

Sample Intercept Questionnaire

Central-Location Intercept Questionnaire
National Eye Institute, National Institutes of Health

Introduction

Good morning/afternoon/evening.

My name is _____, and I work for _____, a marketing research company located here in _____ mall. We are conducting a study of different ideas for television public service announcements. 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?

1. To make sure we are representing different groups in our study, would you describe yourself as:

- White
- African American
- Hispanic
- Some other race

2. Are you 40 years old or older? (*African American only*)

- Yes
- No (Thank & End)

3. Are you 60 years old or older? (*Anyone, including African American*)

- Yes
- No (Thank & End)

4. Gender

- Male
- Female

Note to interviewer: Repeat questions 5–10 for both storyboards. Ask questions 11–16 after questions have been answered for the last storyboard.

Now I am going to show you ideas for two advertisements and ask you a few questions about each. I am going to show you storyboards that represent what the advertisement will be like. I will read the information that goes with each storyboard aloud as you see it.

Storyboard Sequence: Black Out, POV

5. Which of the following would describe your general reaction to this ad?

- a. Do you really like it?.....
- b. Do you think it is just ok?.....
- c. Do you not like it very much?.....
- d. Do you not like it at all?.....
- e. Don't know/refused.....

6. What is the main message of this ad? (*Do not prompt—check all that apply*)

- a. Everyone should have an eye exam
- b. Everyone should have a dilated eye exam
- c. People at risk for glaucoma should have a dilated eye exam
- d. Eye disease is treatable if diagnosed in time
- e. Other _____

7. Does this advertisement motivate you to do anything? If so, what does it motivate you to do? (*Do not prompt—check all that apply*)

- a. Get an eye exam
- b. Get a dilated eye exam
- c. Tell someone else to get an eye exam
- d. Tell someone else to get a dilated eye exam
- e. Ask a health professional about eye disease/glaucoma
- f. Tell someone else to ask a health professional about eye disease/glaucoma
- g. Other _____

If not, why not? (*Do not prompt—check all that apply*)

- a. S/he does not presently have glaucoma
- b. S/he does not presently know someone who has glaucoma
- c. Message has good information, but respondent doesn't feel the need to act
- d. Message is boring
- e. Message is unclear
- f. Other _____

8. If you saw this advertisement on television, how likely do you think you would be to get a dilated eye exam at least every 2 years or to tell someone else to get a dilated eye exam at least every 2 years?

- a. Very likely
- b. Somewhat likely
- c. Not too likely
- d. Don't know/refused

9. How well does each of the following words/attributes describe what you just saw?

- | | | | |
|-------------------------------|-----------|----------|------------|
| a. Is it attention-getting? | very much | a little | not at all |
| b. Is it interesting? | very much | a little | not at all |
| c. Is it direct/to the point? | very much | a little | not at all |
| d. Is it useful information? | very much | a little | not at all |

10. Was there anything in the advertisement that you found confusing or hard to understand?
(Do not prompt—check all that apply)

- a. Nothing
- b. Confused in general
- c. Message not clear
- d. Words were hard to understand
- e. Too much information presented
- f. Message didn't relate to me
- g. Other _____

Note to interviewer: Ask the following questions after showing both advertisements.

11a. Which advertisement do you like the best?

- POV
- Black Out

Why? _____

11b. Which advertisement do you like the least?

- POV
- Black Out

Why? _____

The following questions are optional, but will help to provide background for this study.

12. Which of the following categories includes your age?

- 40 through 49.....
- 50 through 59.....
- 60 through 69.....
- 70 through 79.....
- 80 and older

13. Have you ever been diagnosed with glaucoma?

- Yes
- No

14. Do any of your friends or family members have glaucoma?

- Yes
- No

15. What was the last grade you completed in school? Stop me when I get to the right category. (Interviewer read choices.)

- Less than high school
- High school diploma, GED, or technical school
- Any college or beyond.....

16. Which of the following categories contains your household's annual income? Stop me when I get to the right category. (Interviewer read choices.)

- <20,000
- 20K – <35K
- 35K – <60K
- 60K – 75K
- >75K
- Declined to answer

Thank you very much for giving us your time. Your feedback has been most helpful.