

# SUPPORTING STATEMENT FOR OMB CLEARANCE

## National Youth Anti-Drug Media Campaign Youth Campaign Copy Testing

OMB Control Number

3201-0006

Prepared by:

DraftFCB

100 West 33<sup>rd</sup> Street

New York, New York 10001

On behalf of:

Office of National Drug Control Policy

Executive Office of the President

750 17<sup>th</sup> St. NW

Washington, DC 20503

June 13, 2008

## PAPERWORK REDUCTION ACT SUBMISSION

Please read the instructions before completing this form. For additional forms or assistance in completing this form, contact your agency's Paperwork Clearance Officer. Send two copies of this form, the collection instrument to be reviewed, the Supporting Statement, and any additional documentation to: Office of Information and Regulatory Affairs, Office of Management and Budget, Docket Library, Room 10102, 725 17th Street NW, Washington, DC 20503.

1. Agency/Subagency originating request: <b>Office of National Drug Control Policy (ONDCP)</b>	2. OMB control number: a. <b>3201 --0006</b>	b. <input type="checkbox"/> None
3. Type of information collection ( <i>check one</i> ) a. New collection b. Revision of a currently approved collection c. Extension of a currently approved collection d. Reinstatement, without change, of a previously approved collection for which approval has expired e. Reinstatement, with change, of a previously approved collection for which approval has expired <b>[X]</b> f. Existing collection in use without an OMB control number  <i>For b.- f., note item A2 of Supporting Statement instructions</i>	4. Type of review requested ( <i>check one</i> ) a. Regular b. Emergency--Approval requested by: <u>09/01/08</u> <b>[X]</b> c. Delegated	
	5. Small entities Will this information collection have a significant economic impact on a substantial number of small entities? Yes No <b>[X]</b>	
	6. Requested expiration date a. Three years from approval date <b>[X]</b> b. <input type="checkbox"/> Other--Specify: ____/____/____	
7. Title <b>[National Youth Anti-Drug Media Campaign (NYADMC)-Parent and Youth Copy Testing]</b>		
8. Agency form number(s) ( <i>if applicable</i> )		
9. Keywords <b>Drug Abuse Prevention, Youth, Parents, Communications</b>		

<p>10. Abstract  <b>This research will provide copy testing of anti-drug messages for use in NYADMC. Results will be used to select ads and messages for the campaign. Testing will focus on primary (14-16) and secondary (11-13) youth audiences.</b></p>	
<p>11. Affected public (<i>mark primary with "P" and all others that apply with "X"</i>)</p> <p>a. <input checked="" type="checkbox"/> Individuals or households      d. <input type="checkbox"/> Farms  b. <input type="checkbox"/> Business or other for-profit      e. <input type="checkbox"/> Federal Government  c. <input type="checkbox"/> Not-for-profit institutions      f. <input type="checkbox"/> State, Local, or Tribal govt.</p>	<p>12. Obligation to respond (<i>mark primary with "P" and all others that apply with "X"</i>)</p> <p>a. Voluntary  b. Required to obtain or retain benefits  c. Mandatory</p>
<p>13. Annual reporting and recordkeeping hour burden</p> <p>a. Number of respondents: <b>[12,600]</b>  b. Total annual responses: <b>[12,600]</b>      1. Percentage of those responses collected electronically: <b>[100%]</b>  c. Total annual hours requested: <b>[2,145]</b>  d. Current OMB inventory _____  e. Difference _____  f. Explanation of difference      1. Program change _____      2. Adjustment _____</p>	<p>14. Annual reporting and recordkeeping cost burden (<i>in thousands of dollars</i>)</p> <p>a. Total annualized capital/startup costs: <b>[0]</b> _____  b. Total annual costs (O&amp;M): <b>[800,000]</b> _____  c. Total annualized cost requested: <b>[800,000]</b> _____  d. Current OMB inventory _____  e. Difference _____  f. Explanation of difference      1. Program change _____      2. Adjustment _____</p>
<p>15. Purpose of information collection (<i>mark primary with "P" and all others that apply with "X"</i>)</p> <p>a. <input type="checkbox"/> Application for benefits      e. <input type="checkbox"/> Program planning or management  b. <input type="checkbox"/> Program evaluation  c. <input type="checkbox"/> General purpose statistics      f. <input type="checkbox"/> Research  d. <input type="checkbox"/> Audit compliance      g. <input type="checkbox"/> Regulatory or compliance</p>	<p>16. Frequency of recordkeeping or reporting (<i>check all that apply</i>)</p> <p>a. Recordkeeping      b. Third party disclosure  c. Reporting <input checked="" type="checkbox"/>      1. On occasion      2. Weekly      3. Monthly      4. Quarterly <input checked="" type="checkbox"/>      5. Semi-annually      6. Annually      7. Biennially      8. Other (<i>describe</i>) _____</p>
<p>17. Statistical methods  Does this information collection employ statistical methods?  Yes <input checked="" type="checkbox"/>      No</p>	<p>18. Agency contact (person who can best answer questions regarding the content of the submission)</p> <p>Name: <b>[Mark Krawczyk]</b>  Phone: <b>[202-395-6720]</b> _____</p>

**SUPPORTING STATEMENT FOR OMB CLEARANCE: NATIONAL YOUTH ANTI-DRUG MEDIA  
CAMPAIGN  
COPY TESTING**

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# **Copy-Testing of Messages for ONDCP**

## **National Youth Anti-Drug Media Campaign Supporting Statements**

### **A. Justification**

#### 1. Justification of Information Collection

In 1997, the ONDCP proposed and received dedicated funding for a historic initiative – a large scale paid media campaign to educate and enable America’s youth to reject illicit drugs. The media campaign was developed from a solid scientific base and has been implemented with a wide array of non-profit, public, and private sector organizations. In 2002, President Bush set a goal of 25% reduction in marijuana usage among the nation’s youth within five years. To date, campaign communications have been acknowledged as a key factor in the steady reduction of usage (*Monitoring the Future* 2002, 2003, 2004).

The campaign’s success can be attributed, in part, to its ability to test all messaging to ensure that only the most effective ads are aired. Since the campaign’s inception, ads have been tested among nationally representative youth and parent samples, resulting in the airing of advertising with the proven potential to be effective in continuing to meet campaign goals.

