

**QUESTIONNAIRE A  
DIETARY SUPPLEMENT STUDY**

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 Quick Test. As mentioned earlier, we are conducting a study today about advertising. I am going to give you a booklet of advertising materials that people might receive in the mail. Please read the booklet carefully and let me know when you are finished. I will ask you some questions after you have had a chance to read the booklet. 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 BOOKLET. WAIT UNTIL RESPONDENT INDICATES THAT S/HE  
IS FINISHED LOOKING.

1. Would you please tell me the color of the cover page of the booklet you just read.

- 1 PURPLE
- 2 GREEN
- 3 YELLOW
- 4 BLUE
- 5 ORANGE
- 6 WHITE

TAKE BACK BOOKLET AND REMOVE FROM VIEW.

2. What was the name of the product that was advertised?

- 1 VITAMIN O/ O (**GO TO Q3**)
- 2 OTHER (**CONTINUE**)
- 9 DON'T KNOW, DON'T REMEMBER OR NOT SURE (**CONTINUE**)

2a. Which of the following was the name of the product that was advertised? Was it:  
(**READ LIST**)

- 1 Nutrition Plus, (**TERMINATE**)
- 2 Vitamin O, (**CONTINUE**)
- 3 Minerals Matter, or (**TERMINATE**)
- 4 Something Else? (**TERMINATE**)
- 9 DON'T KNOW, DON'T REMEMBER OR NOT SURE (**DO NOT READ**)  
(**TERMINATE**)

3. What is the main idea the booklet communicated to you? (DO NOT PROBE)

3a. What other ideas, if any, does the booklet communicate to you?  
(PROBE UNTIL UNPRODUCTIVE WITH: Anything else?)

4. Now, I'm going to read you a list of statements. All, some, or none of these statements may have been made in or implied by the booklet you just read. After I read each statement, please tell me whether:

**(SHOW CARD A)**

**Yes**, this statement was made in or implied by the booklet you read, or  
**No**, this statement was not made in or implied by the booklet you read, or  
You **don't know** or are **not sure**.

- 4a. Vitamin O reduces breathing problems  
1 YES – STATEMENT WAS MADE IN OR IMPLIED BY BOOKLET  
2 NO – STATEMENT WAS NOT MADE IN OR IMPLIED BY BOOKLET  
9 DON'T KNOW OR NOT SURE
- 4b. Vitamin O reduces thyroid problems  
1 YES – STATEMENT WAS MADE IN OR IMPLIED BY BOOKLET  
2 NO – STATEMENT WAS NOT MADE IN OR IMPLIED BY BOOKLET  
9 DON'T KNOW OR NOT SURE
- 4c. Vitamin O increases energy levels  
1 YES – STATEMENT WAS MADE IN OR IMPLIED BY BOOKLET  
2 NO – STATEMENT WAS NOT MADE IN OR IMPLIED BY BOOKLET  
9 DON'T KNOW OR NOT SURE
- 4d. Vitamin O reduces hair loss  
1 YES – STATEMENT WAS MADE IN OR IMPLIED BY BOOKLET  
2 NO – STATEMENT WAS NOT MADE IN OR IMPLIED BY BOOKLET  
9 DON'T KNOW OR NOT SURE
- 4e. Vitamin O relieves chronic or persistent pain  
1 YES – STATEMENT WAS MADE IN OR IMPLIED BY BOOKLET  
2 NO – STATEMENT WAS NOT MADE IN OR IMPLIED BY BOOKLET  
9 DON'T KNOW OR NOT SURE
- 4f. Vitamin O reduces dry skin problems  
1 YES – STATEMENT WAS MADE IN OR IMPLIED BY BOOKLET  
2 NO – STATEMENT WAS NOT MADE IN OR IMPLIED BY BOOKLET  
9 DON'T KNOW OR NOT SURE

**(TAKE BACK CARD A)**

**CIRCLE THE QUESTION NUMBER FOR EACH QUESTION ON THIS PAGE FOR WHICH RESPONDENT ANSWERED "YES". THEN, CIRCLE CORRESPONDING QUESTION NUMBERS ON THE NEXT PAGE. FOR EXAMPLE, IF YOU CIRCLED 4a and 4c ON THIS PAGE, CIRCLE 5a AND 5c ON THE NEXT PAGE. ASK ONLY THOSE QUESTIONS THAT ARE CIRCLED ON THE NEXT PAGE.**

**ASK ONLY THOSE QUESTIONS THAT ARE CIRCLED ON THIS PAGE.**

5. Now I'd like you to think about all the people who might try Vitamin O.

**(SHOW CARD B)**

5a. Based on what the booklet said or suggested, will Vitamin O reduce breathing problems for all, almost all, most, about half, some, very few, or none of the people who try it?

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

5b. Based on what the booklet said or suggested, will Vitamin O reduce thyroid problems for all, almost all, most, about half, some, very few, or none of the people who try it?

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

5c. Based on what the booklet said or suggested, will Vitamin O increase energy levels for all, almost all, most, about half, some, very few, or none of the people who try it?

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

5d. Based on what the booklet said or suggested, will Vitamin O reduce hair loss for all, almost all, most, about half, some, very few, or none of the people who try it?

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

5e. Based on what the booklet said or suggested, will Vitamin O relieve chronic or persistent pain for all, almost all, most, about half, some, very few, or none of the people who try it?

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

5f. Based on what the booklet said or suggested, will Vitamin O reduce dry skin problems for all, almost all, most, about half, some, very few, or none of the people who try it?

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

**(TAKE BACK CARD B)**

6. Was there a disclaimer or a notice that appeared in a box at the bottom of the pages of the booklet that you just read?

1 YES (CONTINUE)

2 NO (GO TO LAST PAGE)

9 DON'T KNOW OR NOT SURE (GO TO LAST PAGE)

6a. What did the disclaimer or notice say or suggest?  
(PROBE UNTIL UNPRODUCTIVE WITH: Anything else?)

6b. Why do you think the disclaimer or notice was included? (PROBE UNTIL UNPRODUCTIVE WITH: Any other reason?)

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 promotional booklet, asked some questions about it, and paid \$2.00 for my participation.

RESPONDENT NAME (PRINT): \_\_\_\_\_

SIGNATURE \_\_\_\_\_ PHONE \_\_\_\_\_

**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 \_\_\_\_\_

**IF RESPONDENT REFUSES NAME OR PHONE NUMBER, PLEASE HAVE SUPERVISOR SIGN BELOW AS ON-SITE VALIDATED.**

SUPERVISOR SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

**INTERVIEWER -- CIRCLE BOOKLET USED FOR THIS INTERVIEW:**

PURPLE      GREEN      YELLOW  
BLUE      ORANGE      WHITE