

Sample Theater-Style Pretest Questionnaire

Part I

Thank you for watching this program. One of the reasons it was shown tonight was to get your reaction to it—to see what parts you liked and what parts you didn't like.

1. Was there any part of the program that you especially liked?

2. Was there anything about the program that you disliked?

3. Please indicate your overall reaction to the program by circling one of the phrases below:

- a. A great program, would like to see it again
- b. A pretty good program
- c. Just so-so, like a million others
- d. Another bad program

4. Would you recommend the program to your friends? Why or why not?

Part II

For each commercial that you remember seeing, please write down what the message said and what the message showed on the dotted lines. Write down the main idea each message was trying to get across on the solid lines.

- a. What did the message say?
- b. What did the message show?
- c. What was the main idea each message was trying to get across?

1.
 - a. _____
 - b. _____
 - c. _____

2.
 - a. _____
 - b. _____
 - c. _____

3.
 - a. _____
 - b. _____
 - c. _____

4.
 - a. _____
 - b. _____
 - c. _____

5.
 - a. _____
 - b. _____
 - c. _____

Part III

1. This evening you saw an ad. Now that you have seen the ad twice, please tell us what you think was the main message of the ad?

2. In your opinion, was there anything in particular that was worth remembering about the ad?

- a. Yes
- b. No

2a. If yes, what was worth remembering?

3. In your opinion, what type of person was this ad talking to?

- a. Someone like me
- b. Someone else, not me

3a. If someone else, why?

4. In your opinion, was there anything in the ad that was confusing or hard to understand?

- a. Yes
- b. No

4a. If yes, what was confusing?

5. We would now like you to describe the ad. From each pair of words or phrases, please circle the one that you feel best describes the message.

- a. Believable
- b. Not believable

- a. Well done
- b. Not well done

- a. Convincing
- b. Not convincing

- a. Made its point
- b. Didn't make its point

- a. Interesting
- b. Not interesting

- a. Pleasant
- b. Not pleasant

- a. Informative
- b. Not informative

Part IV

[Following are sample questions for each message characteristic. Feel free to adapt these questions to your needs, or develop your own questions. Make sure your pretest questionnaire covers all aspects of your ad.]

Use of Music

1. Please circle the one answer from each pair that best describes your feelings about the music in the ad.

- a. Appropriate to the message
- b. Not appropriate to the message

- a. Effective in getting the message across
- b. Not effective in getting the message across

- a. Could understand the words to the music
- b. Could not understand the words to the music

2. Overall, how would you describe the music in the ad?

- a. The music fit the message
- b. The music did not fit the message
- c. I don't remember the music

Use of Famous Spokesperson

1. Which of the following best describes _____ [*name of spokesperson*], the announcer in the ad?

- a. Singer
- b. Actor
- c. Comedian
- d. Athlete
- e. Don't know

2. Please circle the one answer from each pair of phrases that best describes your feelings about the announcer, _____ [*name of spokesperson*].

- a. Believable
- b. Not believable

- a. Appropriate to the message
- b. Not appropriate to the message

- a. Gets the message across
- b. Does not get the message across

Use of Telephone Number or Address

1. The phone number (or address) was on the screen long enough for me to remember it or write it down.

- a. Agree
- b. Disagree
- c. Neither agree nor disagree

Request for a Particular Action

1. What did the ad ask you to do?

Instructions for Performing a Specific Health Behavior

1. Please circle one answer from each pair of phrases that best describes your feelings about the instructions regarding _____ [fill in behavior] in the ad.

- a. Clear and easy to understand
- b. Confusing, hard to understand

a. I would be able to perform _____ [fill in behavior] after seeing this ad.

b. I would not be able to perform _____ [fill in behavior] after seeing this ad.

Presentation of Technical or Medical Information

1. The ad presented technical (or medical) information. Please select one answer from each pair of phrases that best describes your feelings about the information.

