

National Tobacco Education Campaign:


**Rough Cut Testing of Radio Ads
Among 18-54 Year Olds Main Questionnaire**

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

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

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https://surveys.poll.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

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

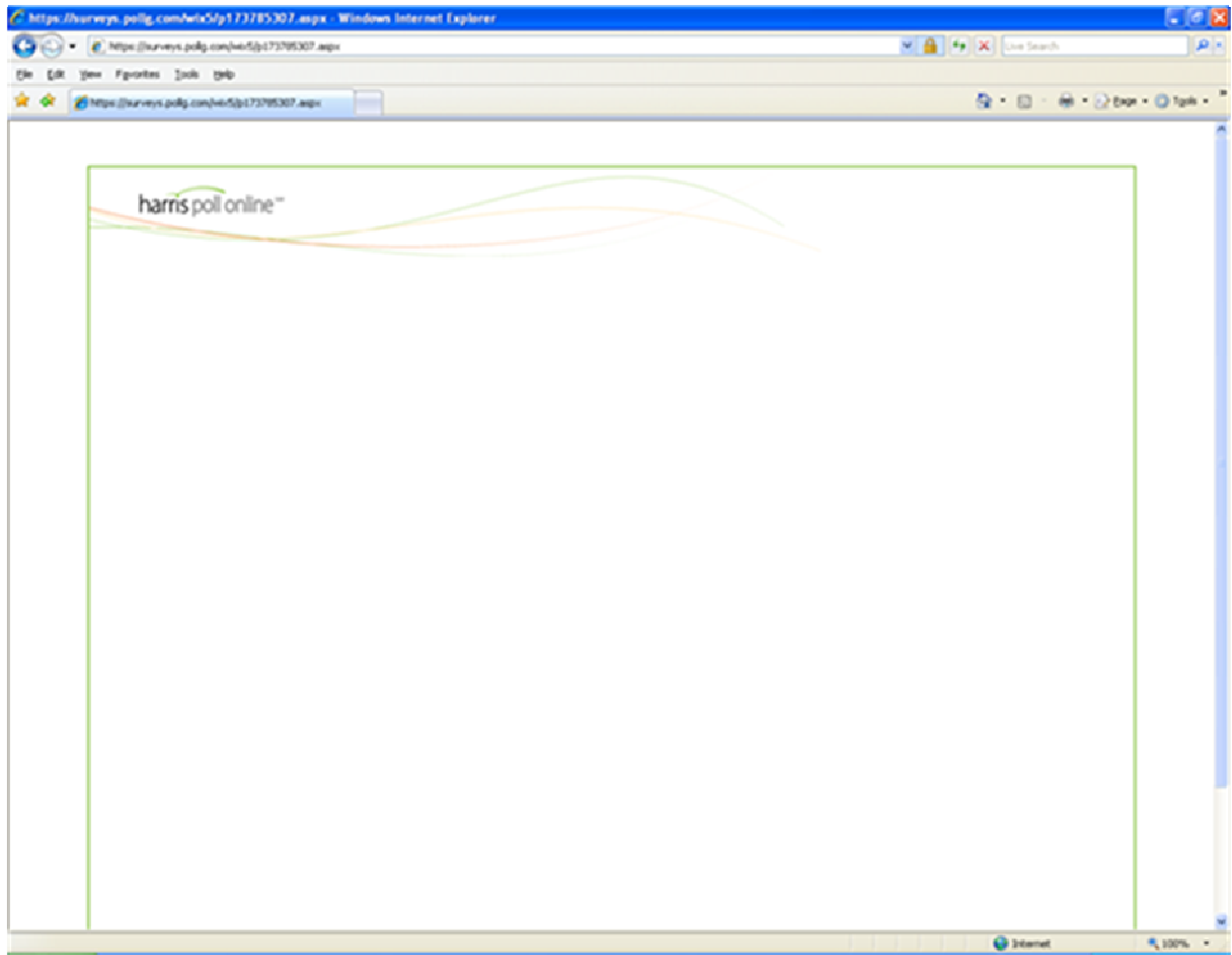
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We would now like to play for you two radio ads and gather your reactions to those ads. Please make sure the volume on your computer is turned up, so that you may hear the audio. Please click the arrow at the bottom of the screen to continue.

← PROGRESS →

RESUME LATER

Internet 100%



Note: The radio ad would be played in this box

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

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What is the main message of this advertisement?

