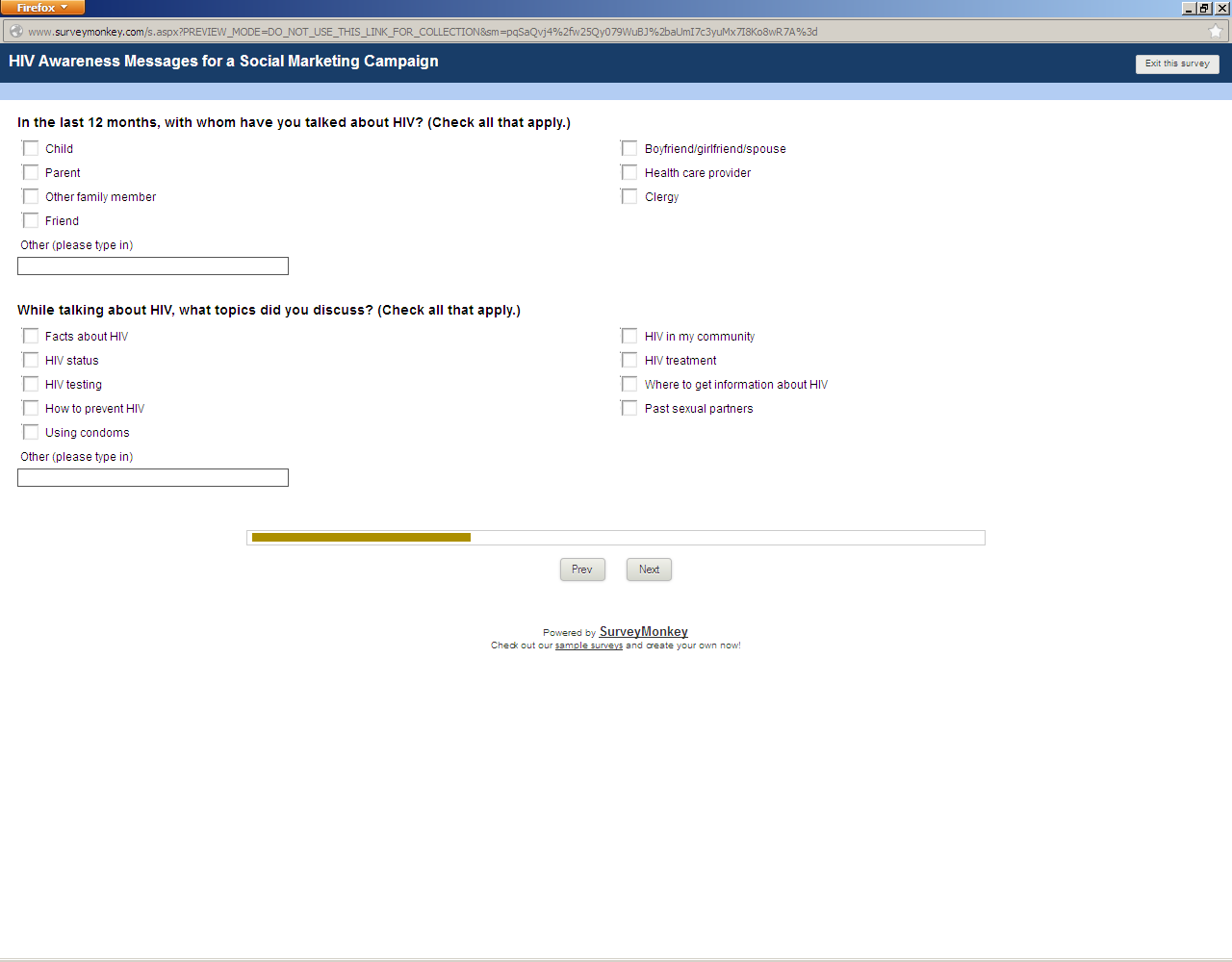
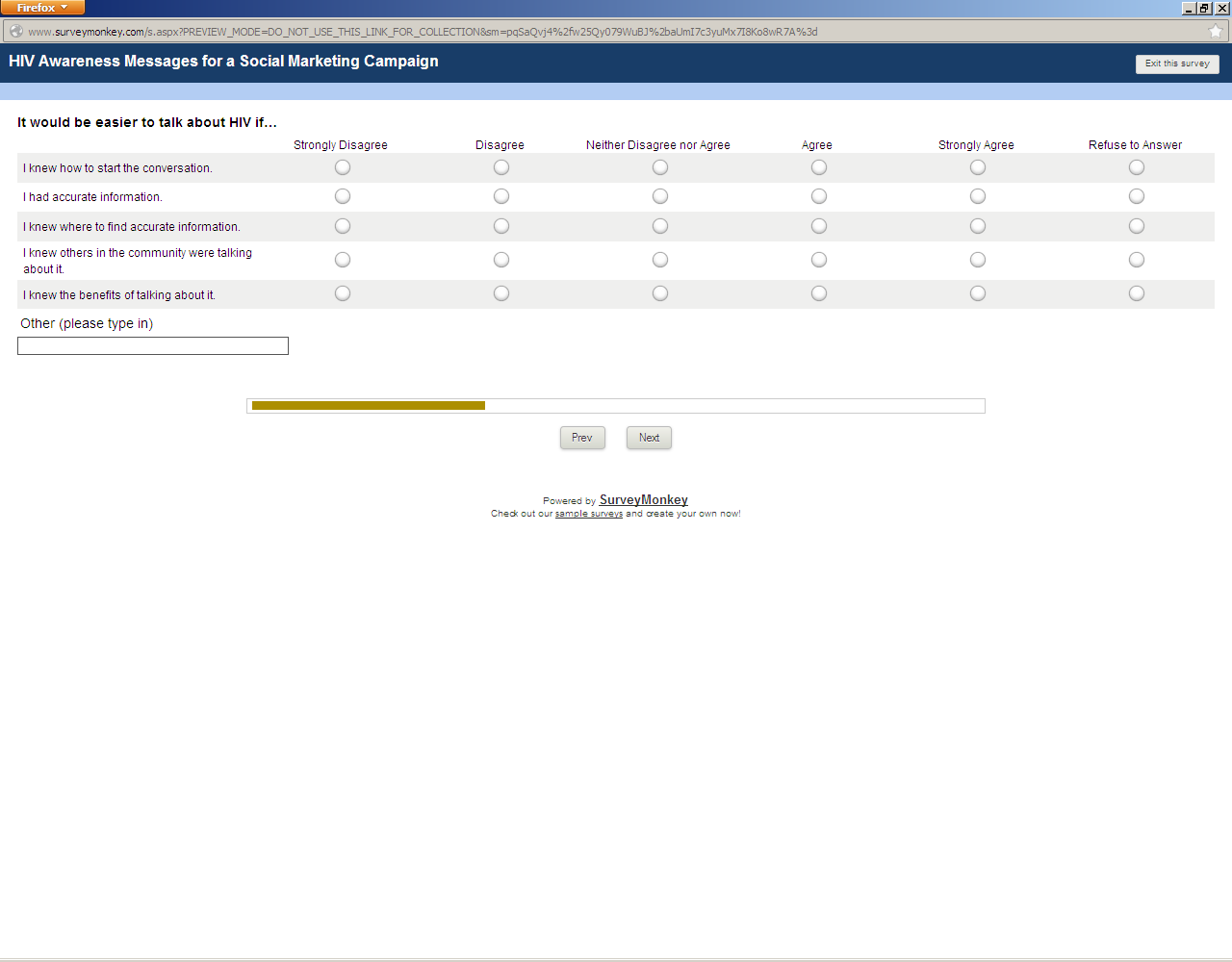
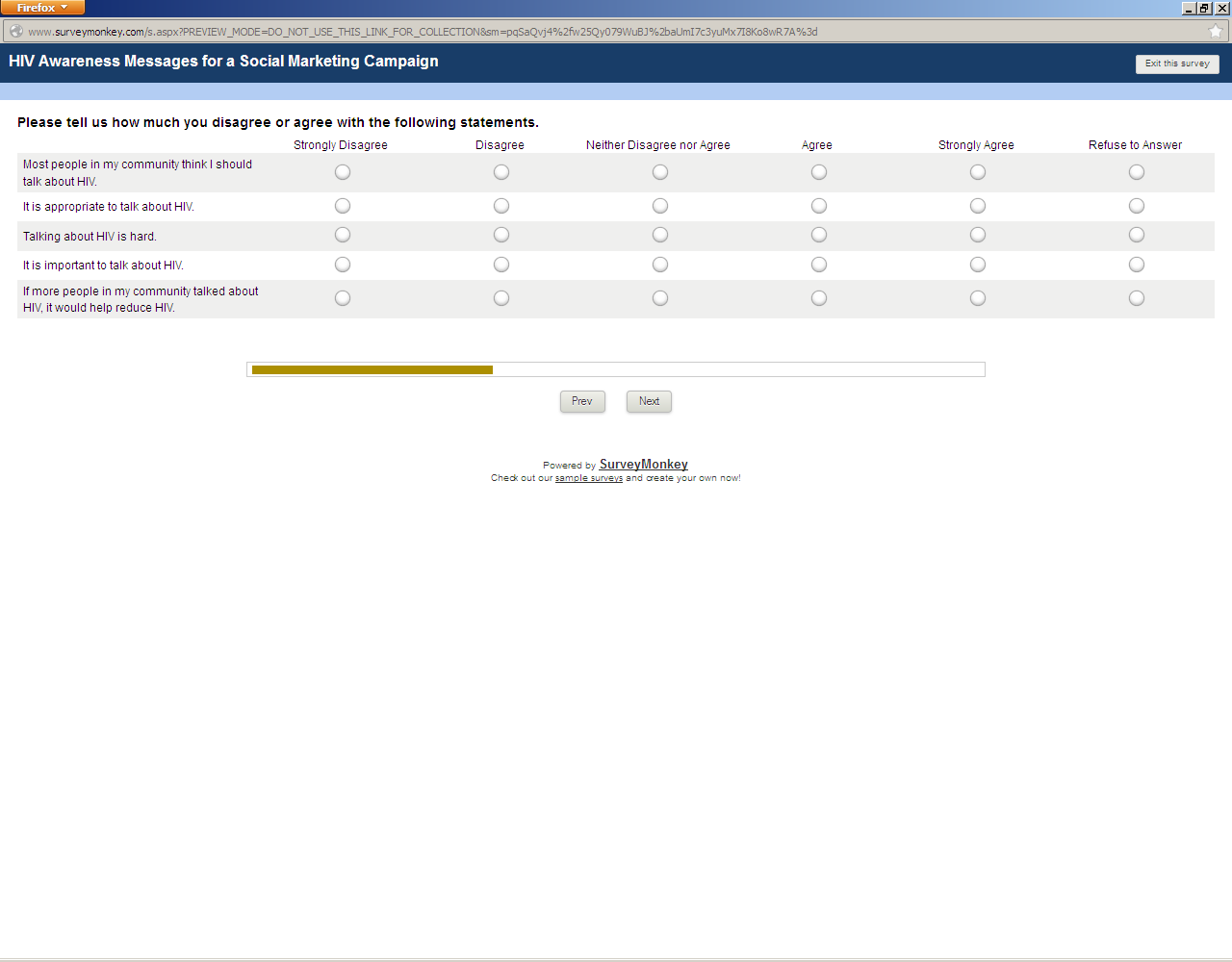
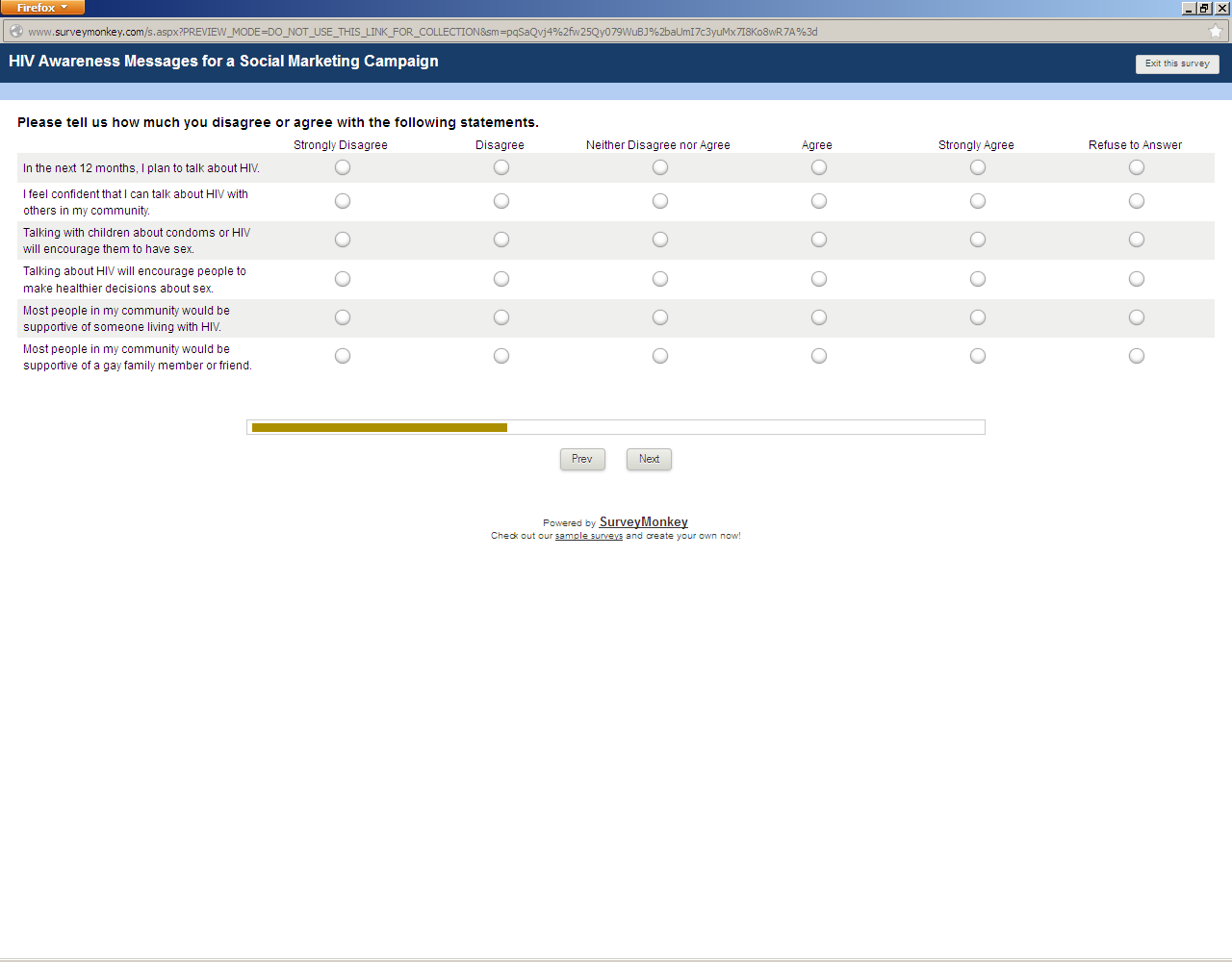


