

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?
