



---

S1

**What is your age?**

years

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The public reporting burden of this collection of information is estimated to average 26 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: PRA (0920-0919)**



---

S2

**Which of the following statements would best describe you?**

- I am currently pregnant
- I want to get pregnant within the next two years
- I don't want to get pregnant in the next two years but I want to at some time in the future
- I do not want to get pregnant at any time in the future
- I cannot get pregnant (surgical sterilization, tubal ligation, hysterectomy, infertility, menopause)

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S3

**Are you Hispanic or Latino?**

- Yes
- No

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S4

**Which of the following categories best describes your race?**

*Please check all that apply.*

- American Indian or Alaskan Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White

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S5

**Which of the following categories best describe your total, annual household income?**

- Under \$20,000/year
- \$20,001 - \$30,000/year
- \$30,001 - \$40,000/year
- \$40,001 - \$50,000/year
- \$50,001 - \$60,000/year
- \$60,001 - \$80,000/year
- \$80,001 - \$100,000/year
- Over \$100,000/year

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SC

### Welcome

Thank you very much for participating in this survey to give your opinions on possible advertisements (ads) for promoting women's health. Your opinions are very important to us.

### Study Objectives

This survey is sponsored by the Centers for Disease Control and Prevention (CDC). CDC is a federal government agency that works to protect health and promote quality of life through the prevention and control of disease, injury, and disability.

There are no right or wrong answers. We want to know your honest ideas and opinions. Your identity and your answers will remain secure.

### Informed Consent

- Your participation in this survey is voluntary. If any question makes you feel uncomfortable, you do not have to answer it. You can also choose to end your participation at any time.
- We will write a summary report of the findings from all of the survey respondents. Your name won't be used.
- If you have any questions regarding this survey, there are telephone numbers that you can call. If you have questions about your rights as a survey participant, you may call our Office of Research Protection, toll-free at 1-866-214-2043. If you have questions about the survey, in general, you may call the study director, Dr. Linda Squiers, at 919-597-5128.

Do you agree to participate in the study?

- Yes
- No



---

Intro

**The purpose of this survey is to get your opinion about different ways of presenting information on preconception health.**

***Preconception health* refers to a woman's health during the years she can have a child. A woman's health before she gets pregnant can affect the health of her baby.**

**Preconception health applies to women who have never been pregnant, and also to women who could become pregnant again, including women who may not be planning a pregnancy at this time.**

*Please click 'Next' to continue...*

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Q1

**Before today, had you ever heard of "preconception health"?**

- Yes
- No

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Q2

**When do you think a woman should start practicing preconception health behaviors?**

- 1 month before she gets pregnant
- 2-3 months before she gets pregnant
- 4-6 months before she gets pregnant
- 7-11 months before she gets pregnant
- 12 months (1 year) or more before she gets pregnant
- Women do not have to do anything special BEFORE getting pregnant

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Q3

**A woman's health *before* she gets pregnant can affect the health of her baby.**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

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iSection2

**Next we'd like to ask your opinions about a few ads that we've developed.**

*Please click 'Next' to continue...*

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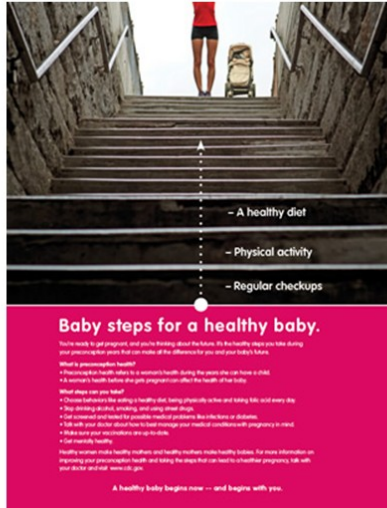
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Please click on the image to enlarge

On a scale of 1 to 5, where 1 means "strongly disagree" and 5 means "strongly agree," please indicate how much you agree or disagree with each statement about this ad.

	Strongly disagree 1	Disagree 2	Neither Agree nor Disagree 3	Agree 4	Strongly Agree 5
This ad is worth remembering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
This ad grabbed my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
This ad is powerful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
This ad is informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
This ad is meaningful to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
This ad is convincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>



Please click on the image to enlarge

On a scale of 1 to 5, where 1 means "not at all" and 5 means "very," please indicate how much the ad made you feel...

	Not at all 1	2	3	4	Very 5
Hopeful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stressed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motivated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scared	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Happy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4



Please click on the image to enlarge

On a scale of 1 to 5, where 1 means "strongly disagree" and 5 means "strongly agree," please indicate how much you agree or disagree with each statement about this ad.

