

Consumer Take-Away From Print and TV Advertisements for DanActive: A Mall Intercept Study

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Introduction

A research study was designed to investigate consumer take-away from one print advertisement and two TV advertisements for a probiotic dairy drink product called DanActive. Specifically, the study sought to assess whether the advertisements communicated to consumers, either directly or by implication, that drinking DanActive reduces the likelihood of getting a cold or flu. The data were collected for the FTC by ICF Macro. Detailed tabulations of responses to all questions are available in the report submitted by ICF Macro to the FTC.

Method

Five hundred and seventy five (575) mall-intercept interviews were conducted in 8 geographically diverse markets: Baltimore, MD; Boston, MA; Dallas, TX; Eau Claire, WI; Denver, CO; San Diego, CA; St. Louis, MO; and White Plains, NY. Respondents were exposed to a print or television advertisement and then responded to a series of open-ended and closed-ended questions about the advertised product as explained in a subsequent section. Interviews were conducted during a six-week period during June through August 2009. Neither the interviewers nor the respondents were aware of the identity of the client or the purpose of the study. Respondents were paid \$5.00 for their participation in the study.

Advertisements

Two print advertisements and three TV advertisements were tested. Of the print ads, one was a real DanActive ad (“print test ad”) and one was a “cleansed” ad that was created by removing elements from the print test ad that were thought to be responsible for making the claim of interest in the present study, viz., that drinking DanActive reduces the likelihood of

getting a cold or a flu (“print control ad”). Specifically, the phrase “clinically proven to help strengthen your body’s defenses” and the word “immunity” were removed from the test ad. The print ads are in Appendix A. Of the three TV ads, two were real DanActive ads (“TV test ad #1” and “TV test ad #2”), and the third was an ad for a Dannon yogurt drink called Danimals (“TV control ad”). The Danimals ad was chosen as the TV control ad because (a) it was a yogurt-based drink similar to DanActive, (b) it was also made by Dannon, (c) it was also targeted at parents of young children, and (d) it was promoted as healthy but did not contain references to “immunity” or to “strengthening body’s defenses” that were thought to imply that DanActive reduces the likelihood of getting a cold or a flu.

Screening Procedure

A series of screening questions was used to ensure that the respondents were in the target market for the product and the tested advertisements (see Questions 1 through 9a in the interview protocol provided in Appendix B). Specifically, all selected respondents (a) were female, (b) were aged 25-54, (c) had at least one child aged 5-17 living with them, (d) had purchased yogurt or a yogurt drink for themselves or for their children in the past 3 months, (e) considered themselves to be “much more/somewhat more health conscious” than other people their age, (f) had a combined annual household income of at least \$40,000, and (g) had attended at least some college. In addition, respondents were excluded if they or anyone in their household worked in marketing research, advertising or public relations, for a store in the mall where the data were collected, or for a store or company that made or marketed dairy products. They were also excluded if they wore eyeglasses or contact lenses for reading/watching TV but did not have their corrective eye wear with them at the time of the interview.

Age quotas were established for respondents for each of the five advertisements, based on demographic data about the potential target audience. Specifically, between 40% and 60% of the respondents for each ad were required to be in the 25-39 and 40-54 age groups.

Respondents who were qualified to participate in the study based on their responses to the screening questions were administered the main questionnaire using a CAPI (computer-assisted personal interviewing) system.

Main Questionnaire

The main questionnaires for the two print ads (print test ad and print control ad) and the three TV ads (TV test ad #1, TV test ad #2, and TV control ad) followed a similar procedure and used identical questions (see Interview Protocol in Appendix B.) Respondents were randomly assigned to one of the five ads, and were interviewed individually. If assigned to one of the three TV ads, respondents were shown the ad twice with a brief pause in between. They were asked to watch the ad as they would at home. Respondents assigned to one of the two print ads were handed the ad and were asked to look at it as they normally would and take as much time as they needed. The advertisement was then removed from sight. Next, respondents were asked a series of open-ended and closed-ended ad communication questions that are explained in the next section. Before asking these questions, (starting with Q10) respondents were told: “If you don't know the answer to any of my questions, please say so rather than guess.”

