

SUPPORTING STATEMENT FOR OMB CLEARANCE

National Youth Anti-Drug Media Campaign

Copy Testing

OMB Control Number
3201-0006

Prepared by:
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On behalf of:
Office of National Drug Control Policy
Executive Office of the President
750 17th St. NW
Washington, DC 20503

December 14, 2009

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: Office of National Drug Control Policy (ONDCP)	2. OMB control number: b. <input type="checkbox"/> None a. 3201-0006
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 [X] 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 [X] b. Emergency--Approval requested by: <input type="checkbox"/> c. Delegated 5. Small entities Will this information collection have a significant economic impact on a substantial number of small entities? Yes No [X] 6. Requested expiration date a. Three years from approval date [X] b. <input type="checkbox"/> Other--Specify: ____/____/____
7. Title [National Youth Anti-Drug Media Campaign (NYADMC)-Adult and Youth Copy Testing	
8. Agency form number(s) (<i>if applicable</i>)	
9. Keywords Drug Abuse Prevention, Youth, Adult, Communications	
10. Abstract This research will allow for the testing of anti-drug messages and copy for use in the NYADMC. Results will be used to select ads and messages for the campaign. Testing will be conducted among both Youth and Adult target audiences.	
11. Affected public (<i>mark primary with "P" and all others that apply with "X"</i>) a. [X] Individuals or households b. <input type="checkbox"/> Business or other for-profit c. <input type="checkbox"/> Not-for-profit institutions d. <input type="checkbox"/> Farms e. <input type="checkbox"/> Federal Government f. <input type="checkbox"/> State, Local, or Tribal govt.	12. Obligation to respond (<i>mark primary with "P" and all others that apply with "X"</i>) a. Voluntary b. Required to obtain or retain benefits c. Mandatory
13. Annual reporting and recordkeeping hour burden a. Number of respondents: [11,100 Year 1] [7,800 Years 2 & 3] b. Total annual responses: [11,100 Year 1] [7,800 Years 2 & 3] 1. Percentage of those responses collected electronically: [100%] ____ c. Total annual hours requested: [2,370 Year 1] [1,680 Years 2 & 3] ____ d. Current OMB inventory _____ e. Difference _____ f. Explanation of difference 1. Program change _____ 2. Adjustment _____	14. Annual reporting and record keeping cost burden (<i>in thousands of dollars</i>) a. Total annualized capital/startup costs: [0] _____ b. Total annual costs (O&M): [0] _____ c. Total annualized cost requested: [\$525,000 Year 1] [\$300,000 Years 2 & 3] _____ d. Current OMB inventory _____ e. Difference _____ f. Explanation of difference 1. Program change _____ 2. Adjustment _____
15. Purpose of information collection (<i>mark primary with "P" and all others that apply with "X"</i>) a. <input type="checkbox"/> Application for benefits b. <input type="checkbox"/> Program evaluation c. <input type="checkbox"/> General purpose statistics d. <input type="checkbox"/> Audit e. <input type="checkbox"/> Program planning or management f. <input type="checkbox"/> Research g. <input type="checkbox"/> Regulatory or compliance	16. Frequency of recordkeeping or reporting (<i>check all that apply</i>) a. Recordkeeping b. Third party disclosure c. Reporting [X] 1. On occasion 2. Weekly 3. Monthly 4. Quarterly [X] 5. Semi-annually 6. Annually 7. Biennially 8. Other (<i>describe</i>) _____
17. Statistical methods Does this information collection employ statistical methods?	18. Agency contact (person who can best answer questions regarding)

Yes <input checked="" type="checkbox"/> No	the content of the submission) Name: [Mark Krawczyk] Phone: [202-395-6720] _____
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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

Justification

1. Circumstances Making the Collection of Information Necessary

This submission for OMB clearance is one of three data collection instrument submissions currently up for renewal for the Office of National Drug Control Policy's (ONDCP) National Youth Anti-Drug Media Campaign. The data collection instruments are used as part of the advertising development process as required by ONDCP's 2006 Congressional Reauthorization (Public Law 109-469) that states ONDCP must "test all advertising prior to use in the national media campaign to ensure that the advertisements are effective and meet industry-accepted standards."

All data collection instruments have been developed with input from subject matter experts in the fields of advertising and public health communication research and evaluation; have been reviewed by an Institutional Review Board (IRB) to ensure the research with human subjects is scientific, ethical, and meets Federal regulatory requirements; and are currently conducted by industry leading third-party vendors, such as Millward-Brown.

