

Form Approved
OMB No. 0920-10GI
Exp. Date XX/XX/20XX

Revised Attachment 3a

Generic Information Collection Through Web-based Surveys for Evaluating Act Against AIDS (AAA) Social Marketing Campaign Phases Targeting Consumers

Potential AAA Campaign Message Effectiveness

Sample Survey Items

January 11, 2012

Public reporting burden of this collection of information is estimated to average 30 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; Attn: OMB-PRA (0920-XXXX)

AAA Campaign Message Effectiveness Sample Items

The following questions are about a [radio/TV/billboard] ad you [saw/heard] [earlier], entitled " ." To refresh your memory of this ad, we would like to play/show it for you again.

[PLAY AUDIO 1/SHOW]:

1. Please indicate how much you agree or disagree with the following statements about this ad.

| | Strongly agree | Agree | Disagree | Strongly disagree | Don't know | Refuse to answer |
|--|----------------|-------|----------|-------------------|------------|------------------|
| a. Overall, I liked this ad. | 1 | 2 | 3 | 4 | 5 | 6 |
| b. I liked the people in this ad. | 1 | 2 | 3 | 4 | 5 | 6 |
| c. I liked the voices in this ad. | 1 | 2 | 3 | 4 | 5 | 6 |
| d. This ad was easy to listen to (to read). | 1 | 2 | 3 | 4 | 5 | 6 |
| e. I learned something new by listening to (by reading) this ad. | 1 | 2 | 3 | 4 | 5 | 6 |
| f. I was interested in listening to (reading) this ad. | 1 | 2 | 3 | 4 | 5 | 6 |
| g. This ad was made (written) for a person like me. | 1 | 2 | 3 | 4 | 5 | 6 |
| h. This ad was easy to understand. | 1 | 2 | 3 | 4 | 5 | 6 |
| i. I liked the sound effects in this ad. | 1 | 2 | 3 | 4 | 5 | 6 |
| j. I would look at (read) this ad if I saw it. | 1 | 2 | 3 | 4 | 5 | 6 |
| k. I am interested in this ad's topic. | 1 | 2 | 3 | 4 | 5 | 6 |
| l. I like the way this ad looks. | 1 | 2 | 3 | 4 | 5 | 6 |
| m. I liked the colors in this ad. | 1 | 2 | 3 | 4 | 5 | 6 |
| n. I trust the information in this ad. | 1 | 2 | 3 | 4 | 5 | 6 |
| o. I can do what this ad suggests. | 1 | 2 | 3 | 4 | 5 | 6 |
| p. I will do what this ad suggests. | 1 | 2 | 3 | 4 | 5 | 6 |
| q. I trust the information in this ad. | 1 | 2 | 3 | 4 | 5 | 6 |
| r. This ad was believable. | 1 | 2 | 3 | 4 | 5 | 6 |

2. Please indicate how much you agree or disagree with the following statements about the (INSERT format—television ad, radio ad, print ad, brochure, video, etc.).

| | Strongly agree | Agree | Disagree | Strongly disagree | Don't know | Refuse to answer |
|--|----------------|-------|----------|-------------------|------------|------------------|
| a. This [INSERT format] was convincing. | 1 | 2 | 3 | 4 | 5 | 6 |
| b. This [INSERT format] said something important to me. | 1 | 2 | 3 | 4 | 5 | 6 |
| c. I liked this [INSERT format] overall. | 1 | 2 | 3 | 4 | 5 | 6 |
| d. This [INSERT format] grabbed my attention. | 1 | 2 | 3 | 4 | 5 | 6 |
| e. This [INSERT format] told me something I didn't already know. | 1 | 2 | 3 | 4 | 5 | 6 |
| f. This [INSERT format] would be helpful in convincing my friends to [INSERT behavior] | 1 | 2 | 3 | 4 | 5 | 6 |
| g. This ad made me feel confident that I could [INSERT behavior] | 1 | 2 | 3 | 4 | 5 | 6 |
| g. This [INSERT format] gave me good reasons to get an HIV test. | 1 | 2 | 3 | 4 | 5 | 6 |
| h. This [INSERT format] was confusing. | 1 | 2 | 3 | 4 | 5 | 6 |
| i. This [INSERT format] spoke to me. | 1 | 2 | 3 | 4 | 5 | 6 |
| j. I do not like this [INSERT format]. | 1 | 2 | 3 | 4 | 5 | 6 |
| k. I learned something new from [INSERT format]. | 1 | 2 | 3 | 4 | 5 | 6 |
| l. Real people would act (talk/look) the way the person(s) in this ad [INSERT] | 1 | 2 | 3 | 4 | 5 | 6 |
| m. The person(s) in this ad were more similar to me than different. | 1 | 2 | 3 | 4 | 5 | 6 |

| | Strongly agree | Agree | Disagree | Strongly disagree | Don't know | Refuse to answer |
|--|----------------|-------|----------|-------------------|------------|------------------|
| n. I could relate to what the person(s) in this ad were going through. | 1 | 2 | 3 | 4 | 5 | 6 |
| o. I felt [INSERT emotion] while viewing (listening to) the ad. | 1 | 2 | 3 | 4 | 5 | 6 |

3. Please rate the persuasiveness of the [INSERT format–print ad, video, etc.] you just saw. Be honest, how persuasive was it?

1. The message that I saw about [INSERT] was compelling
2. The message about [INSERT] was persuasive
3. The message was dumb
4. The message was weak
5. Don't know
6. Refuse to answer