

**National Tobacco Education Campaign:**


**Rough Cut Testing of Print Ads  
Among 18-54 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, M5 D-74, Atlanta, Georgia 30333; ATTN: PRA (0920.0910).

Done

Internet 100%

https://surveys.poll.com/vix3/p187903043.aspx - Windows Internet Explorer

https://surveys.poll.com/vix3/p187903043.aspx

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https://surveys.poll.co...

harris poll online™

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, centered on the page, is a button labeled 'RESUME LATER'. The browser's status bar at the bottom shows 'Internet' and '100%' zoom level.

https://surveys.poll.com/vw/02/p177785307.aspx - Windows Internet Explorer

https://surveys.poll.com/vw/02/p177785307.aspx

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https://surveys.poll.com/vw/02/p177785307.aspx

harris poll online™

What is the main message of this advertisement?

PROGRESS

RESUME LATER

Done Internet 100%

The image shows a screenshot of a web browser window displaying a Harris Poll online survey. The browser's address bar shows the URL 'https://surveys.poll.com/vw/02/p177785307.aspx'. The survey content is enclosed in a green border and includes the Harris Poll logo, the question 'What is the main message of this advertisement?', a text input field, a progress bar labeled 'PROGRESS' with a green indicator, and a 'RESUME LATER' button. The browser's status bar at the bottom shows 'Done', 'Internet', and '100%' zoom.

https://surveys.poll.com/wh/02/p/177785307.aspx - Windows Internet Explorer

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harris poll online™

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
The people in this ad are believable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ad is annoying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I learned something new by viewing this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This message is believable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was easy to understand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad grabbed my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the information in this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would talk to someone else about this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was convincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PROGRESS

RESUME LATER

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Is there anything confusing, unclear, or hard to understand?