The Media 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. Ad testing will continue to use national youth and adult samples to assess audience comprehension, reactions and perceptions. Information from 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 approval for tests that will follow the methods described in Section B. Total respondent burden will not exceed 26,700 individuals and 5,730 hours over three years (refer to Section A11, Tables 1 and 2).

2. Purpose and Use of Information

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. [These tests are not used as a formal evaluation of the Campaign.](#)

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

<u>Comprehension</u>	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?
<u>Likeability</u>	How much does the audience like the ad? Which elements do they like about the ad? Which do they dislike?
<u>Personal Relevance</u>	Do respondents perceive the message as relevant to themselves or their peers?
<u>Believability</u>	Is the message and/or its source perceived as credible? Does it portray the message realistically and convincingly?
<u>Acceptability</u>	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?
<u>Behavioral Intent</u>	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 both facilitate ease and efficiency of responses and modernize research practices, the campaign testing process will conduct adult and youth testing over the Internet through use of online panels. In some instances place-based intercepts will be used. In those cases, computer screens are used to administer the surveys in a manner consistent with the tests conducted online.

4. Efforts to Identify Duplication and Use of Similar Information

All advertising considered by ONDCP for inclusion in the campaign is new, and for this reason testing of all messaging is required. For the transition from place-based to online test methodology, two data collection methods will be employed simultaneously in year one to understand if there are any differences in results and/or biases from the different methods. No more than two rounds of creative concepts each for youth and adults will be tested simultaneously. After the transition period, no duplicate data collection will exist.

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 must be tested to assure on-air effectiveness and prevent unintended consequences. 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 and are known as the Media Campaign Advisory Team (MCAT). Those who will be involved with shaping the campaign research include:

Social Marketing/Behavior Change Advisors

Elvira Elek, Ph. D.	Prevention/Behavior Change/Multicultural (Hispanic) target audience specialist
Kristen Holtz, Ph.D.	Family/Parenting Dynamics/Youth Understanding/Drug Abuse Prevention
Leslie Snyder, Ph.D.	Social Marketing and Mass Communication
Lisa Ulmer, Ph.D.	Prevention and Behavior Change

Additional Core Advisors

David Brandt	Practical Advertising Research, Interpretation of Quantitative Evaluation results
Philippe Cunningham, Ph.D.	Family/Parenting Dynamics/Skills
Ivan Juzang	Multicultural Understanding/Advertising/Branding
Larry Sheier, Ph.D.	Research Methodology and Theory
Peter Zollo	Youth Understanding/Advertising/Branding

Outside Agencies

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

9. Payment to Respondents

It is standard practice in commercial market research to offer recruited respondents some form of reimbursement for their time and effort. Respondents will receive the equivalent of \$5.00 in compensation for participating in copy testing. For online panels, the reimbursement is provided as \$5.00 in "points" given to each respondent by their online panel's proprietary reward program. Respondents can accrue and/or redeem these points for a wide variety of items such as

merchandise and gift cards for use as payment at physical and online merchants. Youth respondents recruited via place-based intercepts will be given \$5.00 cash in reimbursement for their participation.

10. Assurance of Confidentiality Provided to Respondents

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 abuse. Respondents will be asked about their intentions to use drugs and their beliefs about drug usage as they pertain to the message in the ad being shown.

12. Estimates of Annualized Burden Hours and Cost

Youth ads are tested in a test/control method. Each youth ad test will include a total of 300 respondents (150 teens; 150 tweens) in the test condition and 300 respondents (150 teens; 150 tweens) in the control condition. As multiple ads are tested at the same time, for youth we estimate that 12 ad (test) and 4 control conditions will be used per year.

For adult testing, the Campaign uses a test/control method for some advertising while other advertising is tested using a general communications check. Adult ads in test/control will be tested with a total of 150 respondents in the test condition and 150 respondents in the control condition. We estimate that 6 ad (test) and 3 control conditions will be used per year. For adult ads in general communications check tests, each ad will be tested with 300 respondents; we estimate that 5 ad (general) conditions will be used per year.

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 built into the 'hours per response' figures.

Table 1. Annualized Response Burden

Audience	Conditions	Number of Respondents	Responses per Respondent	Hours per Response	Total Hours	Hourly Wage	Respondent Cost
Youth (test)	12	3,600	1	.25	900	\$6.55	\$5,895.00
Youth (control)	4	1,200	1	.10	120	\$6.55	\$786.00
Adult (test)	6	900	1	.25	225	\$14.96 ¹	\$3,366.00
Adult (control)	3	450	1	.10	45	\$14.96 ¹	\$673.20
Adult (general)	5	1,500	1	.25	375	\$14.96 ¹	\$5,610.00
TOTAL	-	7,650	-	-	1,680	-	\$16,330.20

¹Extrapolation based upon 2006 per capita income, 2006 Current Population Survey, U.S. Census Bureau, U.S. Department of Commerce

For the transition from place-based to online test methodology, both methods will be employed simultaneously to understand if there are any differences in results and/or biases from the different data collection methods. No more than two rounds of creative concepts each for each Youth and Adults will be tested simultaneously. As such, the table below provides the additional response burden during the transition, which will take place in year one.