Pretest

Before fielding the survey, ICF Macro conducted a pretest under my supervision by completing a small number of interviews in a mall-intercept facility in Baltimore, MD. The goal was to ensure that the study questions were clear to respondents and that the CAPI interviewing procedure ran smoothly. Minor revisions were made to the questionnaire based

on the pretest.

Coding

ICF Macro, under my supervision, developed a coding scheme for the two open-ended questions in the study (Q11 and Q13). Researchers at ICF Macro coded the open-ended questions.

Validation

Market Decisions, a firm unrelated to ICF Macro, conducted the validation interviews. Contacted respondents were asked to confirm their name, the date and location where they were interviewed, and answers to key screening questions including age (Q1), children (Q2), prior purchase of yogurt/yogurt drink (Q3), and education level (Q8).

Two hundred and eighty-eight respondents (50% of the total sample of 575 respondents) were contacted. Of these 288 respondents, 92% of the interviews were validated. Given the large number of questions included in the validation questionnaire, this is a validation rate that falls within guidelines generally accepted in the industry. The (8%) invalidated interviews were removed and replaced.

Results

After they had seen one of the (print or TV) advertisements for DanActive/Danimals, respondents were first asked to identify the brand name of the advertised product (Q10/Q10a). Respondents who identified DanActive/Danimals as the name were asked the ensuing questions. Respondents who were unable to identify the brand name were eliminated from the study. Overall, 197/230 respondents exposed to the two print ads (85.7%) and 327/345 respondents exposed to the three TV ads (94.8%) correctly identified the brand name of the advertised product.

Respondents were next asked an open-ended question about the ad they had just seen:

Q11: What did the ad say or suggest about DanActive/Danimals?

Responses to this question reveal significant differences between respondents exposed to test ads versus control ads in the response category “product helps immune system/keeps you from getting sick”:

TABLE 1
Key Responses to Q11
(What did the ad say or suggest about DanActive/Danimals?)

	Print Test Ad (n=100) (a)	Print Control Ad (n=97) (b)		TV Test Ad #1 (n=108) (c)	TV Test Ad #2 (n=108) (d)	TV Control Ad (n=111) (e)
Product helps immune system/keeps you from getting sick (net)	61.0% (b)	10.3% (a)		68.5% (e)	63.9% (e)	6.3% (c, d)
-- product helps your immune system	33.0% (b)	8.2% (a)		48.1% (e)	53.7% (e)	4.5% (c, d)
-- product strengthens body’s defenses	33.0% (b)	2.1% (a)		24.1% (d, e)	11.1% (c, e)	0.9% (c, d)
-- product could keep you from getting sick	2.0%	0.0%		3.7%	2.8%	0.9%

Note: In this table as well as in subsequent tables, a letter in parenthesis within a cell indicates that that cell percentage was significantly different (at $p < .05$, two-tailed test) from the corresponding cell percentage in the column designated by the letter.

These results show that respondents exposed to the print test ad as well as the TV test ads for DanActive generated significantly more mentions of “product helps your immune system” and “product strengthens your body’s defenses” than did respondents exposed to the control ads. About 60%-70% of respondents in the test ad conditions mentioned these thoughts, suggesting that these were dominant take-aways for respondents after seeing the test DanActive ads. This is not surprising given that “immunity” and “strengthening body’s defenses” were explicitly mentioned in the test DanActive ads but not in the control ads (print as well as TV). Relatively few individuals volunteered in response to this open-ended question “product could keep you from getting sick,” and there were no significant differences

between the test and control ads on these mentions.

Next, respondents were asked:

Q12: Did or didn't the ad say or suggest anything about the health benefits of drinking Danactive/Danimals?

Respondents were shown a card with three options: “yes, it did,” “no, it did not” and “don't know/not sure.” Note that each of the test/control ads was focused on the health benefits of the advertised product. Results are summarized in the table below:

TABLE 2
Responses to Q12
(Did or didn't the ad say or suggest anything about the health benefits of drinking Danactive/Danimals?)

