

SUPPORTING STATEMENT A FOR OMB CLEARANCE

National Youth Anti-Drug Media Campaign

Copy Testing

OMB Control Number
3201-0006

Prepared by:
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352 Park Ave. South
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On behalf of:
Office of National Drug Control Policy
Executive Office of the President
750 17th St. NW
Washington, DC 20503

March 22, 2013

PAPERWORK REDUCTION ACT SUBMISSION

Please read the instructions before completing this form. For additional forms or assistance in completing this form, contact your agency's Paperwork Clearance Officer. Send two copies of this form, the collection instrument to be reviewed, the Supporting Statement, and any additional documentation to: Office of Information and Regulatory Affairs, Office of Management and Budget, Docket Library, Room 10102, 725 17th Street NW, Washington, DC 20503.

1. Agency/Subagency originating request: Office of National Drug Control Policy (ONDCP)	2. OMB control number: b. <input type="checkbox"/> None a. 3201 -0006
3. Type of information collection (<i>check one</i>) a. New collection b. Revision of a currently approved collection c. Extension of a currently approved collection d. Reinstatement, without change, of a previously approved collection for which approval has expired e. Reinstatement, with change, of a previously approved collection for which approval has expired [X] f. Existing collection in use without an OMB control number <i>For b.- f., note item A2 of Supporting Statement instructions</i>	4. Type of review requested (<i>check one</i>) a. Regular [X] b. Emergency--Approval requested by: <input type="checkbox"/> c. Delegated 5. Small entities Will this information collection have a significant economic impact on a substantial number of small entities? Yes No [X]
7. Title [National Youth Anti-Drug Media Campaign (NYADMC)-Adult and Youth Copy Testing	6. Requested expiration date a. Three years from approval date [X] b. <input type="checkbox"/> Other--Specify: ____/____/____
8. Agency form number(s) (<i>if applicable</i>)	
9. Keywords Drug Abuse Prevention, Youth, Adult, Communications	
10. Abstract This research will allow for the testing of anti-drug messages and copy for use in the NYADMC. Results will be used to select ads and messages for the campaign. Testing will be conducted among both Youth and Adult target audiences.	
11. Affected public (<i>mark primary with "P" and all others that apply with "X"</i>) a. [X] Individuals or households b. <input type="checkbox"/> Business or other for-profit c. <input type="checkbox"/> Not-for-profit institutions d. <input type="checkbox"/> Farms e. <input type="checkbox"/> Federal Government f. <input type="checkbox"/> State, Local, or Tribal govt.	12. Obligation to respond (<i>mark primary with "P" and all others that apply with "X"</i>) P a. Voluntary b. Required to obtain or retain benefits c. Mandatory
13. Annual reporting and recordkeeping hour burden a. Number of respondents: 7,650 b. Total annual responses: 7,650 Years 1. Percentage of those responses collected electronically: [100%] ____ c. Total annual hours requested: 1,680 Years ____ d. Current OMB inventory _____ e. Difference _____ f. Explanation of difference 1. Program change _____ 2. Adjustment _____	14. Annual reporting and record keeping cost burden (<i>in thousands of dollars</i>) a. Total annualized capital/startup costs: [0] _____ b. Total annual costs (O&M): [0] _____ c. Total annualized cost requested: \$300,000 _____ d. Current OMB inventory _____ e. Difference _____ f. Explanation of difference 1. Program change _____ 2. Adjustment _____
15. Purpose of information collection (<i>mark primary with "P" and all others that apply with "X"</i>) a. <input type="checkbox"/> Application for benefits b. <input type="checkbox"/> Program evaluation c. <input type="checkbox"/> General purpose statistics d. <input type="checkbox"/> Audit e. P Program planning or management f. <input type="checkbox"/> Research g. <input type="checkbox"/> Regulatory or compliance	16. Frequency of recordkeeping or reporting (<i>check all that apply</i>) a. Recordkeeping b. Third party disclosure c. Reporting [X] 1. On occasion 2. Weekly 3. Monthly 4. Quarterly [X] 5. Semi-annually 6. Annually 7. Biennially 8. Other (<i>describe</i>) _____
17. Statistical methods Does this information collection employ statistical methods? Yes [X] No	18. Agency contact (person who can best answer questions regarding the content of the submission)

Name: **[Andrew Hertzberg]**

Phone: **[202-395-6353]** _____

SUPPORTING STATEMENT FOR OMB CLEARANCE

NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN

COPY TESTING

TABLE OF CONTENTS

JUSTIFICATION		Page
1	Circumstances making the collection of information necessary	4
2	Purpose and use of the information	4
3	Use of improved information technology	5
4	Efforts to identify duplication and use of similar information	6
5	Involvement of small entities	6
6	Consequences if information is collected less frequently	6
7	Consistency with the guidelines of 5 CFR 1320.5(d)(2)	6
8	Comments in response to the federal register notice and efforts to consult outside agency	6
9	Explanation of any payment or gift to respondents	6
10	Assurance of confidentiality provided to respondents	7
11	Questions of a sensitive nature	7
12	Estimates of annualized burden hours and cost	7
13	Estimate of respondent capital and maintenance cost	8
14	Estimates of annualized cost to the federal government	8
15	Program changes/changes in hour burden	8
16	Time schedule, publication and analysis plans	8
17	Expiration date display exemption	9
18	Exceptions to certification for Paperwork Reduction Act submissions	9
ATTACHMENTS		
1	Copy Testing Information Sheet	10
2	Youth Copy Testing Sample Screener	11
3	Youth Copy Testing Sample Questionnaire	13
4	Sample Adult General Communications Check Screener & Survey	19