Table 2. Additional Response Burden Year One

Audience	Conditions	Number of Respondents	Responses per Respondent	Hours per Response	Total Hours	Hourly Wage	Respondent Cost
Youth (test)	6	1,800	1	.25	450	\$6.55	\$2,947.50
Youth (control)	2	600	1	.10	60	\$6.55	\$393.00
Adult (test)	4	600	1	.25	150	\$14.96 ²	\$2,244.00
Adult (control)	2	300	1	.10	30	\$14.96 ²	\$448.80
TOTAL		3,300	-	-	690	-	\$6,033.30

²Average 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 to the Federal Government

Based upon the estimated groups per year in Section A.12., the annualized costs to the federal government are:

- In the first year, when both place-based and online tests will be used simultaneously, the estimated costs to the government will be no more than \$525,000.
- In years 2 & 3, when only online-testing will be used, the estimated costs to the government will be no more than \$300,000 per year.

15. Program Changes/Changes in Hour Burden

At the onset of the campaign research in 1998, respondent burden was comparably larger (estimated 27,995 respondents vs. 7,650 respondents at present). Ongoing campaign findings have led to refinement of the target sampled, resulting in cost efficiencies. Since 2005, there has been a decrease in the impact of 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 and/or refine messages that test poorly.

General conclusions about ~~effective how the ads performed in testing 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.

Advertising is tested as it is developed, at an average rate of no more than three ads per quarter. The typical time frame for testing each ad will be no more than three 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. Examples of the core data collection are provided in the surveys the Attachment section. 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.

18. Exceptions to Certification for Paperwork Reduction Act Submissions

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. [These tests are not used as a formal evaluation of the Campaign.](#)

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, geographic location, and/or racial or ethnic group.

Recruitment quotas will include gender, age, and race/ethnicity as appropriate, in order to adequately reflect the target audience. In addition, samples will reflect variety in geographic density (i.e., urban, suburban, rural) and region of the country. For youth, the majority of convenience sample of test participants will be recruited from existing online research panels. Supplemental youth target audience members may need to be recruited and screened at a central location (e.g., mall facilities) to obtain the desired diversity in the sample reflective of the youth population. For adults, the convenience samples of test participants will be recruited entirely from existing online research panels.

Online panels are used by online market research companies in order to gain efficiencies in recruiting respondents. Panel participants are pre-screened based on specific recruitment criteria, including but not limited to demographic, psychographic, behavioral and/or geographic parameters. Panels contain a large pool of potential respondents from which a specific survey can be disseminated. The pool is typically developed via website or banner solicitation. Respondents agree to be part of the panel, and also agree to participate in each specific survey.

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, youth-targeted ads will be tested for unintended negative effects with both the intended target audience as well as younger target audiences.

Ads directed to adults will typically be tested only among adults.

Youth Advertising Copy Tests

For each youth ad that we copy test, we will recruit 150 youth (male and female) who are 14-16 years old: 50 White, 50 Hispanic and 50 African American. We will also recruit 150 youth (male and female) who are 11-13 years old: 50 White, 50 Hispanic and 50 African American. The majority of subjects will be recruited from existing online panels across the U.S. To ensure we reach quotas among Hispanic and African American youth, supplemental youth respondents we will be

recruited using the place-based recruitment methods currently used. No more than 30% of African American and Hispanic respondents will be recruited via the place-based intercept method.

The transition to online copy testing is to align with advertising industry best practices and current data collection trends. Research and expert advice corroborate this transition and have found the online medium effectively reaches teens in an environment where much of their time is spent. Online panels are effective at reaching the teen target. Copy testing online will bring about a reduction in costs to conduct the research and allow for more flexible and efficient sampling.

Based on past experience, we expect an incidence-response rate among age-appropriate youth of approximately over 2580%. The table below shows the universe of potential youth respondents, and our sample.