	Print Test Ad (n=100) (a)	Print Control Ad (n=97) (b)		TV Test Ad #1 (n=108) (c)	TV Test Ad #2 (n=108) (d)	TV Control Ad (n=111) (e)
% saying “yes, it did”	86.0% (b)	70.1% (a)		85.2%	90.7%	86.5%

These results show that that a substantial majority of respondents took a “health benefits” claim after watching one of the ads. Also, for the TV ads, there was not a significant difference in the percentage of respondents taking this claim in response to the test ads versus the control ad. For the print ads, while respondents exposed to the test ad were significantly more likely to take this claim when compared to respondents exposed to the control ad, nevertheless over 70% of the respondents exposed to the control ad took the health benefits claim.

Since subsequent questions focused on further probing respondent take away of health-related claims, respondents who replied “no, it did not” or “don't know/not sure” to Q12 were not asked any further questions. Respondents who answered “yes, it did” were asked the following open-ended question:

Q13: What did the ad say or suggest about the health benefits of drinking DanActive/Danimals?

The distribution of responses in the response category “product helps immune system/keeps you from getting sick” and in all of the sub-categories under this category are shown below:

TABLE 3
Key Responses to Q13
(What did the ad say or suggest about the health benefits of drinking DanActive/Danimals?)

	Print Test Ad (n=100) (a)	Print Control Ad (n=97) (b)		TV Test Ad #1 (108) (c)	TV Test Ad #2 (n=108) (d)	TV Control Ad (n=111) (e)
Product helps immune system/keeps you from getting sick (net)	66.3% (b)	17.6% (a)		77.2% (d, e)	61.2% (c, e)	17.7% (c, d)
-- product helps your immune system	41.9% (b)	16.2% (a)		56.5% (e)	51.0% (e)	11.5% (c, d)
-- product strengthens body’s defenses	24.4% (b)	2.9% (a)		17.4% (e)	8.2% (e)	3.1% (d)
-- product could keep you from getting sick	2.3%	0.0%		6.5%	3.1%	3.1%

The pattern of responses is very similar to the pattern for Q11 (Table 1). Specifically, respondents exposed to the print test ad as well as the TV test ads for DanActive generated significantly more mentions of “product helps your immune system” and “product strengthens your body’s defenses” than did respondents exposed to the control ads. Also, few individuals volunteered in response to this open-ended question “product could keep you from getting sick,” and there were no significant differences between the test and control ads on these mentions.

Finally, respondents who answered “yes” to Q12 were also asked the following:

Q14: I’m going to read you several statements about [DanActive/Danimals]. All, some, or none of these may have been stated or suggested in the ad you just saw. After I read each statement, please tell me whether:

*YES, it was stated or suggested in the [DanActive/Danimals] ad, or
 NO, it was not stated or suggested in the [DanActive/Danimals] ad, or
 You DON'T KNOW or are NOT SURE*

Then, respondents were read four statements in randomized order:

- Q14_1: [DanActive/Danimals] comes in bottles*
- Q14_2: Drinking [DanActive/Danimals] reduces the likelihood of getting a cold or flu*
- Q14_3: [DanActive/Danimals] is a carbonated beverage*
- Q14_4: Drinking [DanActive/Danimals] reduces the likelihood of developing diabetes*

Responses to Q14_2 are of focal interest in this study. Q14_1 and Q14_3 are decoy statements introduced to mask the purpose of the study. Q14_4 is a control statement designed to capture “yea saying.”

Table 4 shows the percentage of “yes” responses to each of these statements:

TABLE 4
 Responses to Q14
 (% saying “yes”)

	Print Test Ad (n=100) (a)	Print Control Ad (n=97) (b)		TV Test Ad #1 (n=108) (c)	TV Test Ad #2 (n=108) (d)	TV Control Ad (n=111) (e)
Q14_1: [DanActive/Danimals] comes in bottles	75.0%	63.9%		79.6%	80.6%	78.4%
Q14_2: Drinking [DanActive/Danimals] reduces the likelihood of getting a cold or flu	32.0% (b)	17.5% (a)		44.4% (e)	42.6% (e)	21.6% (c, d)
Q14_3: [DanActive/Danimals is a carbonated beverage]	0.0%	3.1%		1.9%	1.9%	0.9%
Q14_4: Drinking [DanActive/Danimals] reduces the likelihood of developing diabetes	10.0%	11.3%		1.9% (d)	12.0% (c, e)	4.5% (d)

The Table shows that a significantly greater percentage of respondents exposed to the

print test ad said yes to Q14_2 in comparison to respondents exposed to the print control ad (32.0% versus 17.5%). Similarly, a significantly greater percentage of respondents exposed to the TV test ad #1 or TV test ad #2 said yes to Q14_2 in comparison to respondents exposed to the TV control ad (44.4% and 42.6% versus 21.6%). Note also that only a small number of respondents said “yes” to the control question Q14_4. The average percentage of respondents saying “yes” to this question across the two print and three TV ads is 7.8%, and the range is 1.9% to 12%. This suggests that “yea saying” was not a problem in this study.