Copy Testing of Messages for ONDCP

National Youth Anti-Drug Media Campaign Supporting Statements

Justification

1. Circumstances Making the Collection of Information Necessary

This submission for OMB clearance is one of three data collection instrument submissions currently up for renewal for the Office of National Drug Control Policy's (ONDCP) National Youth Anti-Drug Media Campaign. The data collection instruments are used as part of the advertising development process as required by ONDCP's 2006 Congressional Reauthorization (Public Law 109-469) that states ONDCP must "test all advertising prior to use in the national media campaign to ensure that the advertisements are effective and meet industry-accepted standards."

All data collection instruments have been developed with input from subject matter experts in the fields of advertising and public health communication research and evaluation; have been reviewed by an Institutional Review Board (IRB) to ensure the research with human subjects is scientific, ethical, and meets Federal regulatory requirements; and are currently conducted by industry leading third-party vendors.

The Media Campaign's success can be attributed, in part, to its ability to test all messaging to ensure that only the most effective ads are aired. Ad testing will continue to use national youth and adult samples to assess audience comprehension, reactions and perceptions. Information from testing will be used principally to select ads for national airing, and secondarily to refine ads that do not pass initial testing.

This submission is for approval for tests that will follow the methods described in Section B. Total respondent burden will not exceed 26,700 individuals and 5,730 hours over three years (refer to Section A11, Tables 1 and 2).

2. Purpose and Use of Information

Advertising developed for the National Youth Anti-Drug Media Campaign will be tested in final or "near-final" form before it will be considered for inclusion in the media plan. The main purposes of this testing procedure are to ensure that

each ad is effective in communicating its intended message and that it does not have any unintended negative effects.

Without such testing, the ONDCP is unable to discriminate between effective and ineffective advertisements.

Specific criteria for message evaluation is tailored to ads based on their communication objectives and target audience.

Additionally, ads will be assessed for effectiveness using the following set of standard diagnostic criteria:

<u>Comprehension</u>	Is the main message clearly understood? Is the audience able to identify and recount the intended main message? Is the intended information presented in a manner that makes it effective and actionable for the intended audience?
<u>Likeability</u>	How much does the audience like the ad? Which elements do they like about the ad? Which do they dislike?
<u>Personal Relevance</u>	Do respondents perceive the message as relevant to themselves or their peers?
<u>Believability</u>	Is the message and/or its source perceived as credible? Does it portray the message realistically and convincingly?
<u>Acceptability</u>	Is there anything in the message that is perceived as offensive or unacceptable to either primary or secondary audiences? In particular, do parents have significant concerns about ads intended of youth audiences?
<u>Behavioral Intent</u>	Do respondents think they will take action as a result of seeing/hearing the message?

The information gathered on these areas will clearly identify those messages which most compellingly and effectively engage and influence intended audiences. By systematically conducting this testing, ONDCP will continue to produce messages that have the greatest potential to favorably influence attitudes and behavior and to expend program resources wisely and effectively.

3. Use of Improved Information Technology

To both facilitate ease and efficiency of responses and modernize research practices, the campaign testing process will conduct adult and youth testing over the Internet through use of online panels.

4. Efforts to Identify Duplication and Use of Similar Information

All advertising considered by ONDCP for inclusion in the campaign is new, and for this reason testing of all messaging is required. No duplicate data collection exists.

5. Involvement of Small Entities

This research does not involve any small business or other small entities.

6. Consequences if Information is Collected Less Frequently

The frequency of information collection will be tied to the production of new advertisements for the campaign. Each new ad must be tested to assure on-air effectiveness and prevent unintended consequences. If information is collected any less frequently than proposed, ONDCP's ability to discriminate between effective and ineffective ads will be significantly impaired.

7. Consistency with the Guidelines in 5 CFR 1320.5(d)(2).

There are no special circumstances.

8. Comments in response to the federal register notice and efforts to consult outside agency

The notice required in 5 CFR 1320.8(d) was published in the *Federal Register* on April 9, 2013 (FR vol. 78, no. 68).

There have been no comments to the notice.

9. Explanation of any payment or gift to respondents

It is standard practice in commercial market research to offer recruited respondents some form of reimbursement for their time and effort. Respondents will receive the equivalent of \$5.00 in compensation for participating in copy testing. For online panels, the reimbursement is provided as \$5.00 in "points" given to each respondent by their online panel's proprietary reward program. Respondents can accrue and/or redeem these points for a wide variety of items such as merchandise and gift cards for use as payment at physical and online merchants.

10. Assurance of Confidentiality Provided to Respondents

Respondents are informed prior to participation that their responses will be anonymous. They will also be advised of the nature of the activity, the length of time required, and that their participation is purely voluntary. Respondents are told that no penalties will occur if they wish to not respond, either to the information collection as a whole or to any specific question.