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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 enclosed in a light green border. At the top left of the survey area is the 'harris poll online™' logo. Below the logo is the question 'What is the main message of this advertisement?' followed by a large, empty text input box. At the bottom of the survey area, there is a progress bar labeled 'PROGRESS' with a green indicator showing approximately 25% completion. To the right of the progress bar are two green arrows pointing outwards. Below the survey area is a button labeled 'RESUME LATER'. The browser's status bar at the bottom shows 'Done', 'Internet', and '100%' zoom level.

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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
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"/>

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

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

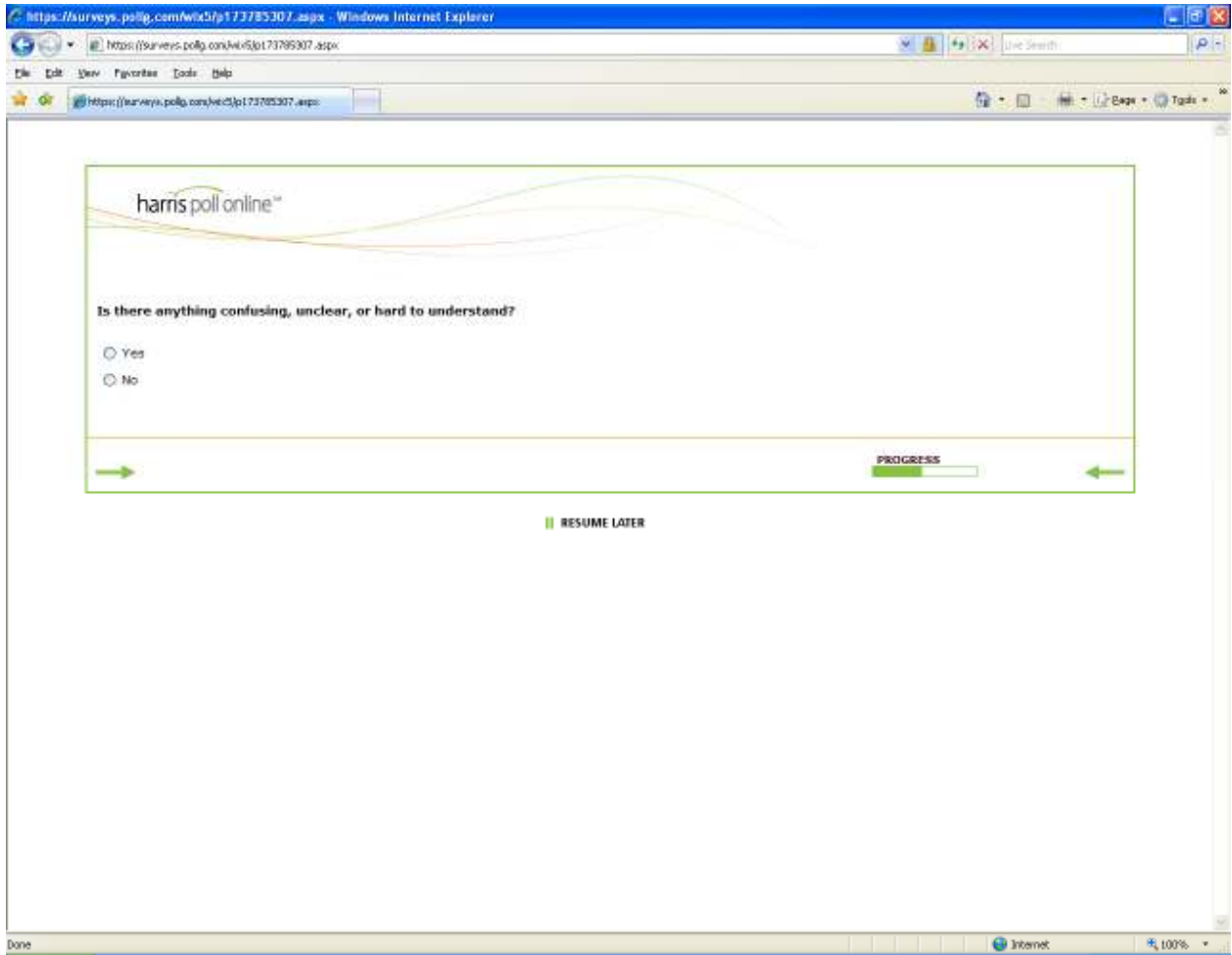
Yes

No

← PROGRESS →

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Done Internet 100%



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

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What was confusing, unclear or hard to understand?

