
Research on Advertisements for Consumer Products (Study A): Methodological Report

Submitted to:

Federal Trade Commission
600 Pennsylvania Avenue, NW, Room 702
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Submitted by:



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Background

In 2009, the Federal Trade Commission (FTC) contracted with ICF Macro to conduct a series of research studies into consumers' reactions to advertisements for various products. This research was intended to support an FTC investigation into consumers' "take away" when they are exposed to advertisements.

ICF Macro was responsible for collecting the data and submitting a clean dataset and codebook to the FTC. The research consisted of three different studies. This report describes the methodology used by ICF Macro to conduct Study A.

Methodology

Interview Protocol

ICF Macro carried out the survey using mall intercept methodology. Potential respondents were approached by an interviewer on the mall "floor." Only female respondents were considered for participation.

Interviewers asked potential respondents a series of screening questions (Items 1 through 9a in the interview protocol provided in Appendix A). These screening questions ensured that all respondents met the following criteria:

- Aged 25 to 54;
- Had children ages 5 to 17 living with them;
- Had purchased yogurt or yogurt drink for themselves or their children in the past 3 months;
- Considered herself to be "much more health conscious" or "somewhat more health conscious" than other people their age¹;
- Had a combined household income of at least \$40,000;
- Had attended at least some college; and
- Did not work (nor did anyone in their household work) in marketing research, advertising or public relations; for a store in the shopping mall where data was collected; or for a store or company that makes or markets dairy products.

If respondents qualified for the interview based on responses to the screening questions, they were then taken to a self-contained research office in the mall where they completed the interview. Respondents received a stipend of \$5 for completing the interview, which in most

¹ Potential respondents were given a 5-point response scale for this question: "much more health conscious," "somewhat more health conscious," "about equally health conscious," "somewhat less health conscious," and "much less health conscious."

cases took approximately 10 minutes. Interviewers used a CAPI (computer-assisted personal interviewing) instrument to conduct the interviews; respondents' responses were entered into a secure online system.

The first section of the interview consisted of re-screening; the respondents were asked the same screening questions that they had been asked on the mall floor to ensure that they qualified for the study. After re-screening was complete, each respondent was shown one of five different stimuli, all of which were advertisements for a yogurt drink product. Three stimuli were 30-second television advertisements—two were for a Dannon product called Danactive, while the other was for another Dannon product called Danimals. The other two stimuli were print advertisements, both for Danactive. Respondents were randomly assigned to which advertisement they were shown.

After seeing the advertisement, respondents were asked to identify the product that was advertised.² If they could not do so, the interview was terminated at that point. If they correctly identified the product, respondents were then asked a series of questions about what the advertisement had stated or suggested about the product being advertised.

Respondents were required to provide a response to all questions they were asked. A number of questions, however, allowed respondents to indicate that they did not know the answer.

Pre-Testing of Protocol

Before fielding the survey, ICF Macro and the FTC conducted 25 pre-test interviews to ensure that the protocol was sound.³ These pre-tests, which were conducted in one of the facilities in which the survey was eventually fielded, had two primary goals. First, they were used to test whether the questions were clear and would be understood as intended by respondents. Second, they provided an opportunity to clarify the directions that would be given to interviewers, and to identify issues that would be emphasized in onsite interviewer trainings. Based on pre-test findings, ICF Macro and the FTC made appropriate revisions to the protocol before live data collection began.

Training of Interviewers

Before fielding began, a representative from ICF Macro's research team visited each of the eight data collection locations to conduct a training session with interviewers and the local facility director. The training focused on explaining the goals of the study, clarifying the screening criteria, and familiarizing interviewers with the interview protocol and procedures. Interviewers were given an opportunity to conduct mock interviews until they felt comfortable with the questions. During these interviews, the ICF Macro trainer answered questions and provided feedback to each interviewer.

² Respondents who were shown a television advertisement saw it twice. Respondents who were shown a print advertisement were given as much time as they wanted to review it, at which point it was removed from their view.

³ The 25 pre-test interviews were actually split between the three different studies for this project. However, because all three studies have very similar interview protocols, all interviews were relevant to each study.

Fielding of Study

The target goal was 575 completed interviews. The study was fielded over a period of 6 weeks from June to August 2009. Over that time, consumers were interviewed in eight locations—Baltimore, MD; Boston, MA; Dallas, TX; Eau Claire, WI; Denver, CO; San Diego, CA; St. Louis, MO; and White Plains, NY. These locations were selected to ensure geographic and demographic diversity among study participants. Recruiting quotas were used in each location to ensure a representative mix of respondents in terms of age. Appendix B lists the demographics of respondents in each location.

Treatment of Open-Ended Questions

Although most items on the survey instrument were closed-ended, two allowed respondents to provide open-ended answers. For example, after they correctly identified the product in the advertisement, respondents were asked what the advertisement said or suggested about the product.

For both open-ended questions, the interviewer recorded verbatim answers. ICF Macro's research team coded these open-ended answers using a framework that was developed collaboratively by ICF Macro and the FTC.

