

11/07/2002

#75207068

ID # _____

TESTIMONIAL ADVERTISING STUDY: QUESTIONNAIRE #2 (Cholesterol)

Advertisement: 2A 2B 2C 2D 2E 2F _____
(Circle one) 2G 2H 2J 2K 2M 2N (06-07)

ESCORT RESPONDENT INTO INTERVIEWING ROOM. SEAT RESPONDENT AT TABLE. IF RESPONDENT INDICATED EARLIER THAT S/HE WEARS GLASSES FOR READING, BE SURE THAT S/HE IS WEARING THEM.

Hello, my name is _____ from U.S. Research. As mentioned earlier, we are conducting a study today about advertising. I am going to give you an advertisement. GIVE RESPONDENT AD WITH AD SIDE DOWN.

Before I ask you anything else, what are the number and letter on the back of the ad? RECORD VERBATIM: _____ (08-09)

IF NUMBER AND LETTER DO NOT MATCH NUMBER AND LETTER CIRCLED AT TOP OF QUESTIONNAIRE, TAKE BACK AD, AND GIVE RESPONDENT CORRECT AD.

Please turn the ad over, read it carefully and let me know when you are finished.

WHEN RESPONDENT INDICATES THAT S/HE IS FINISHED LOOKING, TAKE BACK AD AND REMOVE FROM VIEW.

1. What was the name of the product that that was advertised?
1 CARDIO GUARD (10)
2 OTHER
9 DON'T KNOW, DON'T REMEMBER OR NOT SURE

Since people often read ads more than once, I would like you to look at the ad again. Please take time to review it carefully. When you are done, I will take back the ad and then ask you some questions. There are no right or wrong answers to these questions. If you don't know an answer, that's o.k., just say "I don't know."

GIVE RESPONDENT AD. WHEN RESPONDENT INDICATES THAT S/HE IS FINISHED LOOKING, TAKE BACK AD AND REMOVE FROM VIEW.

2. Although you may have told me this before, what was the name of the product that was advertised?
1 CARDIO GUARD (CONTINUE) (11)
2 OTHER (TERMINATE; SAVE SCREENER AND QUESTIONNAIRE)
9 DON'T KNOW, DON'T REMEMBER OR NOT SURE (TERMINATE; SAVE SCREENER AND QUESTIONNAIRE)

- 2a. What were the main ideas that the ad communicated to you?
(PROBE UNTIL UNPRODUCTIVE WITH: Anything else?
RECORD VERBATIM.)

<u>(12-13)</u>	<u>(22-23)</u>
<u>(14-15)</u>	<u>(24-25)</u>
<u>(16-17)</u>	<u>(26-27)</u>
<u>(18-19)</u>	<u>(28-29)</u>
<u>(20-21)</u>	<u>(30-31)</u>

For the following questions, I'd like you to think about new users of Cardio Guard, that is, people who start using Cardio Guard in the future.

3. Did or didn't what you just read suggest anything about the number of points by which new users of Cardio Guard can expect to lower their cholesterol?
(FORCE A CHOICE)
- 1 YES, IT DID (CONTINUE) (32)
2 NO, IT DIDN'T (GO TO Q4)
9 DON'T KNOW OR NOT SURE (GO TO Q4)

- 3a. What was suggested about the number of points by which new users of Cardio Guard can expect to lower their cholesterol?
(RECORD VERBATIM)

(33-34)	(43-44)
(35-36)	(45-46)
(37-38)	(47-48)
(39-40)	(49-50)
(41-42)	(51-52)

INTERVIEWER:

- IF ONE NUMBER GIVEN, WRITE THAT NUMBER IN Q3c. THEN **GO TO Q3c**
- IF SEVERAL NUMBERS OR A RANGE GIVEN, WRITE LOWEST NUMBER GIVEN IN Q3d AND HIGHEST NUMBER GIVEN IN Q3e. THEN **GO TO Q3d**
- IF NON-NUMERICAL RESPONSE SUCH AS “A LOT” GIVEN, **GO TO Q3b**
- IF DON'T KNOW OR NOT SURE, **GO TO Q4**