**Attachment 1: Web-based Survey Instrument - English**

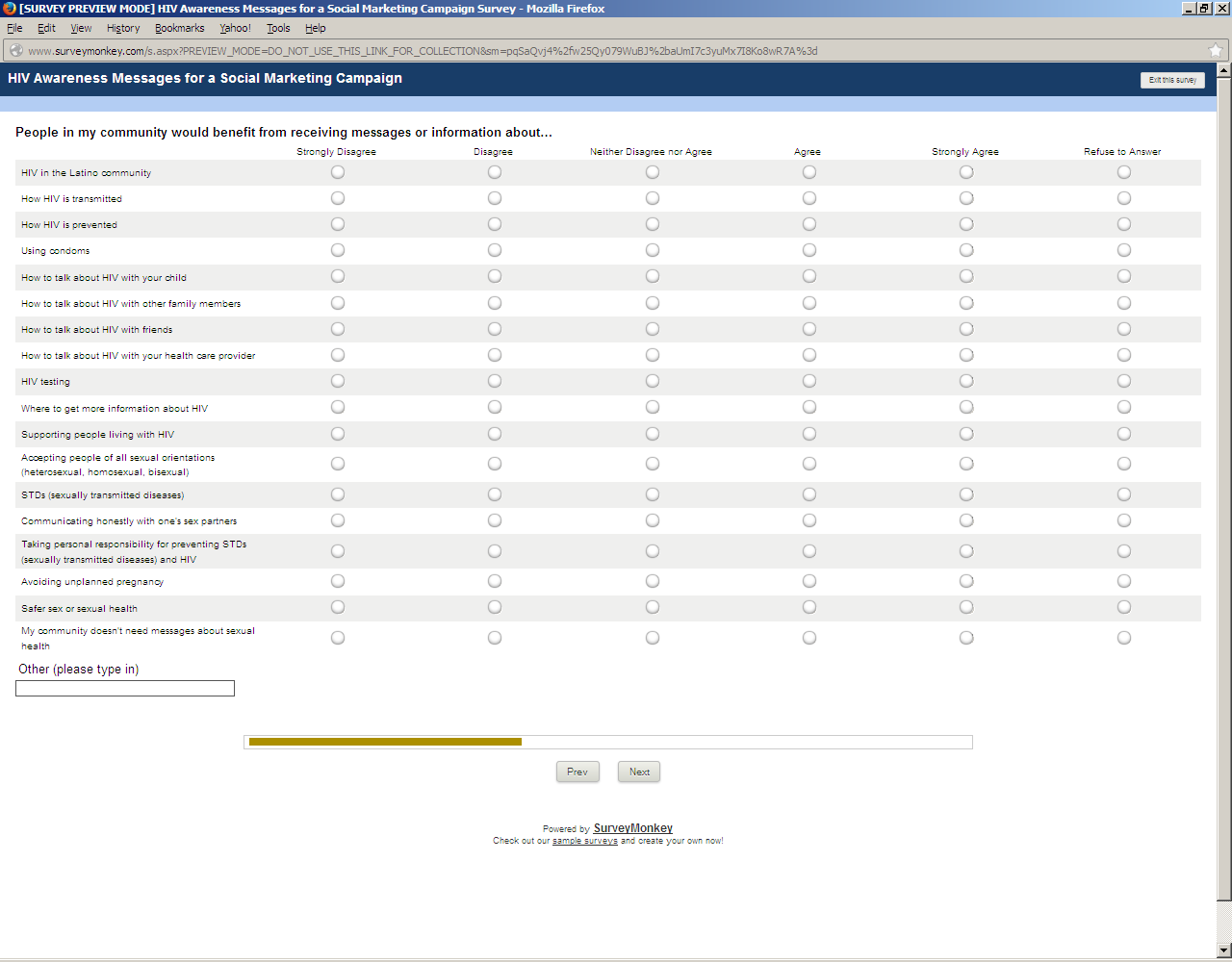


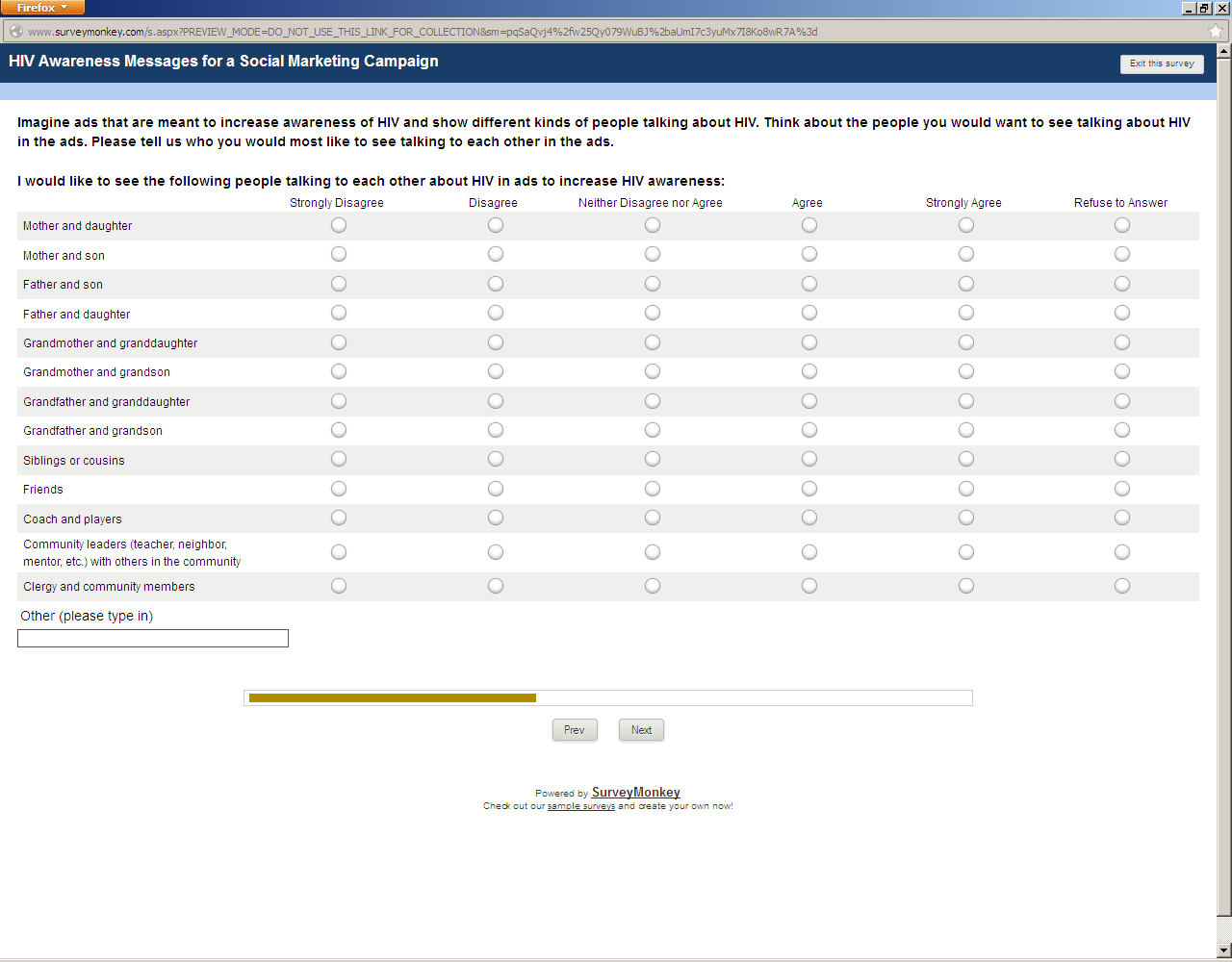




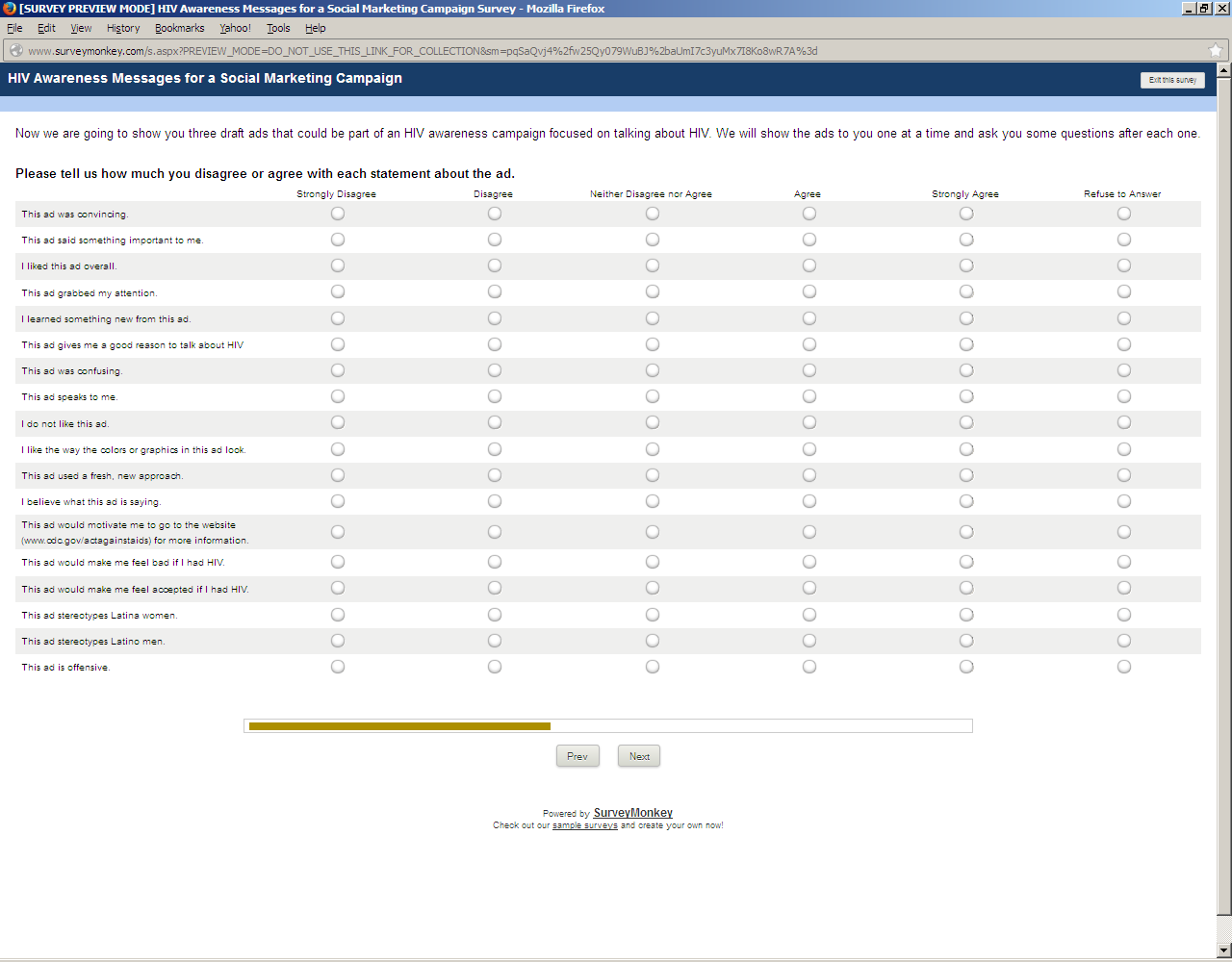




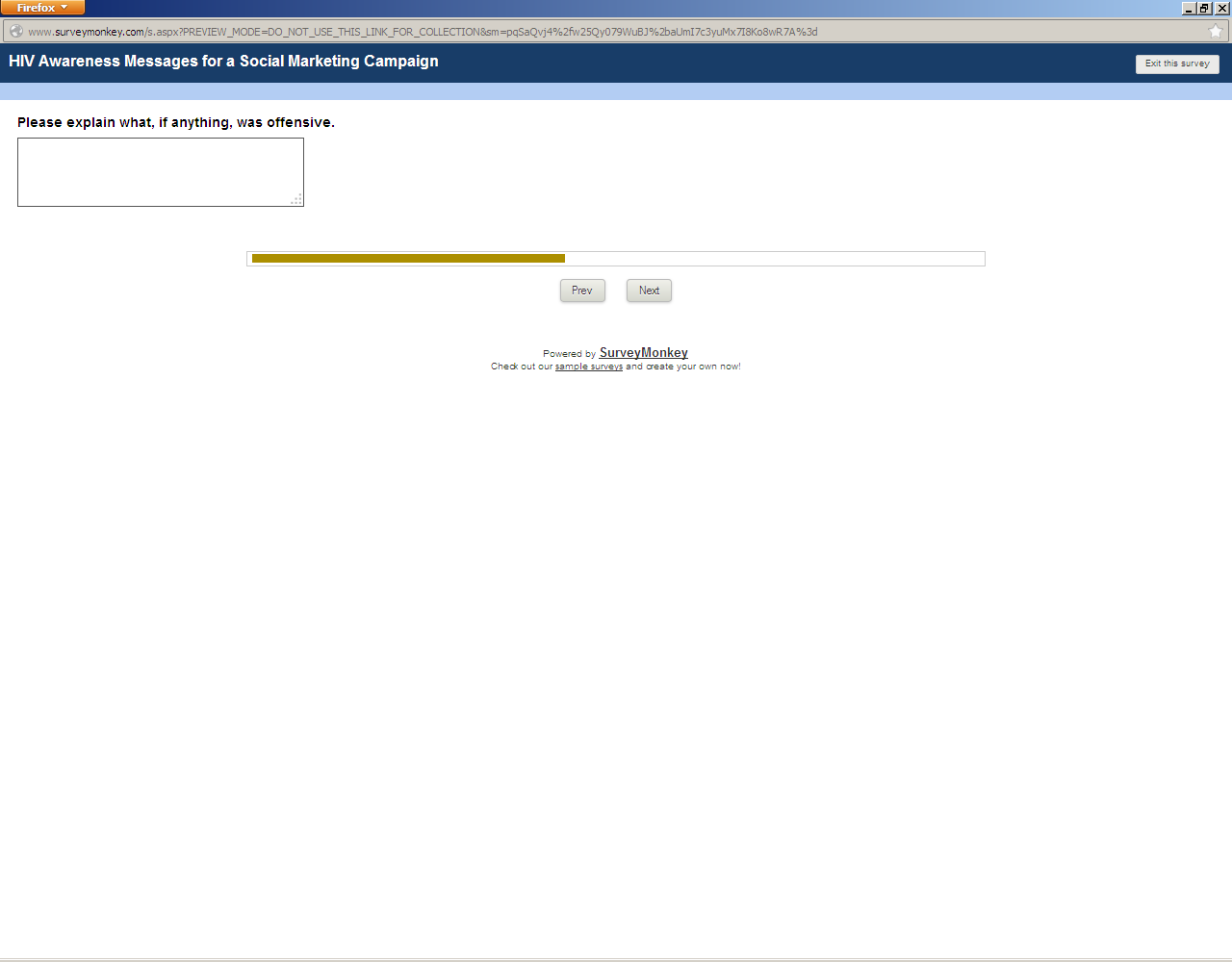


