



- 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 individuals who start Vending Solutions business, that is, people who start a Vending Solutions business in the future.

3. Did or didn't what you just read suggest anything about the number of dollars per month new individuals who start a Vending Solutions business can expect to earn? (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 dollars per month that new individuals who start a Vending Solutions business can expect to earn?  
(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 dollars per month that new individuals who start a Vending Solutions business can expect to earn?  
(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**

73-79Z 80-2

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

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

Based on what was suggested, how many new individuals who start a Vending Solutions business can expect to earn at least \_\_\_\_\_ dollars per month? (06-09)  
Would you say all, almost all, most, about half, some, very few, none, or don't know or not sure?

- |              |              |                          |      |
|--------------|--------------|--------------------------|------|
| 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**

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

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

Based on what was suggested, how new individuals who start a Vending Solutions business can expect to earn at least \_\_\_\_\_ dollars per month. (11-14)  
Would you say all, almost all, most, about half, some, very few, none, or don't know or not sure?

- |              |              |                          |      |
|--------------|--------------|--------------------------|------|
| 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/Q.3b)**

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

Based on what was suggested, how many new individuals who start a Vending Solutions business can expect to earn at least \_\_\_\_\_ dollars per month. (16-19)  
Would you say all, almost all, most, about half, some, very few, none, or don't know or not sure?

- |              |              |                          |      |
|--------------|--------------|--------------------------|------|
| 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 Vending Solutions.

In your opinion, how much money, on average, would you expect new individuals who start a Vending Solutions business to earn per month? Please give me your best estimate.

**(SHOW CARD C)**

**(IF RESPONDENT GIVES A RANGE, SUCH AS \$1200-\$3600, SAY:**

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

- |    |                            |         |
|----|----------------------------|---------|
| 1  | LESS THAN \$400 PER MONTH  | (24-25) |
| 2  | ABOUT \$400 PER MONTH      |         |
| 3  | ABOUT \$800 PER MONTH      |         |
| 4  | ABOUT \$1200 PER MONTH     |         |
| 5  | ABOUT \$1600 PER MONTH     |         |
| 6  | ABOUT \$2000 PER MONTH     |         |
| 7  | ABOUT \$2400 PER MONTH     |         |
| 8  | ABOUT \$2800 PER MONTH     |         |
| 9  | ABOUT \$3200 PER MONTH     |         |
| 10 | ABOUT \$3600 PER MONTH     |         |
| 11 | ABOUT \$4000 PER MONTH     | (26-27) |
| 12 | MORE THAN \$4000 PER MONTH |         |
| 98 | OTHER (WRITE IN) _____     |         |
| 99 | DON'T KNOW OR NOT SURE     |         |

(28-31)

7a. Now think about 100 people who try to earn about \$1000 per month with a Vending Solutions business. In your opinion, how many of these 100 individuals 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 earn about \$2000 per month with a Vending Solutions business. In your opinion, how many of these 100 individuals 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 earn about \$3000 per month with a Vending Solutions business. In your opinion, how many of these 100 individuals 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 Vending Solutions 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 Vending Solutions ad contain any testimonials or real life experiences of individuals who have already started a Vending Solutions business?

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

9a Did the Vending Solutions 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) 1

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