Quality Assurance Procedures

ICF Macro built into its methodology a number of strategies to ensure that the data that were collected were accurate and reliable. Some of these included the following:

- As described above, respondents were “double-screened” to ensure that they met the study requirements. After being told that they qualified for the study based a series of questions on the mall floor, respondents were asked the screening questions again when the survey began. In most cases, these questions were asked by a different interviewer than the one that had initially screened them. If respondents' responses varied at all, they were not allowed to complete the survey.
- The online survey instrument included an automatic check to ensure that interviewers were showing respondents the correct advertisement. Before they were shown the advertisement, each respondent was asked to read a number that had been written on it. The interviewer then typed this code into the survey instrument. If the code was not correct, the interviewer was notified by the survey programming that he or she was using the wrong advertisement, and the interview was immediately terminated.
- As noted above, facility directors participated in all training conducted by ICF Macro staff. Throughout the fielding process, directors then took an active role in verifying that all interviewers were following the survey protocol exactly.
- ICF Macro research staff downloaded and reviewed the survey data on a daily basis. In situations when a facility appeared to be in danger of missing its respondent quotas, ICF Macro contacted the facility to inquire. ICF Macro staff also reviewed the data for

patterns indicating that one or more interviewers were not following research protocols carefully, although no such patterns were detected during this study.

Validation of Data

ICF Macro contracted with an external firm to conduct telephone validation interviews with 50 percent of the interview respondents. When contacted, respondents were asked to confirm their name and that they had been interviewed on the date and in the location recorded in the database. They were also asked the interview screening questions related to age, the presence of children in their household, their prior purchase of yogurt or yogurt drink, and their education level. If the respondent confirmed their name and the date and location of the interview, and if they qualified on these screening criteria, the interview was considered “validated.”

Of the first phase of 288 validation interviews (50% of the total of 575), 92 percent of the interviews validated. Based on the number of screening questions, this percentage falls within guidelines that are generally accepted in the industry. ICF Macro removed the other 8 percent of interviews from the dataset and replaced them with validated interviews. Of the final dataset, therefore, 288 of the 575 interviews (50%) have been validated.

Confidentiality of Respondent Data

During the interview, respondents were asked to provide their name and phone number for the purposes of the validation interviews described above. An important consideration for both ICF Macro and the FTC was that this information was kept confidential and secure. Before they were asked for this information, respondents were given information about how the data would be used, both verbally and in paper form. The document that respondents were given is provided in Appendix C to this report.

Respondent data was stored on a secure server; only key project personnel at ICF Macro and the validation firm had access to the information. All personally identifiable information was destroyed within 24 hours after the validation interviews had been completed.

Final Deliverables

After data collection was complete and open-ended responses had been coded, ICF Macro submitted to the FTC a complete dataset containing all survey and screening data, as well as information about which advertisement had been shown to each respondent. ICF Macro also provided a comprehensive codebook that explained each variable as well as all possible response options (Appendix D). Data tabulations for the final dataset are provided as Appendix E to this report.

Appendix A: Interview Protocol

Interview Protocol for Consumer Products Study (Study A)

1. Which of the following best describes your age?

- Under 25 (*interview is terminated*)
- 25-39
- 40-54
- 55 or over (*interview is terminated*)
- DON'T KNOW (*interview is terminated*)
- REFUSED (*interview is terminated*)

2. Do you have any children ages 5 to 17 living with you?

- Yes
- No (*interview is terminated*)

3. Which of the following products, if any, have you purchased for yourself or for your children in the past 3 months?

	YES	NO	NOT SURE
Orange juice?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yogurt or yogurt drink?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
White bread?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Interview is terminated unless respondent indicates that she has purchased yogurt or yogurt drink in the past 3 months.

4. In general, how health conscious are you compared to other people your age?

- Much more health conscious
- Somewhat more health conscious
- About equally health conscious (*interview is terminated*)
- Somewhat less health conscious (*interview is terminated*)
- Much less health conscious (*interview is terminated*)

5. Do you or does anyone in your household work...

	YES	NO
In marketing research?	<input type="checkbox"/>	<input type="checkbox"/>
In advertising or public relations?	<input type="checkbox"/>	<input type="checkbox"/>
For a store in this shopping mall?	<input type="checkbox"/>	<input type="checkbox"/>
For a store or company that makes or markets dairy products?	<input type="checkbox"/>	<input type="checkbox"/>
For a store or company that makes or markets bakery products?	<input type="checkbox"/>	<input type="checkbox"/>

Interview is terminated if respondent answers "Yes" to any item in Q5.

6. During the past three months, have you participated in any market research survey other than a political poll?

- Yes (*interview is terminated*)
- No

7. What is your annual combined household income before taxes? Is it under \$40,000, or is it \$40,000 or more?

- Under \$40,000 (*interview is terminated*)
- \$40,000 or more
- DON'T KNOW (*interview is terminated*)
- REFUSED (*interview is terminated*)

8. What is the highest level of education you have completed?

- Less than high school (*interview is terminated*)
- High school graduate or G.E.D. (*interview is terminated*)
- Some college or post-secondary education
- College graduate
- Post graduate work
- DON'T KNOW (*interview is terminated*)
- REFUSED (*interview is terminated*)

9. Do you usually wear eyeglasses or contact lenses when you watch TV?

- Yes
- No (*do not ask Q9a*)

9a. Do you have your eyeglasses or contact lenses with you today?

- Yes
- No (*interview is terminated*)

(INTERVIEWER READS) As part of this interview I am going to ask you for your name and telephone number. The only reason that we are collecting this information is so that we can call you to confirm that you participated in this interview. Your name and phone number will be kept confidential, and will be destroyed once we have contacted you by phone.

*Interviewer hands respondent Card A.*¹

(INTERVIEWER READS) This card explains exactly why we are collecting this information, and how it will be used.

¹ Card A described how participants' name and phone number would be used, and how their data would be kept secure. A copy of Card A is provided as Appendix C to this report.

After giving participant an opportunity to read Card A, interviewer records participants' name and phone number.

Interviewer gives respondent the advertisement being tested, and asks her to read the number that is written on it. The interviewer enters this number into the survey program, which checks that the correct advertisement is being used.

