**Attachment 5: Market Research Experience Questions◼** Market Research Experience Questions

Form Approved

OMB No. 0920-0572

Expiration Date: xx-xx-xxxx

## B. Market Research Experience Questions

*(Questions can be used for Central Location Intercept Interviews, Telephone Interviews, Individual In-depth Interviews [Cognitive Interviews], Focus Group Screeners, and Focus Groups.)*

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.)

1. Have you participated in a focus group, intercept interview, telephone survey, and/or online survey in which you were asked your opinions regarding a product, a service, or advertising within the past six months?

* Yes
* No

1. How many of these have you attended in the past six months?

\_\_\_\_\_\_\_\_\_\_\_\_ Indicate #

1. What was/were the topics discussed?