# SAMPLE: INTERCEPT INTERVIEW SCRIPT

 OMB No. 0925-0530

Exp. Date XX/XX/XX

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

❑ ❑ a. Do you really like it?

❑ ❑ b. Do you think it is just okay?

❑ ❑ c. Do you not like it very much?

❑ ❑ d. Do you not like it at all?

❑ ❑ 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? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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*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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