

## Attachment 5: Market Research Experience Questions

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Form Approved  
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### **Market Research Experience**

*(Questions can be used in intercept interviews, telephone interviews, online research and focus group screeners.)*

1. Do you, or does any member of your household or immediate family work for:
  - a market research company
  - an advertising agency or public relations firm
  - the media (TV/radio/newspapers/magazines)
  - as a healthcare professional (doctor, nurse, pharmacist, dietician, etc.)
2. Have you participated in a focus group, intercept interview, telephone survey and/or online survey moderator in which you were asked your opinions regarding a product, a service, or advertising within the past six months?
  - Yes
  - No
3. How many of these have you attended in the past six months?  
\_\_\_\_\_ Indicate #
4. What was/were the topics discussed?  
\_\_\_\_\_