PROGRESS

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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...

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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

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Done Internet 100%

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

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

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

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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 ←

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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 →

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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?

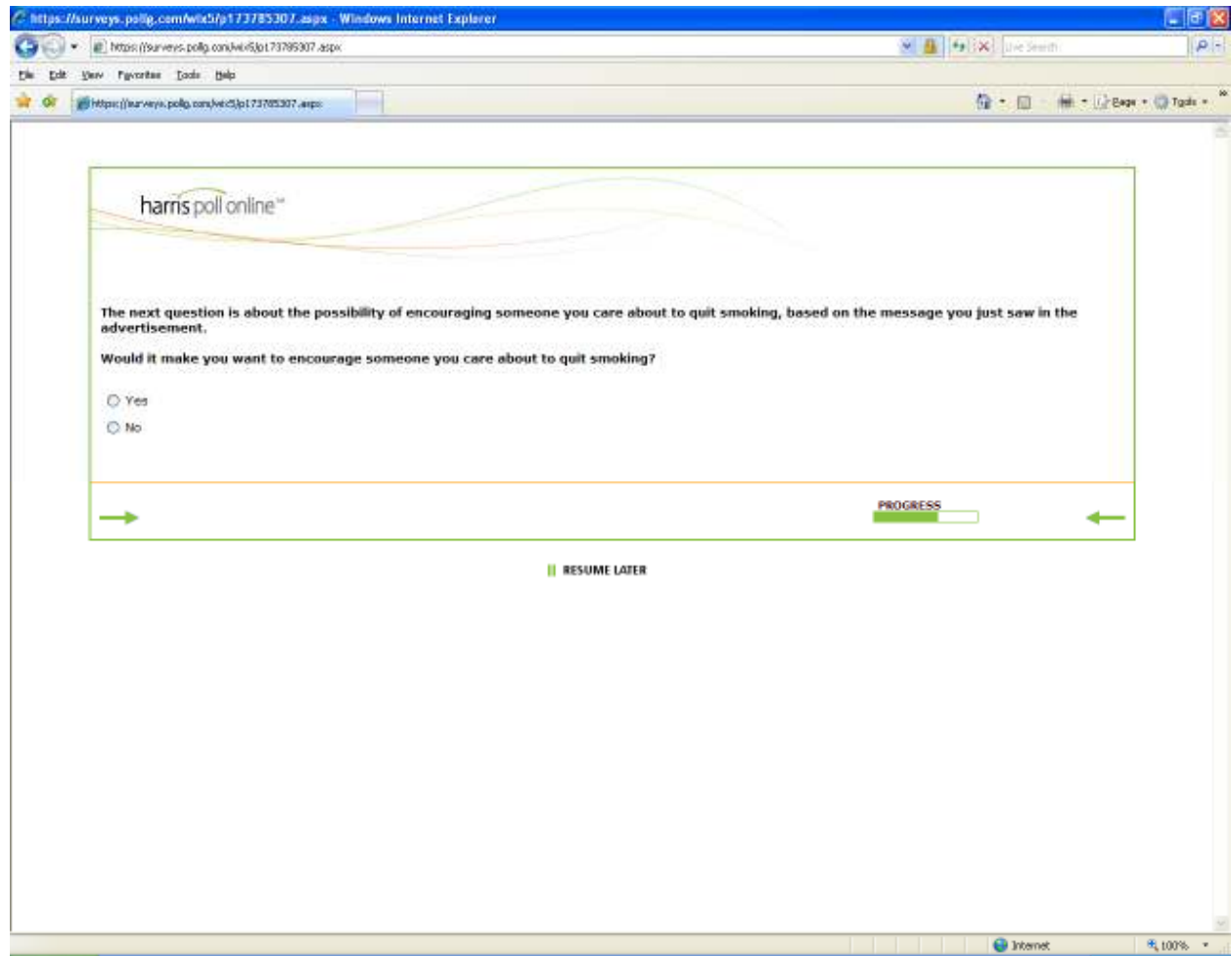
Yes

No

PROGRESS

RESUME LATER

Internet 100%



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

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Done

Internet 100%

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

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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 www.smokefree.gov 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"/>

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