	Strongly disagree 1	Disagree 2	Neither Agree nor Disagree 3	Agree 4	Strongly Agree 5
This ad is worth remembering	<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"/>
This ad is powerful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is meaningful to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is convincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Q5



Please click on the image to enlarge

On a scale of 1 to 5, where 1 means "not at all" and 5 means "very," please indicate how much the ad made you feel...

	Not at all 1	2	3	4	Very 5
Hopeful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stressed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motivated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scared	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Happy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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On a scale of 1 to 5, where 1 means "strongly disagree" and 5 means "strongly agree," please indicate how much you agree or disagree with each statement about this ad.

	Strongly disagree 1	Disagree 2	Neither Agree nor Disagree 3	Agree 4	Strongly Agree 5
This ad is worth remembering	<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"/>
This ad is powerful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is meaningful to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is convincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





You're ready to get pregnant, and you're thinking about the future. It's the healthy steps you take during your preconception years that can make all the difference for you and your baby's future.

**What is preconception health?**

- Preconception health refers to a woman's health during the years she can have a child.
- A woman's health before she gets pregnant can affect the health of her baby.

**What steps can you take?**

- Choose behaviors like eating a healthy diet, being physically active and taking folic acid every day.
- Stop drinking alcohol, smoking and using street drugs.
- Get screened and tested for possible medical problems like infections or diabetes.
- Talk with your doctor about how to best manage your medical conditions with pregnancy in mind.
- Make sure your vaccinations are up-to-date.
- Get mentally healthy.

Healthy women make healthy mothers, and healthy mothers make healthy babies. For more information on improving your preconception health and taking the steps that can lead to a healthier pregnancy, talk with your doctor and visit [www.cdc.gov](http://www.cdc.gov).

YOUR BABY WILL THANK YOU FOR IT.

Please click on the image to enlarge

On a scale of 1 to 5, where 1 means "not at all" and 5 means "very," please indicate how much the ad made you feel...

	Not at all 1	2	3	4	Very 5
Hopeful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stressed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motivated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scared	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Happy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4



Please click on the image to enlarge

On a scale of 1 to 5, where 1 means "strongly disagree" and 5 means "strongly agree," please indicate how much you agree or disagree with each statement about this ad.

	Strongly disagree 1	Disagree 2	Neither Agree nor Disagree 3	Agree 4	Strongly Agree 5
This ad is worth remembering	<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"/>
This ad is powerful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is meaningful to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is convincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Please click on the image to enlarge

On a scale of 1 to 5, where 1 means "not at all" and 5 means "very," please indicate how much the ad made you feel...

	Not at all 1	2	3	4	Very 5
Hopeful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stressed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motivated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scared	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Happy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8a

Please read all the messages within each ad. Which message do you think best represents the idea that a woman's health **before** she gets pregnant can affect the health of her baby?

Please click on the images below to enlarge.



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Q8b

Please read all the messages within each ad. Which message do you like the most overall?

Please click on the images below to enlarge.



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**Please review the text below and use the highlighting tool to choose any words that you find unclear or confusing?**

*To use the highlighting tool, simply click on the words that you find unclear or confusing.*

**What is preconception health?**

- Preconception health refers to a woman's health during the years she can have a child.
- A woman's health before she gets pregnant can affect the health of her baby.

**What can you do?**

- Choose behaviors like eating a healthy diet, being physically active and taking folic acid every day.
- Stop drinking alcohol, smoking, and using street drugs.
- Get screened and tested for possible medical problems like infections or diabetes.
- Talk with your doctor about how to best manage your medical conditions with pregnancy in mind.
- Make sure your vaccinations are up-to-date.
- Get mentally healthy.

None of the words are confusing



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iSection5

**You are going to see 4 pairs of ads. Each ad is a little different from the other. For each pair, please select the ad you prefer.**

*Please click 'Next' to continue...*

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Q11a

**Which ad do you like best?**

*Please click on the image to enlarge.*



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Q11b

**Which ad is made for someone like you?**

*Please click on the image to enlarge.*



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Q11a

**Which ad do you like best?**

*Please click on the image to enlarge.*



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Q11b

**Which ad is made for someone like you?**

*Please click on the image to enlarge.*



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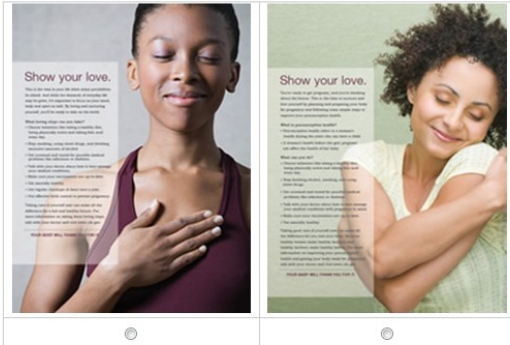
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Q11a

