

**RADIO
L@M ORDER**

**Mall Intercept
Questionnaire**

(Respondent ID No.)

A QUESTIONNAIRE PACKET FOR EACH INTERVIEW HAS BEEN PROVIDED. THIS PACKET IS FOR TAPE L, THEN TAPE M.*

SEE MASTER LIST FOR RECRUITING QUOTAS AND ROTATION PLAN.

**** Play each tape only once for each respondent.***

As you listen to the following tapes, keep in mind that they are still in rough form, so devote your attention to the main points and the message itself knowing that after final production the tapes will be more professional.

Here is the first one. (PLAY TAPE L)

Tape L (“Probably Sitting”) Questions

L1. What would you say is the main idea of this tape? (DO NOT READ CHOICES) (RECORD FIRST MENTION) Anything else? (RECORD ALL OTHER MENTIONS.)

	First Mention (Circle <i>only</i> one)	Anything Else (Circle all other mentions that apply)
a. You should eat healthier	01	1
b. You should do more physical activity/exercise.	02	1
c. You should do both healthy eating and physical activity.....	03	1
d. There are many ways to fit healthy eating and physical activity into your day	04	1
e. Get up/Don't sit down all the time	05	1
f. You can get energy from healthy eating/physical activity.....	06	1
g. You can get a sufficient amount of physical activity in 10 minute intervals.....	07	1
h. Other.....	08	1

SPECIFY: _____

L2. What, if anything, do you particularly like about the tape? (DO NOT READ CHOICES)
 (RECORD FIRST MENTION) **Anything else?** (RECORD ALL OTHER MENTIONS.)

	First Mention (Circle <i>only</i> one)	Anything Else (Circle all other mentions that apply)
a. Everything	01	1
b. Nothing	02	1
c. Liked message in general	03	1
d. Easy to follow/understand	04	1
e. Attention-getting/interesting	05	1
f. Message is important.....	06	1
g. Message contains useful information.....	07	1
h. Liked ideas message gave (e.g., gardening)	08	1
i. Message speaks directly to me	09	1
j. Liked positive tone	10	1
k. Message is true	11	1
l. You can get a sufficient amount of physical activity in 10 minute intervals.....	12	1
m. Liked the serious tone	13	1
n. Other:.....	14	1

SPECIFY: _____

L3. What, if anything, do you particularly *dislike*? (DO NOT READ CHOICES) (RECORD FIRST MENTION) Anything else? (RECORD ALL OTHER MENTIONS.)

	First Mention (Circle <i>only</i> one)	Anything Else (Circle all other mentions that apply)
a. Everything	01	1
b. Nothing	02	1
c. Disliked message in general	03	1
d. Message was difficult to follow/understand	04	1
e. Message was not attention-getting/interesting ..	05	1
f. Not new/important information.....	06	1
g. Disliked the ideas the message gave (e.g. walking the dog, gardening).....	07	1
h. Tells me what I already know	08	1
i. Does not apply to me.....	09	1
j. Healthy eating/Physical activity do <i>not</i> create energy/message is not true	10	1
k. Don't believe you can get a sufficient amount of physical activity in 10 minute intervals	11	1
l. Disliked serious tone	12	1
m. Other.....	13	1

SPECIFY: _____

L4. I'm going to read you a set of statements about the message you just heard. For each statement please tell me whether you strongly agree, agree somewhat, are not sure, disagree somewhat, or strongly disagree with that statement. (READ STATEMENTS AND HOW SCALE)

	Strongly agree	Agree somewhat	Not sure	Disagree somewhat	Strongly disagree
a. The message was convincing	5	4	3	2	1
b. The message was confusing	5	4	3	2	1
c. The message was not believable	5	4	3	2	1
d. The message was made for you.....	5	4	3	2	1
e. The tape gave you useful information.	5	4	3	2	1
f. The tape captured your attention.....	5	4	3	2	1
g. The tape had an overall encouraging tone	5	4	3	2	1
h. The sound of the tape was appealing .	5	4	3	2	1
i. The message made you feel that healthy eating and physical activity might be easier to do than you thought	5	4	3	2	1
j. The message made you feel that healthy eating and physical activity would give you more energy	5	4	3	2	1
k. Overall the tape was motivating.....	5	4	3	2	1

Now, I'm going to play a second tape for you and ask you some questions about it.