- a. The ad did a good job of presenting technical information.
- b. The ad did a poor job of presenting technical information.

- a. I understood all the terms in the ad.
- b. I had difficulty understanding the terms in the ad.

Presentation of New Information

1. How much, if any, of the information in the ad was new to you?

- a. All of it
- b. Most of it
- c. Some of it
- d. None of it

2. Overall, how useful was the information in the ad to you?

- a. Very useful
- b. Somewhat useful
- c. Not very useful
- d. Not useful at all
- e. Don't know/not sure

Promotion of a Sponsoring Organization

1. From among the following choices, please indicate the organization that sponsored this ad.
[Include your organization and fill in appropriate alternatives.]

- a. CARE
- b. Baylor College of Medicine
- c. Save the Children Foundation
- d. Don't know/Not sure

Characters Who Are Supposed to Be Typical of the Intended Audience

[The word "characters" in these questions could be substituted with "man," "woman," "family," "children," etc.]

1. Which of the following statements best describes the characters in the ad?

- a. The characters in the ad reminded me of people I know.
- b. The characters in the ad did not remind me of people I know.

2. Overall, how would you describe the characters in the ad? Please select one response from each group.

- a. Realistic
- b. Not realistic

- a. Helped me to understand the message
- b. Did not help me to understand the message

3. Overall, how would you describe the characters in the ad? Please select one answer from each group.

- a. Appealing
- b. Not appealing

- a. Get the message across
- b. Do not get the message across

- a. Believable
- b. Not believable

- a. Easy to understand
- b. Not easy to understand

Use of a Voice-Over Announcer

1. Please circle the one answer from each pair of phrases that best describes your feelings about the announcer.

- a. Believable
- b. Not believable

- a. Appropriate to the message
- b. Not appropriate to the message

- a. Gets the message across
- b. Does not get the message across

- a. Easy to understand
- b. Hard to understand

Presentation of Controversial or Unpleasant Information

1. Some people have mentioned different feelings they had during or after watching the ad. Please circle the opinion that comes closest to yours.

- a. The ad made me uncomfortable, and I had difficulty paying attention to it.
- b. The ad interested me, so I paid attention to it.
- c. I had no particular feeling about the ad.

2. Overall, how do you think most people would feel about this ad if they saw it on television at home?

- a. Suitable to show on television at any time
- b. Suitable to show, but only at certain times
- c. Not suitable to show at any time

Part V

[Listed below are sample questions to be used for identifying the characteristics of your pretest participants. Some of these questions also may be used as screening questions to recruit participants from a specific group.]

Demographic Information

1. What is your sex?

- a. Male
- b. Female

2. What is your age?

- a. Under 18
- b. 18–24
- c. 25–34
- d. 35–44
- e. 45–49
- f. 50–54
- g. 55–60
- h. Over 60

3. How far did you go in school?

- a. Eighth grade or less
- b. Some high school
- c. High school graduate
- d. Some college
- e. College graduate

4. Do you have children?

- a. Yes (go to question 4a)
- b. No (go to question 5)

4a. Please circle the age categories in which your children belong. Circle as many as apply.

- a. 1–5 years old
- b. 6–10 years old
- c. 11–15 years old
- d. 16–20 years old
- e. 21 or over

5. Which of the following statements best describes you?

- a. I currently smoke.
- b. I used to smoke, but have now stopped.
- c. I have never smoked.

6. Have you ever been told by a doctor or a nurse that you have . . .

- a. Heart disease
- b. High blood pressure
- c. Cancer
- d. Emphysema
- e. Other

7. To the best of your knowledge, have you ever been exposed to . . .

- a. Asbestos
- b. Other toxic chemicals
- c. Etc.

8. Which of the following best describes your race or ethnic background?

- a. American Indian or Alaskan native
- b. Asian
- c. Black or African American
- d. Hispanic or Latino
- e. Native Hawaiian or Other Pacific Islander
- f. White