(IF USING A TELEVISION ADVERTISEMENT, INTERVIEWER READS) I will play the commercial twice with a brief pause in between. Whether or not you have seen it before, please watch it as you would at home. Interviewer plays advertisement twice, then turns off TV and continues.

(IF USING A PRINT ADVERTISEMENT, INTERVIEWER READS) Please look at this ad as you normally would, and take as much time as you need. Let me know when you are finished. When respondent is finished, interviewer takes back ad and removes it from view.

(INTERVIEWER READS) Now I'd like to ask you some questions. If you don't know the answer to any of my questions, please say so rather than guess.

10. What was the brand name of the product whose ad you looked at?

- [Danactive/Danimals] (*skip to Q11*)
- Dannon
- OTHER (*interview is terminated*)
- DON'T KNOW/ NOT SURE (*interview is terminated*)

10a. What was the name of the Dannon product whose ad you looked at?

- [Danactive/Danimals]
- OTHER (*interview is terminated*)
- DON'T KNOW/ NOT SURE (*interview is terminated*)

11. What did the ad say or suggest about [Danactive/Danimals]? (*PROBE*) Anything else? (*PROBE UNTIL UNPRODUCTIVE. RECORD VERBATIM.*)

(INTERVIEWER READS) I'm going to ask you a few questions that may or may not cover things that you already mentioned. Interviewer shows participant Card B.² Please select one of the answers shown on this card.

12. Did or didn't the ad say or suggest anything about the health benefits of drinking [Danactive/Danimals]?

- YES, IT DID
- NO, IT DID NOT (*interview is terminated*)
- DON'T KNOW/ NOT SURE (*interview is terminated*)

² Card B showed the three possible responses to Q12 and Q14: "Yes, it did"; "No, it did not"; and "Don't know/Not sure".

Interviewer takes away Card B.

13. What did the ad say or suggest about the health benefits of drinking [Danactive/Danimals]? (*PROBE*) Anything else? (*PROBE UNTIL UNPRODUCTIVE. RECORD VERBATIM.*)

(*INTERVIEWER READS*) I am going to read you several statements about [Danactive/Danimals] All, some, or none of these may have been stated or suggested in the ad you just saw.

Interviewer shows participant Card B again.

14. After I read each statement, please tell me whether:

YES, it was stated or suggested in the [Danactive/Danimals] ad, or
NO, it was not stated or suggested in the [Danactive/Danimals] ad, or
You DON'T KNOW, or are NOT SURE

	YES	NO	DON'T KNOW/ NOT SURE
[Danactive/Danimals] comes in bottles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drinking [Danactive/Danimals] reduces the likelihood of getting a cold or flu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
[Danactive/Danimals] is a carbonated beverage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drinking [Danactive/Danimals] reduces the likelihood of developing diabetes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Interviewer takes away Card B.

(*INTERVIEWER READS*) This concludes our survey. In the next few days, you will be receiving a call from a company called Market Decisions. They will ask you to confirm that you were interviewed today, and will ask you a few other questions to make sure that you qualified to participate. Please accept their call, because it will only take 1 to 2 minutes and otherwise your responses today cannot be counted.

[END OF SURVEY]

Appendix B: Description of Participants

	Baltimore, MD	Boston, MA	Dallas, TX	Eau Claire, WI	Denver, CO	San Diego, CA	St. Louis, MO	White Plains, NY	TOTAL
Total Participants	74	71	72	71	73	71	71	72	575
Advertisements Used									
Danactive Paper Original	14 (19%)	14 (20%)	14 (19%)	14 (20%)	16 (22%)	15 (21%)	14 (20%)	14 (19%)	115 (20%)
Danactive Paper Cleansed	14 (19%)	15 (21%)	14 (19%)	14 (20%)	13 (18%)	15 (21%)	15 (21%)	15 (21%)	115 (20%)
Danactive DVD 1	15 (20%)	15 (21%)	15 (21%)	14 (20%)	15 (21%)	12 (17%)	15 (21%)	14 (19%)	115 (20%)
Danactive DVD 2	17 (23%)	14 (20%)	14 (19%)	15 (21%)	14 (19%)	15 (21%)	13 (18%)	13 (18%)	115 (20%)
Danimals DVD	14 (19%)	13 (18%)	15 (21%)	14 (20%)	15 (21%)	14 (20%)	14 (20%)	16 (22%)	115 (20%)
Age									
25-39	34 (46%)	37 (52%)	35 (49%)	34 (48%)	39 (53%)	40 (56%)	36 (51%)	35 (49%)	290 (50%)
40-54	40 (54%)	34 (48%)	37 (51%)	37 (52%)	34 (47%)	31 (44%)	35 (49%)	37 (51%)	285 (50%)
Health Consciousness¹									
“Much more health conscious” than others their age	44 (59%)	27 (38%)	32 (44%)	14 (20%)	17 (23%)	28 (39%)	22 (31%)	41 (57%)	225 (39%)
“Somewhat more health conscious” than others their age	30 (41%)	44 (62%)	40 (56%)	57 (80%)	56 (77%)	43 (61%)	49 (69%)	31 (43%)	350 (61%)
Highest Level of Education									
Some college or post-secondary education	37 (50%)	42 (59%)	35 (49%)	44 (62%)	43 (59%)	40 (56%)	36 (51%)	32 (44%)	309 (54%)
College graduate	29 (39%)	25 (35%)	29 (40%)	24 (34%)	22 (30%)	25 (35%)	33 (46%)	29 (40%)	216 (38%)
Postgraduate work	8 (11%)	4 (6%)	8 (11%)	3 (4%)	8 (11%)	6 (8%)	2 (3%)	11 (15%)	50 (9%)

Due to rounding some percentages may not total to 100%.

