

SAMPLE: INTERCEPT INTERVIEW SCRIPT

OMB No. 0925-0530

Exp. Date 06/30/07

Good [morning/afternoon/evening].

My name is _____, and I work for _____, a marketing research firm located here in Bethesda. We are conducting a study of different ideas for a brochure. I would like to show you a couple and get your reaction to them. The interview will take approximately 15 minutes, and you will receive \$5.00 for your time. Would you be willing to spend a few minutes answering some questions?

Note to interviewer: Repeat questions 1 to 4 for both brochures. Ask questions 5 to 7 after questions 1 to 4 have been answered for both brochures.

If yes: Great. Now please take a few moments to read this brochure.

1. Which of the following would describe your general reaction to this brochure?

A B

- | | | |
|--------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | a. Do you really like it? |
| <input type="checkbox"/> | <input type="checkbox"/> | b. Do you think it is just okay? |
| <input type="checkbox"/> | <input type="checkbox"/> | c. Do you not like it very much? |
| <input type="checkbox"/> | <input type="checkbox"/> | d. Do you not like it at all? |
| <input type="checkbox"/> | <input type="checkbox"/> | e. Don't know/refused |

2. What is the main message of this brochure?

A: _____

B: _____

3. Does this brochure motivate you to do anything? If so, what does it motivate you to do?

A: _____

B: _____

4. Was there anything in the brochure that you found confusing or hard to understand?

A: _____

B: _____

Note to interviewer: Ask the following questions after showing both brochures.

5. Which brochure do you like best?

Brochure A

Brochure B

Why? _____

The following question is optional but will help to provide background for this study.

6. Do you take vitamins, herbal supplements, or other dietary supplements?

Yes

No

Refused/don't know

Thank you very much for your time. Your feedback has been most helpful.

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