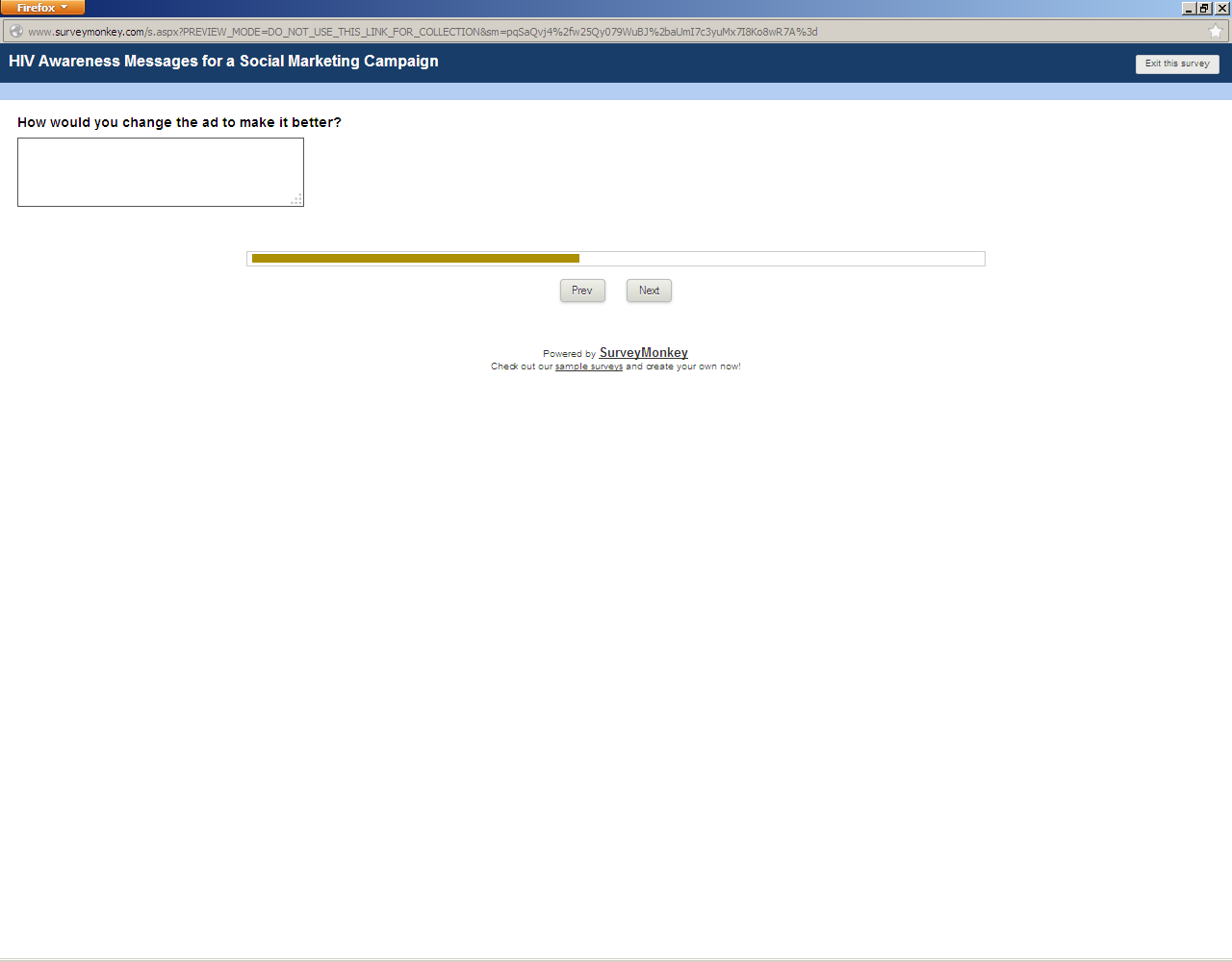


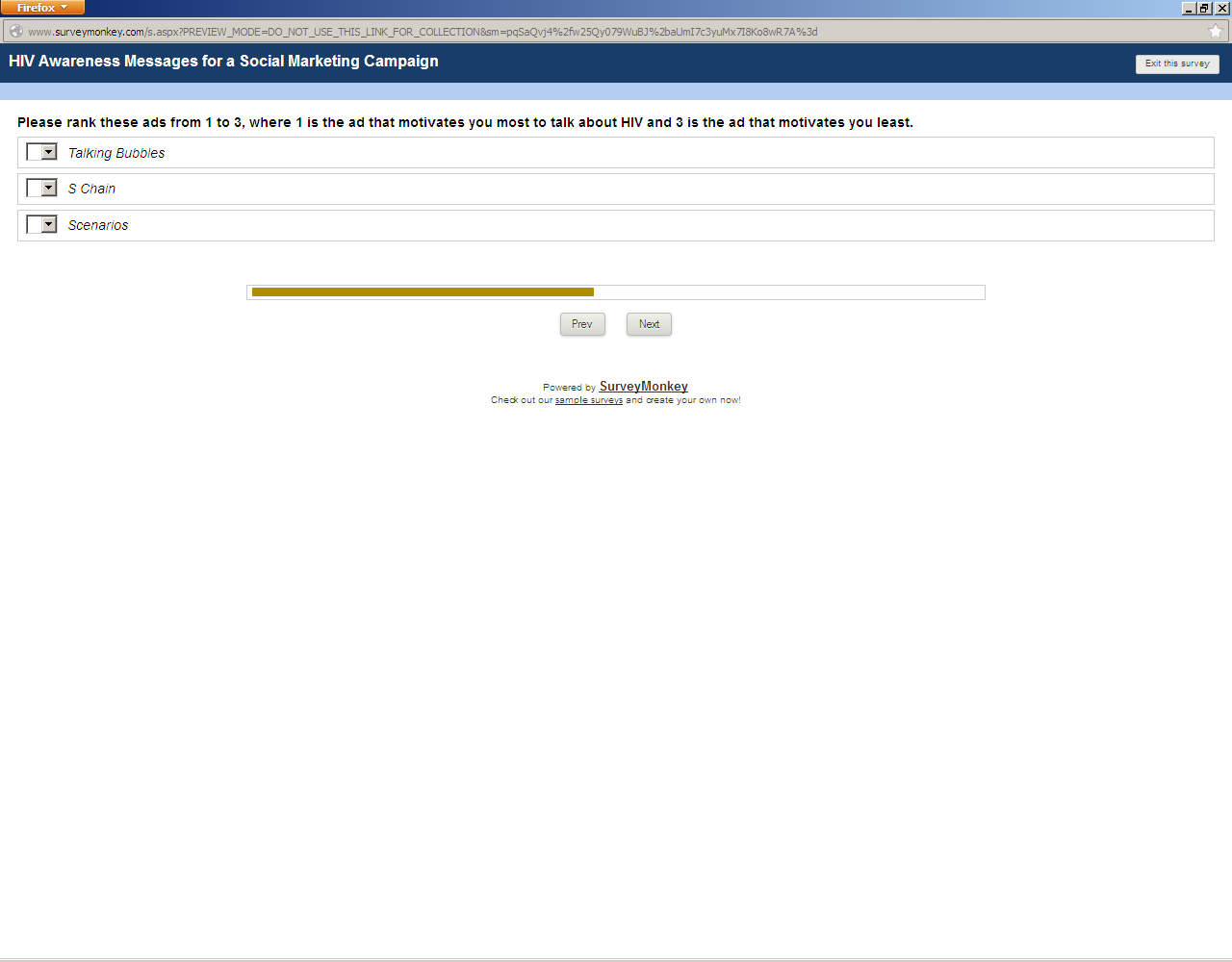
***[See attachment for draft campaign concepts to be inserted before questions. Questions repeated for each concept tested.]***



