

11/14/02

#75207068

ID# _____

**CHOLESTEROL STUDY
SCREENING QUESTIONNAIRE**

(01-05)

(06-07)	(08)	(09)
	Quota Groups	
MARKET:	AGE	GENDER
1 Arlington	7 Los Angeles	1 MALE
2 Austin	8 Poughkeepsie	2 FEMALE
3 Boston	9 Schenectady	
4 St. Charles	10 Seminole	
5 Colorado Springs	11 Toledo	
6 Edison	12 Wichita	
	START: _____	
	STOP: _____	
	LENGTH: _____	
CHECK QUOTAS		
SIGHT SCREEN FOR MALES AND FEMALES 18 YEARS OF AGE OR OLDER.		

Hello, I'm _____ from U.S.Research, a nationwide market research company. I assure you that we are not selling anything...all we want are your honest opinions. Could you spare us a few minutes to answer some brief questions?

- A. How concerned are you about your cholesterol level? Are you (READ LIST. CIRCLE ONE ANSWER)
- 1 very concerned, (CONTINUE) (10)
 - 2 concerned (CONTINUE)
 - 3 slightly concerned, or (TERMINATE AND TALLY)
 - 4 not concerned (TERMINATE AND TALLY) 1 2 3 4 5 6 7 8 9 10 (11-12)

- B. Have you ever done anything to help lower or maintain your cholesterol level?
- 1 YES (CONTINUE) (13)
 - 2 NO (TERMINATE AND TALLY) 1 2 3 4 5 6 7 8 9 10 (14-15)

- C. Do you or does anyone in your household work ...
- In marketing research?
 - In advertising or public relations?
 - In the health care or medical field?
 - For a store or company that markets or sells pharmaceutical products?
 - For a store in this shopping mall?
- IF YES TO ANY OF THE ABOVE,
TERMINATE AND TALLY 1 2 3 4 5 6 7 8 9 10 (16-17)

- D. During the past six months, have you participated in any market research survey other than a political poll?
 1 YES (TERMINATE AND TALLY) 1 2 3 4 5 6 7 8 9 10 (18-19)
 2 NO (CONTINUE) (20)
- E. Which of these groups includes your age? (READ LIST)
 1 Under 18 (TERMINATE AND TALLY) 1 2 3 4 5 6 7 8 9 10 (21-22)
 2 18-29 CHECK QUOTAS (23)
 3 30-44
 4 45-59
 5 60 and over CHECK QUOTAS
 6 REFUSED (TERMINATE AND TALLY) 1 2 3 4 5 6 7 8 9 10 (24-25)
- OVER QUOTA (TERMINATE AND TALLY) 1 2 3 4 5 6 7 8 9 10 (26-27)**
- F. Do you usually wear eyeglasses or contact lenses when you read?
 1 YES (CONTINUE) (28)
 2 NO (ASK QH)
- G. Do you have your eyeglasses or contact lenses with you today?
 1 YES (CONTINUE) (29)
 2 NO (TERMINATE AND TALLY) 1 2 3 4 5 6 7 8 9 10 (30-31)
- H. I'd like you to accompany me to the interviewing area where I will show you some advertising materials and then ask you some questions about it. We'll be giving you \$2.00 to thank you for participating. I think that you'll find it interesting, and it will take only a few minutes.
- Before we continue, I need to obtain your name and telephone number. You may be contacted later to verify that the interview occurred, but information you provide will be kept confidential and will not be used to sell you anything.
- [IF AGREEABLE, ESCORT TO INTERVIEWING FACILITY. IF QUALIFIED BUT REFUSED, TERMINATE AND TALLY] 1 2 3 4 5 6 7 8 9 10 (32-33)**
- I. RECORD (DO NOT ASK)
 1 MALE CHECK QUOTAS (34)
 2 FEMALE CHECK QUOTAS

Recruiter's Name: _____

Interviewer's Name: _____

Editor's Name: _____

