

Pre-Test Questions

Q101. The survey first asked you if you made purchases in response to various types of advertising – such as a telemarketing call or an unsolicited email. Did you find these questions clear? If not, can you remember specific questions that you found confusing?

Q102. The survey next asked you if you had a variety of experiences – such as being offered a modification on your mortgage, paying someone who promised to reduce or eliminate your credit card debt, or purchasing a product that was supposed to help you lose a substantial amount of weight. Was it clear what kinds of experiences you were being asked about? If not, can you remember particular terms or questions that were unclear to you?

[PROG, Q103: ASK Q103 IF {PERSON WAS ASKED GENERAL FOLLOW-UP QUESTIONS ABOUT ANY FRAUD}, ELSE GO TO Q104]

Q103. When you indicated that you had had certain experiences, we asked you a series of questions about how you learned about and purchased the product, how much you paid, and whether you had complained to anyone about your experience. Were these questions clear? If not, can you remember specific questions that you found confusing?

Q104. We also asked you to rate yourself on several different characteristics using a scale of 1 to 7. Were these questions clear? If not, can you remember specific questions that you found confusing?

Q105. Were the demographic questions we asked – questions about your age, education, income, and level of debt, etc. – clear? If not, can you remember specific questions that you found confusing?

Q106. Finally, we asked you a few questions to learn about your ability to deal with numbers. Were these questions clear? If not, can you remember specific questions that you found confusing?