- 3b. Could you be more specific about the number of points by which new users of Cardio Guard can expect to lower their cholesterol?
(RECORD VERBATIM)

(53-54)	(63-64)
(55-56)	(65-66)
(57-58)	(67-68)
(59-60)	(69-70)
(61-62)	(71-72)

INTERVIEWER:

- IF ONE NUMBER GIVEN, WRITE THAT NUMBER IN Q3c. THEN **GO TO Q3c**
- IF SEVERAL NUMBERS OR A RANGE GIVEN, WRITE LOWEST NUMBER GIVEN IN Q3d AND HIGHEST NUMBER GIVEN IN Q3e. THEN **GO TO Q3d**
- IF NON-NUMERICAL RESPONSE GIVEN, **GO TO Q4**
- IF NO, DON'T KNOW OR NOT SURE, **GO TO Q4**

(BEFORE ASKING Q.3c WRITE IN NUMBER FROM Q.3a/Q.3b)

3c. **(SHOW CARD A)**

Based on what was suggested, how many new users of Cardio Guard can expect to lower their cholesterol by at least _____ points? Would you say all, almost all, most, about half, some, very few, none, or don't know or not sure? (06-09)

- | | | | |
|--------------|--------------|--------------------------|------|
| 1 ALL | 4 ABOUT HALF | 7 NONE | (10) |
| 2 ALMOST ALL | 5 SOME | 9 DON'T KNOW OR NOT SURE | |
| 3 MOST | 6 VERY FEW | | |

GO TO Q5

(BEFORE ASKING Q.3d WRITE IN LOWEST NUMBER FROM Q.3a/Q.3b)

3d. **(SHOW CARD A)**

Based on what was suggested, how many new users of Cardio Guard can expect to lower their cholesterol by at least _____ points? Would you say all, almost all, most, about half, some, very few, none, or don't know or not sure? (11-14)

- | | | | |
|--------------|--------------|--------------------------|------|
| 1 ALL | 4 ABOUT HALF | 7 NONE | (15) |
| 2 ALMOST ALL | 5 SOME | 9 DON'T KNOW OR NOT SURE | |
| 3 MOST | 6 VERY FEW | | |

(BEFORE ASKING Q.3e WRITE IN HIGHEST NUMBER FROM Q.3a/3b)

3e. **(SHOW CARD A)**

Based on what was suggested, how many new users of Cardio Guard can expect to lower their cholesterol by at least _____ points? Would you say all, almost all, most, about half, some, very few, none, or don't know or not sure? (16-19)

- | | | | |
|--------------|--------------|--------------------------|------|
| 1 ALL | 4 ABOUT HALF | 7 NONE | (20) |
| 2 ALMOST ALL | 5 SOME | 9 DON'T KNOW OR NOT SURE | |
| 3 MOST | 6 VERY FEW | | |

GO TO Q5

6. So far, I have asked you some questions about what the ad said or suggested. Now I'd like to ask you some questions concerning your personal opinion about Cardio Guard.

In your opinion, by how many points, on average, would you expect new users of Cardio Guard to lower their cholesterol? Please give me your best estimate.

(SHOW CARD C)

(IF RESPONDENT GIVES A RANGE, SUCH AS 30-60 POINTS, SAY:

"Please give me a single number that represents your best estimate.")

- | | | |
|----|------------------------|---------|
| 1 | LESS THAN TEN POINTS | (24-25) |
| 2 | ABOUT 10 POINTS | |
| 3 | ABOUT 20 POINTS | |
| 4 | ABOUT 30 POINTS | |
| 5 | ABOUT 40 POINTS | |
| 6 | ABOUT 50 POINTS | |
| 7 | ABOUT 60 POINTS | |
| 8 | ABOUT 70 POINTS | |
| 9 | ABOUT 80 POINTS | |
| 10 | ABOUT 90 POINTS | |
| 11 | ABOUT 100 POINTS | (26-27) |
| 12 | MORE THAN 100 POINTS | |
| 98 | OTHER (WRITE IN) _____ | |
| 99 | DON'T KNOW OR NOT SURE | |

(28-31)

7a. Now think about 100 people who try to lower their cholesterol by about 25 points with Cardio Guard. In your opinion, how many of these 100 Cardio Guard users would you expect to be successful? Please give me your best estimate.