NUMBER OF YOUTH LIVING IN USA, 11-16 YRS. OLD
(Approximate, based upon Simmons Data, 2007)

	WHITE	HISPANIC	AFRICAN AMERICAN	TOTAL UNIVERSE
11-13 YRS.	9.4 million	2.1 million	1.9 million	13.4 million
14-16 YRS.	9.5 million	2.2 million	2.1 million	13.8 million
<u>Sample Tested</u>				
11-13 YRS.	50/cell	50/cell	50/cell	150/cell
14-16 YRS.	50/cell	50/cell	50/cell	150/cell
TOTAL	100/cell	100/cell	100/cell	300/cell

Adult Advertising Copy tests

For each adult ad that we copy test in the test/control method, we will typically recruit 150 adults: 50 Caucasian, 50 Hispanic, and 50 African American; for general communications checks, we will typically recruit 300 adults: 100 Caucasian, 100 Hispanic, and 100 African American. Subjects will be recruited exclusively from existing online panels. We expect an incidencequalification rate among parents to be at or above 3180%. The table below shows an example of the universe of potential adult respondents, specifically parents of 11-16 year olds, and our sample.

NUMBER OF HOUSEHOLDS WITH YOUTH 11-16 YRS. OLD, LIVING IN USA
(Approximate, based upon Simmons Data, 2007)

	WHITE	HISPANIC	AFRICAN AMERICAN	TOTAL UNIVERSE
Universe	10.8 million	2.8 million	2.2 million	15.8 million
Test (or) Control	50/cell	50/cell	50/cell	150/cell
General	100/cell	100/cell	100/cell	300/cell

2. Information Collection Procedures

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

For youth and adult, qualified respondents answer questions within a self-administered survey using a personal computer. The survey is taken independently and at the time and place of the respondents choosing. Although the online survey will be without an official interviewer present, respondents will have access to help via email should questions arise; for youth in the place-based supplement, an attendant will be available to answer questions as needed. The interview requires approximately 15 minutes to complete. Ads will be tested in an uncluttered monadic test situation (i.e., test and control ads will not be embedded in program content).

Respondents in the test 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 test 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 test 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 test 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.

Figure 1. Television Ad Test Design

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

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 (e.g. White vs. Hispanic vs. African American) or for youth on age (e.g. 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 .95. Based on our past advertising copy tests that 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 (test 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 for these variables in the analysis prevents them from confounding the results by causing groups to be unbalanced in their responses.

Multiple ads that are 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 condition. Using this approach, a single control condition 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

As is customary, a reimbursement will be given to respondents. Online panels use multiple resources to aggregate online participants and each successful respondent will be given a reimbursement in the monetary equivalent of \$5.00 to be redeemable through each panel's proprietary reward program. If recruited in place-based method, up to \$5.00 in cash will be given to the respondent. This basic reimbursement increases responses from individuals. Given the anti-drug focus of the research, there is particular need to ensure that participation is drawn from a wide array of individuals. The incidence response rates that we have attained in the past and expect to attain in the future (2581% among youth, 3176% among adults) are standard for advertising copy testing, and are considered to be more than adequate for the intended purposes. These incidence 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 by the researcher.~~

4. Describe Any Tests of Procedures or Methods to be Undertaken

For the transition from place-based to online test methodology, both methods will be employed simultaneously in year one to understand if there are any differences in results and/or biases from the different data collection methods. No more than two rounds of creative concepts each for youth and adults will be tested simultaneously.

5. 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 a vendor, managed by Draftfcb, that specializes in online copy testing research.

Attachments

Attachment 1: Copy Testing Information Sheet

Copy Testing 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 payment of \$5 in cash or in equivalent points to be redeemed. 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.

Attachment 2: Youth Copy Testing Sample Screener

THE MARKETING WORKSHOP, INC.
 Norcross, GA 30092
 #08-10020
 Final:

Anti-Drug Copy Test Screener

RESPONDENT ID - (COMPLETION NUMBER) <i>(RECORD FROM COMPUTER SCREEN)</i>	
DATE:	TIME BEGUN
INTERVIEWER'S NAME	TIME ENDED
RECORD CITY	RECORD MALL NAME

ETHNICITY/RACE (Q.E1/E2): Hispanic or Latino.....1 Black or African-American (Not Hispanic).....2 White (Not Hispanic).....3	GRADE/AGE: Grade 7-8.....1 Grade 9-10.....2	SEX: Male.....1 Female.....2
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(SIGHT SCREEN FOR MALES AND FEMALES AGES 12-18)

Hello, I'm _____ from _____, a national marketing research company. We're conducting a survey and would like to ask you a few questions about some important issues.