(PLAY TAPE M)

As we talk about this tape, think about it **by itself, not in comparison** to the last one you heard.

Tape M (“Listen”) Questions

M1. What would you say is the main idea of this tape? (DO NOT READ CHOICES) (RECORD FIRST MENTION) Anything else? (RECORD ALL OTHER MENTIONS.)

	First Mention (Circle <i>only</i> one)	Anything Else (Circle all other mentions that apply)
a. You should eat healthier	01	1
b. You should do more physical activity/exercise.	02	1
c. You should do both healthy eating and physical activity.....	03	1
d. Healthy eating/physical activity are simple to do	04	1
e. You can get energy from healthy eating and physical activity	05	1
f. You can get a sufficient amount of physical activity in 10 minute intervals.....	06	1
g. Other	07	1

SPECIFY: _____

M2. What, if anything, do you particularly like about the tape? (DO NOT READ CHOICES)
 (RECORD FIRST MENTION) **Anything else?** (RECORD ALL OTHER MENTIONS.)

	First Mention (Circle <i>only</i> one)	Anything Else (Circle all other mentions that apply)
a. Everything	01	1
b. Nothing	02	1
c. Liked message in general	03	1
d. Easy to follow/understand	04	1
e. Attention-getting/interesting	05	1
f. Message is important.....	06	1
g. Message contains useful information.....	07	1
h. Liked sound effects	08	1
i. Liked the ideas message gave (e.g., walk the dog).....	09	1
j. Message speaks directly to me	10	1
k. Liked positive tone	11	1
l. Message is true	12	1
m. You can get a sufficient amount of physical activity in 10 minute intervals.....	13	1
n. Liked humorous tone.....	14	1
o. Other:.....	15	1

SPECIFY: _____

M3. What, if anything, do you particularly *dislike*? (DO NOT READ CHOICES) (RECORD FIRST MENTION) Anything else? (RECORD ALL OTHER MENTIONS.)

	First Mention (Circle <i>only</i> one)	Anything Else (Circle all other mentions that apply)
a. Everything	01	1
b. Nothing	02	1
c. Disliked message in general	03	1
d. Message was difficult to follow/understand	04	1
e. Message was not attention-getting/interesting ..	05	1
f. Not new/important information.....	06	1
g. Disliked the ideas the message gave (e.g., walking dog, gardening).....	07	1
h. Tells me what I already know	08	1
i. Does not apply to me.....	09	1
j. Healthy eating/physical activity do <i>not</i> create energy/message is not true	10	1
k. Don't believe you can get a sufficient amount of physical activity in 10 minute intervals	11	1
l. Disliked the humorous tone.....	12	1
m. Other.....	13	1

SPECIFY: _____

M4. I'm going to read you a set of statements about the message you just heard. For each statement please tell me whether you strongly agree, agree somewhat, are not sure, disagree somewhat, or strongly disagree with that statement. (READ STATEMENTS AND SHOW SCALE)

	Strongly agree	Agree somewhat	Not sure	Disagree somewhat	Strongly disagree
a. The message was convincing.....	5	4	3	2	1
b. The message was confusing.....	5	4	3	2	1
c. The message was not believable.....	5	4	3	2	1
d. The message was made for you	5	4	3	2	1
e. The tape gave you useful information.....	5	4	3	2	1
f. The tape captured your attention	5	4	3	2	1
g. The tape had an overall encouraging tone.....	5	4	3	2	1
h. The sound of the tape was appealing.....	5	4	3	2	1
i. The message made you feel that healthy eating and physical activity might be easier to do than you thought	5	4	3	2	1
j. The message made you feel that healthy eating and physical activity would give you more energy.....	5	4	3	2	1
k. Overall the tape was motivating	5	4	3	2	1

Now, thinking about both tapes (you might remember that one is more humorous with sound effects and the other is more serious). Let me ask you some questions comparing them.

