


**National Tobacco Education Campaign:
Rough Cut Testing of Radio Ads
Among 18-24 Year Olds Main Questionnaire**

https://surveys.pdq.com/wh5/173785307.aspx - Windows Internet Explorer

https://surveys.pdq.com/wh5/173785307.aspx

File Edit View Favorites Tools Help

https://surveys.pdq.com/wh5/173785307.aspx



Form Approved
OMB No. 0920-0910
Exp. Date 01/31/2015

National Tobacco Education Campaign

During the survey, please do not use your browser's **FORWARD** and **BACK** buttons. Instead, please always use the buttons below to move backward and forward through the survey.

Simply click on the forward arrow at the bottom of the page to begin the survey.

Public reporting burden of this collection of information is estimated to average 7 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 Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-0910).

Done Internet 100%

https://surveys.poll.com/winx6/p188181159.aspx - Windows Internet Explorer

https://surveys.poll.com/winx6/p188181159.aspx

File Edit View Favorites Tools Help

https://surveys.poll.com/winx6/p188181159.aspx

harris poll online™

We would now like to play for you two radio ads and gather your reactions to those ads. Please make sure the volume on your computer is turned up, so that you may hear the audio. Please click the arrow at the bottom of the screen to continue.

← PROGRESS →

RESUME LATER

Internet 100%


https://surveys.pollg.com/wix6/p188181159.aspx - Windows Internet Explorer

https://surveys.pollg.com/wix6/p188181159.aspx

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flowplayer
H.264 AAC / H.264 AAC

00:02 / 01:00

Please note the audio may not be paused. As this is the case, you may review the audio in entirety as many times as you would like by clicking the "play" button.

PROGRESS

RESUME LATER

Done Internet 100%

Detailed description: This is a screenshot of a web browser window displaying an audio player. The browser is Windows Internet Explorer, showing the URL https://surveys.pollg.com/wix6/p188181159.aspx. The page content includes the 'harris poll online' logo, a 'flowplayer' audio player with a progress bar at 00:02 / 01:00, and a text instruction: 'Please note the audio may not be paused. As this is the case, you may review the audio in entirety as many times as you would like by clicking the "play" button.' Below the player is a 'RESUME LATER' button and a 'PROGRESS' indicator with a green bar and a left-pointing arrow. The browser's status bar at the bottom shows 'Done', 'Internet', and '100%' zoom.

https://surveys.poll.com/next.js188181159.aspx - Windows Internet Explorer

https://surveys.poll.com/next.js188181159.aspx

File Edit View Favorites Tools Help

https://surveys.poll.com/next.js188181159.aspx

harris poll online™

Is this message believable?

Yes

No

PROGRESS

RESUME LATER

Internet 100%

The image shows a screenshot of a web browser window displaying an online survey. The browser is identified as Windows Internet Explorer. The address bar shows the URL 'https://surveys.poll.com/next.js188181159.aspx'. The survey content is contained within a green-bordered frame. At the top of the frame is the 'harris poll online™' logo. Below the logo is the question 'Is this message believable?'. Underneath the question are two radio button options: 'Yes' and 'No'. At the bottom of the frame, there is a progress bar labeled 'PROGRESS' and a green arrow pointing right. Below the frame, centered, is a button labeled 'RESUME LATER'. The browser's status bar at the bottom shows 'Internet' and '100%' zoom level.

https://surveys.poll.com/wix6/p188181159.aspx - Windows Internet Explorer

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File Edit View Favorites Tools Help

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On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please tell me the number which indicates how much you agree or disagree with each statement.