To ensure that all messages continue to have the potential to be received, understood, and accepted by members of these target audiences, ONDCP seeks to continue its ongoing message testing protocol. Message testing will continue to focus on assessing audience comprehension, reactions, and perceptions. Information for testing will be used principally to select ads for national airing, and secondarily to refine ads that do not pass initial testing.

This submission is for a generic approval for tests of up to 27 messages per year of each of three years. They will follow the methods described in Section B. Total respondent burden will not exceed 12,600 per year.

It should be noted that this submission represents a reinstatement with changes from a 1998 submission. The costs and respondent burden have been significantly reduced. At the onset of the media campaign there was a tremendous backlog of existing advertising which had not undergone copytesting. This is no longer the case, so only new (planned for) advertising will be copytested.

#### 2. Purpose and Use of Information

All advertising developed for the National Youth Anti-Drug Media Campaign will be tested in final or 'near-final' form before it will be considered for inclusion in the media plan. The main purposes of this testing procedure are to ensure that each ad is effective in communicating its intended message, and that it does not have any unintended negative effects.

Without such testing, the ONDCP is unable to discriminate between effective and ineffective advertisements.

Specific criteria for message evaluation is tailored to ads appropriated based on their communication objectives and target audience. However, all ads will be assessed for effectiveness using the following set of standard diagnostic criteria:

Comprehension – is the main message clearly understood? Is the audience able to identify and recount the intended main message? Is the intended information presented in a manner that makes it effective and actionable for the intended audience?

Liking – how much does the audience like the ad? Which elements do they like about the ad? Which do they dislike?

Personal Relevance- do respondents perceive the message as relevant to themselves or their peers?

Believability – Is the message and/or its source perceived as credible? Does it portray the message realistically and convincingly?

Acceptability – is there anything in the message that is perceived as offensive or unacceptable to either primary or secondary audiences? In particular, do parents have significant concerns about ads intended of youth audiences?

Behavioral intent – do respondents think they will take action as a result of seeing/hearing the message?

The information gathered on these areas will clearly identify those messages which most compellingly and effectively engage and influence intended audiences. By systematically conducting this testing, ONDCP will continue to: produce messages that have the greatest potential to favorably influence attitudes and behavior and to expend program resources wisely and effectively.

### 3. Use of Improved Information Technology

To facilitate ease and efficiency of responses, the testing process takes advantage of technological advances in testing. Testing is conducted via computer screen at centrally located (typically mall) facilities around the country. Both open and closed-ended questions are administered and recorded simultaneously. This increases the accuracy and reduces both turnaround time and decision making schedules.

### 4. Efforts to Identify Duplication

No duplicate data collection exists. All advertising considered by ONDCP for inclusion in the campaign is new. It is for this reason that testing is required.

5. Involvement of Small Entities

This research does not involve any small business or other small entities.

6. Consequences if Information is Collected Less Frequently

The frequency of information collection will be tied to the production of new advertisements for the campaign. Each new ad or series of ads must be tested to assure on air effectiveness. Ad series refers to a group of ads all developed with the same basic message and format. At the onset of the campaign, only one ad from each proposed ad series was tested. However, it was determined during the course of ongoing copy research that individual executions within an ad series could perform with varying degrees of receptivity due to differences in executional elements across ads. As a result of these findings, it became necessary to test all TV executions prior to airing. The increased cost and burden of the slight increase in testing, however, are greatly offset by the assurance that ineffective or offensive advertising is not reaching the public.

If information is collected any less frequently than proposed, ONDCP's ability to discriminate between effective and ineffective ads will be significantly impaired.

7. Consistency with the Guidelines in 5 CFR 1320.5(d)(2).

There are no special circumstances.

8. Consultation Outside Agency

The ONDCP has established a network of research, behavioral science, communications and public health experts that serve as ongoing consultants to the campaign. Those who will be involved with shaping the campaign research include:

**Social Marketing/Behavior Change Advisors**

Kristen Holtz, Ph.D. Family/Parenting Dynamics/Youth Understanding/Drug Abuse Prevention

Elvira Elek, Ph. D. Prevention /Behavior Change/ Multicultural (Hispanic) target audience specialist

Lisa Ulmer, Ph.D. Prevention and Behavior Change

Leslie Snyder, Ph. D. Social Marketing and Mass Communication

**Additional Core Advisors**

David Brandt Practical Advertising Research, Interpretation of Quantitative Evaluation results

Larry Sheier, Ph.D. Research Methodology and Theory

Peter Zollo Youth Understanding/Advertising/Branding

Philippe Cunningham, Ph.D. Family/Parenting Dynamics/Skills

Ivan Juzang Multicultural Understanding/Advertising/Branding

## Ad Hoc Advisory Pool

In addition to the core group of advisors, we propose to have a pool of ad hoc advisors to be used for participation in working groups and for special consultations on specific issues or topics. The ad hoc advisors will have expertise in the range of areas covered by the MCAT as described above, as well as specialized expertise in such areas as approaches to advertising research, peer networks, mass culture and “movements”, and advertising and branding. These ad hoc advisors will supplement the MCAT as needed.

Fieldwork and recruiting will be conducted by the Marketing Workshop, Inc., a full service national marketing research company based in Norcross, Georgia. Once data is collected from desired youth and parent samples, both tabulations and raw data are turned over to DraftFCB, the advertising contractor.

### 9. Payment to Respondents

Participants currently receive \$1.00 in compensation for participating in copy testing of TV ads. It is standard practice in commercial market research to offer recruited respondents some form of incentive to help assure their participation.

### 10. Assurance of Confidentiality

Respondents are informed prior to participation that their responses will be **anonymous**. They will also be advised of the nature of the activity, the length of time required, and that their participation is purely voluntary. Respondents are told that no penalties will occur if they wish to not respond, either to the information collection as a whole or to any specific question.

All presentation of data in analysis and reporting is in aggregate form with no links to individuals being preserved. Reporting is used only by project staff for purposes of ad selection. Although some personal information is collected (e.g., gender, race, age), no personal identifiers (e.g., full name, address or phone, social security number, etc..) will be collected or maintained. Thus, the Privacy Act does not apply to the proposal activities.