All presentation of data in analysis and reporting is in aggregate form with no links to individuals being preserved. Reporting is used only by project staff for purposes of ad selection. Although some personal information is collected (e.g., gender, race, age), no personal identifiers (e.g., full name, address or phone, social security number, etc.) will be collected or maintained. Thus, the Privacy Act does not apply to the proposal activities.

11. Questions of a Sensitive Nature

By virtue of the focus on drug use, there will be some sensitive questions for respondents. These specifically relate to the items required to identify those respondents at risk for drug abuse. Respondents will be asked about their intentions to use drugs and their beliefs about drug usage as they pertain to the message in the ad being shown.

12. Estimates of Annualized Burden Hours and Cost

Youth ads are tested in a test/control method. Each youth ad test will include a total of 300 respondents (150 teens; 150 tweens) in the test condition and 300 respondents (150 teens; 150 tweens) in the control condition. As multiple ads are tested at the same time, for youth we estimate that 12 ad (test) and 4 control conditions will be used per year.

For adult testing, the Campaign uses a test/control method for some advertising while other advertising is tested using a general communications check. Adult ads in test/control will be tested with a total of 150 respondents in the test condition and 150 respondents in the control condition. We estimate that 6 ad (test) and 3 control conditions will be used per year. For adult ads in general communications check tests, each ad will be tested with 300 respondents; we estimate that 5 ad (general) conditions will be used per year.

The Annualized Response Burden table below provides the maximum annual distribution of respondents and hours. Time to read, view, or listen to the message being tested is built into the 'hours per response' figures.

Table 1. Annualized Response Burden

Audience	Conditions	Number of Respondents	Responses per Respondent	Hours per Response	Total Hours	Hourly Wage	Respondent Cost
Youth (test)	12	3,600	1	.25	900	\$6.55	\$5,895.00
Youth (control)	4	1,200	1	.10	120	\$6.55	\$786.00
Adult (test)	6	900	1	.25	225	\$14.96 ¹	\$3,366.00
Adult (control)	3	450	1	.10	45	\$14.96 ¹	\$673.20
Adult (general)	5	1,500	1	.25	375	\$14.96 ¹	\$5,610.00
TOTAL	-	7,650	-	-	1,680	-	\$16,330.20

¹Extrapolation based upon 2006 per capita income, 2006 Current Population Survey, U.S. Census Bureau, U.S. Department of Commerce

13. Estimate of Respondent Capital and Maintenance Cost

There are no respondent costs beyond those indicated in 11 above.

14. Estimates of Annualized Cost to the Federal Government

Based upon the estimated groups per year in Section A.12., the annualized costs to the federal government are:

- The estimated costs to the government will be no more than \$300,000 per year.

15. Program Changes/Changes in Hour Burden

At the onset of the campaign research in 1998, respondent burden was comparably larger (estimated 27,995 respondents vs. 7,650 respondents at present). Ongoing campaign findings have led to refinement of the target sampled, resulting in cost efficiencies. Since 2005, there has been a decrease in the impact of hour burden estimates.

16. Time Schedule, Publication and Analysis Plans

While the primary purpose of these studies will be to select ads for the national media buy, the ONDCP may make results available to its partners, including ad agencies working to develop new ads and/or refine messages that test poorly.

General conclusions about effective messages derived from tests across multiple ads may also be drawn and shared with national, state and local organizations working to prevent youth drug use.

Advertising is tested as it is developed, at an average rate of no more than three ads per quarter. The typical time frame for testing each ad will be no more than three weeks from the receipt of the ad to final reporting on its test results.

The data collection plan, schedule and analysis for each project will be tailored to the specific message and intended audience. Examples of the core data collection are provided in the surveys the Attachment section. Analytic techniques used are a combination of qualitative and quantitative approaches (e.g., qualitative aggregation and assessment of open-ended responses as well as statistical analysis of quantitative survey data).

17. Expiration Date Display Exemption

The OMB Control Number and expiration date will be included in all applicable respondent materials.

18. Exceptions to Certification for Paperwork Reduction Act Submissions

This activity will fully comply with the Certification for Paperwork Reduction Act submissions.

Attachments

Attachment 1: Copy Testing Information Sheet

Copy Testing Research Information Sheet

Your child has voluntarily taken part in a short survey asking his/her opinions about drugs and a drug prevention advertisement that has been created for the Office of National Drug Control Policy (ONDCP). Your child's name did not appear anywhere on the survey so no one will know how he/she answered the questions. His/her answers will be combined with those of youths across America to help shape a national advertising campaign that is designed to keep youths from trying drugs. In appreciation for the time that your child gave to participate in this research, he/she has received a payment of \$5 in cash or in equivalent points to be redeemed. If you have any questions about this research, please call 1-877-767-3206 and ask for operator D2 to speak with a research representative.