	Strongly Disagree 1	2	3	4	Strongly Agree 5
This ad grabbed my attention.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
I liked the voices in this ad.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
I learned something new by viewing this ad.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was convincing.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was easy to understand.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the information in this ad.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

← PROGRESS →

RESUME LATER

Done Internet 100%

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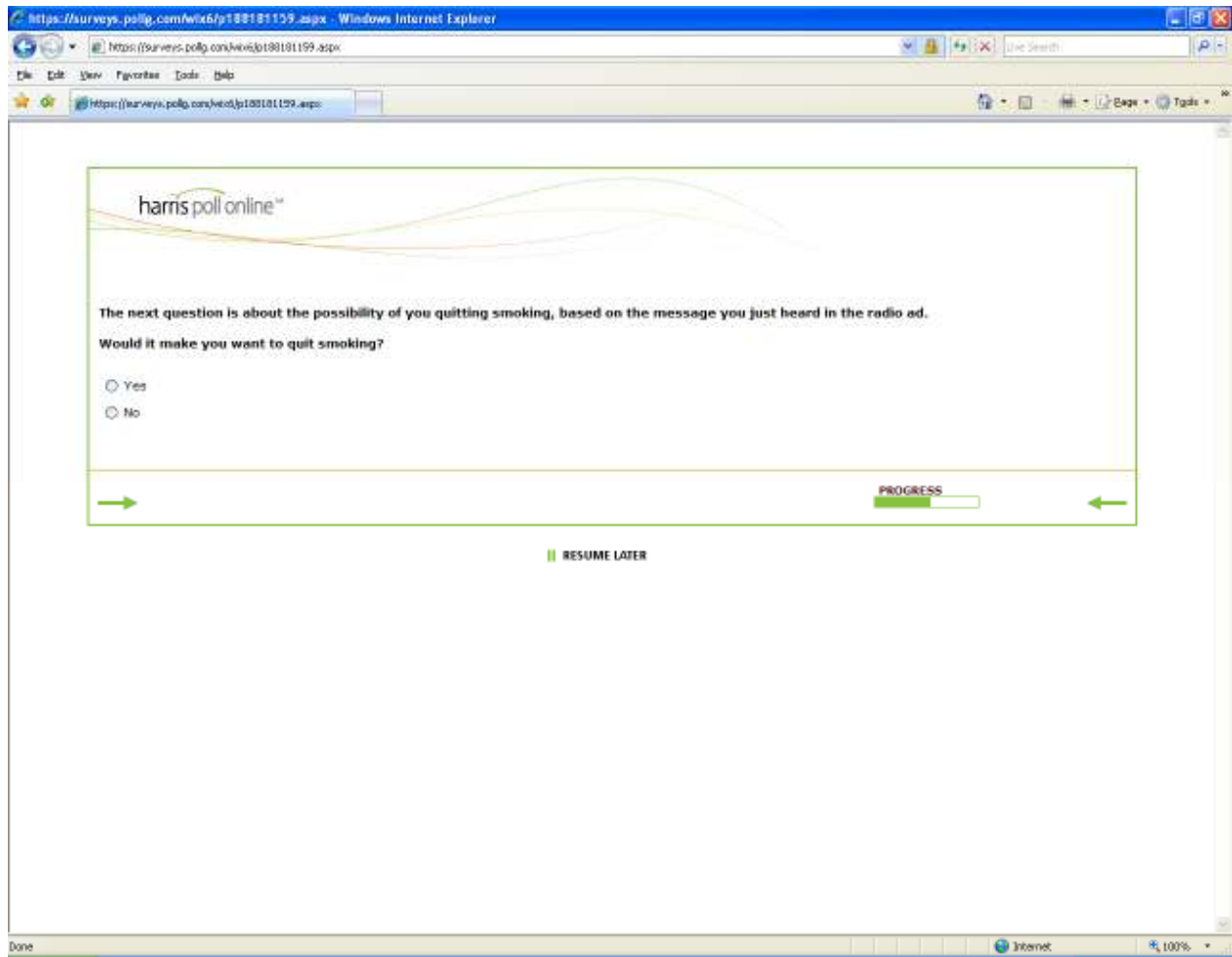
harris poll online™

Did any of the concepts turn you off? What was it about the statement/s that turned you off?