A. What grade in school were you in this year?

6 th Grade or lower	X		→	<u>“THANK YOU BUT THAT QUOTA HAS BEEN FILLED” (TALLY)</u>
7 th Grade	1			
8 th Grade	2		→	<u>CHECK QUOTA</u>
9 th Grade	3			
10 th Grade	4			
11 th -12 th Grade	5			
No longer in school	6			
In college	7		→	<u>“THANK YOU BUT THAT QUOTA HAS BEEN FILLED” (TALLY)</u>
Refused	8			

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		→	<u>“THANK YOU BUT THAT QUOTA HAS BEEN FILLED” (TALLY)</u>
No	2			

D. Do you or does anyone in your household work: In marketing research? In advertising?
 In public relations? For a magazine or newspaper?

Yes	1		→	<u>“THANK YOU BUT THAT QUOTA HAS BEEN FILLED” (TALLY)</u>
No	2			

E1. Would you describe yourself as Hispanic or Latino?

Yes, Hispanic/Latino 1 →

ASSIGN TO HISPANIC QUOTA if open and skip to Q.F. Otherwise, "THANK YOU BUT THAT QUOTA HAS BEEN FILLED" (TALLY)

No 2

E2. How would you describe yourself? (*READ LIST—MULTIPLE ANSWERS ARE ACCEPTABLE*)

American Indian or Alaska Native

1 →

"THANK YOU BUT THAT QUOTA

Asian

2 →

HAS BEEN FILLED" (TALLY)

Black or African-American

3 →

CHECK QUOTA

Native Hawaiian or Other Pacific Islander

4 →

"THANK YOU BUT THAT QUOTA HAS BEEN FILLED" (TALLY)

White

5 →

CHECK QUOTA

Other

6 →

"THANK YOU BUT THAT QUOTA HAS BEEN FILLED" (TALLY)

(DO NOT READ) Refused

x →

THANK YOU, TALLY

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 anonymous. The survey will take less than 10 minutes, but you may stop at any time if you feel uncomfortable. We will pay you \$____ upon completion of the full study. Would you like to participate?

Yes.....1 -> (*INVITE TO FACILITY*)

No.....X -> (*THANK & TALLY*)

***RECORD ALL INFORMATION ON FRONT OF SCREENER.
RECORD RESPONDENT ID (COMPLETION NUMBER)
FROM LAST COMPUTER SCREEN IN BOX ABOVE
AND ON INTERVIEW VALIDATION SHEET***

Attachment 3: Youth Copy Testing Sample Questionnaire

THE MARKETING WORKSHOP, INC.
 Norcross, GA 30092
 #08-10020
 Final: 10/8/08

Anti-Drug Copy Test Questionnaire
--

October 15th Quotas:

	Ad Cell			
	Ad 1	Ad 2	Ad 3	Control
Males grades 7-8	75	75	75	75
Females grades 7-8	75	75	75	75
Males grades 9-10	75	75	75	75
Males grades 9-10	75	75	75	75
Caucasian	100	100	100	100
African-American	100	100	100	100
Hispanic	100	100	100	100
Total	300	300	300	300

Q.A through Q.D to be completed by interviewer before turning PC over to the respondent.

A. Enter grade from Q.A on screener.

- | | |
|------------------------|---|
| 7 th Grade | 1 |
| 8 th Grade | 2 |
| 9 th Grade | 3 |
| 10 th Grade | 4 |

B. Enter exact age from Q.B on screener. _____

C. Enter ethnicity from Q.E1/Q.E2 on screener.

- | | |
|---------------------------|---|
| Black or African-American | 1 |
| Hispanic/Latino | 2 |
| White | 3 |

D. Enter gender from screener/observation.

- | | |
|--------|---|
| Male | 1 |
| Female | 2 |

Interviewer: please turn computer over to the respondent to complete the survey; click next to continue when ready.

Thank you for participating in our research survey. Your opinions are very important to us.

(MALL/MARKET WILL BE PULLED IN FROM LINK)

1. We'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 us how much you agree or disagree with the following statements. You may use any number between 0 and 10. **(RANDOMIZE)**

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. _____

INSTRUCTION FOR AD CELLS 1, 2, 3: (CONTROL SKIP TO NEXT INSTRUCTION)

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

(INSTRUCTION FOR ALL CELLS:)

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.

(CONTROL CELL SKIP TO Q.5)

(SHOW AD FOR RESPONDENT'S AD CELL)

2. What is the main idea of this ad?
When answering this question, please consider: What is it trying to get across to people who watch it? What does it say or show? What is the message of the ad?