Attachment 2: Youth Copy Testing Sample Screener

THE MARKETING WORKSHOP, INC.
 Norcross, GA 30092
 #08-10020
 Final:

Anti-Drug Copy Test Screener

RESPONDENT ID - (COMPLETION NUMBER) <i>(RECORD FROM COMPUTER SCREEN)</i>	
DATE:	TIME BEGUN
INTERVIEWER'S NAME	TIME ENDED
RECORD CITY	RECORD MALL NAME

ETHNICITY/RACE (Q.E1/E2): Hispanic or Latino.....1 Black or African-American (Not Hispanic).....2 White (Not Hispanic).....3	GRADE/AGE: Grade 7-8.....1 Grade 9-10.....2	SEX: Male.....1 Female.....2
---	---	------------------------------------

(SIGHT SCREEN FOR MALES AND FEMALES AGES 12-18)

Hello, I'm _____ from _____, a national marketing research company. We're conducting a survey and would like to ask you a few questions about some important issues.

A. What grade in school were you in this year?

6 th Grade or lower	X		→	<u>“THANK YOU BUT THAT QUOTA HAS BEEN FILLED” (TALLY)</u>
7 th Grade	1			
8 th Grade	2		→	<u>CHECK QUOTA</u>
9 th Grade	3			
10 th Grade	4			
11 th -12 th Grade	5			
No longer in school	6			
In college	7		→	<u>“THANK YOU BUT THAT QUOTA HAS BEEN FILLED” (TALLY)</u>
Refused	8			

B. What is your exact age? _____

C. In the past three months, have you viewed any commercials as part of a marketing research survey?

Yes	1		→	<u>“THANK YOU BUT THAT QUOTA HAS BEEN FILLED” (TALLY)</u>
No	2			

D. Do you or does anyone in your household work: In marketing research? In advertising?
 In public relations? For a magazine or newspaper?

Yes	1		→	<u>“THANK YOU BUT THAT QUOTA HAS BEEN FILLED” (TALLY)</u>
No	2			

E1. Would you describe yourself as Hispanic or Latino?

Yes, Hispanic/Latino 1 →

ASSIGN TO HISPANIC QUOTA if open and skip to Q.F. Otherwise, "THANK YOU BUT THAT QUOTA HAS BEEN FILLED" (TALLY)

No 2

E2. How would you describe yourself? (*READ LIST—MULTIPLE ANSWERS ARE ACCEPTABLE*)

American Indian or Alaska Native

1 →

"THANK YOU BUT THAT QUOTA

Asian

2 →

HAS BEEN FILLED" (TALLY)

Black or African-American

3 →

CHECK QUOTA

Native Hawaiian or Other Pacific Islander

4 →

"THANK YOU BUT THAT QUOTA HAS BEEN FILLED" (TALLY)

White

5 →

CHECK QUOTA

Other

6 →

"THANK YOU BUT THAT QUOTA HAS BEEN FILLED" (TALLY)

(DO NOT READ) Refused

x →

THANK YOU, TALLY

F. We are conducting research on attitudes and beliefs. We are not selling anything, and we will not ask for any personal information. Your answers will be kept anonymous. The survey will take less than 10 minutes, but you may stop at any time if you feel uncomfortable. We will pay you \$____ upon completion of the full study. Would you like to participate?

Yes.....1 -> (*INVITE TO FACILITY*)

No.....X -> (*THANK & TALLY*)

***RECORD ALL INFORMATION ON FRONT OF SCREENER.
RECORD RESPONDENT ID (COMPLETION NUMBER)
FROM LAST COMPUTER SCREEN IN BOX ABOVE
AND ON INTERVIEW VALIDATION SHEET***

Attachment 3: Youth Copy Testing Sample Questionnaire

THE MARKETING WORKSHOP, INC.
 Norcross, GA 30092
 #08-10020
 Final: 10/8/08

Anti-Drug Copy Test Questionnaire
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October 15th Quotas:

	Ad Cell			
	Ad 1	Ad 2	Ad 3	Control
Males grades 7-8	75	75	75	75
Females grades 7-8	75	75	75	75
Males grades 9-10	75	75	75	75
Males grades 9-10	75	75	75	75
Caucasian	100	100	100	100
African-American	100	100	100	100
Hispanic	100	100	100	100
Total	300	300	300	300

Q.A through Q.D to be completed by interviewer before turning PC over to the respondent.

A. Enter grade from Q.A on screener.

- | | |
|------------------------|---|
| 7 th Grade | 1 |
| 8 th Grade | 2 |
| 9 th Grade | 3 |
| 10 th Grade | 4 |

B. Enter exact age from Q.B on screener. _____

C. Enter ethnicity from Q.E1/Q.E2 on screener.

- | | |
|---------------------------|---|
| Black or African-American | 1 |
| Hispanic/Latino | 2 |
| White | 3 |

D. Enter gender from screener/observation.

- | | |
|--------|---|
| Male | 1 |
| Female | 2 |

Interviewer: please turn computer over to the respondent to complete the survey; click next to continue when ready.

Thank you for participating in our research survey. Your opinions are very important to us.

(MALL/MARKET WILL BE PULLED IN FROM LINK)

1. We'd like to get your opinions on some activities and experiences. Using a scale from 0 to 10 where 0 means you Totally Disagree and 10 means you Totally Agree, please tell us how much you agree or disagree with the following statements. You may use any number between 0 and 10. **(RANDOMIZE)**

Please tell me how much you agree or disagree that:

Totally Disagree		Neither Agree Nor Disagree						Totally Agree		
0	1	2	3	4	5	6	7	8	9	10

- You like to do scary things. _____
- You like new and exciting experiences, even if you have to break the rules. _____
- You would like to explore strange places. _____
- You prefer friends who are exciting and unpredictable. _____

INSTRUCTION FOR AD CELLS 1, 2, 3: (CONTROL SKIP TO NEXT INSTRUCTION)

You will see an ad and then be asked some questions about it.

