traveling			Elsewhere								Eating, Working, etc.		Watching, Listening, Reading, or Using																						
	My home	Others home	Walk	Bicycle	Car	Bus	Train	At work	School	Cafeteria	Restaurant / bar	Sports events	Shopping	Park/Playground	Other	By myself	Family	Friends	Other	Eating	Playing	Homework	Housework	Other	Rental video (write in rental store name)	Television (write in program or network name)	Movie in theater (write in movie name)	Computer / www	Music CD/Record/Tape	Radio	Book	Magazine	Newspaper					
6:30 pm																																				-1		
7:00 pm																																					-2	
7:30 pm																																					-3	
8:00 pm																																					-4	
8:30 pm																																					-5	
9:00 pm																																					-6	
9:30 pm																																					-7	
10:00pm																																					-8	
10:30 pm																																					-9	
11:00 pm																																					-10	
11:30 pm																																					-11	
12:00 am																																					-12	
	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31-32	33-34	35-36	37	38	39	40	41	42					
12:30 am																																						-1
1:00 am																																						-2
1:30 am																																						-3
	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67-68	69-70	71-72	73	74	75	76	77	78					

**Thank you very much for your help! Please use the envelope provided to return your completed questionnaire to:
Audits & Surveys Worldwide, 650 Avenue of the Americas, New York, NY 10011**