



**APPENDIX 6**



# FIELD & TAB, INC.



135 William Street, Fifth Floor  
 New York, NY 10038  
 Tel: (212) 220-5222  
 Fax: (212) 220-5233

ATTN: ALL SUPERVISORS	FROM: Carolyn Broullón
COMPANY:	COMPANY: Field & Tab, Inc.
TEL #	TEL # 212-220-5222
FAX #	FAX # 212-220-5233
Date: 30 <sup>th</sup> May 2000	# Of Pages Including This Page: 1
RE: M0006 Sun Protection Study	

Dear All,

After listening to all your briefings and reviewing you practice interviews, I have the following clarifications/comments:

- At screener Q1 – if a respondent works in a **retail shop** of healthcare, skincare, beauty or cosmetic products, he/she **is to be excluded** from the study (i.e. Target, Wal-Mart, a drug store)
- If at screener Q3, you are screening a female – ask Q4a then skip Q4b. If you are screening a male – then skip Q4a and ask Q4b.
- The age target we are looking for is 18+. Therefore the first code on the screener Q5 should be 18-24.
- At screener Q7, where “costal markets” must have people who go to the beach – the following are costal markets:
  - Boston
  - New York
  - Wayne
  - Ft. Lauderdale
  - Houston
  - Los Angeles
- At screener Q11a – If the respondent has children then ask Q11b. If respondent has no children in the household then skip 11b and go to the invitation.

On the COVER SHEET of the Main Questionnaire:

- Respondent must initial
- Location Code has been pre numbered
- ID# has been pre numbered – **THE FIRST 2 DIGITS OF THIS NUMBER IS THE QUESTIONNAIRE VERSION – YOU MUST WORK IN THE ORDER YOU RECEIVED THE QUESTIONNAIRES.**
- Screening # is the pre-stamped number on the screener that must be transferred to the Main Questionnaire.

Best regards,  
 Carolyn Broullón



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ATTN: ALL SUPERVISORS	FROM: Carolyn Broullón
COMPANY:	COMPANY: Field & Tab, Inc.
TEL #	TEL # 212-220-5222
FAX #	FAX # 212-220-5233
Date: 26 <sup>th</sup> May 2000	# Of Pages Including This Page: 1
RE: Sun Protection Study #M0006	

We are interviewing males and females 18+ who use sun protection products as specified in the screener.

You will be using 4 - 12"x18" stimuli boards (showing the sunscreen bottles); and 4 - 2'x 3' concept boards (showing sunscreen information).

The interviewing procedure must be followed as described below EXACTLY.

**INTERVIEWING AREA SETUP:**

- The stimuli boards must be hung on the wall in the following order: [bottle with] numeric scale (1,2,3,4,); minimum/moderate/high/maximum; stars (\*\*\*\*); broad spectrum.
- The concept boards should be hung on a different wall.

**INTERVIEWING PROCEDURE:**

- Escort respondent to interviewing area.
- Ask respondent to carefully review the concept boards – give respondent enough time, DO NOT RUSH THE RESPONDENT (it is not necessary to have respondent read the same concept information located in the back of the questionnaire).
- After the respondent has viewed the boards,
  - **INTERVIEWER WILL ADMINISTER Q1. Ask respondent to point to the bottle on the respondent's questionnaire that he/she feels best shows UVA protection. It is very important for the interviewer to stress UVA.**
  - NOTE: Be sure the respondent points to the bottle on the questionnaire, NOT the bottles hanging on the wall in the stimuli boards.
- The interviewer will then explain the self-administered exercise to the respondent.
- When the respondent has completed the survey, the interviewer must check to be sure the respondent has completed the questionnaire.

Please remember, no interviewer may complete more than 25 interviews. All interviewers must have completed a practice interview that has been checked and approved by Field & Tab before interviewing ANY respondent. Field & Tab will not accept ANY surveys from an interviewer for which there is no approved practice interview.

Best regards,  
 Carolyn Broullón

**TO:** All Supervisors  
**FROM:** Carolyn Broullón  
**RE:** Sun Protection Study # M0006  
**DATE:** May, 2000

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**OVERVIEW:** This is a central location study. Eligible respondents are 18 years of age and older who use sunscreen at least once every 4 weeks in the summer months. Qualified respondents will view printed concepts.

**SCHEDULE:**

Thursday, May 25 <sup>th</sup> .....	Receive briefing materials, audio tape the briefing. All interviewers must complete a practice interview. Shipped completed practice interviews and the audio tape of the briefing to FIELD & TAB via FedEx P-1 service, using account # 2498-9175-4.
Wednesday, May 31 <sup>st</sup> .....	Receive interviewing materials, begin interviewing.
Monday, June 5 <sup>th</sup> .....	Ship partial; include all VALIDATION FORMS.
Thursday, June 8 <sup>th</sup> .....	Ship partial; include all VALIDATION FORMS.
Monday, June 12 <sup>th</sup> .....	All interviewing must be completed. SHIP FINAL; include all VALIDATION FORMS.