(INSTRUCTION FOR ALL CELLS:)

Your opinions are very important to us, so please be honest. Everything you say here will be kept anonymous; in fact, I'm not even going to ask your name or address. We're talking to hundreds of people around the country, and no one will know what any one person says in this survey.

(CONTROL CELL SKIP TO Q.5)

(SHOW AD FOR RESPONDENT'S AD CELL)

2. What is the main idea of this ad?
When answering this question, please consider: What is it trying to get across to people who watch it? What does it say or show? What is the message of the ad?

- 3a. Thinking about the ad you just saw, which statement best describes what you thought of it? Would you say it was a... *(SELECT ONE)*

Really good ad	5
Pretty good ad	4
Okay ad	3
Pretty poor ad	2
Really poor ad	1

3b. In answering the few next questions, please use any number between 0 and 10. **(PLACE EACH ITEM ON A SEPARATE SCREEN) (RANDOMIZE)**

How would you describe your overall feeling about the ad if: 0 means UNFAVORABLE and 10 means FAVORABLE? _____

How would you describe your overall feeling about the ad if: 0 means BAD and 10 means GOOD? _____

How would you describe your overall feeling about the ad if: 0 means NEGATIVE and 10 means POSITIVE? _____

How would you describe your overall feeling about the person or people in the ad if: 0 means UNFAVORABLE and 10 means FAVORABLE? _____

How would you describe your overall feeling about the person or people in the ad if: 0 means BAD and 10 means GOOD? _____

How would you describe your overall feeling about the person or people in the ad if: 0 means NEGATIVE and 10 means POSITIVE? _____

Q.4 DELETED

(ASK ALL)

5. Please answer the following questions using any number from 0 to 10, where 0 means you would feel Extremely Bad and 10 means you would feel Extremely Good. You may use any number between 0 and 10. **(PLACE EACH ITEM ON A SEPARATE SCREEN) (RANDOMIZE)**

Extremely <u>Bad</u>		Neither Good <u>Nor Bad</u>		Extremely <u>Good</u>						
0	1	2	3	4	5	6	7	8	9	10

5a How would you feel about resisting negative influences? _____

5b How do you think your close friends would feel about your using marijuana? _____

6. Please answer the following questions using any number from 0 to 10, where 0 means you Totally Disagree and 10 means you Totally Agree. You may use any number between 0 and 10. How much do you agree or disagree with this statement? **(PLACE EACH ITEM ON A SEPARATE SCREEN) (RANDOMIZE)**

Totally <u>Disagree</u>		Neither Agree <u>Nor Disagree</u>		Totally <u>Agree</u>						
0	1	2	3	4	5	6	7	8	9	10

6a You're confident you can resist negative influences. _____

6b You're willing to resist negative influences. _____

7. About what percent of kids your age do you think have used marijuana at least ONCE in the last few months?

None - 0%	1	60%	7
10%	2	70%	8
20%	3	80%	9
30%	4	90%	10
40%	5	All 100%	11
50%	6		

8a. For the next few statements, please answer using any number from 0 to 10, where 0 means you Totally Disagree and 10 means you Totally Agree. You may use any number between 0 and 10. How much do you agree or disagree with this statement? (**RANDOMIZE**)

<u>Totally Disagree</u>					<u>Neither Agree Nor Disagree</u>					<u>Totally Agree</u>
0	1	2	3	4	5	6	7	8	9	10

8a1. Teens today are deciding to resist influences to do things like use weed.

(IF NOT CONTROL CELL, ASK:)

8a1o. Why do you say that? _____

8a2. Teens today are smart about recognizing negative influences and the need to resist them. _____

8a3. Teens who choose to be above the influence will be respected by others. _____

8a4. There are a lot of cool kids who choose not to use marijuana. _____

8a5. You would be better off if you stay above the influence. _____

8b. Please answer the following questions using any number from 0 to 10, where 0 means it is Extremely Unlikely and 10 means it is Extremely Likely. You may use any number between 0 and 10.

<u>Extremely Unlikely</u>					<u>Neither Unlikely Nor Likely</u>					<u>Extremely Likely</u>
0	1	2	3	4	5	6	7	8	9	10

8b1. How likely is it that you would have a better time with friends if you used marijuana? _____

8b2. How likely is it that you would be more like the coolest kids if you used marijuana? _____

(CONTROL CELL SKIP TO INSTRUCTION BEFORE Q.13)

(AD CELLS 1-3 ONLY Q.8b3 to Q.12a/b)

8b3. If faced with a choice, how likely is it that you will choose to define yourself as being above the influence?