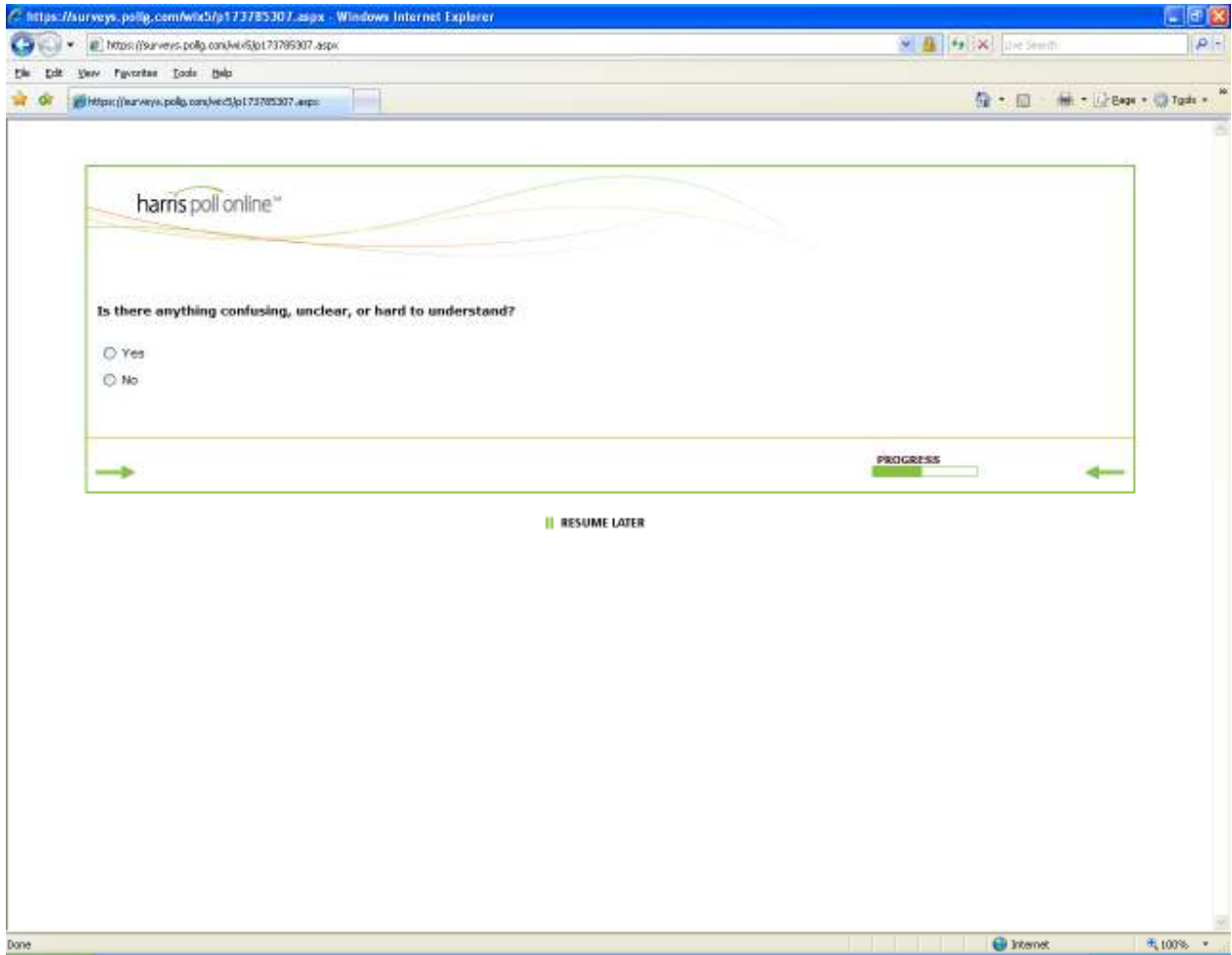
Yes

No

← PROGRESS →

RESUME LATER

Done Internet 100%



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https://surveys.poll.com/vw/02/p177785307.aspx

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What was confusing, unclear or hard to understand?

← PROGRESS →

RESUME LATER

Done Internet 100%

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

https://surveys.poll.com/wh/37p187903043.aspx

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https://surveys.poll.co...

harris poll online™

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

Done Internet 100%



https://surveys.poll.com/viv/3/p177785307.aspx - Windows Internet Explorer

https://surveys.poll.com/viv/3/p177785307.aspx

File Edit View Favorites Tools Help

https://surveys.poll.com/viv/3/p177785307.aspx

Done

Internet 100%

**harris poll online™**

Which of the following would you be likely to do as a result of seeing this ad? Please select **all** that apply.

- Talk to a friend or family member about quitting smoking
- Quit smoking
- Talk to someone else about supporting smoke-free laws
- Support smoke-free laws in my community
- Other
- None of these

→ PROGRESS ←

RESUME LATER

https://surveys.poll.com/wh/07p177785307.aspx - Windows Internet Explorer

https://surveys.poll.com/wh/07p177785307.aspx

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harris poll online™

The next question is about the possibility of you quitting smoking, based on the message you just saw in the advertisement.

Would it make you want to quit smoking?

Yes

No

← PROGRESS →

RESUME LATER

Internet 100%

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https://surveys.poll.com/wh/07p177785307.aspx

Done

Internet 100%

**harris poll online™**

The next question is about the possibility of encouraging someone you care about to quit smoking, based on the message you just saw in the advertisement.

**Would it make you want to encourage someone you care about to quit smoking?**

Yes

No

PROGRESS

RESUME LATER

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How feasible is it that you would try to do this? Please explain.

PROGRESS

RESUME LATER

Done Internet 100%

The image shows a screenshot of a web browser window displaying a Harris Poll online survey. The browser's address bar shows the URL 'https://surveys.poll.com/wh/02/p/177785307.aspx'. The survey content is contained within a green-bordered frame. At the top left of the frame is the 'harris poll online™' logo. Below the logo is the question: 'How feasible is it that you would try to do this? Please explain.' Underneath the question is a large, empty rectangular text input field. At the bottom of the frame, there is a progress bar with the word 'PROGRESS' above it and a green bar indicating the current progress. Below the progress bar is a button labeled 'RESUME LATER'. The browser's status bar at the bottom shows 'Done', 'Internet', and '100%'.

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**harris poll online™**

If you saw this advertisement on TV, on a scale from 1 to 10, where 1 is not at all likely and 10 is extremely likely, how likely would you be to take the following actions in the next 6 months?

	Not at All Likely 1	2	3	4	5	6	7	8	9	Extremely Likely 10	Don't Know	Refused
Contact a school official about reducing youth tobacco use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contact a local official about reducing tobacco use in your community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit <a href="http://www.smokefree.gov">www.smokefree.gov</a> for information on quitting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Look for more information on the health risks of tobacco	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Call 1-800-QUIT-NOW for assistance in quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

← PROGRESS →

RESUME LATER

Done Internet 100%