### 11. Questions of a Sensitive Nature



By virtue of the focus on drug use, there will be some sensitive questions for respondents. These specifically relate to the items required to identify those respondents at risk for drug use. Respondents will be asked about their intentions to use drugs/marijuana, how many of their friends they think use drugs/marijuana, and their beliefs about drug/marijuana usage as they pertain the message in the ad being shown.

#### 12. Estimates of Annualized Burden Hours and Cost

Each youth ad will be tested with a total of 300 respondents (150 teens; 150 tweens) in the test condition and 300 respondents (150 teens; 150 tweens) in the control condition; each parent ad will be tested with a total of 150 respondents in the test condition and 150 respondents in the control condition.

The Annualized Response Burden table below provides the maximum annual distribution of respondents and hours. Time to read, view, or listen to the message being tested is build into the 'hours per response' figures.

Table 1. Annualized Response Burden

Audience	Number of Respondents	Responses per Respondent	Hours per Response	Total Hours	Hourly Wage	Respondent cost
Youth (test)	4,500	1	.25	1,125	\$5.85	\$6581.25
Youth (control)	4,500	1	.10	450	\$5.85	\$2632.50
Parent (test)	1,800	1	.25	450	\$12.69 <sup>1</sup>	\$5710.50
Parent (control)	1,800	1	.10	120	\$12.69 <sup>1</sup>	\$1522.80
TOTAL	12,600			2,145		\$16447.05

<sup>1</sup> Average income based on Census 2000 median individual income estimates of \$28,269 for males and \$16,188 for females

#### 13. Estimate of Respondent Capital and Maintenance Cost

There are no respondent costs beyond those indicated in 11 above.

#### 14. Estimates of Annualized Cost – Government

The estimated costs to the government will be no more than \$800,000 per year. This is based on a per ad cost of \$36,000 for youth and \$23,000 for parents. Cost efficiencies are realized as the number of ads tested per cycle increases.

#### 15. Program Changes/Changes in Hour Burden

At the onset of the campaign research in 1998, respondent burden was comparably larger (i.e., estimated 27,995 respondents vs. 12,600 at present). Ongoing campaign learnings have led to target refinements, resulting in cost efficiencies. Since 2002, there have been no changes to the program that impact the hour burden estimates.

#### 16. Time schedule, Publication, and Analysis Plans

While the primary purpose of these studies will be to select ads for the national media buy, the ONDCP may make results available to its partners, including ad agencies working to develop new ads or refine messages that test poorly. General conclusions about effective messages derived from tests across multiple ads may also be drawn and shared with national, state and local organizations working to prevent youth drug use. These conclusions may also be incorporated into publications for the wider public and/or academic audiences.

Advertising is tested as it is developed, at an average rate of no more than 20 ads per quarter. The typical time frame for testing each ad will be no more than two weeks from the receipt of the ad to final reporting on its test results.

The data collection plan, schedule and analysis for each project will be tailored to the specific message and intended audience. However, the core data collection is provided in the surveys attached in Appendix A. Analytic techniques used are a combination of qualitative and quantitative approaches (e.g., qualitative aggregation and assessment of open ended responses as well as statistical analysis of quantitative survey data).

#### 17. Expiration Date Display Exemption

The OMB Control Number and expiration date will be included in all applicable respondent materials. For youth copytesting it will appear on the initial computer screen.

#### 18. Exceptions to Certificate

This activity will fully comply with the Certification for Paperwork Reduction Act submissions.

### **B. Statistical Methods**

#### 1. Respondent Universe and Sampling Methods

Ads are tested for communications effectiveness with members of its stated target audience. The target audience for most ads is stated rather broadly (e.g., youth ages 14 to 16, parents of tweens and teens); however, some ads are targeted to a more specific segment as specified by age, gender, and/or racial or ethnic group.

Convenience samples of test participants will be recruited to adequately represent the target audience. Recruitment quotas will include gender, age, and race/ethnicity as appropriate. In addition, samples will reflect variety in geographic density (i.e., urban, suburban, rural), and region of the country.

Ads will also be tested for unintended negative effects with other audience of concern, as appropriate. Specifically, ads targeting older children (e.g., high school) may have unintended negative consequences on younger children (e.g., middle school age youth). Therefore, as appropriate, ads will be tested for unintended negative effects with both the intended target audience as well as younger target audiences. Ads directed to parents will be tested exclusively among parents.

*-Potential respondent universe and any sampling or other respondent selection method to be used*

#### Youth Advertising Copy tests

For each youth ad that we copy test, we will recruit 300 youth (male and female) who are 11-13 years old: 100 White, 100 Hispanic, and 100 African American. We will also recruit 300 youth (male and female) who are 14-16 years old: 100 White, 100 Hispanic, and 100 African American. Subjects will be recruited from at least 30-50 malls across the US. We will use the same mall recruitment facilities that are used in standard commercial advertising copy testing. Based on past experience, we expect a response rate among age-appropriate youth of 81%. The table below shows the universe of potential youth respondents, and our sample.

# YOUTH LIVING IN USA, 11-16 YRS. OLD (APPROX., BASED ON 2000 CENSUS)

	<u>WHITE</u>	<u>HISPANIC</u>	<u>AFRICAN AMERICAN</u>	<u>TOTAL UNIVERSE</u>
11-13 YRS.	8.5 million	1.5 million	1.5 million	11.5 million
14-16 YRS.	8.5 million	1.5 million	1.5 million	11.5 million

SAMPLE

11-13 YRS.	100/ad tested	100/ad tested	100/ad tested	300/ad tested
14-16 YRS.	100/ad tested	100/ad tested	100/ad tested	300/ad tested
TOTAL	200/ad tested	200/ad tested	200/ad tested	600/ad tested

Parent Advertising Copy tests

For each parent ad that we copy test, we will recruit 150 parents (or guardians, mothers or fathers) of 11-16 years olds: 50 Caucasian, 50 Hispanic, and 50 African American. Subjects will be recruited from at least 30-50 malls across the US. Based on past experience, we expect a response rate among parents of 76%. The table below shows the universe of potential parent respondents, and our sample.