9. For the next few statements, please answer using any number from 0 to 10, where 0 means you **TOTALLY DISAGREE** and 10 means you **TOTALLY AGREE**. You may use any number between 0 and 10. (**RANDOMIZE**)

		<u>Totally Disagree</u>				<u>Neither Agree Nor Disagree</u>					<u>Totally Agree</u>	
		0	1	2	3	4	5	6	7	8	9	10
9a.	If you saw this ad on television, you would find yourself paying attention to it											
9b.	If you saw this ad on television, you would find yourself concentrating on it											
9c.	If you saw this ad on television, you would focus on it											
9d.	If you saw this ad on television, you would think about it											
9e.	If you saw this ad on television, you would											

make an effort to watch it

10. In answering the next few questions, please use any number between 0 and 10. **(PLACE EACH ITEM ON A SEPARATE SCREEN) (RANDOMIZE)**

- 10a. How would you rate the claims or arguments presented in the ad if: 0 means WEAK and 10 means STRONG? _____
- 10b. How would you rate the claims or arguments presented in the ad if: 0 means NOT PERSUASIVE and 10 means PERSUASIVE? _____
- 10c. How would you rate the claims or arguments presented in the ad if: 0 means NOT COMPELLING and 10 means COMPELLING? _____
- 10d. How would you rate the claims or arguments presented in the ad if: 0 means NOT BELIEVABLE and 10 means BELIEVABLE? _____
- 10e. How would you rate the claims or arguments presented in the ad if: 0 means NOT CONVINCING and 10 means CONVINCING? _____
- 10f. How would you rate the claims or arguments presented in the ad if: 0 means NOT GOOD ARGUMENTS and 10 means GOOD ARGUMENTS? _____
- 10g. How would you rate the claims or arguments presented in the ad if: 0 means DISHONEST and 10 means HONEST? _____
- 10h. How would you rate the claims or arguments presented in the ad if: 0 means NOT CREDIBLE and 10 means CREDIBLE? _____
- 10i. How would you rate the claims or arguments presented in the ad if: 0 means NOT REALISTIC and 10 means REALISTIC? _____
- 10j. How would you rate the claims or arguments presented in the ad if: 0 means NOT TRUSTWORTHY and 10 means TRUSTWORTHY? _____

11. Do you feel that this ad is: (YES/NO) **(RANDOMIZE)**

	<u>Yes</u>	<u>No</u>		<u>Yes</u>	<u>No</u>
11a. AMUSING?	1	2	11j. IRRITATING?	1	2
11b. APPEALING?	1	2	11k. LIVELY?	1	2
11c. CLEVER?	1	2	11l. ORIGINAL?	1	2
11d. CONFUSING?	1	2	11m. PHONY?	1	2
11e. DULL?	1	2	11n. POINTLESS?	1	2
11f. EASY TO FORGET?	1	2	11o. RELEVANT TO YOU?	1	2
11g. EFFECTIVE?	1	2	11p. TRUE TO LIFE?	1	2
11h. IMAGINATIVE?	1	2	11q. WELL DONE?	1	2
11i. INFORMATIVE?	1	2	11r. WORTH REMEMBERING?	1	2

12a. Is there anything in the ad that you think maybe is not true?

- Yes 1 → *CONTINUE*
- Not Sure 2 → *CONTINUE*
- No 3 → *SKIP TO INSTRUCTION BEFORE Q.13*

12b. Why do you say that?

These last questions are of a personal nature. We need you to be completely honest in answering.

Just read the question and click your answer with the mouse.

13. (RANDOMIZE)

Extremely <u>Unlikely</u>					Neither Unlikely <u>Nor Likely</u>					Extremely <u>Likely</u>
0	1	2	3	4	5	6	7	8	9	10

- 13a. Over the next few months, how likely is it that you will smoke marijuana? _____
- 13b. Over the next few months, if one of your close friends were to offer you marijuana, would you smoke it? _____
- 13c. Over the next few months, how likely is it that you will resist the negative influence of others? _____
- 13d. Over the next few months, how committed are you to being above the influence? _____

And finally, we have a few general questions about your Internet use.

14. Do you have a computer at home?

Yes	1
No	2

15. Where do you use a computer to go online? Please click all that apply.

Home	1
School	2
Friend's home	3
Library	4
Café or restaurant	5
Other	6

16. How many hours would you say you spend online per week, including for email?

0	1
1 to 5	2
6 to 10	3
11 +	4

17. Have you ever taken an online marketing research survey?

Yes	1
No	2

(GENERATE UNIQUE RESPONDENT ID ON FINAL PAGE; INSTRUCT RESPONDENT TO KEEP FINAL PAGE OPEN)

Thank you!

Attachment 4: Sample Adult General Communications Check Screener & Survey

The Marketing Workshop, Inc.
Norcross, Georgia 30092
09-10063
Draft:

N=1200
N=300 Per Ad

Cell A: Coke Page
Cell C: Coke Page + 1/3

Cell B: Syringe Page
Cell D: Syringe Page + 1/3

Parents of Teens Print Ad Questionnaire: Web

SCREENER

Thank you for taking part in this survey. It should take you approximately 15 minutes to complete.

For this study we are interviewing certain people. Please answer a few questions to determine if we can include you in this study.