Ship completed questionnaires and validation sheets to:

COMPUQUEST, INC  
606 WILLOW AVENUE  
HOBOKEN, NJ 07030  
(201) 222 - 7600

via Federal Express **Standard Overnight** Service Please use account #2498-9175-4.

**MATERIALS:**

Screeners  
Main Questionnaires  
Stimuli Boards  
Concepts  
Supervisor's Administrative Instructions  
Field and Interviewing Instructions  
Tally Sheets  
Validation Forms  
Quota Assignment/Control Sheet

**REPORTS:** Cumulative reports are to be faxed DAILY by 11:00 am EST to (212) 220-5233.

**QUOTA**

**CONTROL**

**Your quota is assigned by questionnaire version.** You have not been assigned demographic quotas, but demographic targets. The targets issued are representative of your market. If you find you are not able to stay close to the targets set, call me immediately.

**QUOTA PER**

**INTERVIEWER:**

No one interviewer may complete more than one-fourth of your total quota.

**INCENTIVES:**

Each qualified respondent will receive a cooperation fee after completing the interview.

**INTERVIEWING**

**HOURS:**

Interviewing is to be conducted during the daytime, evening and weekends.

**BRIEFING:**

All interviewers must participate in a formal briefing by a supervisor. Interviewers are to be briefed thoroughly and must understand all requirements of the study. It is extremely important that the following points are covered in this briefing: **YOUR BRIEFING MUST BE AUDIO TAPED.**

1. An explanation of the purpose of the study.
2. A run-down of the interviewer's responsibilities.
3. A complete description of all the materials to be used during the interview and a demonstration of their use.
4. Review of security measures.
5. A discussion of interviewing techniques including how to approach a respondent, interview impartially and obtain classification data.
6. A thorough study of the screening and main questionnaire.
7. Before approaching respondents, each interviewer **MUST** complete a one-on-one practice interview.

**VALIDATION:**

Validation forms must be sent to me with partials and at the end of the study. Please be sure to use the enclosed forms accurately and completely as follows:

- All interviewers must use her own validation form. Write in black ink only.
- Complete all of the requested information at the top of each form used.
- After completing an interview, the interviewer should immediately record the Respondent's ID#, Name, Address, Phone #, the Date of interview and the Quota Group.
- Record quotas by using the labels as follows:

<u>SEX</u>	<u>AGE</u>	<u>ETHNIC GROUP</u>
Male=M	18-24 = 1	Caucasian/White = C
Female=F	25-34 = 2	African America/Black = A
	35-44 = 3	Hispanic = H
	45-54 = 4	Asian/American Indian/Other = O
	55-64 = 5	
	65+ = 6	

It is suggested that you validate at least 15% of each interviewer's work, or three questionnaires (whichever is greater). During your verification, check to be sure that the respondent was eligible for the interview and that interviewing procedures were followed properly. It is the supervisor's responsibility to ensure validation sheets are filled out correctly and legibly. **Any time a shipment is made, validation sheets must be sent.**

**HAND EDIT**

**INSTRUCTIONS:**

The supervisor must **review** each completed questionnaire before submitting it to us. Each questionnaire must be checked to see that:

The respondent met all qualification requirements.

1. All necessary questions were asked.
2. Skip patterns were correctly followed.

All interviewers have to write legibly (use #2 pencils, press hard and circle carefully).

**BUDGET:**

Please keep in mind that we are working with a strict budget. If the study is not running as estimated and you think you have a cost problem, **I MUST KNOW AT ONCE.**

*If you have any problems and/or questions, please do not hesitate to call me at 212-220-5222.*

**SUN PROTECTION STUDY #M0006**

**FIELD & INTERVIEWING INSTRUCTIONS**

**OVERVIEW:** This is a central location study. Eligible respondents are 18 years of age and older who use sunscreen at least once every 4 weeks in the summer months. Qualified respondents will view printed concepts.

**ELIGIBILITY:** Qualified respondents are those who meet the screening criteria as follows:

- Q1. Do not work in a sensitive industry.
- Q2. Has not participated in a market research study in the past 6 months.
- Q4a/b. Is the primary (if female) or is primary/joint (if male) decision maker regarding purchasing of healthcare or skincare products such as sunscreens and moisturizing creams.
- Q5. Is between the ages of 18 and 64.
- Q6. Uses sunscreen in the summer months.
- Q7. Participates in at least one of the listed outdoor activities ~~during the summer months.~~
- Q8. Use sunscreen more than once every 4 weeks during the summer months.
- Agrees to participate.

**QUOTA CONTROL**

**Your quota is assigned by questionnaire version.** You have not been assigned demographic quotas, but demographic targets. The targets issued are representative of your market. If you find you are not able to stay close to the targets set, call me immediately.