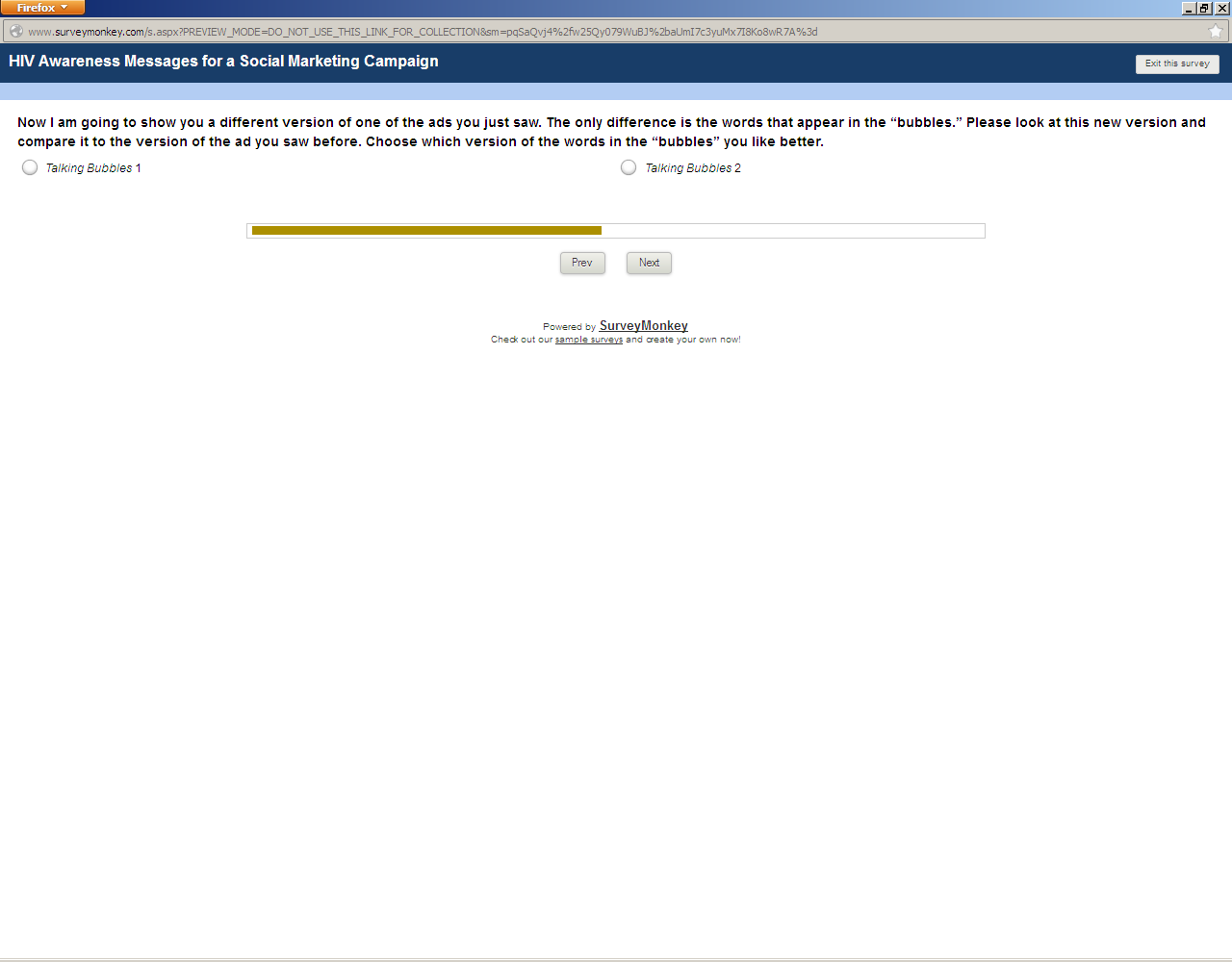
***[For respondents indicating “Agree” or “Strongly Agree” to the final item on the previous screen]***



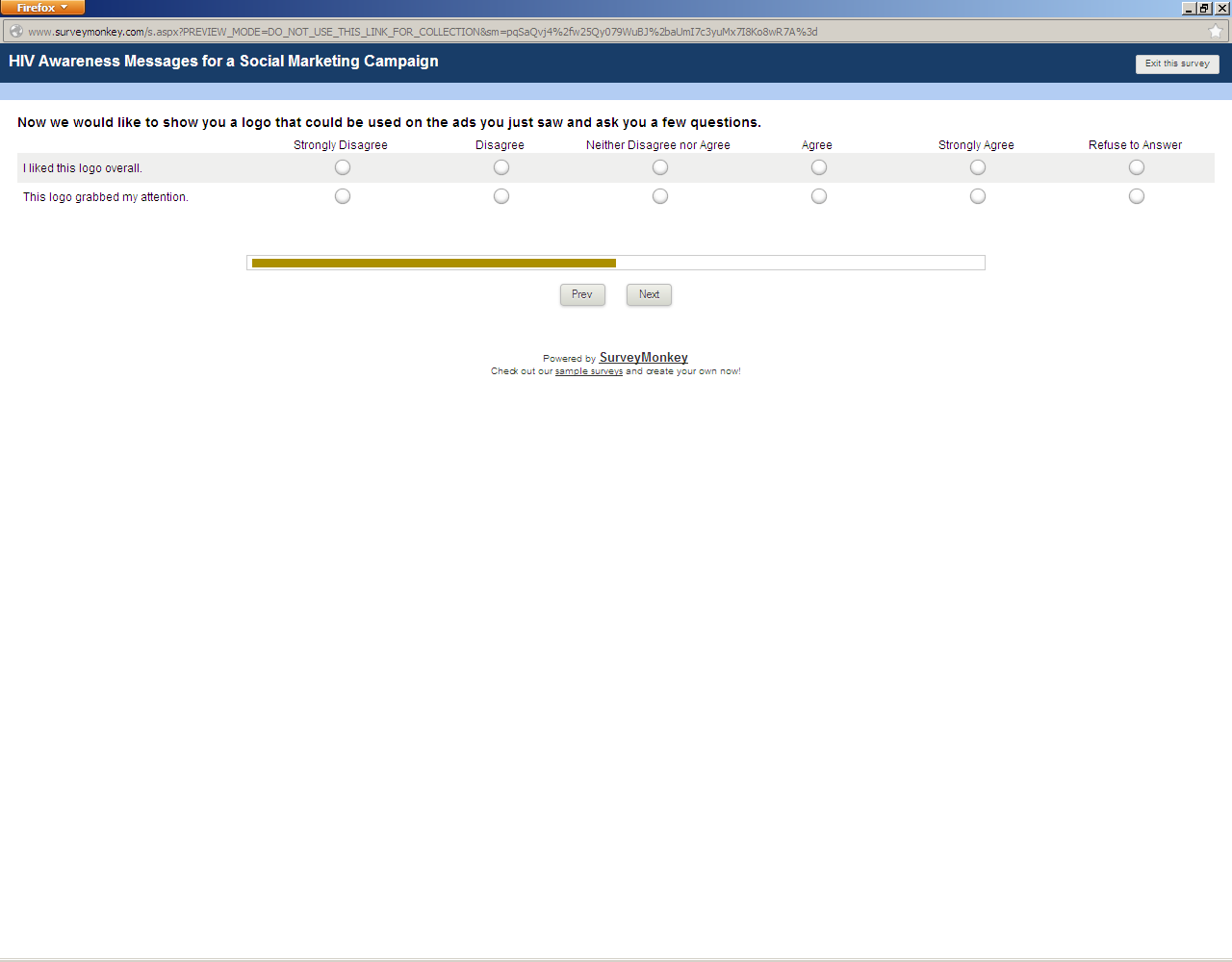




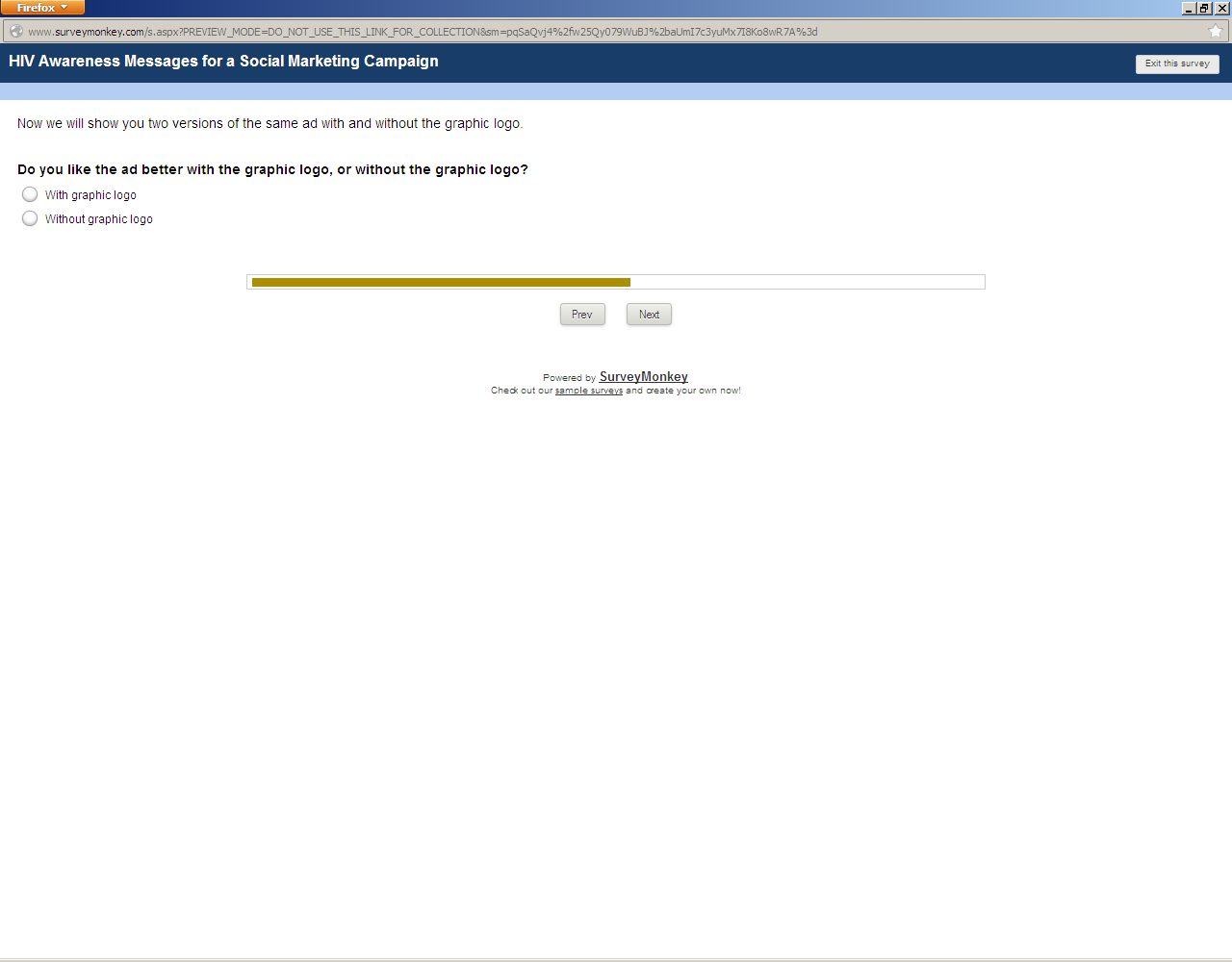
***[See attachment for alternative versions of “Talking Bubbles” concept, which would be inserted after the instruction below]***