# HHOLDS WITH YOUTH 11-16 YRS, LIVING IN USA (APPROX., BASED ON 2000 CENSUS)

	<u>WHITE</u>	<u>HISPANIC</u>	<u>AFRICAN AMERICAN</u>	<u>TOTAL UNIVERSE</u>
UNIVERSE	6 million	1 million	1 million	6 million
SAMPLE	50/ad tested	50/ad tested	50/ad tested	150/ad tested

2. Information Collection Procedures

A research design incorporating a randomly assigned control group will be used. Graphical representations of this design for TV ads is shown below in Figure 1.

**Figure 1. Television Ad Test Design**

<u>Control Group</u>	<u>Experimental Group</u>
<p><b>Pre-test:</b></p> <ul style="list-style-type: none"> <li>◆ Masking questions (unrelated to drugs)               <ul style="list-style-type: none"> <li>▪ Global attitude toward drug use/sensation seeking</li> </ul> </li> </ul> <p>----- First presentation of test ad -----</p> <ul style="list-style-type: none"> <li>◆ First thoughts and feelings about the ad</li> <li>◆ Comprehension of the main idea</li> </ul> <p>----- Second presentation of test ad -----</p> <p><b>Post-test:</b></p> <ul style="list-style-type: none"> <li>◆ Impression of ad (“likability”)</li> <li>◆ Likes and dislikes about the ad</li> <li>◆ Clarity and credibility</li> <li>◆ Diagnostics: relevance, social currency, etc.</li> </ul>	<p><b>Pre-test:</b></p> <ul style="list-style-type: none"> <li>◆ Masking questions (unrelated to drugs)               <ul style="list-style-type: none"> <li>▪ Global attitude toward drug use/sensation seeking</li> </ul> </li> </ul> <p>----- First presentation of test ad -----</p> <ul style="list-style-type: none"> <li>◆ First thoughts and feelings about the ad</li> <li>◆ Comprehension of the main idea</li> </ul> <p>----- Second presentation of test ad -----</p> <p><b>Post-test:</b></p> <ul style="list-style-type: none"> <li>◆ Impression of ad (“likability”)</li> <li>◆ Likes and dislikes about the ad</li> <li>◆ Clarity and credibility</li> <li>◆ Diagnostics: relevance, social currency, etc.</li> </ul>
<ul style="list-style-type: none"> <li>◆ Key beliefs (based on test ad’s main idea)</li> <li>◆ Other (standard) beliefs about drug use</li> <li>◆ Drug use risk status/social norms</li> <li>◆ Intention to try/use drugs</li> </ul>	<ul style="list-style-type: none"> <li>◆ Key beliefs (based on test ad’s main idea)</li> <li>◆ Other (standard) beliefs about drug use</li> <li>◆ Drug use risk status/social norms</li> <li>◆ Intention to try/use drugs</li> </ul>
<p><i>Areas used in group comparisons are boxed.</i></p>	

Qualified respondents answer questions using a computer screen in the presence of an interviewer. The interview requires approximately 10-25 minutes. Ads will be tested in an uncluttered monadic test situation (i.e., test and control ads will not be embedded in program content). Target audience members will be recruited and screened at a central location (e.g., mall facilities) and will be exposed individually and privately. Data responses are entered directly into a computer.

Respondents in the experimental group are exposed to advertising (two times) in addition to answering questions. Those in the control group only answer questions. After exposure to advertising, respondents in the experimental group are questioned about: the main idea (open ended), likeability, clarity and believability (open

and closed ended) of the ad along with relevant ad diagnostic questions (including but not limited to: credibility, relevance, trustworthiness, strength, persuasiveness, realism, and willingness to pay attention to the ad).

Respondents in both the experimental and control groups are asked about key beliefs (based on advertising communications objectives/main idea) and intentions to use drugs in the future. Statistical comparisons are made on the basis of these responses in order to determine if the advertising viewed by the experimental group successfully moved beliefs and/or intentions in the desired direction relative to the control group that was not exposed to messaging. This is currently the major test of ad effectiveness.

*-Procedures for collection of information including statistical methodology, estimation procedures and degree of accuracy need*

In each advertising copy test, our goal is to determine if exposure to the anti-drug ad significantly alters subjects' drug-related beliefs or behavioral intentions relative to a control condition, which involves no ad exposure. Further, we want to know if the causal effects of the anti-drug ad are contingent on ethnicity (White vs. Hispanic vs. African American) or, for youth, on age (11-13 yrs. vs. 14-16 yrs.). We have adopted the standard criteria for determining statistical significance in scientific advertising copy testing: an alpha of .05 and a power of .80. Based on our past advertising copy tests which were similar in nature, we estimate the within-group variance to be .6. According to standard power analyses, our target sample size of 100 per ethnic group (see above) will be adequate to meet our goal of detecting a 10% change (experimental vs. control) in beliefs or intentions, given the desired alpha and power, and the estimated variance. Variables that could have an impact on results but should not be considered in the analysis are used as a covariate. Among these are sensation seeking for youth and age of children for parents. Controlling these variables in the analysis prevents them from them confounding the results by causing groups to be unbalanced in their responses.

Multiple ads that were executed against the same target audience and strategy will be tested in a single testing cycle. An equal number of research participants will be randomly assigned to each test condition or to the control group. Using this approach, a single control group can serve as the comparison for each of the test ads in a given cycle, helping to control costs.

### 3. Methods for maximizing response rates

Following established procedures for advertising copy testing recruitment in malls, subjects will be approached by trained research personnel, given a brief description of the research and the time commitment involved –10-25 minutes, and offered a standard monetary incentive of \$1 to participate. The response rates that we have attained in the past and expect to attain in the future using this recruitment procedure (81% among youth, 76% among parents) are standard for advertising copy testing, and are considered to be more than adequate for the intended purposes. These response rates reflect percentages of individuals who have met the screening criteria and then go on to complete the study. This is not reflective of the number of individuals who are initially approached/contacted by the researcher. These numbers are not tracked. Failure to provide a basic incentive is more likely to increase responses from individuals generally predisposed to be helpful. Given the anti-drug focus of the research, there is particular need to ensure that participation is drawn from a wide array of individuals.

### 4. Describe any tests of procedures or methods to be undertaken

We will not be conducting any further tests of procedures or methods. We have been using similar advertising copy testing procedures and methods for several years. procedures and methods.

