APPENDIX B

Questionnaire for Soup Ads
Hello, my name is _________ from United States Research Company. As mentioned earlier, we are conducting a series of studies on advertising.

**INTERVIEWER:** CHECK Q.S2a/Q.S2b.

**IF RESPONDENT DOES NOT WEAR GLASSES FOR READING, SKIP TO Q.A.**

**IF A RESPONDENT WEARS GLASSES FOR READING, SAY:**

Please put your reading glasses on. (CONTINUE TO Q.A)

---

1a. For what products do you recall seeing ads in the booklet? (DO NOT READ LIST. CIRCLE ALL MENTIONS.)

1 Cheese
2 Vitamins
3 Soup ———— (IF MENTIONED, SKIP TO Q.1c; IF NOT MENTIONED, ASK Q.1b)

1b. Do you remember seeing an ad for Soup in the booklet?

1 Yes
2 No ———— (TERMINATE AND TALLY)

1c. What do you think were the main points of the soup ad? (RECORD VERBATIM. PROBE: What else?).
2. Please read the ad again. (SHOW ONLY SOUP AD AGAIN. AFTER RESPONDENT HAS READ AD, REMOVE IT FROM VIEW).

Now, what do you think were the main points of the ad? (RECORD VERBATIM. PROBE: What else?).

(HAND RESPONDENT CARD 2)

3a. Based on the information in the ad, how interested would you be in buying the product? (CIRCLE ONE ANSWER).

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Y</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all interested</td>
<td>Not very interested</td>
<td>Somewhat interested</td>
<td>Very interested</td>
<td>Extremely interested</td>
<td>Don't know</td>
</tr>
</tbody>
</table>

SKIP TO Q.4a

3b. Why do you say that? (RECORD VERBATIM. PROBE: What else?)

4a. Did the ad say or imply anything about what is in the soup?

1. Yes

2. No

Y. Don't know (SKIP TO Q.5a)

4b. What did the ad say or imply about what is in the soup? (RECORD VERBATIM.)
5a. Did the ad say or imply that the soup would have any effect on your health?

1 Yes

2 No

Y Don't know \(\rightarrow\) (SKIP TO Q.6)

5b. What effect did the ad say or imply the soup would have on your health? (RECORD VERBATIM.)

(HAND RESPONDENT CARD 3)

6. How believable is the ad? (CIRCLE ONE ANSWER).

\[\begin{array}{ccccc}
1 & 2 & 3 & 4 & 5 & Y \\
Not at all believable & Not very believable & Somewhat believable & Very believable & Extremely believable & Don't know \\
\end{array}\]

(HAND RESPONDENT CARD 4)

7a. Based on what the ad says or implies, how healthy would you rate this product? (CIRCLE ONE ANSWER).

\[\begin{array}{ccccc}
1 & 2 & 3 & 4 & 5 & Y \\
Very unhealthy & Somewhat unhealthy & Neither healthy nor unhealthy & Somewhat healthy & Very healthy & Don't know \\
\end{array}\]

\(\rightarrow\) SKIP TO Q.8a

7b. Why do you say that? (RECORD VERBATIM. PROBE: What else?)
(HAND RESPONDENT CARD 5)
8a. Based on what the ad says or implies, is the advertised product? (CIRCLE ONE ANSWER).

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>X</td>
</tr>
<tr>
<td>Low in sodium</td>
<td>Somewhat low in sodium</td>
<td>Neither low nor high in sodium</td>
<td>Somewhat high in sodium</td>
<td>High in sodium</td>
<td>X</td>
</tr>
</tbody>
</table>

Doesn’t say anything about sodium
Don’t know

SKIP TO Q.11

8b. Why do you say that? (RECORD VERBATIM. PROBE: What else?)

(Q.9-10 OMITTED)

(HAND RESPONDENT AD #263)
11a. Please look at this picture I have just handed you. (ALLOW RESPONDENT TO LOOK AT PICTURE. LEAVE #263 IN VIEW).

(HAND RESPONDENT CARD 6)
Compared to the brand in this picture (POINT TO #263), would you say the advertised product we talked about first has . . . ?

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>X</td>
</tr>
<tr>
<td>Much less sodium</td>
<td>Somewhat less sodium</td>
<td>About the same sodium</td>
<td>Somewhat more sodium</td>
<td>Much more sodium</td>
<td>Don’t know</td>
</tr>
</tbody>
</table>

SKIP TO Q.12

11b. Why do you say that? (RECORD VERBATIM. PROBE: What else?)
12. Do you recall seeing any information in the ad about (READ ITEMS. RECORD A "YES" OR "NO" FOR EACH ITEM).

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fiber</td>
<td>1</td>
<td>2</td>
<td>Y</td>
</tr>
<tr>
<td>Fat</td>
<td>1</td>
<td>2</td>
<td>Y</td>
</tr>
<tr>
<td>Sodium</td>
<td>1</td>
<td>2</td>
<td>Y</td>
</tr>
</tbody>
</table>

(HAND RESPONDENT CARD 7)

13. Which of the following describes your education?

1. Some High School or less
2. High School Graduate
3. Some College or Technical School
4. College Graduate
5. Post Graduate
Y Refused

(HAND RESPONDENT CARD 8)


1. A. Under $25,000
2. B. $25,000 to $49,999
3. C. $50,000 to $74,999
4. D. $75,000 or more
Y Refused

15. (HAND RESPONDENT 7 POINT SCALE AND SELF-ADMINISTERED QUESTIONNAIRE). Please read the instructions at the top.

(ALLOW RESPONDENT TIME TO FINISH SELF-ADMINISTERED QUESTIONNAIRE. CHECK TO SEE THAT IT IS FULLY COMPLETED. STAPLE SELF-ADMINISTERED QUESTIONNAIRE TO END OF THIS QUESTIONNAIRE).