Q.S1: Before we begin, please indicate if you are male or female. **(SELECT ONE)**

Male	1	QUOTA=1/2 of sample
Female	2	QUOTA=1/2 of sample

Q.S2: Would you describe your self as Hispanic or Latino? **(SELECT ONE)**

Yes	1	SKIP TO Q.S4; QUOTA=1/3 OF SAMPLE
No	2	

Q.S3: Would you describe yourself as? **(MORE THAN ONE IS ACCEPTABLE)**

American Indian or Alaska Native	TERMINATE
Asian	TERMINATE
Black or African-American	QUOTA=1/3 OF SAMPLE
Native Hawaiian or Other Pacific Islander	TERMINATE
White	QUOTA=1/3 OF SAMPLE
Other	TERMINATE
Refused/Prefer not to answer	TERMINATE

Q.S4: Do you have children? **(SELECT ONE)**

Yes	1	
No	2	TERMINATE

Q.S5: Please indicate how many children you have in each age range. **(SELECT ONE FOR EACH ROW)**

	<u>0</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5+</u>
Under 12 years of age	X	1	2	3	4	5
12 to 15 years old	X	1	2	3	4	5
16 to 18 years old	X	1	2	3	4	5
19 years of age or older	X	1	2	3	4	5

MUST INDICATE AT LEAST 1 CHILD BETWEEN AGES 12 AND 18 TO CONTINUE, OTHERWISE THANK AND TERMINATE.

Q.S6: Are you, or is anyone in your household, currently working in any of the following industries? **(SELECT ALL THAT APPLY)**

- | | | |
|------------------------------------|---|------------------|
| Advertising agency | 1 | TERMINATE |
| Automotive dealer or manufacturer | 2 | |
| Cable or satellite TV company | 3 | |
| Healthcare company | 4 | |
| Internet provider | 5 | |
| Market research firm or department | 6 | TERMINATE |
| None of the above | 7 | |

Q.S7: We are looking for people with a variety of experiences. Have you participated in an online market research study on any of the following topics in the past 3 months? **(SELECT ALL THAT APPLY)**

- | | | |
|-------------------------------|---|------------------|
| Cable or satellite television | 1 | |
| Illegal drug use in your area | 2 | TERMINATE |
| Healthcare | 3 | |
| The economy | 4 | |
| Auto purchases | 5 | |
| None of the above | 6 | |

QUESTIONNAIRE

We are interested in what people like you think about advertisements that may appear in newspapers or magazines. You will be shown one ad and then asked some questions about it.

Please take your time to look at the ad as you normally would if you came across it in a newspaper or magazine you're reading. Look at and read the parts that interest you and skip those that don't. You can click the ad itself to enlarge its text.

When you finish, click the 'Return To Survey' button.

This is not a test and there are no right or wrong answers, so please don't take notes. We are only interested in your frank and honest thoughts and opinions. Please be as candid as possible.

[SHOW AD]

Q.1: After looking at this ad, what was the first thing that came to your mind?

Q.2: Any additional thoughts?

Please look at the ad one more time. Take as much time as you want to look at it, and then click 'Return To Survey.'

[LINK TO AD INSERTED HERE]

Please do not click 'Next' until you have viewed the ad.

Q.3: Thinking about this ad, what was the main message the ad was trying to get across?

Q.4: How important was the main message in this ad to you personally? **(SELECT ONE)**

- Extremely important 5
- Very important 4
- Somewhat important 3
- Not very important 2
- Not at all important 1

Q.5: Please indicate to what extent you agree or disagree that each statement describes how you feel about this ad. Do you “strongly agree,” “agree,” “neither agree nor disagree,” “disagree” or “strongly disagree” that the ad is... **(SELECT ONE IN EACH ROW)**

[RANDOMIZE]

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Easy to understand	5	4	3	2	1
Meant for someone like me	5	4	3	2	1
Believable	5	4	3	2	1
Credible	5	4	3	2	1
Informative	5	4	3	2	1
Attention-getting	5	4	3	2	1
Telling me something new I didn't know before	5	4	3	2	1
Worth remembering	5	4	3	2	1
Dull	5	4	3	2	1
Interesting	5	4	3	2	1
Something I would like to see again	5	4	3	2	1
Confusing	5	4	3	2	1
Offensive	5	4	3	2	1
Preachy	5	4	3	2	1
Realistic	5	4	3	2	1

Q.6: What, if anything, did you like about the ad? *Please be specific.*

Q.7: What, if anything, did you dislike about the ad? *Please be specific.*

(IF “Disagree” or “Strongly Disagree” TO EITHER “Believable” or “Credible”, ASK Q.7b)

Q.7b: What did you find not believable or not credible about the ad? *Please be specific.*

Q.8: If you came across this ad in a newspaper or magazine, would you be “very likely,” “somewhat likely,” “neither likely nor unlikely,” “somewhat unlikely” or “very unlikely” to...?
(SELECT ONE IN EACH ROW)

[RANDOMIZE]

	Very Likely	Somewhat Likely	Neither Likely Nor Unlikely	Somewhat Unlikely	Very Unlikely
Notice it	5	4	3	2	1
Skip over it	5	4	3	2	1
Read it	5	4	3	2	1
Think about it	5	4	3	2	1
Want to find out more about the topic	5	4	3	2	1
Want to pass along this information	5	4	3	2	1

Q.9: If you came across this ad in a newspaper or magazine, how likely would the following elements draw your attention to the ad?