### 5. Contact information for data collection and analysis

Data are analyzed at DraftFCB by Chasson Gracie (212-714-7716) and Tanya White (212-885 3735).

Data collection will be conducted by the Marketing Workshop, Norcross, Georgia (POC: Lorri 770-449-6767).

#### List of attachments:

- Attachment 1: Youth Screener and Youth Survey
- Attachment 2: Parent Screener and Parent Survey
- Attachment 3: Copytesting information sheet

# Attachment 1: Youth Screener and Youth Survey



RESPONDENT ID (RECORD FROM COMPUTER SCREEN) (1-4, 5=1)			
DATE:		TIME BEGUN	
INTERVIEWER=S NAME		TIME ENDED	
RECORD CITY		RECORD MALL NAME	
FAMILY BACKGROUND: Caucasian/White.....1 African-American/Black.....2 Hispanic/Latino.....3	GRADE/AGE: Grade 7-8.....1  Grade 9-10.....2	SEX: Male.....1  Female.....2	CELL: Red (NO VIDEO).....1 Yellow.....2 Green.....3

*(SIGHT SCREEN FOR MALES AND FEMALES AGES 12-18)*

Hello, I'm \_\_\_\_\_ from Strategic Insights, a national marketing research company. We're conducting a survey and would like to ask you a few questions.

- A. What grade in school are you in this year ?
- 6<sup>th</sup> Grade or lower.....X (TERMINATE & TALLY)
- 7<sup>th</sup> Grade.....1 (CHECK QUOTA)
- 8<sup>th</sup> Grade.....2 (CHECK QUOTA)
- 9<sup>th</sup> Grade.....3 (CHECK QUOTA)
- 10<sup>th</sup> Grade.....4 (CHECK QUOTA)
- 11<sup>th</sup>-12<sup>th</sup> Grade.....X (TERMINATE & TALLY)
- No longer in school.....5 (TERMINATE & TALLY)
- In college.....6 (TERMINATE & TALLY)
- Refused.....X (TERMINATE & TALLY)

TERMINATE Q.A:	<7 <sup>th</sup> />10 <sup>th</sup> Grade/ REFUSED	1	2	3	4	5	6	7	8	9
OVER QUOTA 7th/8th GRADE		1	2	3	4	5	6	7	8	9
OVER QUOTA 9th/10th GRADE		1	2	3	4	5	6	7	8	9

- B. What is your exact age? \_\_\_\_\_
- C. In the past three months, have you viewed any commercials as part of a marketing research survey? Yes.....1 (TERMINATE & TALLY)  
 No.....2

TERMINATE Q.C	Past Participation	1	2	3	4	5	6	7	8	9
---------------	--------------------	---	---	---	---	---	---	---	---	---

- D. Which one of these best describes how you think of yourself?  
*(Read list. Accept only one response.)*

*Check Quotas. If over quota, terminate and circle next number in the appropriate box below.*

Hispanic or Latino	-1
Non Hispanic or Latino	-2

- E. Which one of these best describes how you think of yourself?  
*(Read list. Accept only one response.)*

*Check Quotas.*

American Indian or Alaskan Native	-1
-----------------------------------	----

If over quota, terminate and circle next number in the appropriate box below.

Asian	-2
Black or African American	-3
Native Hawaiian or other Pacific Islander	-4
White	-5

DK/Ref -R

(DO NOT READ)

Refused.....X (TERMINATE & TALLY)

TERMINATE Q.D	Family Background	1	2	3	4	5	6	7	8	9
OVER QUOTA - Caucasian / White		1	2	3	4	5	6	7	8	9
OVER QUOTA - African-American / Black		1	2	3	4	5	6	7	8	9
OVER QUOTA - Hispanic / Latino		1	2	3	4	5	6	7	8	9

E. Do you or does anyone in your household work: Yes.....X (TERMINATE & TALLY)  
 In marketing research? In advertising? In public No.....1  
 relations? For a magazine or newspaper?

TERMINATE Q.E:	SECURITY	1	2	3	4	5	6	7	8	9
----------------	----------	---	---	---	---	---	---	---	---	---

F. We are conducting research on attitudes and beliefs. We are not selling anything, and we will not ask for any personal information. Your answers will be anonymous. The survey will only take less than 10 minutes and we will pay you \$\_\_\_ upon completion. Would you like to participate?

Yes.....1 (INVITE TO FACILITY) No.....X (THANK & TERMINATE)

QUALIFIED REFUSED	1	2	3	4	5	6	7	8	9
-------------------	---	---	---	---	---	---	---	---	---

**RECORD ALL INFORMATION ON TOP OF SCREENER  
 RECORD RESPONDENT ID FROM COMPUTER SCREEN  
 IN BOX AT TOP AND ON INTERVIEW LOG**

**ANTI-DRUG DI02 COPY TEST**

B Main Questionnaire B

June 2008

(RECORD SEX, EXACT AGE, VERSION)

(HAND CARD A)

- 1. I'd like to get your opinions on some activities and experiences. Using a scale from 0 to 10 where 0 means you Totally Disagree and 10 means you Totally Agree, please tell me how much you agree or disagree with the following statements. You may use any number between 0 and 10.

Please tell me how much you agree or disagree that:

TOTALLY DISAGREE		NEITHER AGREE NOR DISAGREE		TOTALLY AGREE
	0.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10			

- You like to do scary things.
- You like new and exciting experiences, even if you have to break the rules.
- You would like to explore strange places.
- You prefer friends who are exciting and unpredictable.

(IF NOT RED CELL, SAY:)

You will see an ad and then be asked some questions about it.

(SAY TO ALL:)

Your opinions are very important to us, so please be honest. Everything you say here will be kept **anonymous**; in fact, I'm not even going to ask your name or address. We're talking to hundreds of people around the country, and no one will know what any one person says in this survey.

(RED CELL SKIP TO Q.5)

(IF NOT RED CELL, PLAY VIDEO B SPOT APPEARS 2 TIMES.  
WHEN FINISHED, ASK & PROBE FULLY:)

- 2. What is the main idea of this ad?  
(PROBE:) What is it trying to get across to people who watch it? (PROBE:) What does it say or show?  
(PROBE:) What is the message of the ad?