Table 5 shows responses to Q14_2 that have been adjusted for “yea saying” (as reflected in responses to the control question) as well as for prior beliefs associated with yogurt drinks in general (as reflected in the responses to the control ads).

TABLE 5
Unadjusted and Adjusted Responses to Q14
(% saying “yes”)

	Print Test Ad (n=100) (a)	Print Control Ad (n=97) (b)		TV Test Ad #1 (n=108) (c)	TV Test Ad #2 (n=108) (d)	TV Control Ad (n=111) (e)
Unadjusted responses to Q14_2	32.0% (b)	17.5% (a)		44.4% (e)	42.6% (e)	21.6% (c, d)
Responses to Q14_2 after subtracting responses to Q14_4 (control question)	22.0% (b)	6.2% (a)		42.5% (e)	30.6% (e)	17.1% (c, d)
Responses to Q14_2 after subtracting responses to (a) Q14_4, and (b) Q14_2 (adjusted) for the control ad.	15.8%			25.4%	13.5%	

The first row in the Table shows the unadjusted responses to Q14_2. These are simply the percentages reported earlier in Table 4. The second row shows responses to Q14_2 after subtracting responses to the control question (Q14_4). These results show a pattern similar to

the data in the top row. Specifically, a significantly greater percentage of respondents exposed to the print test ad said yes to Q14_2 in comparison to respondents exposed to the print control ad (22.0% versus 6.2%). Similarly, a significantly greater percentage of respondents exposed to the TV test ad #1 ad or TV test ad #2 said yes to Q14_2 in comparison to respondents exposed to the TV control ad (42.5% and 30.6% versus 17.1%). These results show that the test ads communicate to a significant proportion of respondents that drinking DanActive reduces the likelihood of getting a cold or flu even after adjusting for yea saying.

The last row in Table 5 shows the effect of the test ads on consumer take-away of the colds/flu message after adjusting for both yea saying and prior beliefs. These adjustments are done by subtracting from responses to Q14_2 for the test ad: (1) the responses to Q14_4 (control question) for the test ad; and (2) the difference between the responses to Q14_2 for the control ad (print or TV as appropriate) and the responses to Q14_4 for that control ad. These results show that even after controlling for yea saying as well as for prior beliefs, the test ads communicated to 15.8% of respondents for the print ad, and to between 13.5% and 25.4% for the TV ads the message that drinking DanActive reduces the likelihood of getting a cold or flu.

Conclusion

This study was designed to investigate consumer take-away from one print advertisement and two TV advertisements for a probiotic dairy drink product called DanActive. The results show that, after controlling for yea saying as well as for prior beliefs, the print ad communicated to 15.8% of respondents and the two TV ads communicated to 13.5% and 25.4% of respondents, respectively, the message that drinking DanActive reduces the likelihood of getting a cold or flu.

APPENDIX A

PRINT ADVERTISEMENTS (TEST AND CONTROL)



Helps strengthen your body's defenses.*



DanActive® Light: 35 calories, 0g Fat; Regular Probiotic Dairy Drink: 90 Calories, 1.5g Fat per 3.1 FL OZ

*as part of a balanced diet and healthy lifestyle

DanActive® is a delicious, probiotic-cultured dairy drink that is clinically proven to help strengthen your body's defenses as part of a balanced diet and healthy lifestyle.