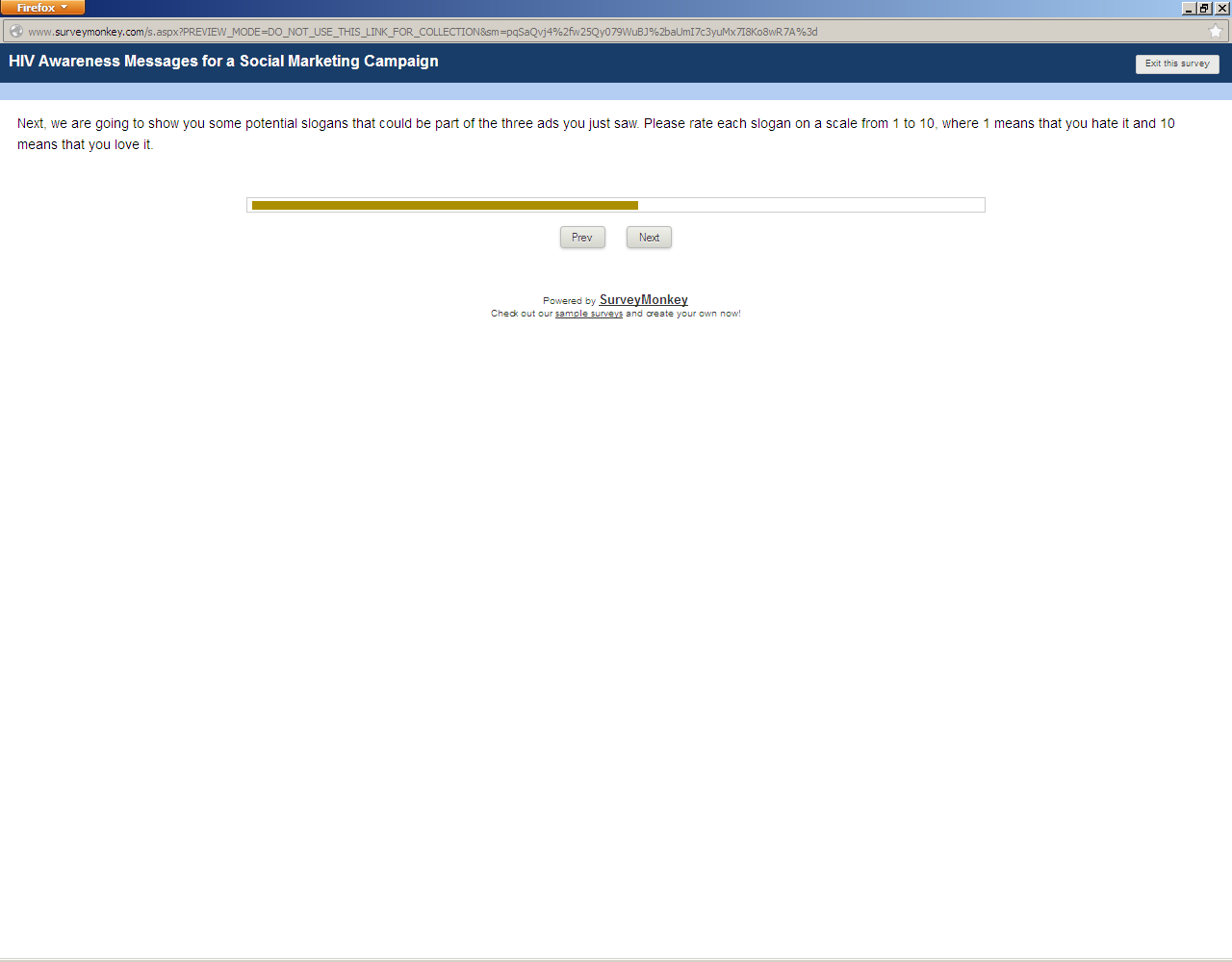


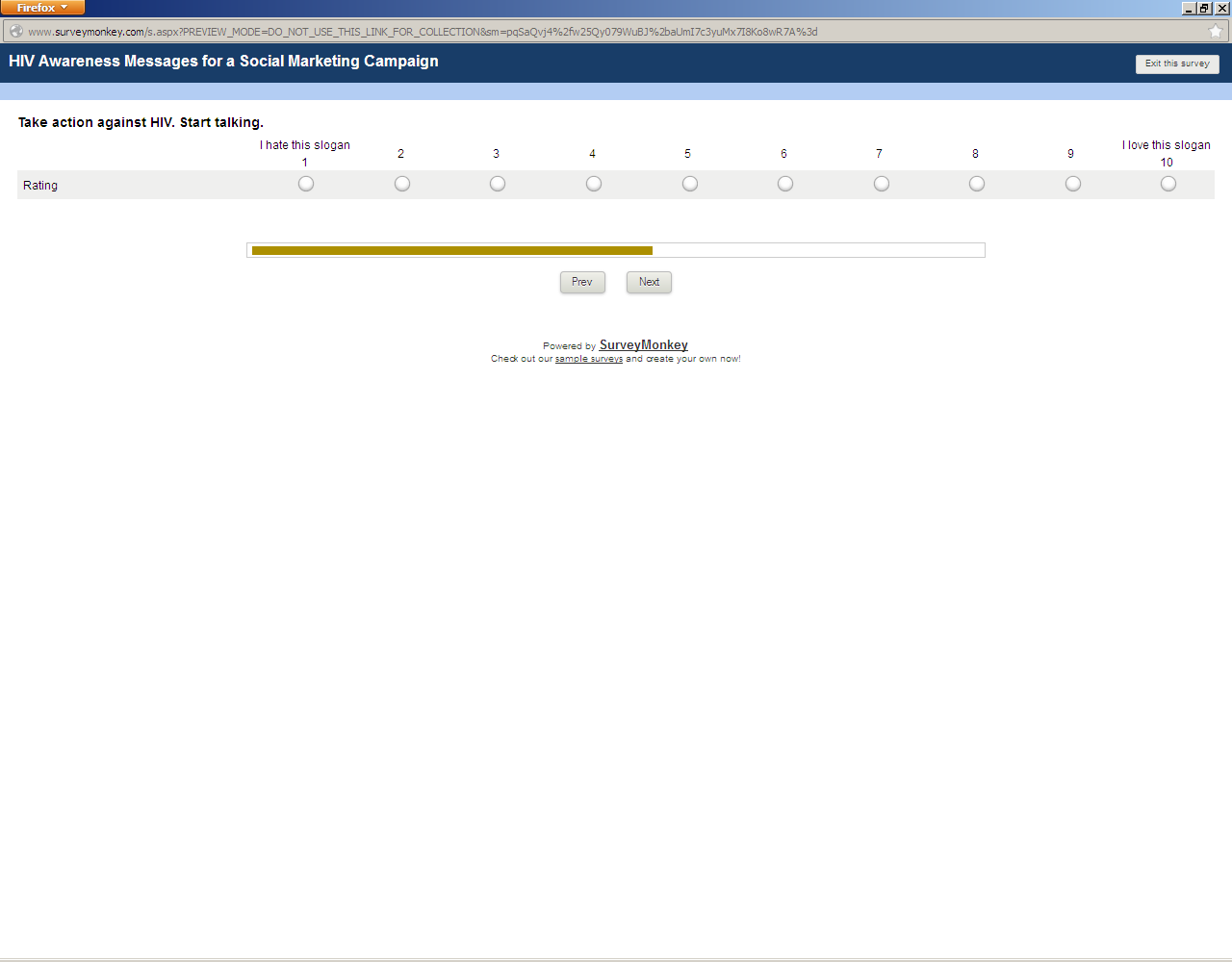
***[See attachment for draft logo, which would be inserted after the instruction below]***