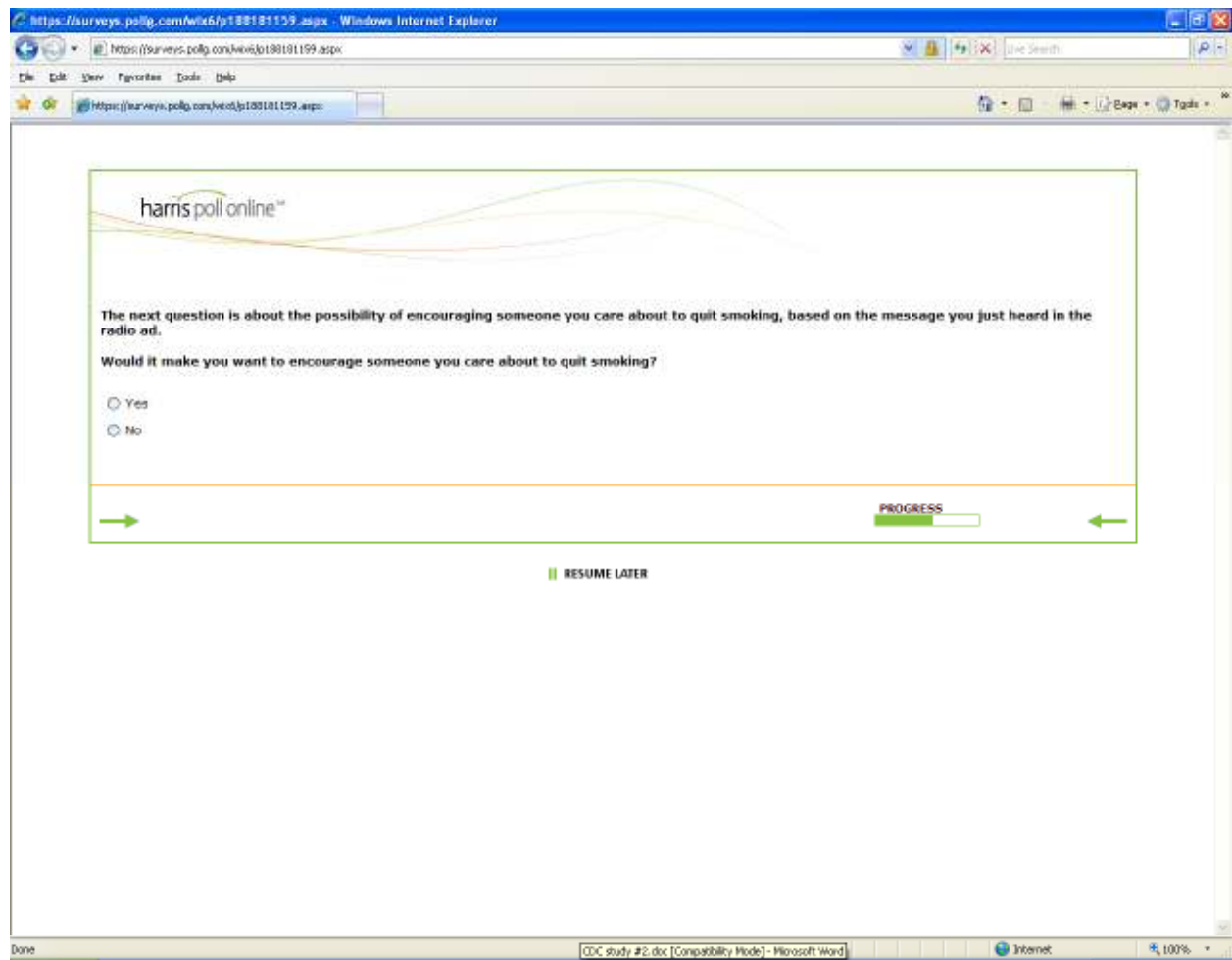
→ PROGRESS ←

RESUME LATER

Done Internet 100%



Note: only asked if respondent is smoker



Note: only asked if respondent is non-smoker