

DanActive TV Advertising Study: Questionnaire

Hello, my name is _____ from _____. As mentioned earlier, we are conducting a study today about advertising.

IF RESPONDENT INDICATED EARLIER THAT (S)HE WEARS GLASSES OR CONTACT LENSES FOR WATCHING TV, MAKE SURE THAT (S)HE IS WEARING THEM.

HAND RESPONDENT THE VIDEO TAPE WITH THE BLUE DOT

I am going to show you a television commercial. Before I do, please tell me the color of the dot on this videotape.

- 1 Blue (**CONTINUE**)
- 2 Green (**STOP. GET VIDEO TAPE WITH BLUE DOT**)

The commercial will run twice with a brief pause in between. Whether or not you have seen it before, please watch it as you would at home.

(PLAY TAPE. WHEN COMMERCIAL HAS RUN TWICE, STOP AND REWIND)

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.

1. What was the brand name of the product whose ad you looked at?
 - 1 DanActive (**SKIP TO Q2**)
 - 2 Dannon (**CONTINUE**)
 - 3 OTHER (**TERMINATE**)
 - 9 DON'T KNOW/ NOT SURE (**TERMINATE**)
- 1a. What was the name of the Dannon product whose ad you looked at?
 - 1 DanActive (**CONTINUE**)
 - 2 OTHER (**TERMINATE**)
 - 9 DON'T KNOW/ NOT SURE (**TERMINATE**)
2. What did the ad say, show, or imply about DanActive? (PROBE) Anything else? (PROBE UNTIL UNPRODUCTIVE. RECORD VERBATIM)
3. Although you may have already mentioned this, did or didn't the ad say, show, or imply anything about the health benefits of drinking DanActive, or don't you know?

- 1 YES, IT DID (CONTINUE)
- 2 NO, IT DID NOT (SKIP TO END)
- 9 DON'T KNOW/ NOT SURE (SKIP TO END)

3a. What did the ad say, show, or imply about the health benefits of drinking DanActive?
(PROBE) Anything Else? (RECORD VERBATIM)

4. I am going to read you several statements about DanActive. All, some, or none of these may have been stated, shown, or implied in the ad you just saw.
(SHOW CARD A)

After I read each statement, please tell me whether:

YES, it was stated, shown, or implied in the DanActive ad, or
NO, it was not stated, shown, or implied in the DanActive ad, or
you DON'T KNOW, or are NOT SURE.

(RANDOMIZE ORDER)

Which answer on this card applies to this statement?

4a. DanActive comes in bottles

1 YES 2 NO 3 DON'T KNOW/ NOT SURE

4b. Drinking DanActive reduces the likelihood of getting a cold or flu

1 YES 2 NO 3 DON'T KNOW/ NOT SURE

4c. DanActive is a carbonated beverage

1 YES 2 NO 3 DON'T KNOW/ NOT SURE

4d. Drinking DanActive reduces the likelihood of developing diabetes

1 YES 2 NO 3 DON'T KNOW/ NOT SURE

DanActive Print Advertising Study: Questionnaire

Hello, my name is _____ from _____. As mentioned earlier, we are conducting a study today about advertising.

IF RESPONDENT INDICATED EARLIER THAT (S)HE WEARS GLASSES OR CONTACT LENSES FOR READING, MAKE SURE THAT (S)HE IS WEARING THEM.

HAND RESPONDENT THE DANACTIVE PRINT AD WITH A BLUE DOT ON THE BACK

I am going to show you a print advertisement. Before I do, please tell me the color of the dot on the back.

- 1 Blue (**CONTINUE**)
- 2 Green (**STOP. GET DANACTIVE AD WITH BLUE DOT ON THE BACK**)

Please look at this ad and let me know when you are finished.

(WHEN RESPONDENT IS FINISHED, TAKE BACK AD AND REMOVE FROM VIEW)

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.

- 1. What was the brand name of the product whose ad you looked at?
 - 1 DanActive (**SKIP TO Q2**)
 - 2 Dannon (**CONTINUE**)
 - 3 OTHER (**TERMINATE**)
 - 9 DON'T KNOW/ NOT SURE (**TERMINATE**)

- 1a. What was the name of the Dannon product whose ad you looked at?
 - 1 DanActive (**CONTINUE**)
 - 2 OTHER (**TERMINATE**)
 - 9 DON'T KNOW/ NOT SURE (**TERMINATE**)

- 2. What did the ad say, show, or imply about DanActive? (PROBE) Anything else? (PROBE UNTIL UNPRODUCTIVE. RECORD VERBATIM)
- 3. Although you may have already mentioned this, did or didn't the ad say, show, or imply anything about the health benefits of drinking DanActive, or don't you know?

- 1 YES, IT DID (CONTINUE)
- 2 NO, IT DID NOT (SKIP TO END)
- 9 DON'T KNOW/ NOT SURE (SKIP TO END)

3a. What did the ad say, show, or imply about the health benefits of drinking DanActive?
(PROBE) Anything Else? (RECORD VERBATIM)

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