¹ Potential respondents were given a 5-point response scale for this question: “much more health conscious,” “somewhat more health conscious,” “about equally health conscious,” “somewhat less health conscious,” and “much less health conscious.”

**Appendix C:
Participant Handout on
Confidentiality of Data**

Prior to being asked for their name and phone number, all participants were given a card with the following information. This information was also summarized verbally by the interviewer.

Thank you for taking the time to complete this interview.

As part of this interview you will be asked you to provide your name and telephone number. The only reason we are collecting this information is so someone can call you in the next few days to confirm that you were an interview participant. This confirmation is an important step to ensure that the data we are collecting are reliable.

Your name and phone number will only be used for this one call. Once you have been called, your name and phone number will be permanently deleted from our records. In the meantime, your information will be kept confidential, and will not be shared with anyone else.

If you have any concerns about how your name and phone number will be used, please contact Shauna Clarke at Shauna.S.Clarke@macrointernational.com or 301-572-0522.

Appendix D: Data Codebook

Codebook for Federal Trade Commission Consumer Products Study
Study A
Summer 2009

Variable Name	Variable Meaning	Code Values
StudyID	<i>Auto-assigned unique alpha-numeric value for interviews</i>	
Validated	Interview Validation	1: Successful validation interview completed 2: No validation interview completed
Advertisement	Type of stimulus shown to participant	1: DanActive Paper Original 2: DanActive Paper Cleansed 3: DanActive DVD 1 4: DanActive DVD 2 5: Danimals DVD
Location	Interview Location	1: Baltimore 2: Boston 3: Dallas 4: Eau Claire 5: Denver 6: San Diego 7: St. Louis 8: White Plains
Q1	Question 1: Which of the following best describes your age?	1: Under 25 2: 25-39 3: 40-54 4: 55 or over 8: Don't know 9: Refused
Q2	Question 2: Do you have any children ages 5 to 17 living with you?	1: Yes 2: No
Question 3: Which of the following products, if any, have you purchased for yourself or for your children in the past 3 months?		
Q3_1	Question 3_1: Orange Juice?	1: Yes 2: No 8: Don't know

Variable Name	Variable Meaning	Code Values
Q3_2	Question 3_2: Yogurt?	1: Yes 2: No 8: Don't know
Q3_3	Question 3_3: White Bread?	1: Yes 2: No 8: Don't know
Q4	Question 4: In general, how health conscious are you compared to other people your age?	1: Much more health conscious 2: Somewhat more health conscious 3: About equally health conscious 4: Somewhat less health conscious 5: Much less health conscious
Question 5: Do you or does anyone in your household work...		
Q5_1	Question 5_1: In marketing research?	1: Yes 2: No 8: Don't know
Q5_2	Question 5_2: In advertising or public relations?	1: Yes 2: No 8: Don't know
Q5_3	Question 5_3: For a store in this shopping mall?	1: Yes 2: No 8: Don't know
Q5_4	Question 5_4: For a store or company that makes or markets dairy products?	1: Yes 2: No 8: Don't know
Q5_5	Question 5_5: For a store or company that makes or markets bakery products?	1: Yes 2: No 8: Don't know
Q6	Question 6: During the past three months, have you participated in any market research survey other than a political poll?	1: Yes 2: No 8: Don't know
Q7	Question 7: What is your annual combined household income before taxes? Is it under \$40,000, or is it \$40,000 or more?	1: Under \$40,000 2: \$40,000 or more 8: Don't know 9: Refused

Variable Name	Variable Meaning	Code Values
Q8	Question 8: What is the highest level of education you have completed?	1: Less than high school 2: High school graduate or G.E.D. 3: Some college or post-secondary education 4: College graduate 5: Post-graduate work 8: Don't know 9: Refused
Q9	Question 9: Do you usually wear eyeglasses or contact lenses when you watch TV?	1: Yes 2: No
Q9a	Question 9a: Do you have your eyeglasses or contact lenses with you today?	1: Yes 9: Doesn't need glasses
Q10	Question 10: What was the brand name of the product whose ad you looked at?	1: DanActive 2: Dannon 3: Other 8: Don't know/Not sure
Q10a	Question 10a: What was the name of the Dannon product whose ad you looked at?	1: DanActive 2: Other 8: Don't know/Not sure
RCName	Recoded Questions 10/10a: Did participant correctly identify the product (i.e., did participant respond '1' to either Q10 or Q10a)?	1: Yes 2: No
Q11	Question 11: What did the ad <u>say or suggest</u> about [DanActive/Danimals]?	<i>Verbatim Response</i>
Q11_10	Question 11 Code 10: The product is good for your digestive system	0: No 1: Yes
Q11_20	Question 11 Codes 21 and 22 Combined	0: No 1: Yes
Q11_21	Question 11 Code 21: The product keeps you healthy/is good for you (or your children)	0: No 1: Yes
Q11_22	Question 11 Code 22: The product is nutritious/is part of a balanced diet or healthy lifestyle	0: No 1: Yes
Q11_30	Question 11 Code 30: The product gives you (or your children) energy	0: No 1: Yes
Q11_40	Question 11 Codes 41 through 43 Combined	0: No 1: Yes