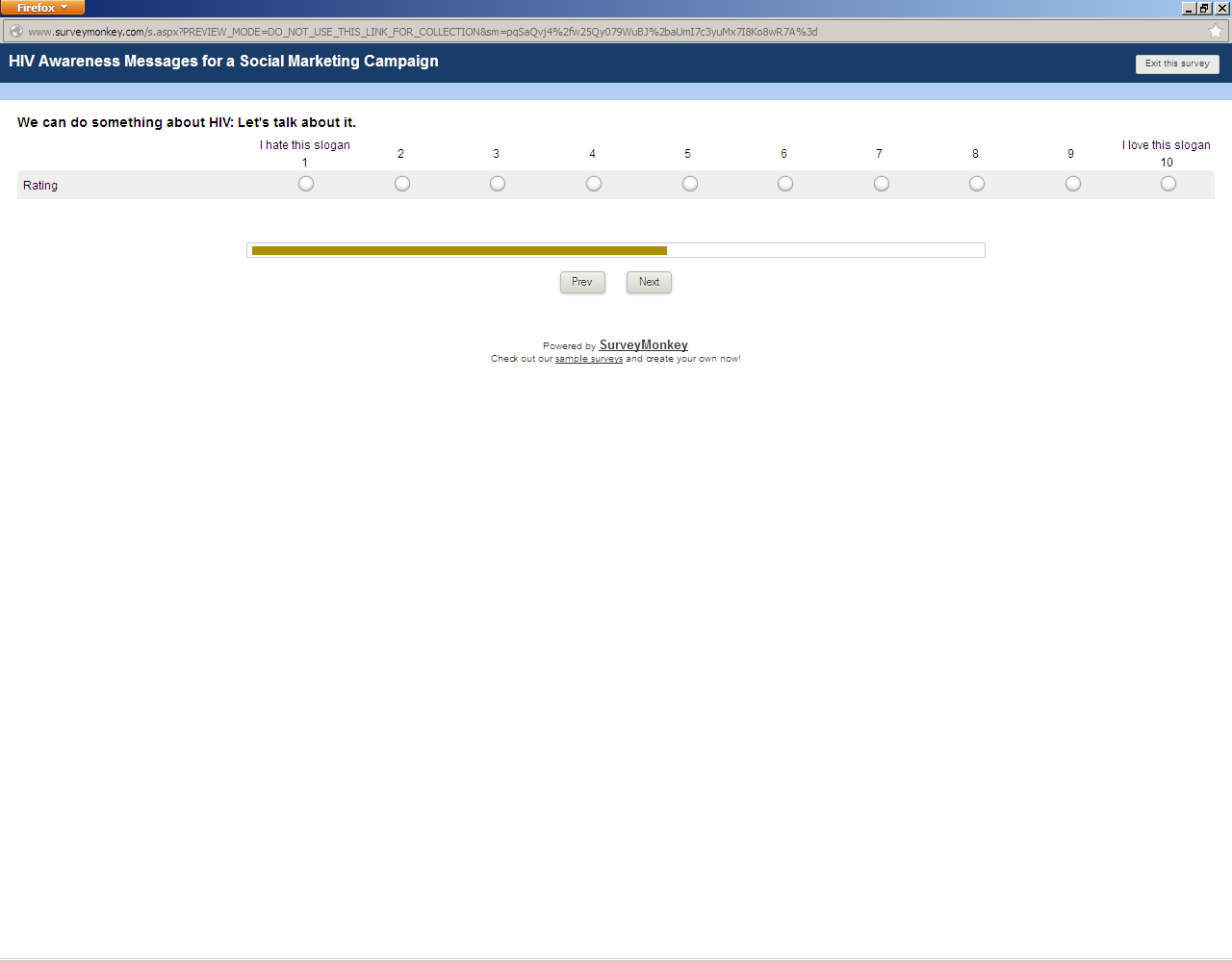


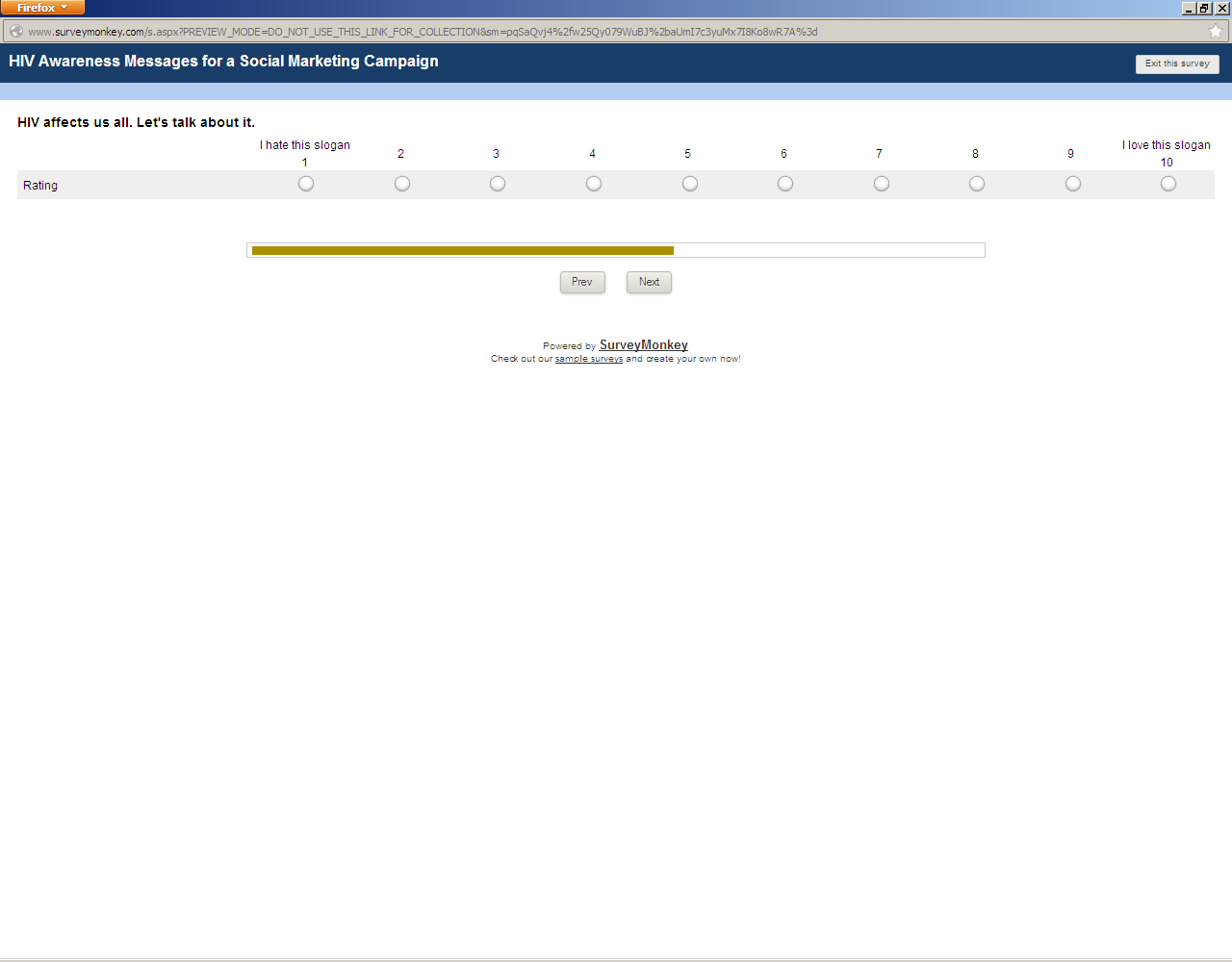
***[See attachment for alternative versions of a concept with and without the logo, which would be inserted after the instruction below]***

