


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

https://surveys.pdq.com/wlx56173785307.aspx - Windows Internet Explorer

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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%

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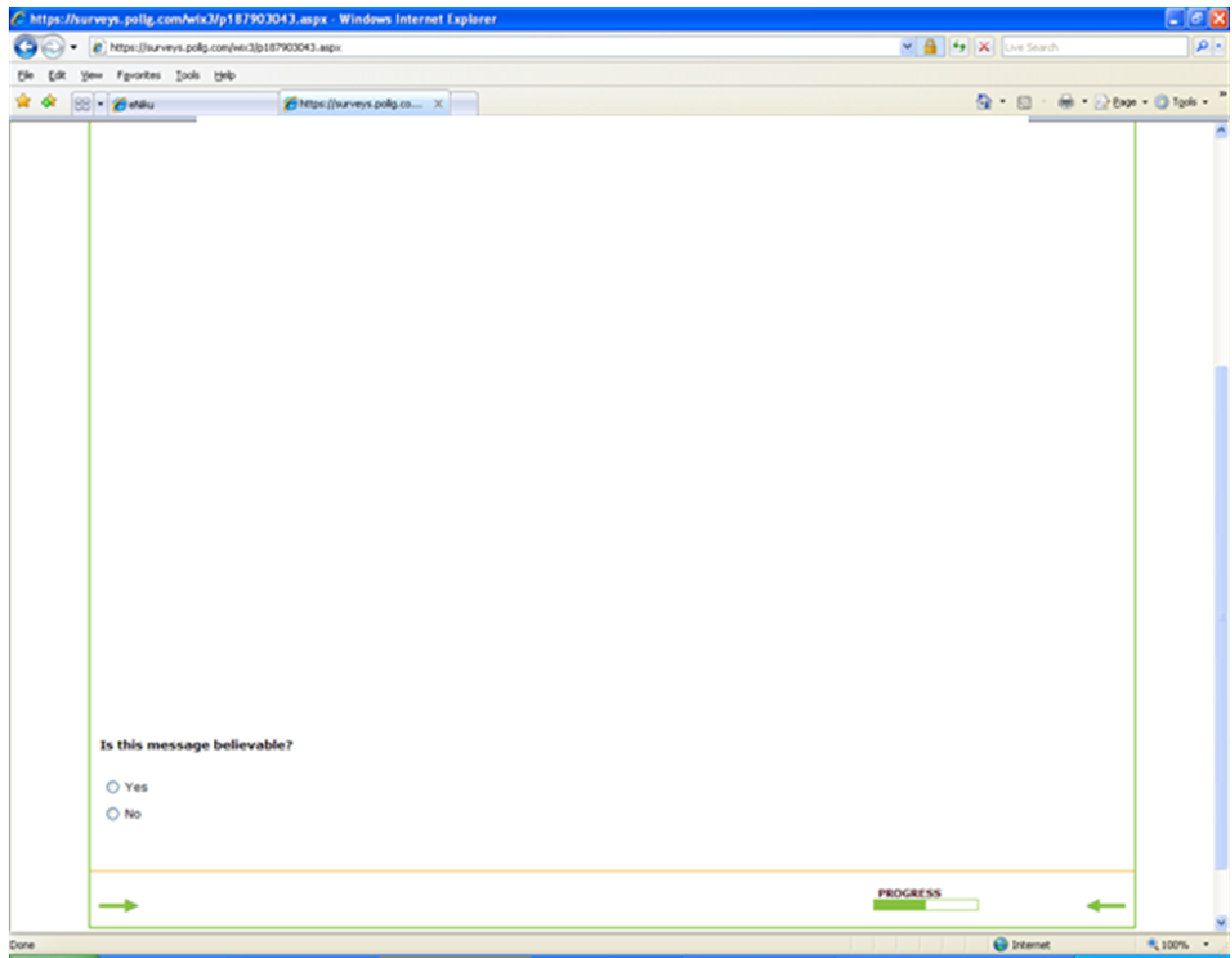
We would now like to show you two print ads, like an ad in a magazine, newspaper or billboard and gather your reactions to those ads. Please click the arrow at the bottom of the screen to continue.