Variable Name	Variable Meaning	Code Values
Q11_41	Question 11 Code 41: The product helps you (or your child's) immune system	0: No 1: Yes
Q11_42	Question 11 Code 42: The product strengthens the body's defenses	0: No 1: Yes
Q11_43	Question 11 Code 43: The product could keep you (or your children) from getting sick/could prevent diseases	0: No 1: Yes
Q11_50	Question 11 Codes 51 through 53 Combined	0: No 1: Yes
Q11_51	Question 11 Code 51: The product contains probiotics	0: No 1: Yes
Q11_52	Question 11 Code 52: The product contains natural cultures	0: No 1: Yes
Q11_53	Question 11 Code 53: The product contains LGG	0: No 1: Yes
Q11_60	Question 11 Code 60: The product makes you (or your children) strong	0: No 1: Yes
Q11_70	Question 11 Code 70: The product has no undesirable additives (e.g., artificial colors or flavors)	0: No 1: Yes
Q11_80	Question 11 Code 80: The product is low calorie/"light"/no-fat or low-fat	0: No 1: Yes
Q11_90	Question 11 Code 90: The product is for active people or those with an active lifestyle	0: No 1: Yes
Q11_100	Question 11 Code 100: The product tastes good	0: No 1: Yes
Q11_110	Question 11 Code 110: Other	0: No 1: Yes
<p>Intro to Q12: I'm going to ask you a few questions that may or may not cover things that you already mentioned. Please select one of the answers shown on this card:</p> <ul style="list-style-type: none"> • YES, it was <u>stated or suggested</u> in the ad, or • NO, it was not <u>stated or suggested</u> in the ad, or • You DON'T KNOW, or are NOT SURE. 		
Q12	Question 12: Did or didn't the ad <u>say or suggest</u> anything about the health benefits of drinking [DanActive/Danimals]?	1: Yes 2: No 8: Don't know/Not sure

Variable Name	Variable Meaning	Code Values
Q13	Question 13: What did the ad <u>say or suggest</u> about the health benefits of drinking [DanActive/Danimals]?	<i>Verbatim Response</i>
Q13_10	Question 13 Code 10: The product is good for your digestive system	0: No 1: Yes
Q13_20	Question 13 Codes 21 and 22 Combined	0: No 1: Yes
Q13_21	Question 13 Code 21: The product keeps you healthy/is good for you (or your children)	0: No 1: Yes
Q13_22	Question 13 Code 22: The product is nutritious/is part of a balanced diet or healthy lifestyle	0: No 1: Yes
Q13_30	Question 13 Code 30: The product gives you (or your children) energy	0: No 1: Yes
Q13_40	Question 13 Codes 41 through 43 Combined	0: No 1: Yes
Q13_41	Question 13 Code 41: The product helps you (or your child's) immune system	0: No 1: Yes
Q13_42	Question 13 Code 42: The product strengthens the body's defenses	0: No 1: Yes
Q13_43	Question 13 Code 43: The product could keep you (or your children) from getting sick/could prevent diseases	0: No 1: Yes
Q13_50	Question 13 Codes 51 through 53 Combined	0: No 1: Yes
Q13_51	Question 13 Code 51: The product contains probiotics	0: No 1: Yes
Q13_52	Question 13 Code 52: The product contains natural cultures	0: No 1: Yes
Q13_53	Question 13 Code 53: The product contains LGG	0: No 1: Yes
Q13_60	Question 13 Code 60: The product makes you (or your children) strong	0: No 1: Yes
Q13_70	Question 13 Code 70: The product has no undesirable additives (e.g., artificial colors or flavors)	0: No 1: Yes

Variable Name	Variable Meaning	Code Values
Q13_80	Question 13 Code 80: The product is low calorie/"light"/no-fat or low-fat	0: No 1: Yes
Q13_90	Question 13 Code 90: The product is for active people or those with an active lifestyle	0: No 1: Yes
Q13_100	Question 13 Code 100: The product tastes good	0: No 1: Yes
Q13_110	Question 13 Code 110: Other	0: No 1: Yes
<p>Intro to Q14: I am going to read you several statements about [DanActive/Danimals]. All, some, or none of these may have been stated or suggested in the ad you just saw. After I read each statement, please tell me whether:</p> <ul style="list-style-type: none"> • YES, it was <u>stated or suggested</u> in the ad, or • NO, it was not <u>stated or suggested</u> in the ad, or • You DON'T KNOW, or are NOT SURE. 		
Q14_1	Question 14_1: [DanActive/Danimals] comes in bottles	1: Yes 2: No 8: Don't know/Not sure
Q14_2	Question 14_2: Drinking [DanActive/Danimals] reduces the likelihood of getting a cold or flu	1: Yes 2: No 8: Don't know/Not sure
Q14_3	Question 14_3: [DanActive/Danimals] is a carbonated beverage	1: Yes 2: No 8: Don't know/Not sure
Q14_4	Question 14_4: Drinking [DanActive/Danimals] reduces the likelihood of developing diabetes	1: Yes 2: No 8: Don't know/Not sure

Appendix E: Data Tabulations

12-Dec-09

Location of Interview

		Total (A)	Danactive Paper Original (B)	Danactive Paper Cleansed (C)	Danactive TV A (D)	Danactive TV B (E)	Danimals TV (Control) (F)
Base: All Respondents		575	115	115	115	115	115
Baltimore	#	74	14	14	15	17	14
	%	12.9	12.2	12.2	13.0	14.8	12.2
Boston	#	71	14	15	15	14	13
	%	12.3	12.2	13.0	13.0	12.2	11.3
Dallas	#	72	14	14	15	14	15
	%	12.5	12.2	12.2	13.0	12.2	13.0
Eau Claire	#	71	14	14	14	15	14
	%	12.3	12.2	12.2	12.2	13.0	12.2
Denver	#	73	16	13	15	14	15
	%	12.7	13.9	11.3	13.0	12.2	13.0
San Diego	#	71	15	15	12	15	14
	%	12.3	13.0	13.0	10.4	13.0	12.2
St. Louis	#	71	14	15	15	13	14
	%	12.3	12.2	13.0	13.0	11.3	12.2
White Plains	#	72	14	15	14	13	16
	%	12.5	12.2	13.0	12.2	11.3	13.9