***TAPE L is the more serious, TAPE M is the more humorous**

C1. (READ EACH QUESTION BELOW) (CIRCLE ANSWER TO EACH QUESTION)

	TAPE L	TAPE M	NO PREFERENCE
a. Which would catch your attention more if you heard it on the radio?	1	2	3
b. Which most seemed to be made with you in mind?.....`	1	2	3
c. Which would be more likely to convince you that healthy eating and physical activity can fit into your life fairly easily?	1	2	3
d. Which would better help you see the benefits of eating healthy and being more active?.....	1	2	3
e. Which would be more likely to get you to do something active or eat more fruits and vegetables?	1	2	3
f. Which would be more likely to make you feel that healthy eating and being more active would give you more energy?	1	2	3
g. Overall, which one do you like best?.....	1	2	3

C2. Which did you prefer, the more humorous (sound effects version) or the more serious (“probably sitting down”) approach for this message?

- Humorous 1
- Serious 2
- No preference 3

C3. The person speaking on the tapes mentioned a recommendation for how much physical activity to do. How long did he say you need to do physical activity each day? (RECORD ONLY. DO NOT READ CATEGORIES BELOW)

Circle *only one*

- 30 minutes/half hour 1
- 10 minutes 2
- 30 minutes a day with 10 minute intervals 3
- Don't remember 4
- Other 5

SPECIFY: _____

C4. How much did he say you should do at one time? (RECORD ONLY. DO NOT READ CATEGORIES BELOW)

Circle *only one*

- 30 minutes/half hour 1
- 10 minutes 2
- 30 minutes a day with 10 minute intervals 3
- Don't remember 4
- Other 5

SPECIFY: _____

C5. What kinds of activities did he mention that you could do to be physically active? (RECORD ONLY. DO NOT READ CATEGORIES BELOW)

Circle *as many as are mentioned*

- a. Walking 1
- b. Gardening 1
- c. Playing with kids 1
- d. Running/Jogging 1
- e. Aerobics 1
- f. Weight lifting 1
- g. Other 1

SPECIFY: _____

C6. If you recall, tell me who sponsored these messages. (DO NOT READ CHOICES) (RECORD FIRST MENTION). Any others? (RECORD ALL OTHER MENTIONS)

	First Mention (Circle <i>only</i> one)	Any Others (Circle all other mentions that apply)
a. American Heart Association (AHA).....	01	1
b. Centers for Disease Control and Prevention (CDC).....	02	1
c. Both AHA and CDC.....	03	1
d. The government.....	04	1
e. A non-profit organization (e.g., YMCA, Red Cross).....	05	1
f. A for-profit organization (e.g., Nike, fruit and vegetable growers)	06	1
g. Local radio station.....	07	1
h. Don't remember.....	08	1
i. Other.....	09	1

SPECIFY: _____

Lastly, I'd like to ask you a few questions about yourself. (If asked, data will be used for statistical purposes.)

D1. Which of the following age ranges do you fall into?

- 29 to 36 1
- 37 to 44 2
- 45 to 54 3

D2. Are you currently employed outside the home or have an in-home business?

- Yes 1
- No 2

D3. And, earlier you said the last grade or year of school you completed was:

- High school diploma or equivalency degree 1
- Some college..... 2
- College graduate 3
- Some graduate school 4

D4. Is your household income:

- Between \$15,000 and \$30,000 a year 1
- Between \$30,001 and \$45,000 a year 2
- Between \$45,001 and \$60,000 a year 3
- Between \$60,001 and \$75,000 a year 4
- Over \$75,001 a year 5

D5. Are you:

- Single 1
- Married 2
- Divorced/Widowed..... 3

D6a. Do you have children under age 18 living in your household?

- Yes 1 (CONTINUE ON TO QD6b)
- No 2 (SKIP TO QD7)

D6b. Are any of them age 12 or younger?

- Yes 1
- No 2

D7. RECORD RESPONDENT'S GENDER

- Male 1
- Female..... 2

D8. RECORD RESPONDENT'S RACE

- African American 1
- White 2

Thank you very much for giving us your time and opinions. (GIVE RESPONDENT INCENTIVE PAYMENT)

(STAPLE SCREENER AND QUESTIONNAIRE TOGETHER)