11/07/2 TE		ADVE	RTISI	#7520 NG ST		QUEST	'IONN	ID # AIRE #1 (Vending)
	tisement:							
(Circle	e one)	1 G	1H	1 J	1K	1M	1N	(06-07)
TABL		DENT	INDIC	CATED	EARLI	ER TH	AT S/H	T RESPONDENT AT E WEARS GLASSES
conduc	my name is cting a study too RESPONDENT	lay abo	ut adve	ertising.	I am g	oing to	As mer give yo	ntioned earlier, we are u an advertisement.
	I ask you anyth RD VERBATII	_					tter on	the back of the ad? (08-09)
AT TO	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 ove	r, read	it caref	ully and	l let me	know v	vhen yo	ou are finished.
	N RESPONDEN AD AND REM					E IS FIN	IISHED	LOOKING, TAKE
1.	What was the	name o	f the co	ompany	that spe	onsored	the ad	
	1 VENDING 2 OTHER 9 DON'T KN				IBER C	OR NOT	SURE	(10)

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 company that sponsored the ad?
 - 1 VENDING SOLUTIONS/VSI (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.)

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

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)

(43-44)	
(45-46)	
(47-48)	
(49-50)	
(51-52)	
	(45-46) (47-48) (49-50)

INTERVIEWER:

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

(BEF 3c.	(SHOW CARD A) Based on what was suggested, Solutions business can expect	IN NUMBER FROM Q.3a/Q.3b) I, how many new individuals who start a Vending to earn at least dollars per month? I, most, about half, some, very few, none, or don't	06-09)
	2 ALMOST ALL	4 ABOUT HALF 7 NONE 5 SOME 9 DON'T KNOW OR NOT SURE 6 VERY FEW	(10) E
		GO ТО Q5	
(BEF 3d.	FORE ASKING Q.3d WRITE (SHOW CARD A)	IN LOWEST NUMBER FROM Q.3a/Q.3b)	
	Solutions business can expect	I, how new individuals who start a Vending t to earn at least dollars per month. , most, about half, some, very few, none, or don't (11)	-14)
	2 ALMOST ALL	4 ABOUT HALF 7 NONE 5 SOME 9 DON'T KNOW OR NOT SURE 6 VERY FEW	(15) E
(BEF 3e.	(SHOW CARD A) Based on what was suggested.	IN HIGHEST NUMBER FROM Q.3a/Q.3b) I, how many new individuals who start a Vending	5-19)
		t to earn at least dollars per month. , most, about half, some, very few, none, or don't	
	2 ALMOST ALL	4 ABOUT HALF 7 NONE 5 SOME 9 DON'T KNOW OR NOT SURE 6 VERY FEW	(20) E
		GO TO Q5	

4. Did what you just read suggest that new individuals who start a Vending Solutions business can expect to earn a small amount of money per month, earn a moderate amount of money per month, earn a substantial amount of money per month, did it not suggest anything about the amount of money individuals can expect to earn, or don't know or not sure?

1 EARN A SMALL AMOUNT OF MONEY PER MONTH (GO TO Q5)

(21)

- 2 EARN A MODERATE AMOUNT OF MONEY PER MONTH (GO TO Q5)
- 3 EARN A SUBSTANTIAL AMOUNT OF MONEY PER MONTH (GO TO 4a)
- 4 DIDN'T SUGGEST ANYTHING ABOUT AMOUNT OF MONEY INDIVIDUALS CAN EXPECT TO EARN (**GO TO Q5**)
- 9 DON'T KNOW OR NOT SURE (GO TO Q5)

4a. (SHOW CARD A)

(SHOW CARD B)

Based on what was suggested, how many new individuals who start a Vending Solutions business can expect to earn a <u>substantial amount</u> of money per month? 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
2 ALMOST ALL 5 SOME 9 DON'T KNOW OR NOT SURE
3 MOST 6 VERY FEW

- 5. Did or didn't what you just read suggest anything about the number of years Vending Solutions has been in business?
 - 1 YES, IT DID (23)
 - 2 NO, IT DIDN'T
 - 9 DON'T KNOW OR NOT SURE

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	
1	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."	1
-	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."	
	orale reads bits into a single manifer that represents your cost estimate.	

999 DON'T KNOW OR NOT SURE

____ USERS

(38-40)

8.	Did the Vending Solutions ad contain a disclosure or a statement that appearint, with an asterisk?	eared in red
	1 YES 2 NO 9 DON'T KNOW OR NOT SURE	(41)
9.	Did the Vending Solutions ad contain any testimonials or real life experient individuals who have already started a Vending Solutions business?	nces of
	1 YES (GO TO Q9a) 2 NO (GO TO END) 9 DON'T KNOW OR NOT SURE (GO TO END)	(42)
9a	Did the Vending Solutions ad contain only one testimonial or did it contain than one testimonial?	in more
	1 ONLY ONE 2 MORE THAN ONE 9 DON'T KNOW OR NOT SURE	(43)
		(44) 1

48-79Z 80-3

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 responden 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