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

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

make an effort to watch it

10. In answering the next few questions, please use any number between 0 and 10. **(PLACE EACH ITEM ON A SEPARATE SCREEN) (RANDOMIZE)**

- 10a. How would you rate the claims or arguments presented in the ad if: 0 means WEAK 10 and 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) **(RANDOMIZE)**

	<u>Yes</u>	<u>No</u>		<u>Yes</u>	<u>No</u>
11a. AMUSING?	1	2	11j. IRRITATING?	1	2
11b. APPEALING?	1	2	11k. LIVELY?	1	2
11c. CLEVER?	1	2	11l. ORIGINAL?	1	2
11d. CONFUSING?	1	2	11m. PHONY?	1	2
11e. DULL?	1	2	11n. POINTLESS?	1	2
11f. EASY TO FORGET?	1	2	11o. RELEVANT TO YOU?	1	2
11g. EFFECTIVE?	1	2	11p. TRUE TO LIFE?	1	2
11h. IMAGINATIVE?	1	2	11q. WELL DONE?	1	2
11i. INFORMATIVE?	1	2	11r. WORTH REMEMBERING?	1	2

12a. Is there anything in the ad that you think maybe is not true?

- Yes 1 → *CONTINUE*
- Not Sure 2 → *CONTINUE*
- No 3 → *SKIP TO INSTRUCTION BEFORE Q.13*

12b. Why do you say that?

These last questions are of a personal nature. We need you to be completely honest in answering.

Just read the question and click your answer with the mouse.

13. (RANDOMIZE)

Extremely Unlikely					Neither Unlikely Nor Likely					Extremely Likely
0	1	2	3	4	5	6	7	8	9	10

- 13a. Over the next few months, how likely is it that you will smoke marijuana? _____
- 13b. Over the next few months, if one of your close friends were to offer you marijuana, would you smoke it? _____
- 13c. Over the next few months, how likely is it that you will resist the negative influence of others? _____
- 13d. Over the next few months, how committed are you to being above the influence? _____

And finally, we have a few general questions about your Internet use.

14. Do you have a computer at home?

Yes	1
No	2

15. Where do you use a computer to go online? Please click all that apply.

Home	1
School	2
Friend's home	3
Library	4
Café or restaurant	5
Other	6

16. How many hours would you say you spend online per week, including for email?

0	1
1 to 5	2
6 to 10	3
11 +	4

17. Have you ever taken an online marketing research survey?

Yes	1
No	2

(GENERATE UNIQUE RESPONDENT ID ON FINAL PAGE; INSTRUCT RESPONDENT TO KEEP FINAL PAGE OPEN)

Thank you!

Attachment 4: Sample Adult General Communications Check Screener & Survey

The Marketing Workshop, Inc.
 Norcross, Georgia 30092
 09-10063
 Draft:

N=1200
 N=300 Per Ad

Cell A: Coke Page
 Cell C: Coke Page + 1/3

Cell B: Syringe Page
 Cell D: Syringe Page + 1/3

Parents of Teens Print Ad Questionnaire: Web

SCREENER

Thank you for taking part in this survey. It should take you approximately 15 minutes to complete.

For this study we are interviewing certain people. Please answer a few questions to determine if we can include you in this study.

Q.S1: Before we begin, please indicate if you are male or female. **(SELECT ONE)**

Male	1	QUOTA=1/2 of sample
Female	2	QUOTA=1/2 of sample

Q.S2: Would you describe your self as Hispanic or Latino? **(SELECT ONE)**

Yes	1	SKIP TO Q.S4; QUOTA=1/3 OF SAMPLE
No	2	

Q.S3: Would you describe yourself as? **(MORE THAN ONE IS ACCEPTABLE)**

American Indian or Alaska Native	TERMINATE
Asian	TERMINATE
Black or African-American	QUOTA=1/3 OF SAMPLE
Native Hawaiian or Other Pacific Islander	TERMINATE
White	QUOTA=1/3 OF SAMPLE
Other	TERMINATE
Refused/Prefer not to answer	TERMINATE

Q.S4: Do you have children? **(SELECT ONE)**

Yes	1	
No	2	TERMINATE

Q.S5: Please indicate how many children you have in each age range. **(SELECT ONE FOR EACH ROW)**

	<u>0</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5+</u>
Under 12 years of age	X	1	2	3	4	5
12 to 15 years old	X	1	2	3	4	5
16 to 18 years old	X	1	2	3	4	5
19 years of age or older	X	1	2	3	4	5

MUST INDICATE AT LEAST 1 CHILD BETWEEN AGES 12 AND 18 TO CONTINUE, OTHERWISE THANK AND TERMINATE.

