

11/14/02

#75207068

ID# \_\_\_\_\_

**WEIGHT LOSS STUDY  
SCREENING QUESTIONNAIRE**

(01-05)

(06-07)	(08)	(09)
<b><u>MARKET:</u></b>	<b><u>AGE</u></b>	<b><u>GENDER</u></b>
1 Arlington	7 Los Angeles	1 MALE
2 Austin	8 Poughkeepsie	2 FEMALE
3 Boston	9 Schenectady	
4 St. Charles	10 Seminole	
5 Colorado Springs	11 Toledo	
6 Edison	12 Wichita	
<b>Quota Groups</b>		
Recruiter's Name: _____	START: _____	
Interviewer's Name: _____	STOP: _____	
Editor's Name: _____	LENGTH: _____	
<b>CHECK QUOTAS</b>		
<b>SIGHT SCREEN FOR MALES AND FEMALES 18 YEARS OF AGE OR OLDER.</b>		

Hello, I'm \_\_\_\_\_ from U.S.Research, a nationwide market research company. I assure you that we are not selling anything...all we want are your honest opinions. Could you spare us a few minutes to answer some brief questions?

- A. In the past 12 months, have you tried to lose weight or gone on a diet?
- 1 YES (CONTINUE) (10)
- 2 NO (TERMINATE AND TALLY) 1 2 3 4 5 6 7 8 9 10 (11-12)

- B. Which of the following, if any, have you used to help you lose weight in the last 12 months?
- 1 A weight loss product such as Slim Fast? 1 YES 2 NO (13)
- 2 A weight loss program such as Weight Watchers or Jenny Craig? 1 YES 2 NO (14)
- 3 A diet plan such as the Atkins diet? 1 YES 2 NO (15)
- 4 A prescription medication for weight loss? 1 YES 2 NO (16)
- 5 A dietary supplement or herbal product for weight loss? 1 YES 2 NO (17)

**IF "YES" TO ANY OF THE ABOVE, CONTINUE. IF "NO" TO ALL OF THE ABOVE, TERMINATE AND TALLY 1 2 3 4 5 6 7 8 9 10 (18-19)**

- C. Do you or does anyone in your household work ...  
 In marketing research?  
 In advertising or public relations?  
 For a store or company that markets a weight loss product, medication, or program?  
 For a store in this shopping mall?  
 IF YES TO ANY OF THE ABOVE,  
**TERMINATE AND TALLY** 1 2 3 4 5 6 7 8 9 10 (20-21)
- D. During the past six months, have you participated in any market research survey other than a political poll?  
 1 YES (TERMINATE AND TALLY) 1 2 3 4 5 6 7 8 9 10 (22-23)  
 2 NO (CONTINUE) (24)
- E. Which of these groups includes your age? (READ LIST)  
 1 Under 18 (TERMINATE AND TALLY) 1 2 3 4 5 6 7 8 9 10 (25-26)  
 2 18-29 CHECK QUOTAS (27)  
 3 30-44 CHECK QUOTAS  
 4 45-59 CHECK QUOTAS  
 5 60 and over CHECK QUOTAS  
 6 REFUSED (TERMINATE AND TALLY) 1 2 3 4 5 6 7 8 9 10 (28-29)  
**OVER QUOTA (TERMINATE AND TALLY) 1 2 3 4 5 6 7 8 9 10 (30-31)**
- F. Do you usually wear eyeglasses or contact lenses when you read?  
 1 YES (CONTINUE) (32)  
 2 NO (ASK QH)
- G. Do you have your eyeglasses or contact lenses with you today?  
 1 YES (CONTINUE) (33)  
 2 NO (TERMINATE AND TALLY) 1 2 3 4 5 6 7 8 9 10 (34-35)
- H. I'd like you to accompany me to the interviewing area where I will show you some advertising materials and then ask you some questions about it. We'll be giving you \$2.00 to thank you for participating. I think that you'll find it interesting, and it will take only a few minutes.
- Before we continue, I need to obtain your name and telephone number. 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.
- [IF AGREEABLE, ESCORT TO INTERVIEWING FACILITY. IF QUALIFIED BUT REFUSED, TERMINATE AND TALLY] 1 2 3 4 5 6 7 8 9 10 (36-37)**
- I. RECORD (DO NOT ASK)  
 1 MALE CHECK QUOTAS (38)  
 2 FEMALE CHECK QUOTAS