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F

12-Dec-09

Q1: Age

		Total (A)	Danactive Paper Original (B)	Danactive Paper Cleansed (C)	Danactive TV A (D)	Danactive TV B (E)	Danimals TV (Control) (F)
Base: All Respondents		575	115	115	115	115	115
Age 25-39	#	290	51	64	58	58	59
	%	50.4	44.3	55.7	50.4	50.4	51.3
Age 40-54	#	285	64	51	57	57	56
	%	49.6	55.7	44.3	49.6	49.6	48.7

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F

12-Dec-09

Q4: Health Consciousness

		Total (A)	Danactive Paper Original (B)	Danactive Paper Cleansed (C)	Danactive TV A (D)	Danactive TV B (E)	Danimals TV (Control) (F)
Base: All Respondents		575	115	115	115	115	115
Much more health conscious	#	225	48	44	43	46	44
	%	39.1	41.7	38.3	37.4	40.0	38.3
Somewhat more health conscious	#	350	67	71	72	69	71
	%	60.9	58.3	61.7	62.6	60.0	61.7

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F

12-Dec-09

Q8: Education Level

		Total (A)	Danactive Paper Original (B)	Danactive Paper Cleansed (C)	Danactive TV A (D)	Danactive TV B (E)	Danimals TV (Control) (F)
Base: All Respondents		575	115	115	115	115	115
Some college or post- secondary school	#	309	57	64	61	69	58
	%	53.7	49.6	55.7	53.0	60.0	50.4
College graduate	#	216	46	42	43	40	45
	%	37.6	40.0	36.5	37.4	34.8	39.1
Post-graduate work	#	50	12	9	11	6	12
	%	8.7	10.4	7.8	9.6	5.2	10.4

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F

12-Dec-09

Q10: What was the brand name of the product?

		Total (A)	Danactive Paper Original (B)	Danactive Paper Cleansed (C)	Danactive TV A (D)	Danactive TV B (E)	Danimals TV (Control) (F)
Base: All Respondents		575	115	115	115	115	115
Danactive/Danimals	#	401	75	74	81	82	89
	%	69.7	65.2	64.3	70.4	71.3	77.4
Dannon	#	151	34	34	30	31	22
	%	26.3	29.6	29.6	26.1	27.0	19.1
Other	#	11	3	3	2	2	1
	%	1.9	2.6	2.6	1.7	1.7	0.9
Don't know/Not sure	#	12	3	4	2	0	3
	%	2.1	2.6	3.5	1.7	0.0	2.6

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F

12-Dec-09

Q10a: What was the name of the Dannon product?

		Total (A)	Danactive Paper Original (B)	Danactive Paper Cleansed (C)	Danactive TV A (D)	Danactive TV B (E)	Danimals TV (Control) (F)
Base: Respondents answering "Dannon" to Q10		151	34	34	30	31	22
Danactive/Danimals	#	123	25	23	27	26	22
	%	81.5	73.5	67.6	90.0	83.9 F	100.0 E
Other	#	13	4	8	0	1	0
	%	8.6	11.8	23.5	0.0	3.2	0.0
Don't know/Not sure	#	15	5	3	3	4	0
	%	9.9	14.7	8.8	10.0	12.9	0.0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F

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Q10/10a: Participant Correctly Identified Product (i.e., answered "Danactive/Danimals" to either Q10 or Q10a)

		Total (A)	Danactive Paper Original (B)	Danactive Paper Cleansed (C)	Danactive TV A (D)	Danactive TV B (E)	Danimals TV (Control) (F)
Base: All Respondents		575	115	115	115	115	115
Yes	#	524	100	97	108	108	111
	%	91.1	87.0	84.3	93.9	93.9	96.5
No	#	51	15	18	7	7	4
	%	8.9	13.0	15.7	6.1	6.1	3.5

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F

12-Dec-09

Q11: What did ad say or suggest about product?

		Total (A)	Danactive Paper Original (B)	Danactive Paper Cleansed (C)	Danactive TV A (D)	Danactive TV B (E)	Danimals TV (Control) (F)
Base: Respondents That Correctly Identified Product		524	100	97	108	108	111
10: Product is good for digestive system	#	39	8	5	1	21	4
	%	7.4	8.0	5.2	0.9 E	19.4 DF	3.6 E
20: Product is healthy/nutritious	#	255	37	46	47	39	86
	%	48.7	37.0	47.4	43.5 F	36.1 F	77.5 DE
(Sub) 21: Product is healthy/good for you	#	183	26	22	33	36	66
	%	34.9	26.0	22.7	30.6 F	33.3 F	59.5 DE
(Sub) 22: Product is nutritious/part of balanced diet	#	85	14	25	18	5	23
	%	16.2	14.0 C	25.8 B	16.7 E	4.6 DF	20.7 E
30: Product gives you energy	#	22	0	2	16	3	1
	%	4.2	0.0	2.1	14.8 EF	2.8 D	0.9 D
40: Product helps immune system/keeps you from getting sick	#	221	61	10	74	69	7
	%	42.2	61.0 C	10.3 B	68.5 F	63.9 F	6.3 DE
(Sub) 41: Product helps your immune system	#	156	33	8	52	58	5
	%	29.8	33.0 C	8.2 B	48.1 F	53.7 F	4.5 DE
(Sub) 42: Product strengthens body's defenses	#	74	33	2	26	12	1
	%	14.1	33.0 C	2.1 B	24.1 EF	11.1 DF	0.9 DE

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F

12-Dec-09

Q11: What did ad say or suggest about product?

