ID k

QUESTloNNMm A
DIETmY SUPPLEMENT STUDY

Hello, my name is from QGek Test. As mentioned earlier, we are conducting a study
today about advefiising. I m going lo give you a booklet sf advefiising materials that people
mi&t receive in the mail. jf6pase576.9602 Tm (mail.)T2430 0 12.37 31 Tr7f2e 0 15.50x [123.ct 44</B22 T12.37

3. %%at is the main idea the booklet co unicated to you? (DO NOT PROBE)

3a. mat other ideas, if any, does the booklet co unicate to you?
(PROBE UNTIL RODUGTIVE 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 lqlied by the booklet you just read. After 1 read each
statement, please tell me whether:

Yes, this statement was made in or i~llplled 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 ase not sure.

43. Vitmin 8 reduces breathing problems
1 YES - STATEMENT WAS MAYaE IN OR LMPLIED BY BBOmET
2 NO - STATEMENT WAS NOT MADE OR MPLED BY BOOKLET
9 DON'T KNOW OR NOT S

4b. Vltarnln O reduces thyroid pro"oems
1 YES - STATEMENT WAS MADE LN OR IIVIPLIED BY BOOKLET
2 NO - STATEMENT WAS NOT MmE IhT OR MPLIED BY BOOmET
9 DON'T mOW OR MOT SURE

46. Vitmin 0 increases energy levels
1 YES - STATEMENT WAS MlaDE IN OR MPLIED BY BOOKLET
2 NO - STATEMEm WAS NOT MADE IN OR MPLlED BY BOOmET
9 DON'T mOW OR NOT SURE

Lad- Vitamin O reduces hair loss
H YES - STATEMENT WAS -MADE BN OR IAMPLIED BY BOOUET
2 NO - STATEMENT WAS NOT Ib42i.DE FN OR MPLIED BY BOOKLET
9 DON'T KATOW OR NOT SURE

4e. Vilmin 0 relieves ehonie or persistent pain
I YES - STATEMENT WAS MPS)E IN OR MPLIED BY BOOKLET
2 lu'8 - STATEMENT WAS NOT MAT)E IN' OR MPLIED BY BOBmET
9 DON'T WOW OR NOT S

4f. Vitmin O reduces dry skin problems
Z YES - STATEMENT WAS MADE IN OR IMPLIED BY BOOKLET
2 NO - STATEMENT WAS NOT MAI)E 06;: MPLIED BY BOOKLET
9 DON'T TOW OR NOT SLRE

and 4c OW THIS PAGE, CIRCLE 5a AND 5c OW THE NEXT PAGE. ASK ONLY