Q.S6: Are you, or is anyone in your household, currently working in any of the following industries? **(SELECT ALL THAT APPLY)**

- | | | |
|------------------------------------|---|------------------|
| Advertising agency | 1 | TERMINATE |
| Automotive dealer or manufacturer | 2 | |
| Cable or satellite TV company | 3 | |
| Healthcare company | 4 | |
| Internet provider | 5 | |
| Market research firm or department | 6 | TERMINATE |
| None of the above | 7 | |

Q.S7: We are looking for people with a variety of experiences. Have you participated in an online market research study on any of the following topics in the past 3 months? **(SELECT ALL THAT APPLY)**

- | | | |
|-------------------------------|---|------------------|
| Cable or satellite television | 1 | |
| Illegal drug use in your area | 2 | TERMINATE |
| Healthcare | 3 | |
| The economy | 4 | |
| Auto purchases | 5 | |
| None of the above | 6 | |

QUESTIONNAIRE

We are interested in what people like you think about advertisements that may appear in newspapers or magazines. You will be shown one ad and then asked some questions about it.

Please take your time to look at the ad as you normally would if you came across it in a newspaper or magazine you're reading. Look at and read the parts that interest you and skip those that don't. You can click the ad itself to enlarge its text.

When you finish, click the 'Return To Survey' button.

This is not a test and there are no right or wrong answers, so please don't take notes. We are only interested in your frank and honest thoughts and opinions. Please be as candid as possible.

[SHOW AD]

Q.1: After looking at this ad, what was the first thing that came to your mind?

Q.2: Any additional thoughts?

Please look at the ad one more time. Take as much time as you want to look at it, and then click 'Return To Survey.'

[LINK TO AD INSERTED HERE]

Please do not click 'Next' until you have viewed the ad.

Q.3: Thinking about this ad, what was the main message the ad was trying to get across?

Q.4: How important was the main message in this ad to you personally? **(SELECT ONE)**

- Extremely important 5
- Very important 4
- Somewhat important 3
- Not very important 2
- Not at all important 1

Q.5: Please indicate to what extent you agree or disagree that each statement describes how you feel about this ad. Do you “strongly agree,” “agree,” “neither agree nor disagree,” “disagree” or “strongly disagree” that the ad is... **(SELECT ONE IN EACH ROW)**

[RANDOMIZE]

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Easy to understand	5	4	3	2	1
Meant for someone like me	5	4	3	2	1
Believable	5	4	3	2	1
Credible	5	4	3	2	1
Informative	5	4	3	2	1
Attention-getting	5	4	3	2	1
Telling me something new I didn't know before	5	4	3	2	1
Worth remembering	5	4	3	2	1
Dull	5	4	3	2	1
Interesting	5	4	3	2	1
Something I would like to see again	5	4	3	2	1
Confusing	5	4	3	2	1
Offensive	5	4	3	2	1
Preachy	5	4	3	2	1
Realistic	5	4	3	2	1

Q.6: What, if anything, did you like about the ad? *Please be specific.*

Q.7: What, if anything, did you dislike about the ad? *Please be specific.*

(IF “Disagree” or “Strongly Disagree” TO EITHER “Believable” or “Credible”, ASK Q.7b)

Q.7b: What did you find not believable or not credible about the ad? *Please be specific.*

Q.8: If you came across this ad in a newspaper or magazine, would you be “very likely,” “somewhat likely,” “neither likely nor unlikely,” “somewhat unlikely” or “very unlikely” to...?
(SELECT ONE IN EACH ROW)

[RANDOMIZE]

	Very Likely	Somewhat Likely	Neither Likely Nor Unlikely	Somewhat Unlikely	Very Unlikely
Notice it	5	4	3	2	1
Skip over it	5	4	3	2	1
Read it	5	4	3	2	1
Think about it	5	4	3	2	1
Want to find out more about the topic	5	4	3	2	1
Want to pass along this information	5	4	3	2	1

Q.9: If you came across this ad in a newspaper or magazine, how likely would the following elements draw your attention to the ad?

Would you say the following elements would be “very likely,” “somewhat likely,” “neither likely nor unlikely,” “somewhat unlikely” or “very unlikely” to draw your attention to the ad? **(SELECT ONE IN EACH ROW)**

[RANDOMIZE]

	Very Likely	Somewhat Likely	Neither Likely Nor Unlikely	Somewhat Unlikely	Very Unlikely
The text	5	4	3	2	1
Overall visual layout	5	4	3	2	1
The use of imagery and graphics	5	4	3	2	1
The words, ‘Parents: The Anti-Drug’	5	4	3	2	1
The pill bottle	5	4	3	2	1
The pattern of pill placement	5	4	3	2	1