	Total (A)	Danactive Paper Original (B)	Danactive Paper Cleansed (C)	Danactive TV A (D)	Danactive TV B (E)	Danimals TV (Control) (F)
Base: Respondents That Correctly Identified Product	524	100	97	108	108	111
(Sub) 43: Product could keep you from getting sick	# 10 % 1.9	2 2.0	0 0.0	4 3.7	3 2.8	1 0.9
50: Product contains substances	# 108 % 20.6	21 21.0	33 34.0	9 8.3 F	5 4.6 F	40 36.0 DE
(Sub) 51: Product contains probiotics	# 53 % 10.1	19 19.0	25 25.8	1 0.9 F	0 0.0 F	8 7.2 DE
(Sub) 52: Product contains natural cultures	# 12 % 2.3	1 1.0	0 0.0	3 2.8	0 0.0 F	8 7.2 E
(Sub) 53: Product contains LGG	# 48 % 9.2	2 2.0	8 8.2	5 4.6 F	5 4.6 F	28 25.2 DE
60: Product makes you strong	# 17 % 3.2	4 4.0	0 0.0	10 9.3 F	3 2.8	0 0.0 D
70: Product has no undesirable additives (e.g., art colors)	# 33 % 6.3	0 0.0	0 0.0	0 0.0 F	0 0.0 F	33 29.7 DE

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F

12-Dec-09

Q11: What did ad say or suggest about product?

		Total (A)	Danactive Paper Original (B)	Danactive Paper Cleansed (C)	Danactive TV A (D)	Danactive TV B (E)	Danimals TV (Control) (F)
Base: Respondents That Correctly Identified Product		524	100	97	108	108	111
80: Product is "light"/low calorie/low fat	#	56	16	36	1	0	3
	%	10.7	16.0 C	37.1 B	0.9	0.0	2.7
90: Product is for people with active lifestyle	#	20	1	2	11	4	2
	%	3.8	1.0	2.1	10.2 F	3.7	1.8 D
100: Product tastes good	#	12	4	3	0	3	2
	%	2.3	4.0	3.1	0.0	2.8	1.8
110: Other response	#	47	9	16	7	12	3
	%	9.0	9.0	16.5	6.5	11.1 F	2.7 E

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F

12-Dec-09

Q12: Ad Stated or Suggested Anything about Health Benefits

		Total (A)	Danactive Paper Original (B)	Danactive Paper Cleansed (C)	Danactive TV A (D)	Danactive TV B (E)	Animals TV (Control) (F)
Base: Respondents That Correctly Identified Product		524	100	97	108	108	111
Yes	#	440	86	68	92	98	96
	%	84.0	86.0 C	70.1 B	85.2	90.7	86.5
No	#	52	7	17	10	7	11
	%	9.9	7.0 C	17.5 B	9.3	6.5	9.9
Don't know	#	32	7	12	6	3	4
	%	6.1	7.0	12.4	5.6	2.8	3.6

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F

12-Dec-09

Q13: What did ad say or suggest about health benefits?

		Total (A)	Danactive Paper Original (B)	Danactive Paper Cleansed (C)	Danactive TV A (D)	Danactive TV B (E)	Danimals TV (Control) (F)
Base: Respondents That Responded "Yes" to Q12		440	86	68	92	98	96
10: Product is good for digestive system	#	61	7	6	4	30	14
	%	13.9	8.1	8.8	4.3 EF	30.6 DF	14.6 DE
20: Product is healthy/nutritious	#	164	22	39	24	22	57
	%	37.3	25.6 C	57.4 B	26.1 F	22.4 F	59.4 DE
(Sub) 21: Product is healthy/good for you	#	96	8	15	14	18	41
	%	21.8	9.3 C	22.1 B	15.2 F	18.4 F	42.7 DE
(Sub) 22: Product is nutritious/part of balanced diet	#	72	15	27	10	4	16
	%	16.4	17.4 C	39.7 B	10.9	4.1	16.7
30: Product gives you energy	#	14	0	2	11	1	0
	%	3.2	0.0	2.9	12.0 EF	1.0 D	0.0 D
40: Product helps immune system/keeps you from getting sick	#	217	57	12	71	60	17
	%	49.3	66.3 C	17.6 B	77.2 EF	61.2 DF	17.7 DE
(Sub) 41: Product helps your immune system	#	160	36	11	52	50	11
	%	36.4	41.9 C	16.2 B	56.5 F	51.0 F	11.5 DE
(Sub) 42: Product strengthens body's defenses	#	50	21	2	16	8	3
	%	11.4	24.4 C	2.9 B	17.4 F	8.2	3.1 D

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F

12-Dec-09

Q13: What did ad say or suggest about health benefits?

