

## Appendix A – Screener Questions

*{The target is 500 completed test participants. Therefore, over-sample in order to have backup / replacement participants should people fail to complete or if their data fails quality control.}*

### Introduction:

*{Read to Prospect} Today we will be screening for a research study of an existing media/entertainment website. In order to find the type of people we'd like to recruit for this particular study, we'd like to ask you some background, technology and shopping behavior questions. There are 12 questions we'd like to ask you, Is it OK to proceed?*

*{If yes, then continue}*

*(1) How would you best describe your age range?*

- a. 18 to 24 {quota 33% +/- 5%}*
- b. 25 to 34 {quota 33% +/- 5%}*
- c. 35 to 44 {quota 33% +/- 5%}*
- d. 45 to 55 {Thank and Dismiss}*
- e. 55 or greater {Thank and Dismiss}*

*(2) What is your gender?*

- a. Male {quota 60% +/- 5%}*
- b. Female {quota 40% +/- 5%}*

*(3) How would you describe your approximate yearly Household income?*

- a. Less than \$35K per year {Thank and Dismiss}*
- b. \$35K per year to \$49K per year {Thank and Dismiss}*
- c. \$50K per year to \$74K per year {record and continue; quota no less than 10% but no greater than 20%}*
- d. \$75K per year and higher {record and continue; quota; \$75K and greater should make up no less that 80% of sample but no more than 90%}*

*(4) How would you best describe your educational level?*

- a. Never graduated high school {Thank and Dismiss}*
- b. High School graduate or GED equivalent {record and Continue}*
- c. Some College, but no degree { record and Continue}*
- d. College degree, either Bachelors or Associates { record and Continue}*
- e. Some Graduate School (but no graduate degree) { record and Continue}*
- f. Completed Graduate School (Master's level) { record and Continue}*
- g. Completed Graduate School (Doctorate level) { record and Continue}*

- (5) Which category best describes your ownership of TVs, Computer, Mobile Phones (like an iPhone or an Android smartphone) and Tablets? (Select One)
- a. I do not own a TV or a computer or a mobile phone or a Tablet {Thank and Dismiss}
  - b. I own a TV but do not own a computer or a mobile phone or a Tablet {Thank and Dismiss}
  - c. I own a TV and a computer but not a mobile phone or a Tablet {record and Continue}
  - d. I own a TV and a computer and a mobile phone but not a tablet {record and Continue}
  - e. I own a TV and a computer and a tablet but not a mobile phone {record and Continue}
  - f. I own a TV, computer, mobile phone and a tablet {record and Continue}
- (6) How many times a day, on average, do you interact with Social media sites such as Twitter, Facebook, snapchat, instagram, etc. by either going to the site to read what's happening, posting items, chatting with others, or responding to those who have posted something to your attention?
- a. I don't interact w/ social media websites {Thank and Dismiss}
  - b. Less than 5 times a day {Thank and Dismiss}
  - c. Between 5 and 10 times a day {record and Continue}
  - d. Between 10 and 20 times a day {record and Continue}
  - e. Too many times to keep track of {record and Continue}
- (7) On average, how many times a week do you find yourself going online to shop for or browse and compare products or services? (Select One)
- a. Less than 5 times a week {Thank and Dismiss}
  - b. Between 5 and 10 times a week {record and Continue}
  - c. More than 10 times a week but less than 20 times a week {record and Continue}
  - d. More times that I can count; I'm constantly shopping {record and Continue}
- (8) Thinking about your purchasing and renting activity of DVD/Blu-ray show and movie discs along with your purchasing and renting of digital downloads of shows and movies, which statement most closely describes you?
- a. I have not purchased nor rented a DVD/Blu-ray disc or digital download of a show or movie in the past year. {Thank and Dismiss}
  - b. I have not purchased nor rented a DVD/Blu-ray disc but I have purchased or rented a digital download within the past year. {record and Continue}
  - c. I have purchased or rented a DVD/Blu-ray disc of a show or movie in the past year, but I have not purchased or rented a digital download within the past year. {record and Continue}
  - d. I have purchased or rented at least one DVD/Blu-ray disc and either purchased or rented at least one digital download within the past year. {record and Continue}
- (9) Think about all of the entertainment that you enjoy in a typical week. How many hours per week, including TV, Plays, Theater Movies, Watching DVDs/Blu-rays,

online streaming (like YouTube, Netflix, Hulu, HBOGo, etc) do you estimate that you watch?

