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.