Q.10a: Thinking about the ad overall, do you think it presented “too much,” “just the right amount,” or “too little” information? **(SELECT ONE)**

Too much information	3
Just the right amount of information	2
Too little information	1

Q.10b: Did you notice a website address in the ad? **(SELECT ONE)**

Yes	1
No	2

Q.11: To what extent do you agree or disagree that the ad communicated the following messages? Do you “strongly agree,” “agree,” “neither agree nor disagree,” “disagree” or “strongly disagree” that the ad... **(SELECT ONE IN EACH ROW)**

[RANDOMIZE]

Ad Cells	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
C & D Made you think about things you can do to help your teen avoid abusing prescription drugs.	5	4	3	2	1
All Made you realize teen use of prescription drugs is a bigger problem than you thought.	5	4	3	2	1
C & D Made you believe that you now have more useful information for talking to your teen about prescription drug abuse.	5	4	3	2	1
All Prescription drug abuse among teens is a serious problem.	5	4	3	2	1
C & D Teens who abuse prescription drugs often get them from family and friends.	5	4	3	2	1
C & D Parents can reduce the possibility of teen prescription drug abuse by safeguarding those drugs.	5	4	3	2	1
C & D Prescription drugs in your home could be abused by teens.	5	4	3	2	1

Q.12: After seeing the ad, are you more likely or less likely to...? **(SELECT ONE IN EACH ROW)**
 [RANDOMIZE]

	More Likely	Less Likely	It Makes No Difference
Safeguard all prescription drugs at home. Monitor quantities and control access.	3	2	1
Be a good role model by not sharing prescription medicines.	3	2	1
Dispose of old or unused prescription drugs.	3	2	1
Ask friends and family to safeguard their prescription drugs as well.	3	2	1
Take action to protect your teen from abusing prescription drugs.	3	2	1
Go to the website, theantidrug.com.	3	2	1
Remember the website, theantidrug.com, for future use.	3	2	1
Pass the website, theantidrug.com, along to someone else.	3	2	1

DEMOGRAPHICS

The following questions are for classification purposes only. Your replies will be held in strict confidence.

Q.D1: Which of the following ranges includes your age? **(SELECT ONE)**

- 18-34 1
- 35-44 2
- 45-54 3
- 55-64 4
- 65-74 5
- 75 and over 6
- Prefer not to answer 7

Q.D2: What was the last grade you finished in school? **(SELECT ONE)**

- Less than high school education 1
- High school graduate 2
- Attended college but did not graduate 3
- College graduate 4
- Post-graduate work or degree 5
- Prefer not to answer 6

Q.D3: What is your marital status? **(SELECT ONE)**

- Single 1
- Married 2
- Living with partner, either opposite sex or same sex 3
- Separated/Divorced/Widowed 4
- Prefer not to answer 5

Q.D5: How often do you read any newspaper (excluding web publications)? **(SELECT ONE)**

- Never or rarely 1
- Less than once a week 2
- Once a week 3
- Two or more times a week 4
- Daily 5
- Prefer not to answer 6

Q.D6: How often do you read any magazine (excluding web publications)? **(SELECT ONE)**

- Never or rarely 1
- Less than once a month 2
- Once a month 3
- A few times a month 4
- Once a week 5
- More than once a week 6
- Prefer not to answer 7

Q.D7: How often do you read any online news site? **(SELECT ONE)**

- Never or rarely 1
- Less than once a week 2
- Once a week 3
- Two or more times a week 4
- Daily 5
- Prefer not to answer 6

Q.D8: At the present time are you employed? **(SELECT ONE)**

- Yes 1
- No 2 **SKIP TO Q.D10**
- Prefer not to answer 3 **SKIP TO Q.D10**

Q.D9: Is your primary job full-time or part-time? **(SELECT ONE)**

- Full-time 1
- Part-time 2
- Prefer not to answer 3

Q.D10: Which of the following categories best approximates the total yearly income of all members of your household now living at home? **(SELECT ONE)**

- Under \$20,000 1
- \$20,000 to \$29,999 2
- \$30,000 to \$39,999 3
- \$40,000 to \$49,999 4
- \$50,000 to \$59,999 5
- \$60,000 to \$74,999 6
- \$75,000 to \$99,999 7
- \$100,000 or more 8
- Prefer not to answer 9

Q.D11: What state do you live in? **(SHOW DROP DOWN)**

Q.D12: Census Region Tally (*Not asked of respondents*) **(SOFT QUOTA BY REGION)**

- 1. Northeast
- 2. Midwest
- 3. South
- 4. West

Q.D13: Please indicate your zip code _____

This concludes our survey. Thank you very much for participating in this survey.