QUESTIONNAIRE

1. Please describe your first thoughts that came to mind when you heard the ads.

    _____

    _____

    _____

2. What do you think was the main message of the ads?

    _____

    _____

    _____

3. Following are several pairs of words. Each pair consists of two opposite or dissimilar words or phrases which could be used to describe the messages of the ads or things they want you to remember. For each pair, please indicate on the five-point scale how well either word describes the ad you have just heard.

    For example:

    If you thought the ad was <u>very relevant</u>, you would circle #5.

    Irrelevant   1   2   3   4   5   Relevant

    If you thought the ad was <u>somewhat relevant</u>, you would circle #4.

    Irrelevant   1   2   3   4   5   Relevant

    If you thought the ad was <u>very irrelevant</u>, you would circle #1.

    Irrelevant   1   2   3   4   5   Relevant

    If you thought the ad was <u>somewhat irrelevant</u>, you would circle #2.

    Irrelevant   1   2   3   4   5   Relevant

    If you thought the ad was neither relevant nor irrelevant, you would circle #3.

    Irrelevant   1   2   3   4   5   Relevant