**QUOTA PER**

**INTERVIEWER:** You may not complete more than one-fourth of your total quota.

**INCENTIVES:** Each qualified respondent will receive a cooperation fee after completing the interview.

**HOURS:** Interviewing is to be conducted during the daytime, evening and weekends.

**BRIEFING:** Interviewers must take part in a formal briefing and complete a practice interview. This briefing will take place on Thursday, May 25<sup>th</sup>. **THE BRIEFING MUST BE AUDIO TAPED. PRACTICE INTERVIEWS ARE TO BE EDITED THEN SHIPPED TO FIELD & TAB WITH THE AUDIO TAPE OF THE BRIEFING.**

**VALIDATION:** Validation forms must be sent to me with partials and at the end of the study. Please be sure to use the enclosed forms accurately and completely as follows:

- You must use your own validation form. Write in black ink only.
- Complete all of the requested information at the top of each form used.
- After completing an interview, you should immediately record the Respondent's ID#, Name, Address, Phone #, the Date of interview and the Quota Group.
- Record quotas by using the labels as follows:

<u>SEX</u>	<u>AGE</u>	<u>ETHNIC GROUP</u>
Male=M	18-24 = 1	Caucasian/White = C
Female=F	25-34 = 2	African America/Black = A
	35-44 = 3	Hispanic = H
	45-54 = 4	Asian/American Indian/Other = O
	55-64 = 5	

65+ = 6

**STIMULI,  
CONCEPTS AND  
QUESTIONNAIRES:**

All stimuli boards (showing sunscreen bottles), concepts (Sunscreen Information) and questionnaires have been specifically labeled for this study. We need to have a specific amount of questionnaires of each version, therefore you **MUST FOLLOW YOUR QUOTA FOR QUESTIONNAIRES BY VERSION EXACTLY.**

**SCREENING QUESTIONNAIRE**

The instructions on the screener are very explicit and will help with its administration. Should the interviewer have difficulty understanding them, he/she is to call the supervisor at once for clarification.

Under some questions are termination boxes containing the numbers 01-50. If a respondent terminates at a certain point, you would circle the next number in the termination box. If you have already had 10 terminations at this point, you would circle the #11, **erase the answers leaving the termination boxes as they are** and continue using the Screening Questionnaire until you get a respondent who qualifies to go onto a Main Questionnaire. It is very important to fill out termination boxes as accurately as possible as they are the only way to get an accurate measure of incidence.

**MAIN QUESTIONNAIRE**

The main Questionnaire is self administered by the respondent. If the respondent has difficulty or does not understand a question, he/she may skip that question.

Once the respondent has entered the interviewing area:

- Be sure he/she can see the stimuli board
- Be sure he/she can see the "Sun Information" boards.
- Explain the self-administered exercise to the respondent.

Once the respondent has finished:

- Review the survey to be sure all questions have been answered.
- Thank respondent.
- Give respondent his/her incentive.
- Escort respondent out of the interviewing facility.

Sun Protection Study #M0006  
Tally Sheet

MARKET: \_\_\_\_\_ PHONE NUMBER: \_\_\_\_\_ CONTACT: \_\_\_\_\_

DATE:					
TOTAL COMPLETED					
Males					
Females					
18-24					
25-34					
35-44					
45-54					
55-64					
65+					
Caucasian					
African American					
Hispanic					
Asian/American Indian/Other					
QUESTIONNAIRE VERSION	01				
	02				
	03				
	04				
	05				
	06				
	07				
	08				
	09				
	10				
	11				
	12				
	13				
	14				
	15				
	16				
	17				
	18				
	19				
	20				
	21				
	22				
	23				
	24				
SPECIAL TALLY Q8					
Frequent User					
Occasional User					
TERMINATIONS					
Initial Refusal					
Q1. Industry					
Q2. Past Participation					
Q4a. Not Primary Decision Maker - Female					
Q4b. Not Primary/Joint Decision Maker - Male					
Q5. Under 18 or Refused					
Q6. No Sunscreen					
Q7. No Listed Activities					
Q8. Does Not Go to the Beach (COASTAL ONLY)					
Q8. Use Sunscreen Less than Once Every 4 Weeks					
Qualified Refusal					
Length of Interview					
Incidence					

# VALIDATION FORM

STUDY NAME: SUN PROTECTION STUDY

JOB No.: FIELD & TAB # M0006

FIELD SERVICE (COMPANY NAME):

SUPERVISOR:

AREA CODE:

CITY & STATE:

INTERVIEWER:

TOTAL NO. OF COMPLETED INTERVIEWS:

(★ INTERVIEWER FILL IN ALL BELOW)

RECORD THE FOLLOWING:	FIELD ID #	SEX/ AGE	ETHNICITY	RESPONDENT NAME	HOME TELEPHONE NO. (+ AREA CODE)	ADDRESS	DATE OF INTERVIEW	VALIDATOR'S COMMENTS
<b>SEX/AGE:</b> Male = M Female = F  18 - 24 = 1 25 - 34 = 2 35 - 44 = 3 45 - 54 = 4 55 - 64 = 5 65+ = 6  <b>ETHNICITY</b> Caucasian = C African American = A Hispanic = H Asian/ American Indian/ Other = O	1							
	2							
	3							
	4							
	5							
	6							
	7							
	8							
	9							
	10							