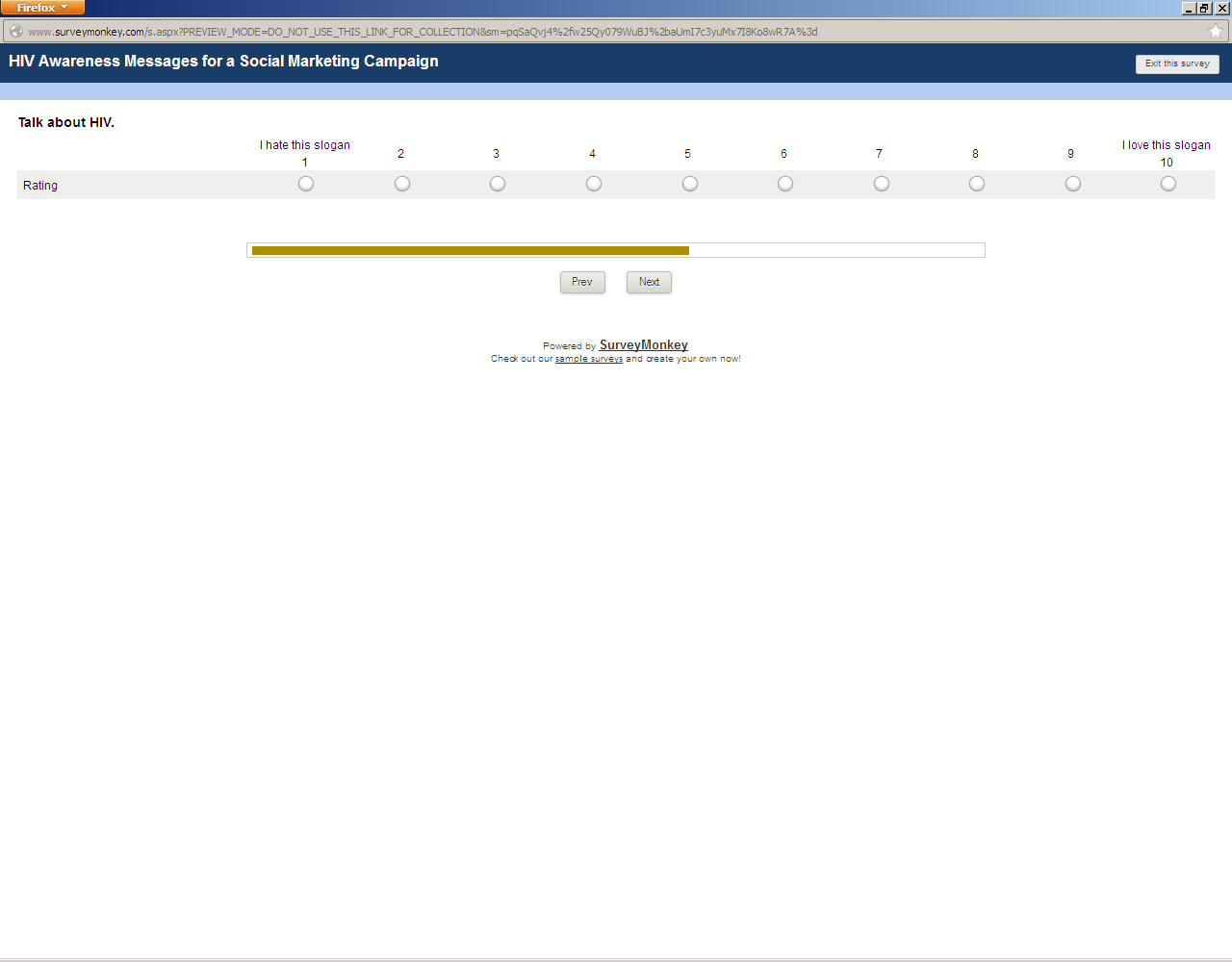


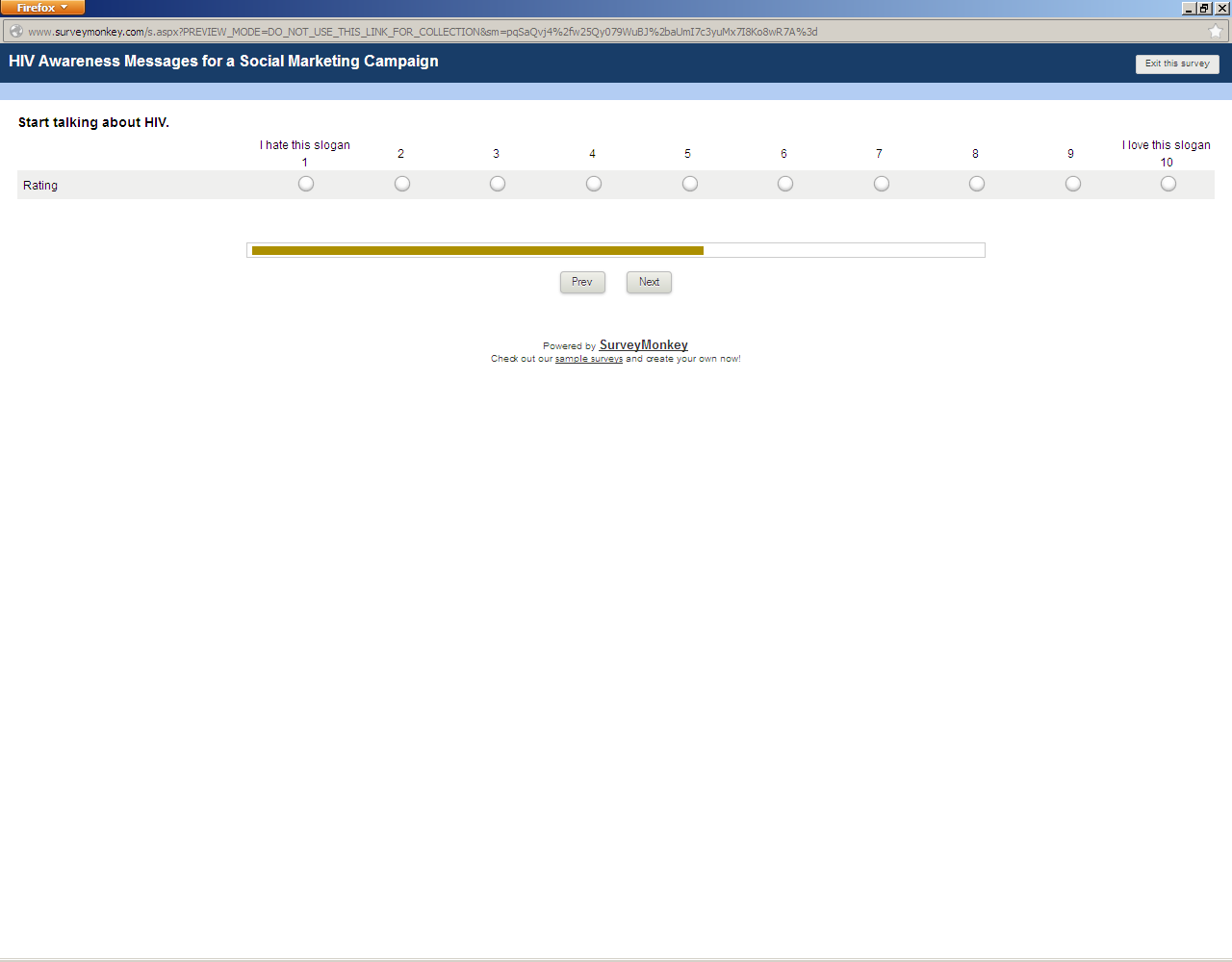


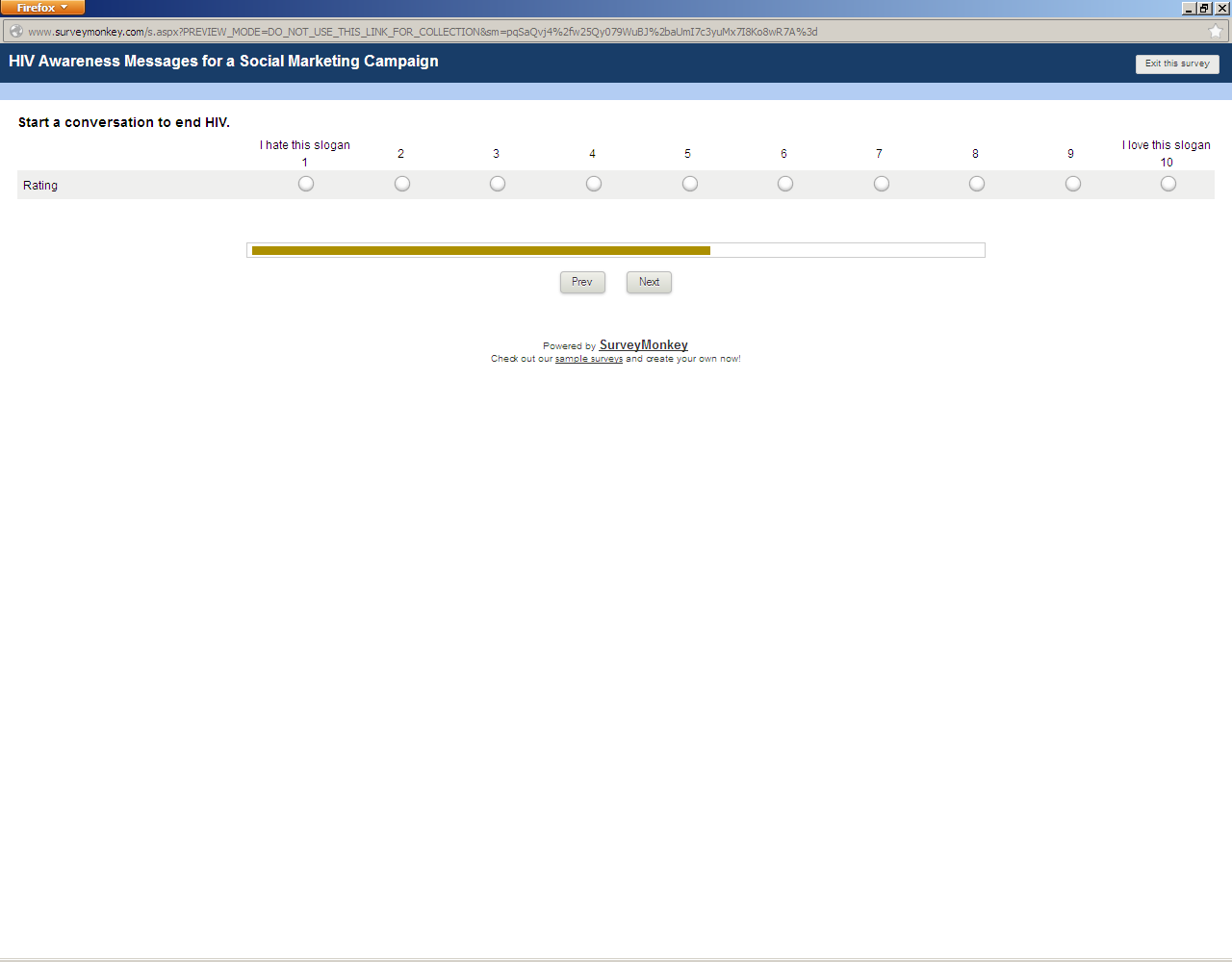


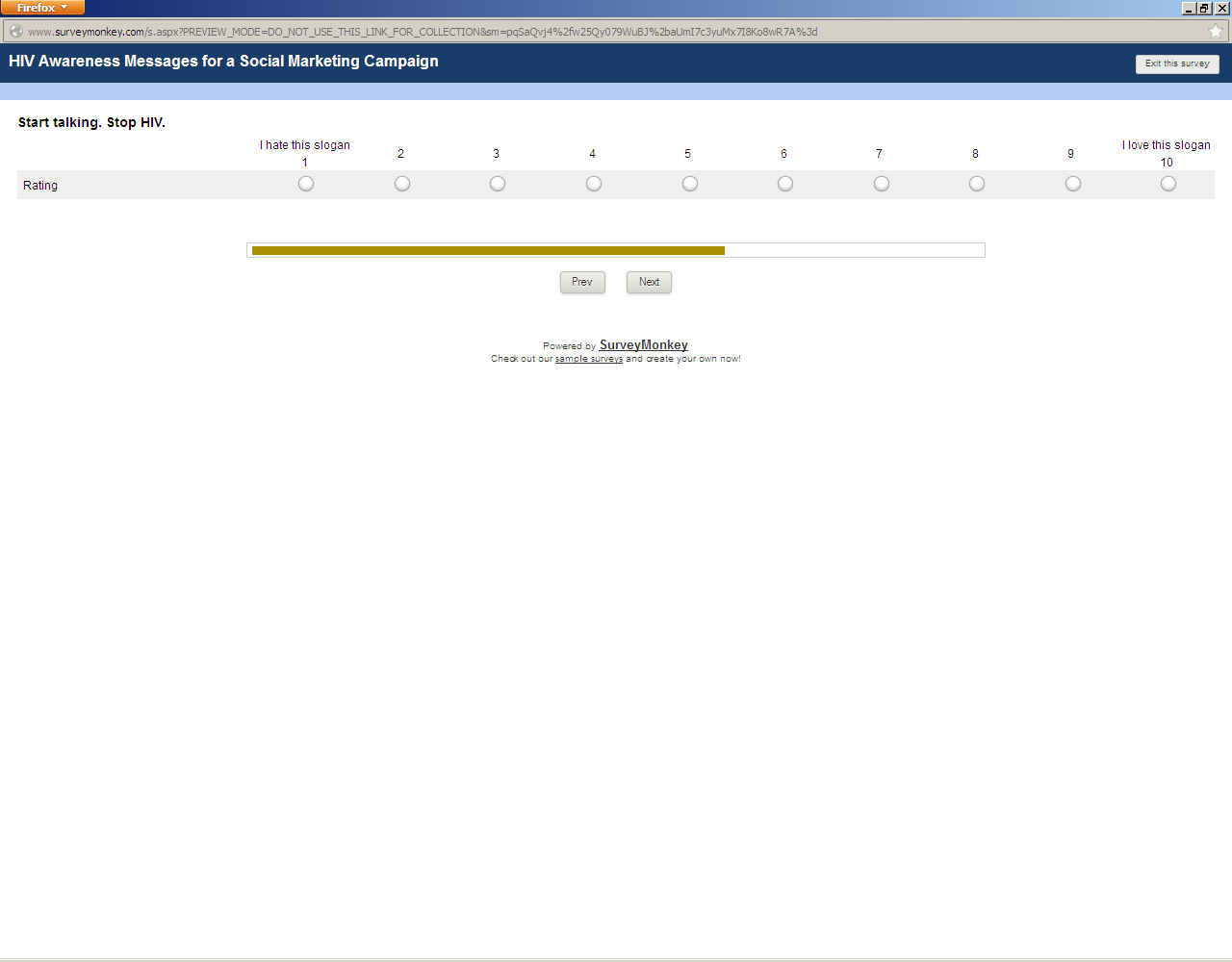