---



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- 3a. Thinking about the ad you just saw, which statement best describes what you thought of it? Would you say it was a (READ LIST)?

- Really good ad.....5
- Pretty good ad.....4
- Okay ad.....3
- Pretty poor ad.....2
- Really poor ad.....1

(HAND CARD A)

- 3b. In answering the few next questions, please use any number between 0 and 10.  
How would you describe your overall feeling about the ad if: 0 means UNFAVORABLE and 10 means FAVORABLE?  
How would you describe your overall feeling about the ad if: 0 means BAD and 10 means GOOD?  
How would you describe your overall feeling about the ad if: 0 means NEGATIVE and 10 means POSITIVE?

How would you describe your overall feeling about the person or people in the ad if: 0 means UNFAVORABLE and 10 means FAVORABLE?  
How would you describe your overall feeling about the person or people in the ad if: 0 means BAD and 10 means GOOD?

How would you describe your overall feeling about the person or people in the ad if: 0 means NEGATIVE and 10 means POSITIVE?

**NO Q.4**

(HAND CARD A)

5. Please answer the following questions using any number from 0 to 10, where 0 means you would feel Extremely Bad and 10 means you would feel Extremely Good. You may use any number between 0 and 10.

**(ASK ALL)**

EXTREMELY <u>BAD</u>	NEITHER GOOD <u>NOR BAD</u>	EXTREMELY <u>GOOD</u>
0.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10		

5a How would you feel about resisting negative influences?

5b How do you think your close friends would feel about your using marijuana?

(HAND CARD A)

6. Please answer the following questions using any number from 0 to 10, where 0 means you Totally Disagree and 10 means you Totally Agree. You may use any number between 0 and 10. How much do you agree or disagree with this statement?

TOTALLY <u>DISAGREE</u>	NEITHER AGREE <u>NOR</u> <u>DISAGREE</u>	TOTALLY <u>AGREE</u>
0.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10		

6a You're confident you can resist negative influences.

6b You're willing to resist negative influences.

7. About what percent of kids your age do you think have used marijuana at least ONCE in the last few months?

None - 0%.....0	60%.....6
10%.....1	70%.....7
20%.....2	80%.....8
30%.....3	90%.....9
40%.....4	All-100%.....10
50%.....5	

8a. For the next few statements, please answer using any number from 0 to 10, where 0 means you Totally Disagree and 10 means you Totally Agree. You may use any number between 0 and 10. How much do you agree or disagree with this statement?

TOTALLY <u>DISAGREE</u>	NEITHER AGREE <u>NOR</u> <u>DISAGREE</u>	TOTALLY <u>AGREE</u>
0.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10		

8a1. Teens today are deciding to resist influences to do things like use weed.

**NEW QUESTION BATTERY**

(IF NOT CONTROL CELL, ASK:)

8a1o. Why do you say that?

8a2. Teens today are smart about recognizing negative influences and the need to resist them.

8a3. Teens who choose to be above the influence will be respected by others.

8a4. There are a lot of cool kids who choose not to use marijuana.

8a5. You would be better off if you stay above the influence.

8b. Please answer the following questions using any number from 0 to 10, where 0 means it is Extremely Unlikely and 10 means it is Extremely Likely. You may use any number between 0 and 10.

EXTREMELY <u>UNLIKELY</u>	NEITHER UNLIKELY <u>NOR</u> <u>LIKELY</u>	EXTREMELY <u>LIKELY</u>
0.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10		

8b1 How likely is it that you would have a better time with friends if you used marijuana?

8b2 How likely is it that you would be more like the coolest kids if you used marijuana?

**(RED SKIP TO Q.13)**  
**(AD CELLS ONLY Q.8b3 to Q.12a/b)**

8b3. If faced with a choice, how likely is it that you will choose to define yourself as being above the influence?

(HAND CARD A)

9. I am going to read you a few statements and would like you to answer using any number from 0 to 10, where 0 means you TOTALLY DISAGREE and 10 means you TOTALLY AGREE. You may use any number between 0 and 10.

	TOTALLY DISAGREE	NEITHER AGREE NOR DISAGREE	TOTALLY AGREE
9a. If you saw this ad on television, you would find yourself paying attention to it.	0.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10		
9b. If you saw this ad on television, you would find yourself concentrating on it.	0.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10		
9c. If you saw this ad on television, you would focus on it.	0.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10		
9d. If you saw this ad on television, you would think about it.	0.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10		
9e. If you saw this ad on television, you would make an effort to watch it.	0.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10		

(HAND CARD B)

10. In answering the next few questions, please use any number between 0 and 10.
- 10a. How would you rate the claims or arguments presented in the ad if: 0 means WEAK and 10 means STRONG?
  - 10b. How would you rate the claims or arguments presented in the ad if: 0 means NOT PERSUASIVE and 10 means PERSUASIVE?
  - 10c. How would you rate the claims or arguments presented in the ad if: 0 means NOT COMPELLING and 10 means COMPELLING?
  - 10d. How would you rate the claims or arguments presented in the ad if: 0 means NOT BELIEVABLE and 10 means BELIEVABLE?
  - 10e. How would you rate the claims or arguments presented in the ad if: 0 means NOT CONVINCING and 10 means CONVINCING?
  - 10f. How would you rate the claims or arguments presented in the ad if: 0 means NOT GOOD ARGUMENTS and 10 means GOOD ARGUMENTS?
  - 10g. How would you rate the claims or arguments presented in the ad if: 0 means DISHONEST and 10 means HONEST?
  - 10h. How would you rate the claims or arguments presented in the ad if: 0 means NOT CREDIBLE and 10 means CREDIBLE?
  - 10i. How would you rate the claims or arguments presented in the ad if: 0 means NOT REALISTIC and 10 means REALISTIC?
  - 10j. How would you rate the claims or arguments presented in the ad if: 0 means NOT TRUSTWORTHY and 10 means TRUSTWORTHY?
11. Do you feel that this ad is: (YES/NO)
- |                      |                         |
|----------------------|-------------------------|
| 11a. AMUSING?        | 11j. IRRITATING?        |
| 11b. APPEALING?      | 11k. LIVELY?            |
| 11c. CLEVER?         | 11l. ORIGINAL?          |
| 11d. CONFUSING?      | 11m. PHONY?             |
| 11e. DULL?           | 11n. POINTLESS?         |
| 11f. EASY TO FORGET? | 11o. RELEVANT TO YOU?   |
| 11g. EFFECTIVE?      | 11p. TRUE TO LIFE?      |
| 11h. IMAGINATIVE?    | 11q. WELL DONE?         |
| 11i. INFORMATIVE?    | 11r. WORTH REMEMBERING? |
- 12a. Is there anything in the ad that you think maybe is not true?