← PROGRESS →

RESUME LATER

Internet 100%

The image is a screenshot of a web browser window displaying a survey page. The browser's address bar shows the URL 'https://surveys.poll.com/vix3/p187903043.aspx'. The page content includes the 'harris poll online' logo at the top left. Below the logo is a decorative wavy line. A text block in the center reads: 'We would now like to show you two print ads, like an ad in a magazine, newspaper or billboard and gather your reactions to those ads. Please click the arrow at the bottom of the screen to continue.' At the bottom of this text block, there is a green arrow pointing left on the left side and a green arrow pointing right on the right side. Between these two arrows is a progress bar labeled 'PROGRESS' with a small green segment on the left. Below the progress bar and arrows is a button labeled 'RESUME LATER'. The browser's status bar at the bottom shows 'Internet' and '100%' zoom level.



https://surveys.poll.com/wh/37p187903043.aspx - Windows Internet Explorer

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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 was easy to understand | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad grabbed my attention | <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"/> |
| I trust the information 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"/> |
| I liked the people in this ad | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |

← PROGRESS →

|| RESUME LATER

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How much of the ad would you read? Please choose all that apply.

- I would only read the headline
- I would only look at the image/s
- I would only read the headline and look at the image/s
- I would read the whole thing
- I wouldn't read any of it

