

APPENDIX B

S

I.D.# _____

Ad Test

Start: _____

Questionnaire	VERSION	AD PANEL	Main
2		2 Cheese	

4 Vitamins

4

5 Margarine

5

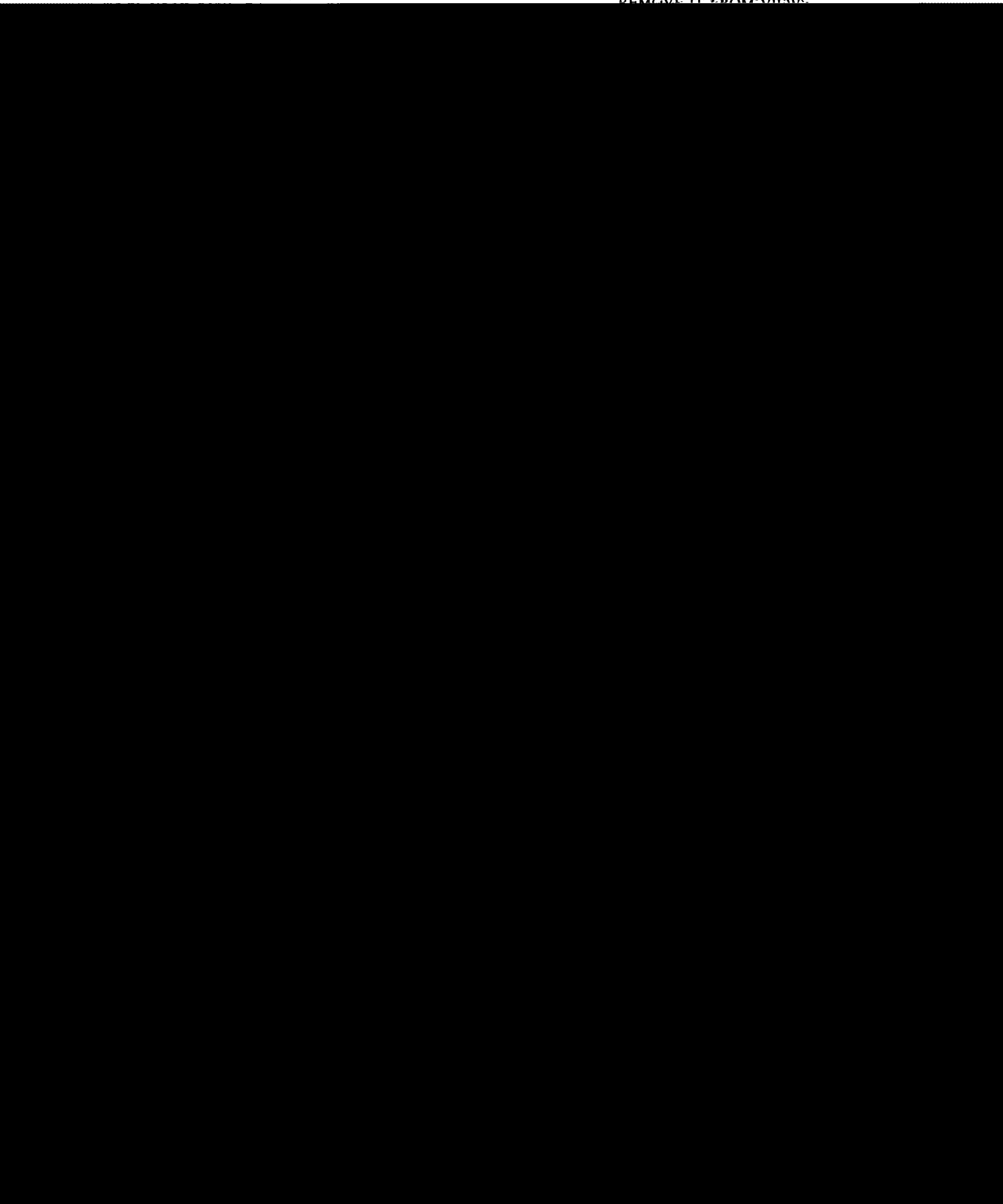
6

we are conducting a series of studies on advertising.

INTERVIEWER: CHECK Q.S2a/Q.S2b.

AFTER RESPONDENT HAS READ

2 Please read the ad again... (SHOW ONLY SOLID AD AGAIN... A
REMOVE IT FROM VIEW



5a. Did the ad say or imply that the soup would have any effect on your health?

1 Yes

2 No

} → (SKIP TO Q.6)

5b. What effect did the ad say or imply the soup would have on your health? (CHECK ONE)

(HAND RESPONDENT CARD 6)

8. Based on what she said, how much do you know about...

1 2 3 4 5 X Y

Neither Low Somewhat High Don't know

high in ... in ... about ... know ... low in ... low in ...

SKIP TO Q.11

9. Why do you say that... (RECORD VIEWER PLEASE WRITE HERE)

[Empty box]

[Empty box]

[Empty box]

(HAND RESPONDENT ID #263)

(HAND RESPONDENT ID #263)

CARD 6

(HAND RESPONDENT ID #263)

1 2 3 4 5 X Y

Neither Low Somewhat High Don't know

low sodium ... sodium ...

SKIP TO Q.12

[Empty box]

[Empty box]

[Empty box]