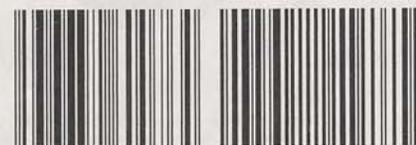
MANUFACTURER'S COUPON
EXPIRES 6/29/08
DO NOT DOUBLE

SAVE \$1.00 when you buy any DanActive® or DanActive® Light

Consumer: For ultimate consumer redemption only. Redeem this coupon when purchasing in accordance with the terms of this offer. Limit one coupon per purchase. Good only on purchase of product indicated. Any other use constitutes fraud. You pay sales tax. Void if sold, transferred, reproduced or where prohibited or restricted by law. Void in LA and where prohibited. Retailer: Retailer will be reimbursed face value plus 8¢ for handling if coupons are redeemed properly. Submit in accordance with requirements for proper coupon redemption to Dannon Coupon Redemption, CMS Department #36632, One Fawcett Drive, Del Rio, TX 78840. Invoices showing purchases of sufficient stock to cover all coupons redeemed must be provided upon request. Cash value 1/20th of 1 cent. DANNON® is a registered trademark of The Dannon Company, Inc. ©2008 The Dannon Company, Inc.



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Probiotic Dairy Drink



**NEW
Light!**



DanActive® Light: 35 calories, 0g Fat; Regular Probiotic Dairy Drink:
90 Calories, 1.5g Fat per 3.1 FL OZ

DanActive is a delicious,
probiotic-cultured dairy drink
that is part of a balanced diet
and healthy lifestyle.

MANUFACTURER'S
COUPON
EXPIRES 6/29/08
DO NOT DOUBLE

SAVE \$1.00 when you buy any
DanActive® or
DanActive® Light

Consumer: For ultimate consumer redemption only. Redeem this coupon when purchasing in accordance with the terms of this offer. Limit one coupon per purchase. Good only on purchase of product indicated. Any other use constitutes fraud. You pay sales tax. Void if sold, transferred, reproduced or where prohibited or restricted by law. Void in: LA and where prohibited. Retailer: Retailer will be reimbursed face value plus 3¢ for handling if coupons are redeemed properly. Submit in accordance with requirements for proper coupon redemption to Dannon Coupon Redemption, CMS Department #36632, One Fawcett Drive, Del Rio, TX 78840. Invoices showing purchases of sufficient stock to cover all coupons redeemed must be provided upon request. Cash value 1/20th of 1 cent. DANNON® is a registered trademark of The Dannon Company, Inc. ©2008 The Dannon Company, Inc.



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APPENDIX B

INTERVIEW PROTOCOL

1. Which of the following best describes your age?

- Under 25 (*interview is terminated*)
- 25-39
- 40-54
- 55 or over (*interview is terminated*)
- DON'T KNOW (*interview is terminated*)
- REFUSED (*interview is terminated*)

2. Do you have any children ages 5 to 17 living with you?

- Yes
- No (*interview is terminated*)

3. Which of the following products, if any, have you purchased for yourself or for your children in the past 3 months?

	YES	NO	NOT SURE
Orange juice?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yogurt or yogurt drink?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
White bread?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Interview is terminated unless respondent indicates that she has purchased yogurt or yogurt drink in the past 3 months.

4. In general, how health conscious are you compared to other people your age?

- Much more health conscious
- Somewhat more health conscious
- About equally health conscious (*interview is terminated*)
- Somewhat less health conscious (*interview is terminated*)
- Much less health conscious (*interview is terminated*)

5. Do you or does anyone in your household work...

	YES	NO
In marketing research?	<input type="checkbox"/>	<input type="checkbox"/>
In advertising or public relations?	<input type="checkbox"/>	<input type="checkbox"/>
For a store in this shopping mall?	<input type="checkbox"/>	<input type="checkbox"/>
For a store or company that makes or markets dairy products?	<input type="checkbox"/>	<input type="checkbox"/>
For a store or company that makes or markets bakery products?	<input type="checkbox"/>	<input type="checkbox"/>

Interview is terminated if respondent answers "Yes" to any item in Q5.

6. During the past three months, have you participated in any market research survey other than a political poll?

- Yes (*interview is terminated*)
- No

7. What is your annual combined household income before taxes? Is it under \$40,000, or is it \$40,000 or more?

- Under \$40,000 (*interview is terminated*)
- \$40,000 or more
- DON'T KNOW (*interview is terminated*)
- REFUSED (*interview is terminated*)

8. What is the highest level of education you have completed?

- Less than high school (*interview is terminated*)
- High school graduate or G.E.D. (*interview is terminated*)
- Some college or post-secondary education
- College graduate
- Post graduate work
- DON'T KNOW (*interview is terminated*)
- REFUSED (*interview is terminated*)

9. Do you usually wear eyeglasses or contact lenses when you watch TV?

- Yes
- No (*do not ask Q9a*)

9a. Do you have your eyeglasses or contact lenses with you today?