- a. *Less than 5 hours a week (that's less than 45 minutes a day) {Thank and Dismiss}*
  - b. *Between 5 and 10 hours a week (that's between 45 minutes and 90 minutes a day) {Thank and Dismiss}*
  - c. *Between 10 and 15 hours a week (that's between 1 and a half hours and just over 2 hours a day) {record and Continue}*
  - d. *Between 15 and 20 hours a week (that's just over 2 hours yet under 3 hours a day) {record and Continue}*
  - e. *More than 20 hours a week (that's 3 hours a day and more) {record and Continue}*
- (10) *Thinking about your purchasing behavior with respect to DVD/Blu-ray box and collector sets along with your purchasing of online streaming services such as Netflix, Hulu, HBOGo and other paid subscription websites, which statement most accurately describes you?*
- a. *I currently only use free online streaming and I have not purchased any DVD/Blu-ray boxed sets or collectors sets in the past year. {Thank and Dismiss}*
  - b. *I currently only use free online streaming but I have purchased at least one DVD/Blu-ray boxed set or collector set in the past year. {record and Continue}*
  - c. *I currently subscribe to at least one paid online streaming service like Hulu Plus, NetFlix, HBOGo or other paid online subscription service but have not purchased any DVD/Blu-ray boxed sets or collector sets in the past year. {record and Continue}*
  - d. *I currently subscribe to at least one paid online streaming service like Hulu Plus, NetFlix, HBOGo or other paid online subscription service and I have purchased at least one DVD/Blu-ray boxed set or collector set in the past year. {record and Continue}*
- (11) *Think about the types of devices you use to watch entertainment. Which statement best describes you?*
- a. *I watch online entertainment only on my TV/Home Theater system {Thank and Dismiss}*
  - b. *I watch online entertainment on my TV or my Computer {record and Continue}*
  - c. *I watch online entertainment on TVs, Computers, Tablets and/or Smart Phones. {record and Continue}*
- (12) *The following questions pertain to specific websites that you may or may not have visited when browsing or purchasing products: (Yes or No) <record ALL answers>*
- a. *Have you ever purchased or browsed material located on a website called Crunchyroll.com? {'Yes' OR 'NO' then Continue}*
  - b. *Have you ever purchased or browsed material located on a website called Gogoanime.com? {'Yes' OR 'NO' then Continue}*

- c. *Have you ever purchased or browsed material located on a website called eBay.com? {‘Yes’ OR ‘NO’ then Continue}*
- d. *Have you ever purchased or browsed material located at website called FUNimation.com? {If ‘Yes’ then Thank and Dismiss, if ‘No’ then Continue}*
- e. *Have you ever purchased or browsed material located at a website called Amazon.com? {‘Yes’ OR ‘NO’ then Continue}*
- f. *Have you ever purchased or browsed material located at a website called Anime1.com? {‘Yes’ OR ‘NO’ then Continue}*

**Closing Statement:**

{Read to Prospect} *Thank you for taking the time to answer our questions.*

- *This upcoming study should take a dedicated 35-45 minutes or less to complete and is intended to measure the attractiveness and effectiveness of a website. It is NOT, in any way, a measure of your ability or skill.*
- *Since we will be recording how much time it takes to complete tasks (like finding things and comparing items you are shopping for online) it will be necessary to complete the study at one sitting with no interruptions.*
- *Browsers that work with*
  - *Internet Explorer (IE) 10 and above*
  - *Chrome (Latest edition)*
  - ~~*Safari 6 and above*~~ *Not supported by UZ add on tool*
  - *Firefox (Latest edition)*
- *You will need to download and install a plugin that will track your movements on the web while performing tasks. This plugin can be completely uninstalled after the study and you will be provided with directions on how to uninstall it.*
- *For the complete shopping experience; this study will direct you to a special secure test website that looks exactly like a live website. You will be given a fake credit card number that can only be used on that website and you will be searching for products and services, placing them in your cart and going through the checkout process.*

*Does this sound like a research study that you’d like to participate in?*

{Record answer}

{Standard closing statements}