**Which ad do you like best?**

*Please click on the image to enlarge.*



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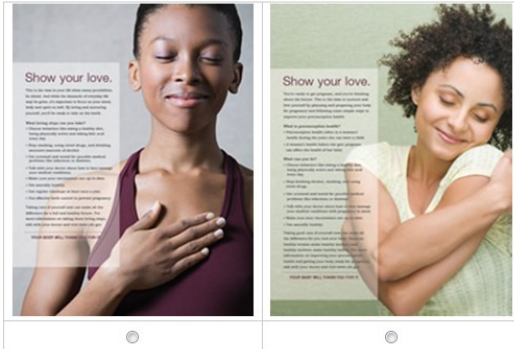
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Q11b

**Which ad is made for someone like you?**

*Please click on the image to enlarge.*



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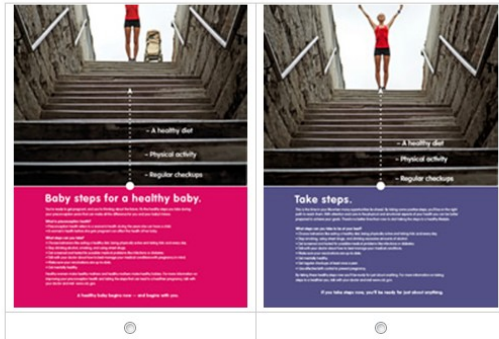
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Q11a

Which ad do you like best?

Please click on the image to enlarge.



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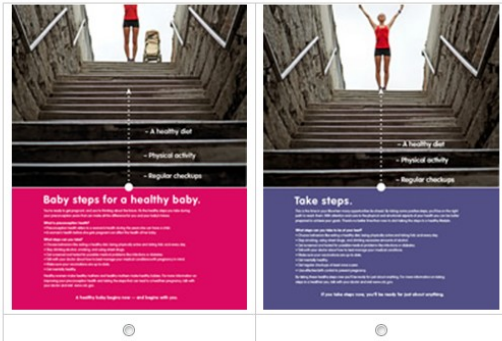
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Q11b

Which ad is made for someone like you?

Please click on the image to enlarge.



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Q12a

Which of the following 4 logos grabs your attention the most?

- 
  - 
  - 
  - 
-



Q12b

Which of the following 4 logos appeals to you the most?

- 
- 
- 
- 

Q13

Of the 3 color schemes below, which color scheme appeals to you the most?





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iSection7

**Next, we would like to ask you a few questions about you.**

*Please click 'Next' to continue...*

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Q16

**Have you been diagnosed by a physician or other qualified medical professional with any of the following medical conditions?**

*Please check all that apply*

- Depression, anxiety disorder or other mental health condition
- Diabetes
- Epilepsy/Seizures
- Heart disease
- High blood pressure
- High cholesterol
- HIV/AIDS
- Hypothyroidism (underactive thyroid)
- Maternal phenylketonurea
- Obesity
- Sexually transmitted infection (e.g., herpes, genital warts, chlamydia)
- None of these

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Q14

**Thinking of all the times you have had sexual intercourse during the past 6 months. How many of those times did you or a partner of yours use birth control, that is, something to prevent you from getting pregnant?**

- none of the time
- some of the time
- half of the time
- most of the time
- all of the time

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Q15

**What are your reasons for not using birth control method all of the time?**

Please check all that apply

- I am trying to get pregnant
- I don't mind if I get pregnant
- I don't think I can get pregnant at this time
- I had side effects from the birth control method I was using
- I had problems getting birth control when I needed it
- My husband or partner doesn't want to use anything

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Q17

**What is the highest level of education you have completed?**

- Grade school
- Less than high school graduate/some high school
- High school graduate or completed GED
- Some college or technical school
- Received four-year college degree
- Some post graduate studies
- Received advanced degree

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Q18

**What is your current occupational status? Would you say...?**

- Employed full time
- Employed part time
- Unemployed
- Homemaker
- Student
- Retired
- Disabled
- Other (Please specify):

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Q19

**What is your marital status?**

- Married
- Unmarried living with a partner
- Divorced
- Widowed
- Separated, or
- Single, never been married

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Q20

**What type of medical insurance coverage best describes what you currently have?**

- Private insurance plan through employer or self pay
- Medicaid or other public program
- Military/TRICARE
- Not Applicable (Uninsured)

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Q21

**Have you ever been pregnant?**

- Yes
- No

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Q21a

**How long ago was your most recent pregnancy?**

- Less than a year ago
- 1-2 years ago
- 3-5 years ago
- More than 5 years ago

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Q21b

**How many children under the age 18 are living in your household?**

- None
- 1-2 children
- 3-4 children
- 5 or more children

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iEnd

**This is the end of the survey. Thank you for taking time to complete it.**

*Please click 'Next' to continue...*

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