PROGRESS

RESUME LATER

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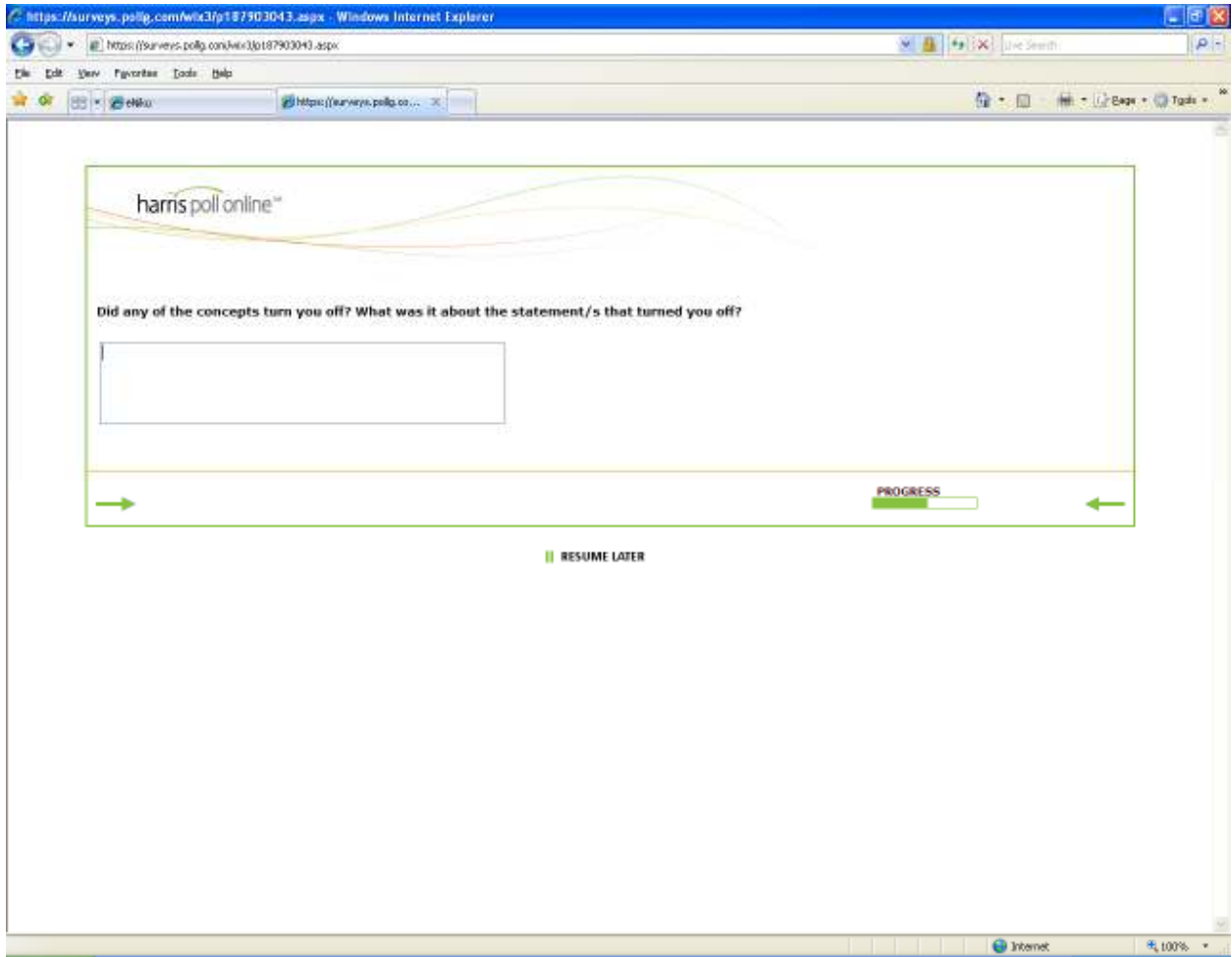
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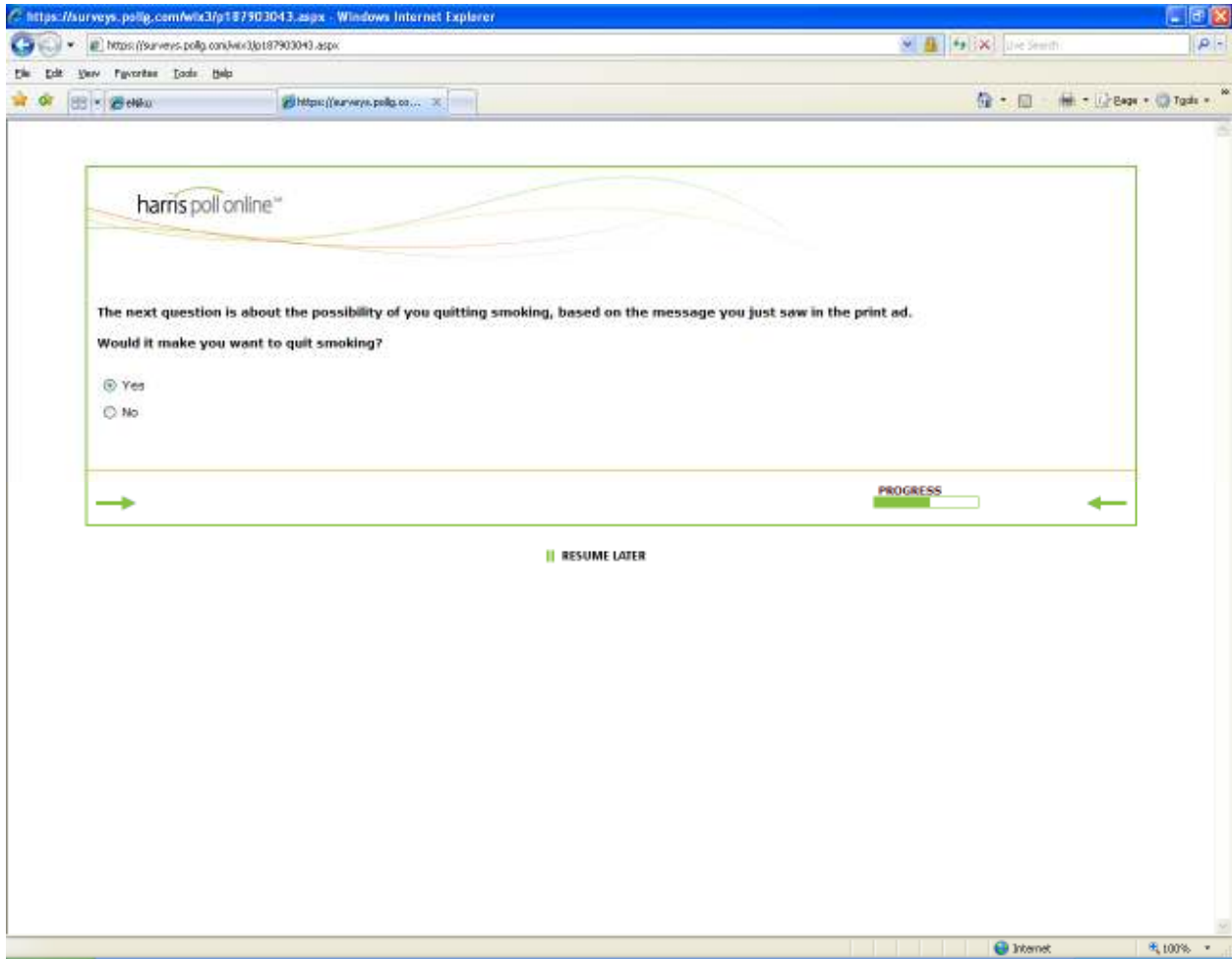
Did any of the concepts turn you off? What was it about the statement/s that turned you off?