- **IF RESPONDENT SAYS “ALL,” WRITE DOWN “100.”**
- **IF RESPONDENT GIVES A PERCENTAGE SUCH AS “30%”, WRITE DOWN “30.”**
- **IF RESPONDENT GIVES A RANGE, SUCH AS 30-40, OR GIVES A NON NUMERICAL ANSWER, SUCH AS “A LOT,” OR “FEW,”**
SAY: “Please give me a single number that represents your best estimate.”

_____ USERS

(32-34)

999 DON'T KNOW OR NOT SURE

7b. Now think about 100 people who try to lower their cholesterol by about 50 points with Cardio Guard. In your opinion, how many of these 100 Cardio Guard users would you expect to be successful? Please give me your best estimate.

- **IF RESPONDENT SAYS “ALL,” WRITE DOWN “100.”**
- **IF RESPONDENT GIVES A PERCENTAGE SUCH AS “30%”, WRITE DOWN “30.”**
- **IF RESPONDENT GIVES A RANGE, SUCH AS 30-40, OR GIVES A NON NUMERICAL ANSWER, SUCH AS “A LOT,” OR “FEW,”**
SAY: “Please give me a single number that represents your best estimate.”

_____ USERS

(35-37)

999 DON'T KNOW OR NOT SURE

7c. Now think about 100 people who try to lower their cholesterol by about 75 points with Cardio Guard. In your opinion, how many of these 100 Cardio Guard users would you expect to be successful? Please give me your best estimate.

- **IF RESPONDENT SAYS “ALL,” WRITE DOWN “100.”**
- **IF RESPONDENT GIVES A PERCENTAGE SUCH AS “30%”, WRITE DOWN “30.”**
- **IF RESPONDENT GIVES A RANGE, SUCH AS 30-40, OR GIVES A NON NUMERICAL ANSWER, SUCH AS “A LOT,” OR “FEW,”**
SAY: “Please give me a single number that represents your best estimate.”)

_____ USERS

(38-40)

999 DON'T KNOW OR NOT SURE

8. Did the Cardio Guard ad contain a disclosure or a statement that appeared in red print, with an asterisk?

- 1 YES (41)
- 2 NO
- 9 DON'T KNOW OR NOT SURE

9. Did the Cardio Guard ad contain any testimonials or real life experiences of individuals who have already used Cardio Guard?

- 1 YES (**GO TO Q9a**) (42)
- 2 NO (**GO TO END**)
- 9 DON'T KNOW OR NOT SURE (**GO TO END**)

9a Did the Cardio Guard ad contain only one testimonial or did it contain more than one testimonial?

- 1 ONLY ONE (43)
- 2 MORE THAN ONE
- 9 DON'T KNOW OR NOT SURE

(44) 2

I.D.# _____

Thank you very much. Would you please sign this certification page so I can prove to my supervisor that I interviewed you? You may be contacted later to verify that the interview occurred, but information you provide will be kept confidential and will not be used to sell you anything.

RESPONDENT CERTIFICATION

I certify that I was shown a print ad, asked some questions about it, and paid \$2.00 for my participation.

RESPONDENT NAME (PRINT) _____

SIGNATURE _____

DATE _____

INTERVIEWER CERTIFICATION

I hereby certify that all of the above information was obtained by me from the respondent named above, who is not personally known to me. I agree to provide this affidavit under oath, immediately upon request.

INTERVIEWER NAME (PRINT) _____

SIGNATURE _____

DATE _____

(RECORD YOUR INTERVIEWER NUMBER ON LINE BELOW).

45-47

48-79Z 80-3