	Total (A)	Danactive Paper Original (B)	Danactive Paper Cleansed (C)	Danactive TV A (D)	Danactive TV B (E)	Danimals TV (Control) (F)
Base: Respondents That Responded "Yes" to Q12	440	86	68	92	98	96
(Sub) 43: Product could keep you from getting sick	# 14 % 3.2	2 2.3	0 0.0	6 6.5	3 3.1	3 3.1
50: Product contains substances	# 73 % 16.6	13 15.1	18 26.5	5 5.4 F	2 2.0 F	35 36.5 DE
(Sub) 51: Product contains probiotics	# 31 % 7.0	9 10.5	12 17.6	1 1.1 F	0 0.0 F	9 9.4 DE
(Sub) 52: Product contains natural cultures	# 18 % 4.1	3 3.5	0 0.0	3 3.3 F	2 2.0 F	10 10.4 DE
(Sub) 53: Product contains LGG	# 27 % 6.1	2 2.3	6 8.8	2 2.2 F	0 0.0 F	17 17.7 DE
60: Product makes you strong	# 9 % 2.0	3 3.5	0 0.0	5 5.4 E	0 0.0 D	1 1.0
70: Product has no undesirable additives (e.g., art colors)	# 19 % 4.3	1 1.2	3 4.4	0 0.0 F	0 0.0 F	15 15.6 DE

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F

12-Dec-09

Q13: What did ad say or suggest about health benefits?

		Total (A)	Danactive Paper Original (B)	Danactive Paper Cleansed (C)	Danactive TV A (D)	Danactive TV B (E)	Danimals TV (Control) (F)
Base: Respondents That Responded "Yes" to Q12		440	86	68	92	98	96
80: Product is "light"/low calorie/low fat	#	17	4	10	0	0	3
	%	3.9	4.7 C	14.7 B	0.0 F	0.0 F	3.1 DE
90: Product is for people with active lifestyle	#	17	3	1	4	4	5
	%	3.9	3.5	1.5	4.3	4.1	5.2
100: Product tastes good	#	2	0	0	1	0	1
	%	0.5	0.0	0.0	1.1 F	0.0	1.0
110: Other response	#	24	8	5	3	6	2
	%	5.5	9.3	7.4	3.3	6.1	2.1

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F

12-Dec-09

Q14_1: Ad Stated or Suggested That Product Comes In Bottles

		Total (A)	Danactive Paper Original (B)	Danactive Paper Cleansed (C)	Danactive TV A (D)	Danactive TV B (E)	Danimals TV (Control) (F)
Base: Respondents That Correctly Identified Product		524	100	97	108	108	111
Yes	#	397	75	62	86	87	87
	%	75.8	75.0	63.9	79.6	80.6	78.4
No	#	31	8	4	4	7	8
	%	5.9	8.0	4.1	3.7	6.5	7.2
Don't know	#	12	3	2	2	4	1
	%	2.3	3.0	2.1	1.9	3.7	0.9
Not asked*	#	84	14	29	16	10	15
	%	16.0	14.0 C	29.9 B	14.8	9.3	13.5

* Respondents who responded "No" or "Don't Know" to Q12 were not asked Q14_1.

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F

12-Dec-09

Q14_2: Ad Stated or Suggested That Product Reduces Likelihood of Cold or Flu

		Total (A)	Danactive Paper Original (B)	Danactive Paper Cleansed (C)	Danactive TV A (D)	Danactive TV B (E)	Danimals TV (Control) (F)
Base: Respondents That Correctly Identified Product		524	100	97	108	108	111
Yes	#	167	32	17	48	46	24
	%	31.9	32.0 C	17.5 B	44.4 F	42.6 F	21.6 DE
No	#	217	45	41	33	39	59
	%	41.4	45.0	42.3	30.6 F	36.1 F	53.2 DE
Don't know	#	56	9	10	11	13	13
	%	10.7	9.0	10.3	10.2	12.0	11.7
Not asked*	#	84	14	29	16	10	15
	%	16.0	14.0 C	29.9 B	14.8	9.3	13.5

* Respondents who responded "No" or "Don't Know" to Q12 were not asked Q14_2.

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F

12-Dec-09

Q14_3: Ad Stated or Suggested That Product is Carbonated Beverage

		Total (A)	Danactive Paper Original (B)	Danactive Paper Cleansed (C)	Danactive TV A (D)	Danactive TV B (E)	Animals TV (Control) (F)
Base: Respondents That Correctly Identified Product		524	100	97	108	108	111
Yes	#	8	0	3	2	2	1
	%	1.5	0.0	3.1	1.9	1.9	0.9
No	#	403	82	59	84	89	89
	%	76.9	82.0	60.8	77.8	82.4	80.2
Don't know	#	29	4	6	6	7	6
	%	5.5	4.0	6.2	5.6	6.5	5.4
Not asked*	#	84	14	29	16	10	15
	%	16.0	14.0 C	29.9 B	14.8	9.3	13.5

* Respondents who responded "No" or "Don't Know" to Q12 were not asked Q14_3.

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F

12-Dec-09

Q14_4: Ad Stated or Suggested That Product Reduces Likelihood of Diabetes

		Total (A)	Danactive Paper Original (B)	Danactive Paper Cleansed (C)	Danactive TV A (D)	Danactive TV B (E)	Danimals TV (Control) (F)
Base: Respondents That Correctly Identified Product		524	100	97	108	108	111
Yes	#	41	10	11	2	13	5
	%	7.8	10.0	11.3	1.9 E	12.0 DF	4.5 E
No	#	325	57	48	71	71	78
	%	62.0	57.0	49.5	65.7	65.7	70.3
Don't know	#	74	19	9	19	14	13
	%	14.1	19.0	9.3	17.6	13.0	11.7
Not asked*	#	84	14	29	16	10	15
	%	16.0	14.0 C	29.9 B	14.8	9.3	13.5

* Respondents who responded "No" or "Don't Know" to Q12 were not asked Q14_4.

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F