

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.)

1b. 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.)

2b. 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

3b. How many of these have you attended in the past six months?

_____ Indicate #

4b. What was/were the topics discussed?