Yes.....1 (ASK Q.12b)  
Not Sure.....2 (ASK Q.12b)  
No.....3 (SKIP TO Q.13)





Attachment 2: Parent Screener and Parent Survey

**ANTI-DRUG COPY TEST**

- Screener -

OMB CONTROL NUMBER \_\_\_\_\_

RESPONDENT ID (RECORD FROM COMPUTER SCREEN)			
MALL:		DATE:	
CITY:		TIME BEGUN:	
INTERVIEWER=S NAME:		TIME ENDED:	
FAMILY BACKGROUND:	SEX:	CELL:	GRADE/AGE:
Caucasian/White.....1	Male.....1	Red (No Ad).....1	Adult 25-54.....1
African-American/Black.....2	Female.....2	Yellow.....2	
Hispanic/Latino.....3			

(SIGHT SCREEN for MALES and FEMALES AGES 25-54 )

Hello, I'm \_\_\_\_\_ from Strategic Insights, a national marketing research company. We're conducting a survey and would like to ask you a few important questions.

- A. Which of these age ranges includes you? (READ LIST)
- Under 18.....X  (TERMINATE & TALLY)  
 18-24.....X  (TERMINATE & TALLY)  
 25-34.....0  
 35-44.....1  
 45-54.....2  
 55+.....X  (TERMINATE & TALLY)  
 Refused.....X  (TERMINATE & TALLY)

TERMINATE Q.A	Under 25 / 55+ / Refused Age	1	2	3	4	5	6	7	8	9
---------------	------------------------------	---	---	---	---	---	---	---	---	---

- B. Are you a parent or a guardian for a child who lives with you at home at least half the time (or more) and who is between the ages of 11 and 17?
- Yes.....1  
 No.....2  (TERMINATE & TALLY)

TERMINATE Q.B	NOT Parent of Teen	1	2	3	4	5	6	7	8	9
---------------	--------------------	---	---	---	---	---	---	---	---	---

- C. In the past three months, have you viewed any commercials as part of a marketing research survey?
- Yes.....1  (TERMINATE & TALLY)  
 No.....2

TERMINATE Q.C	Past Participation	1	2	3	4	5	6	7	8	9
---------------	--------------------	---	---	---	---	---	---	---	---	---

- D. Which one of these best describes how you think of yourself?

(Read list. Accept only one response.)

Check Quotas.  
 If over quota, terminate and circle next number in the appropriate box below.

Hispanic or Latino	-1
Non Hispanic or Latino	-2

- Which one of these best describes how you think of yourself?

(Read list. Accept only one response.)

Check Quotas.  
 If over quota, terminate and circle next number in the appropriate box below.

American Indian or Alaskan Native	-1
Asian	-2
Black or African American	-3
Native Hawaiian or other Pacific Islander	-4

White -5

(DO NOT READ)

Refused.....X (TERMINATE & TALLY)

TERMINATE Q.D	Family Background	1	2	3	4	5	6	7	8	9
OVER QUOTA - Caucasian / White		1	2	3	4	5	6	7	8	9
OVER QUOTA - African-American / Black		1	2	3	4	5	6	7	8	9
OVER QUOTA - Hispanic / Latino		1	2	3	4	5	6	7	8	9

**PLEASE TURN OVER TO CONTINUE SCREENER**

E. Do you or does anyone in your household work: Yes.....X  (TERMINATE & TALLY)  
 In marketing research? In advertising? In public .....No 1  
 relations? For a magazine or newspaper?

TERMINATE Q.E	Security	1	2	3	4	5	6	7	8	9
---------------	----------	---	---	---	---	---	---	---	---	---

F. We are conducting research on attitudes and beliefs. We are not selling anything, and we will not ask for any personal information. Your answers will be kept totally anonymous. If you wish, you may stop at any time. The survey will only take less than 10 minutes and we will pay you \$1.00 upon completion. Would you like to participate?

Yes.....1  (INVITE TO FACILITY) No.....X  (THANK & TERMINATE)

QUALIFIED REFUSED	1	2	3	4	5	6	7	8	9
-------------------	---	---	---	---	---	---	---	---	---

**RECORD ALL INFORMATION ON FRONT OF SCREENER.  
 RECORD RESPONDENT ID FROM COMPUTER SCREEN  
 IN BOX ABOVE AND ON INTERVIEW LOG**

4 Feb 2021 7:02 Job# F03-E14

**ANTI-DRUG COPY TEST**  
 - Main Questionnaire -

OMB CONTROL NUMBER \_\_\_\_\_

(RECORD SEX, AGE, FAMILY BACKGROUND, COLOR)

(No Q.1)

(IF NOT RED CELL, SAY:)

You will see an ad and then be asked some questions about it.

(SAY TO ALL:)

Your opinions are very important to us, so please be honest. Everything you say here will be kept private; in fact, I=m not even going to ask your name or address. We=re talking to hundreds of people around the country, and no one will know what any one person says in this survey.

(IF NOT RED CELL, PLAY VIDEO B SPOT APPEARS 2 TIMES. WHEN FINISHED, ASK & PROBE FULLY:)

2. What is the main idea of this ad?  
 (PROBE:) What is it trying to get across to people who watch it? (PROBE:) What does it say or show?  
 (PROBE:) What is the message of the ad?

---



---

(HAND CARD A)

3. In answering the few next questions, please use any number between 0 and 10.  
 How would you describe your overall feeling about the ad if: 0 means UNFAVORABLE and 10 means FAVORABLE?  
 How would you describe your overall feeling about the ad if: 0 means BAD and 10 means GOOD?  
 How would you describe your overall feeling about the ad if: 0 means NEGATIVE and 10 means POSITIVE?

(HAND CARD A)

4a. I am going to read you a few statements and would like you to answer using any number from 0 to 10, where 0 means you Totally Disagree and 10 means you Totally Agree. You may use any number between 0 and 10.