Would you say the following elements would be “very likely,” “somewhat likely,” “neither likely nor unlikely,” “somewhat unlikely” or “very unlikely” to draw your attention to the ad? **(SELECT ONE IN EACH ROW)**

[RANDOMIZE]

	Very Likely	Somewhat Likely	Neither Likely Nor Unlikely	Somewhat Unlikely	Very Unlikely
The text	5	4	3	2	1
Overall visual layout	5	4	3	2	1
The use of imagery and graphics	5	4	3	2	1
The words, ‘Parents: The Anti-Drug’	5	4	3	2	1
The pill bottle	5	4	3	2	1
The pattern of pill placement	5	4	3	2	1

Q.10a: Thinking about the ad overall, do you think it presented “too much,” “just the right amount,” or “too little” information? **(SELECT ONE)**

Too much information	3
Just the right amount of information	2
Too little information	1

Q.10b: Did you notice a website address in the ad? **(SELECT ONE)**

Yes	1
No	2

Q.11: To what extent do you agree or disagree that the ad communicated the following messages? Do you “strongly agree,” “agree,” “neither agree nor disagree,” “disagree” or “strongly disagree” that the ad... **(SELECT ONE IN EACH ROW)**

[RANDOMIZE]

Ad Cells	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
C & D Made you think about things you can do to help your teen avoid abusing prescription drugs.	5	4	3	2	1
All Made you realize teen use of prescription drugs is a bigger problem than you thought.	5	4	3	2	1
C & D Made you believe that you now have more useful information for talking to your teen about prescription drug abuse.	5	4	3	2	1
All Prescription drug abuse among teens is a serious problem.	5	4	3	2	1
C & D Teens who abuse prescription drugs often get them from family and friends.	5	4	3	2	1
C & D Parents can reduce the possibility of teen prescription drug abuse by safeguarding those drugs.	5	4	3	2	1
C & D Prescription drugs in your home could be abused by teens.	5	4	3	2	1

Q.12: After seeing the ad, are you more likely or less likely to...? **(SELECT ONE IN EACH ROW)**
 [RANDOMIZE]

	More Likely	Less Likely	It Makes No Difference
Safeguard all prescription drugs at home. Monitor quantities and control access.	3	2	1
Be a good role model by not sharing prescription medicines.	3	2	1
Dispose of old or unused prescription drugs.	3	2	1
Ask friends and family to safeguard their prescription drugs as well.	3	2	1
Take action to protect your teen from abusing prescription drugs.	3	2	1
Go to the website, theantidrug.com.	3	2	1
Remember the website, theantidrug.com, for future use.	3	2	1
Pass the website, theantidrug.com, along to someone else.	3	2	1

DEMOGRAPHICS

The following questions are for classification purposes only. Your replies will be held in strict confidence.

Q.D1: Which of the following ranges includes your age? **(SELECT ONE)**

- 18-34 1
- 35-44 2
- 45-54 3
- 55-64 4
- 65-74 5
- 75 and over 6
- Prefer not to answer 7

Q.D2: What was the last grade you finished in school? **(SELECT ONE)**

- Less than high school education 1
- High school graduate 2
- Attended college but did not graduate 3
- College graduate 4
- Post-graduate work or degree 5
- Prefer not to answer 6

Q.D3: What is your marital status? **(SELECT ONE)**

- Single 1
- Married 2
- Living with partner, either opposite sex or same sex 3
- Separated/Divorced/Widowed 4
- Prefer not to answer 5

Q.D5: How often do you read any newspaper (excluding web publications)? **(SELECT ONE)**

- Never or rarely 1
- Less than once a week 2
- Once a week 3
- Two or more times a week 4
- Daily 5
- Prefer not to answer 6

Q.D6: How often do you read any magazine (excluding web publications)? **(SELECT ONE)**

- Never or rarely 1
- Less than once a month 2
- Once a month 3
- A few times a month 4
- Once a week 5
- More than once a week 6
- Prefer not to answer 7

Q.D7: How often do you read any online news site? **(SELECT ONE)**

- Never or rarely 1
- Less than once a week 2
- Once a week 3
- Two or more times a week 4
- Daily 5
- Prefer not to answer 6

Q.D8: At the present time are you employed? **(SELECT ONE)**

- Yes 1
- No 2 **SKIP TO Q.D10**
- Prefer not to answer 3 **SKIP TO Q.D10**

Q.D9: Is your primary job full-time or part-time? **(SELECT ONE)**

- Full-time 1
- Part-time 2
- Prefer not to answer 3

Q.D10: Which of the following categories best approximates the total yearly income of all members of your household now living at home? **(SELECT ONE)**

- Under \$20,000 1
- \$20,000 to \$29,999 2
- \$30,000 to \$39,999 3
- \$40,000 to \$49,999 4
- \$50,000 to \$59,999 5
- \$60,000 to \$74,999 6
- \$75,000 to \$99,999 7
- \$100,000 or more 8
- Prefer not to answer 9

Q.D11: What state do you live in? **(SHOW DROP DOWN)**

Q.D12: Census Region Tally (*Not asked of respondents*) **(SOFT QUOTA BY REGION)**

- 1. Northeast
- 2. Midwest
- 3. South
- 4. West

Q.D13: Please indicate your zip code _____

This concludes our survey. Thank you very much for participating in this survey.