PROGRESS

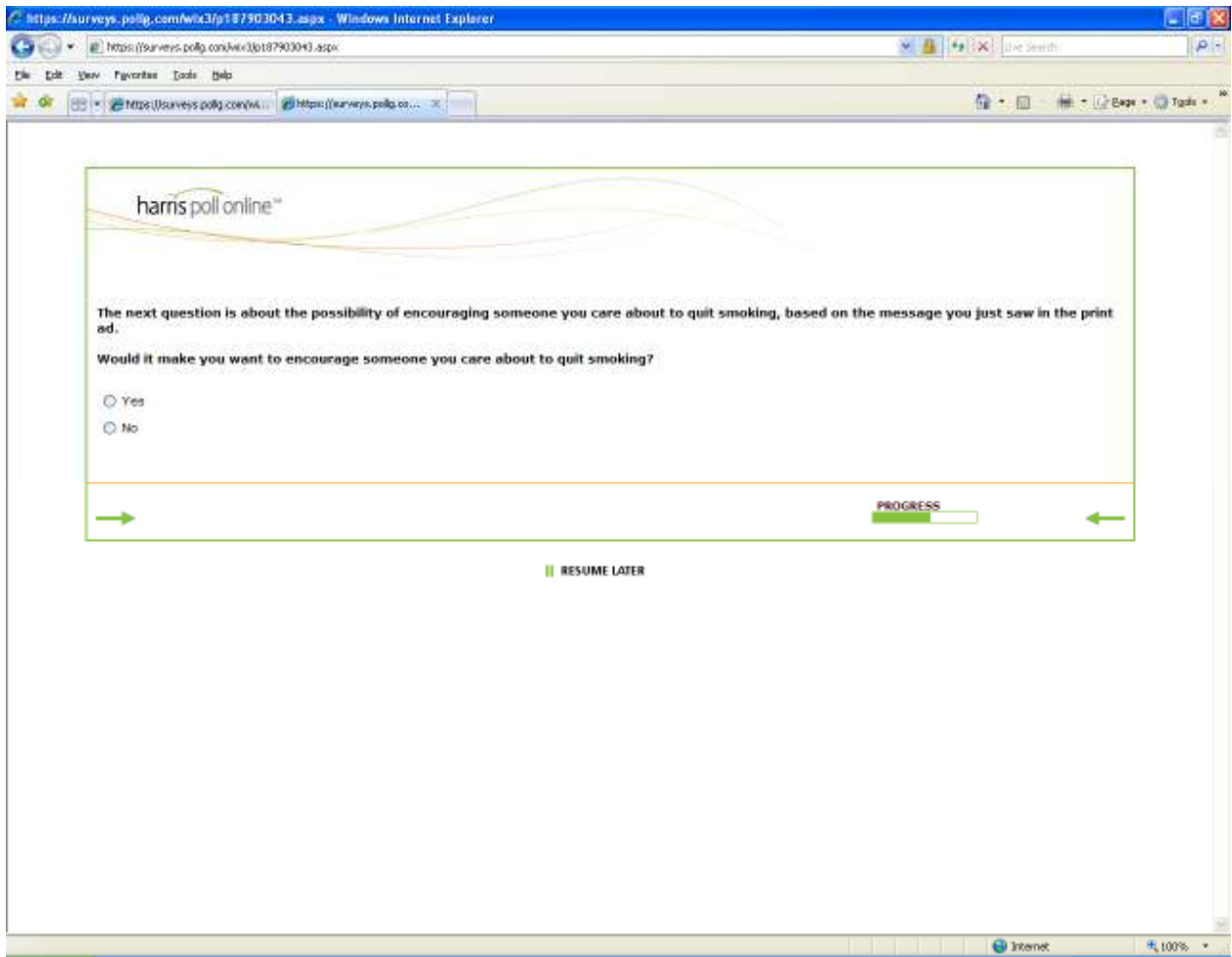
RESUME LATER

Internet 100%





Note: asked of non-smokers



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