

Sample Pretesting Questions

*If pressed for time, and only have time to ask 3 questions, use the short intercept interview guide which is included at the end of this document.

Questions

1. What do you think about the cover? What about it might make you want to look at it further?
2. What are points that are easy to understand? What parts are not clear?
3. What are your first reactions to the images (pictures, artwork, graphs, etc.)? How well do they fit the messages?
4. What audience do you think this material is appropriate for?
5. What did you like about the material?
6. Is there anything you did not like about the material? If so, what?
7. What are some ways the material could be improved?
8. After reading/reviewing the material, what was the most memorable part?
9. What are one or two key messages that you recall from the material?
10. What would this material encourage you to do?
11. Do you have any other comments?

Demographics

Always remember to ask this information for record keeping purposes.

What is your gender? _____

What is your age? _____

What is your ethnicity? _____

Intercept Interview Guide

Introduction Script: “Hi, my name is _____ and I’m work with _____(agency name). We are developing educational materials and we would like someone who has never seen the piece to look at it and give us their opinions. It will only take a few minutes, and I have a few questions. This will be completely confidential.” (Give brief background of where they would find the material).

Field Test Questions:

What are your first impressions of this [fact card, brochure, etc]?

What do you think is the message?

Is there anything that you did not understand or did not like?

Demographics

Always remember to ask this information for record keeping purposes.

What is your gender? _____

What is your age? _____

What is your ethnicity? _____