*[ADS ONLY: In answering the next questions, please think about the ad you just saw. The first question is, in thinking about the ad you just saw...]*

How much do you agree or disagree with this statement?

Totally Disagree

Agree Nor Disagree  
Totally Agree

Neither

**ASK ALL CELLS**

Keeping close track of your teen can help keep them from using drugs.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10

Parents do not really have much influence over their teen's drug use.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10

**RED/YELLOW CELLS ONLY**

Not allowing your teen to attend parties where there is no adult supervision can help keep your child from using drugs.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10

**RED/YELLOW/GREEN CELLS ONLY**

Requiring that there be trusted adult supervision at parties can help keep your child from using drugs.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10

It's hard to keep tabs on your kids, but it can make a difference in keeping them away from drugs.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10

**RED/GREEN CELLS ONLY**

It's important to check in with the parents of the kids your child spends time with, even if you don't know the parents...1.....2.....3.....4.....5.....6.....7.....8.....9.....10

**RED/BLUE CELLS ONLY**

Keeping tabs on what your kids are doing after school can help keep them away from drugs and alcohol.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10

Asking what your kids are doing after school can help keep them away from drugs and alcohol.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10

*(IF NOT RED CONTROL CELL, ASK AFTER EACH STATEMENT:)*

4b. Why do you say that?

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*(HAND CARD A)*

5. I am going to read you a statement and would like you to answer using any number from 0 to 10, where 0 means it is Totally Unimportant and 10 means it is Totally Important. You may use any number between 0 and 10.

TOTALLY

NEITHER IMPORTANT  
NOR

TOTALLY



- 9d. How would you rate the claims or arguments presented in the ad if: 0 means NOT BELIEVABLE and 10 means BELIEVABLE?
- 9e. How would you rate the claims or arguments presented in the ad if: 0 means NOT CONVINCING and 10 means CONVINCING?
- 9f. How would you rate the claims or arguments presented in the ad if: 0 means NOT GOOD ARGUMENTS and 10 means GOOD ARGUMENTS?
- 9g. How would you rate the claims or arguments presented in the ad if: 0 means DISHONEST and 10 means HONEST?
- 9h. How would you rate the claims or arguments presented in the ad if: 0 means NOT CREDIBLE and 10 means CREDIBLE ?
- 9i. How would you rate the claims or arguments presented in the ad if: 0 means NOT REALISTIC and 10 means REALISTIC?
- 9j. How would you rate the claims or arguments presented in the ad if: 0 means NOT TRUSTWORTHY and 10 means TRUSTWORTHY?

*(ASK YELLOW/GREEN/BLUE AD CELLS ONLY:)*

- 10. Do you feel that this ad is: *(YES/NO)*
  - 10a. AMUSING?
  - 10b. APPEALING?
  - 10c. CLEVER?
  - 10d. CONFUSING?
  - 10e. DULL?
  - 10f. EASY TO FORGET?
  - 10g. EFFECTIVE?
  - 10h. IMAGINATIVE?
  - 10i. INFORMATIVE?
  - 10j. IRRITATING?
  - 10k. LIVELY?
  - 10l. ORIGINAL?
  - 10m. PHONY?
  - 10n. POINTLESS?
  - 10o. RELEVANT TO YOU?
  - 10p. TRUE TO LIFE?
  - 10q. WELL DONE?
  - 10r. WORTH REMEMBERING?

*(ASK AD CELLS ONLY)*

- 11. Thinking about the ad you just saw, which statement best describes what you thought of it? Would you say it was a *(READ LIST)*?

- Really good ad.....5
- Pretty good ad.....4
- Okay ad.....3
- Pretty poor ad.....2
- Really poor ad.....1

*(IF NOT CONTROL CELL, ASK:)*

- 12a. Is there anything in the ad that you think maybe is not true?
  - Yes.....1  *(ASK Q.12b)*
  - Not Sure.....2  *(ASK Q.12b)*
  - No.....0  *(SKIP to Q.13)*

*(IF YES/NOT SURE IN Q.12a, ASK:)*

- 12b. What in the ad do you think maybe isn't true? *(PROBE FULLY)*
- 

*(ASK ALL:)*

- 13. What is the exact age (or ages) of your 11 to 17 year old teen(s)? *(ACCEPT MULTIPLE RESPONSES)*

12.....12  
 13.....13  
 14.....14  
 15.....15  
 16.....16  
 17.....17

14. Do you have any children living with you who are under the age of 11?  
 Yes.....1  
 No.....0
15. Do you have any children living with you who are age 18 or older?  
 Yes.....1  
 No.....0

These last questions are of a personal nature. We need you to be completely honest in answering. To protect your privacy, I would like you to read and answer the questions directly on the computer without me knowing your answers. Just read the question and click your answer with the mouse. (POSITION COMPUTER SO THAT ONLY RESPONDENT CAN READ SCREEN and ENTER ANSWER.)

AD CELLS ONLY [In answering these next few questions, please think about the ad you just saw.]

	EXTREMELY UNLIKELY	NEITHER UNLIKELY NOR LIKELY	EXTREMELY LIKELY
--	-----------------------	-----------------------------------	---------------------

*RED/YELLOW/GREEN CELLS ONLY*  
 16a. Over the next few months, how likely is it that you will make sure your teen has trusted adult supervision at parties?.....0.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10

*RED/BLUE CELLS ONLY*  
 16b. Over the next few months, how likely is it that you will ask your kids what they are doing after school?....0.....1.....2.....3.....4.....5.....6.....7.....8.....9 10

THANK YOU.



### **Appendix 3:**

#### Copytesting Research Information Sheet

Your child has voluntarily taken part in a short survey asking his/her opinions about drugs and a drug prevention advertisement that has been created for the Office of National Drug Control Policy (ONDCP). Your child's name did not appear anywhere on the survey so no one will know how he/she answered the questions. His/her answers will be combined with those of youths across America to help shape a national advertising campaign that is designed to keep youths from trying drugs. In appreciation for the time that your child gave to participate in this research, he/she has received a cash payment of \$1.

If you have any questions about this research, please call 1-877-767-3206 and ask for operator D2 to speak with a research representative.