- Yes
- No (*interview is terminated*)

(*INTERVIEWER READS*) As part of this interview I am going to ask you for your name and telephone number. The only reason that we are collecting this information is so that we can call you to confirm that you participated in this interview. Your name and phone number will be kept confidential, and will be destroyed once we have contacted you by phone.

*Interviewer hands respondent Card A.*¹

(*INTERVIEWER READS*) This card explains exactly why we are collecting this information, and how it will used.

¹ Card A described how participants' name and phone number would be used, and how their data would be kept secure. A copy of Card A is provided as Appendix C to this report.

After giving participant an opportunity to read Card A, interviewer records participants' name and phone number.

Interviewer gives respondent the advertisement being tested, and asks her to read the number that is written on it. The interviewer enters this number into the survey program, which checks that the correct advertisement is being used.

(IF USING A TELEVISION ADVERTISEMENT, INTERVIEWER READS) I will play the commercial twice with a brief pause in between. Whether or not you have seen it before, please watch it as you would at home. Interviewer plays advertisement twice, then turns off TV and continues.

(IF USING A PRINT ADVERTISEMENT, INTERVIEWER READS) Please look at this ad as you normally would, and take as much time as you need. Let me know when you are finished. When respondent is finished, interviewer takes back ad and removes it from view.

(INTERVIEWER READS) Now I'd like to ask you some questions. If you don't know the answer to any of my questions, please say so rather than guess.

10. What was the brand name of the product whose ad you looked at?

- [Danactive/Danimals] (skip to Q11)
- Dannon
- OTHER (interview is terminated)
- DON'T KNOW/ NOT SURE (interview is terminated)

10a. What was the name of the Dannon product whose ad you looked at?

- [Danactive/Danimals]
- OTHER (interview is terminated)
- DON'T KNOW/ NOT SURE (interview is terminated)

11. What did the ad say or suggest about [Danactive/Danimals]? (PROBE) Anything else? (PROBE UNTIL UNPRODUCTIVE. RECORD VERBATIM.)

(INTERVIEWER READS) I'm going to ask you a few questions that may or may not cover things that you already mentioned. Interviewer shows participant Card B.² Please select one of the answers shown on this card.

12. Did or didn't the ad say or suggest anything about the health benefits of drinking [Danactive/Danimals]?

- YES, IT DID
- NO, IT DID NOT (interview is terminated)
- DON'T KNOW/ NOT SURE (interview is terminated)

² Card B showed the three possible responses to Q12 and Q14: "Yes, it did"; "No, it did not"; and "Don't know/Not sure".

Interviewer takes away Card B.

13. What did the ad say or suggest about the health benefits of drinking [Danactive/ Danimals]? (*PROBE*) Anything else? (*PROBE UNTIL UNPRODUCTIVE. RECORD VERBATIM.*)

(*INTERVIEWER READS*) I am going to read you several statements about [Danactive/ Danimals] All, some, or none of these may have been stated or suggested in the ad you just saw.

Interviewer shows participant Card B again.

14. After I read each statement, please tell me whether:

YES, it was stated or suggested in the [Danactive/Danimals] ad, or
NO, it was not stated or suggested in the [Danactive/Danimals] ad, or
You DON'T KNOW, or are NOT SURE

	YES	NO	DON'T KNOW/ NOT SURE
[Danactive/Danimals] comes in bottles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drinking [Danactive/Danimals] reduces the likelihood of getting a cold or flu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
[Danactive/Danimals] is a carbonated beverage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drinking [Danactive/Danimals] reduces the likelihood of developing diabetes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Interviewer takes away Card B.

(*INTERVIEWER READS*) This concludes our survey. In the next few days, you will be receiving a call from a company called Market Decisions. They will ask you to confirm that you were interviewed today, and will ask you a few other questions to make sure that you qualified to participate. Please accept their call, because it will only take 1 to 2 minutes and otherwise your responses today cannot be counted.

[END OF SURVEY]