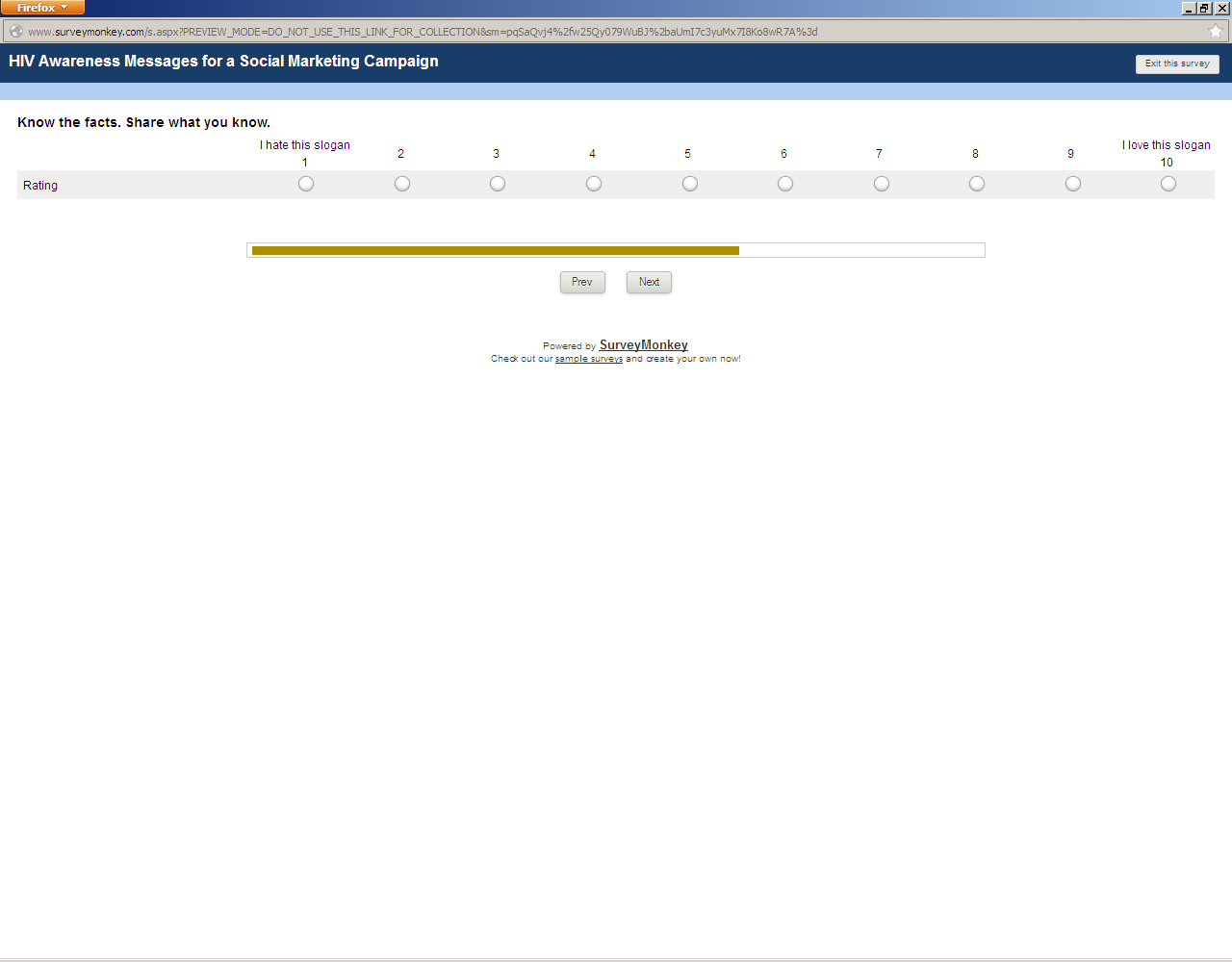


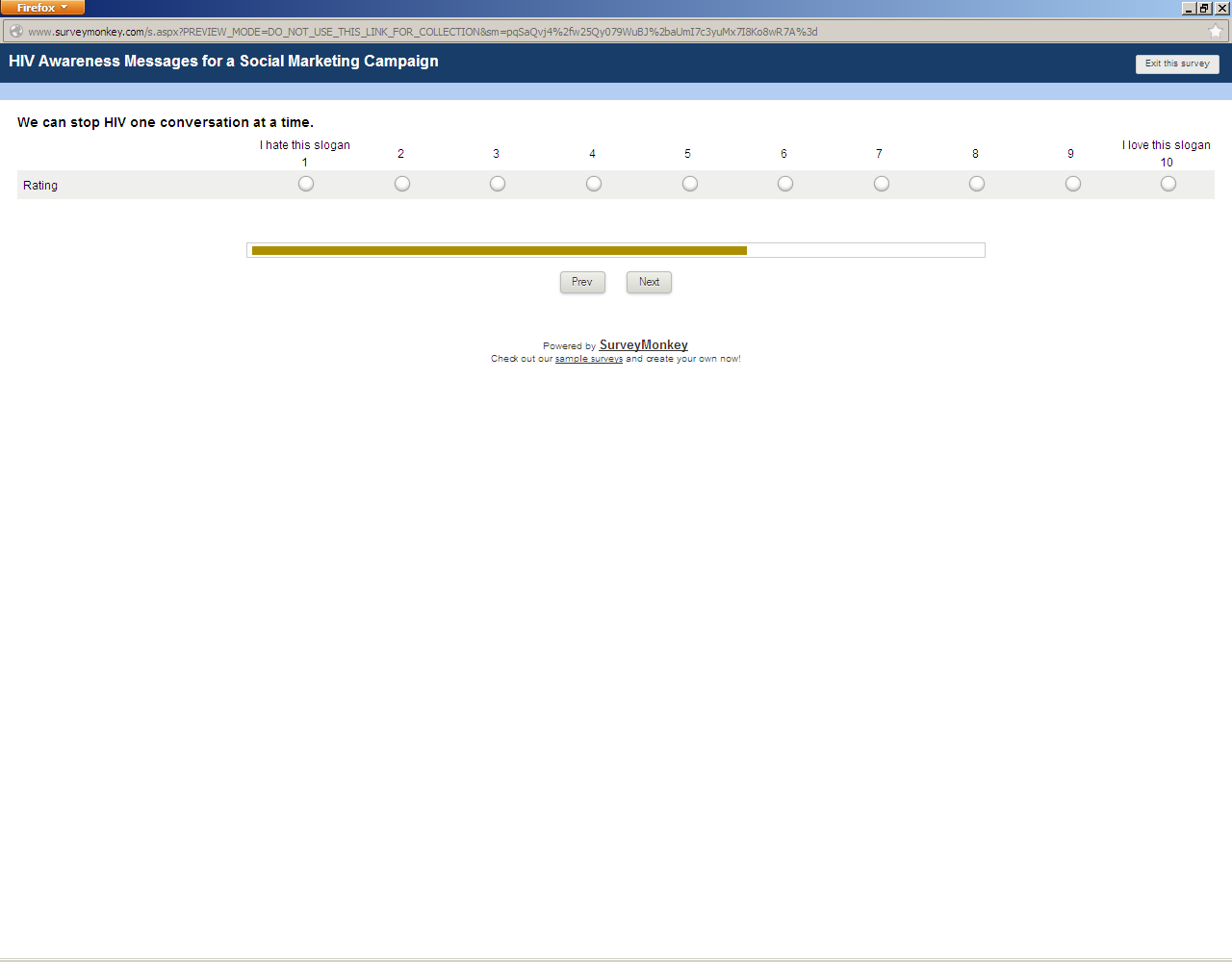


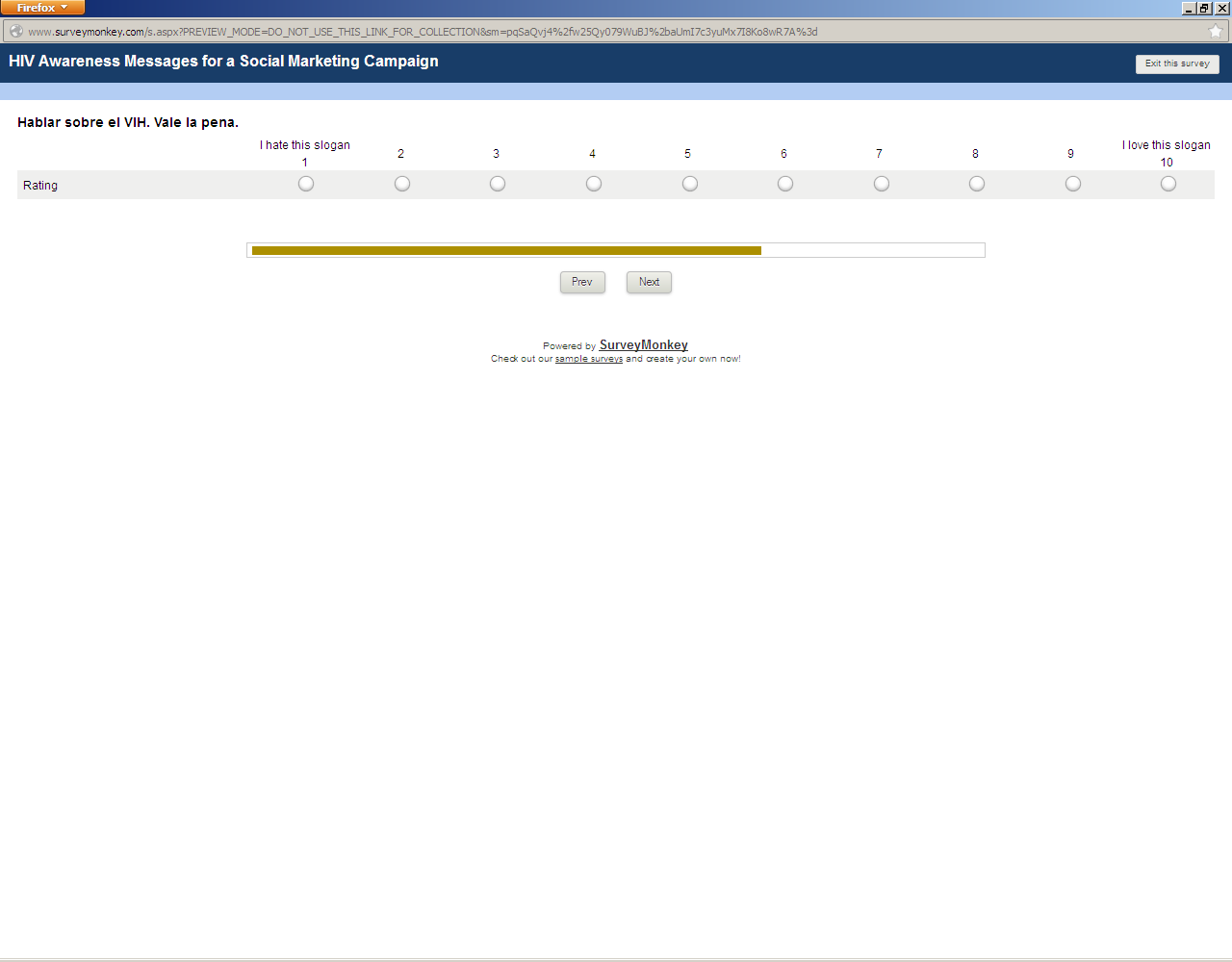


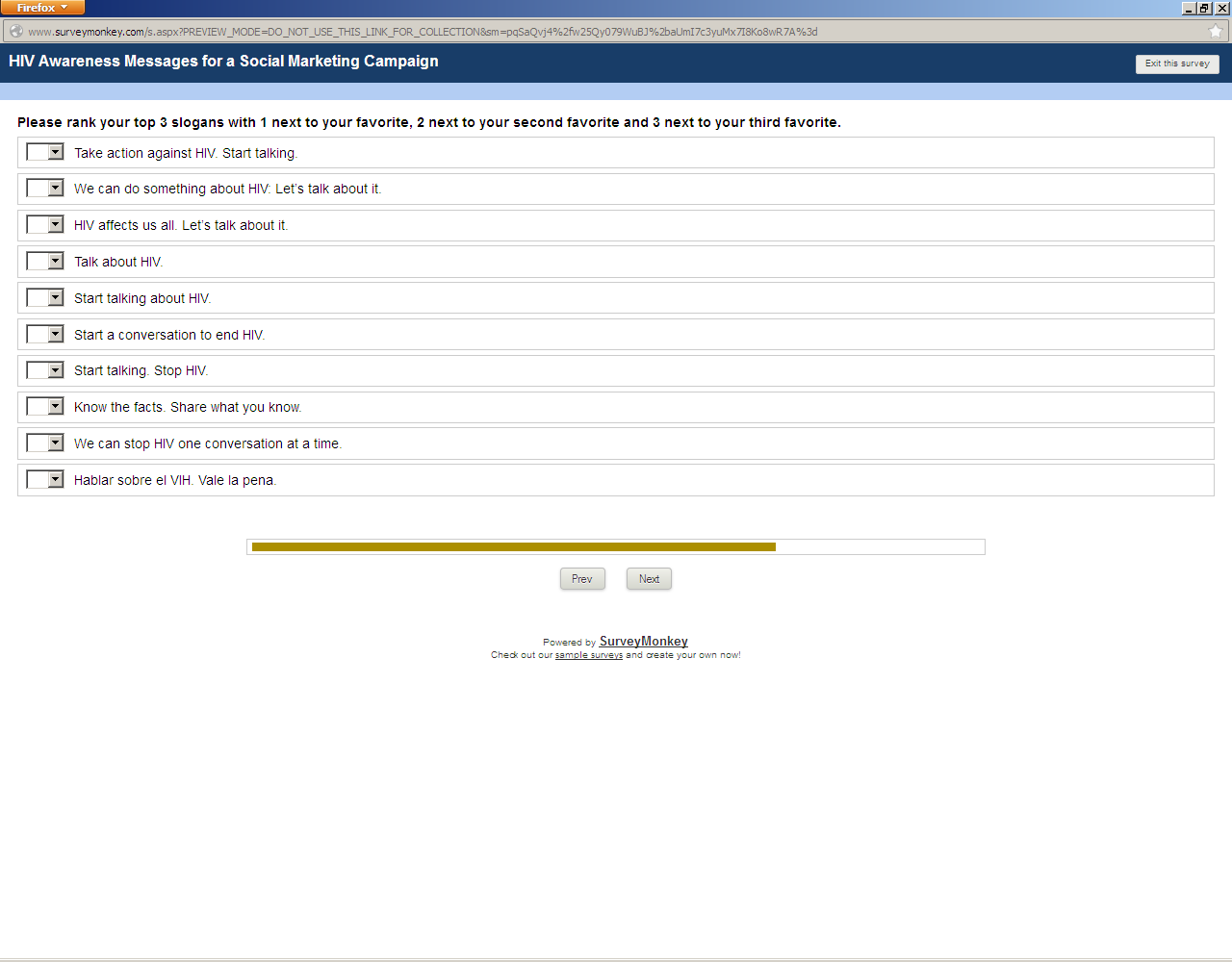


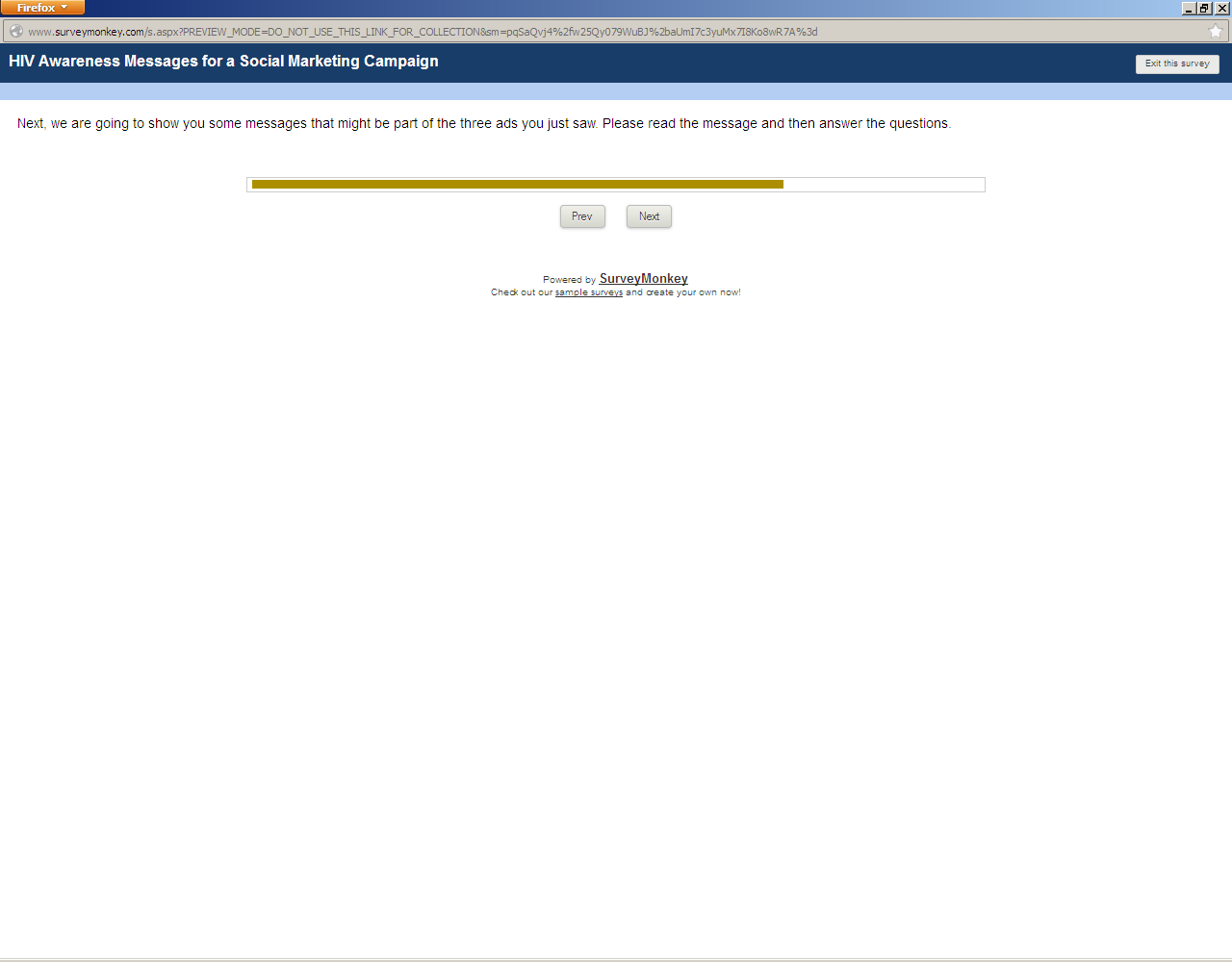


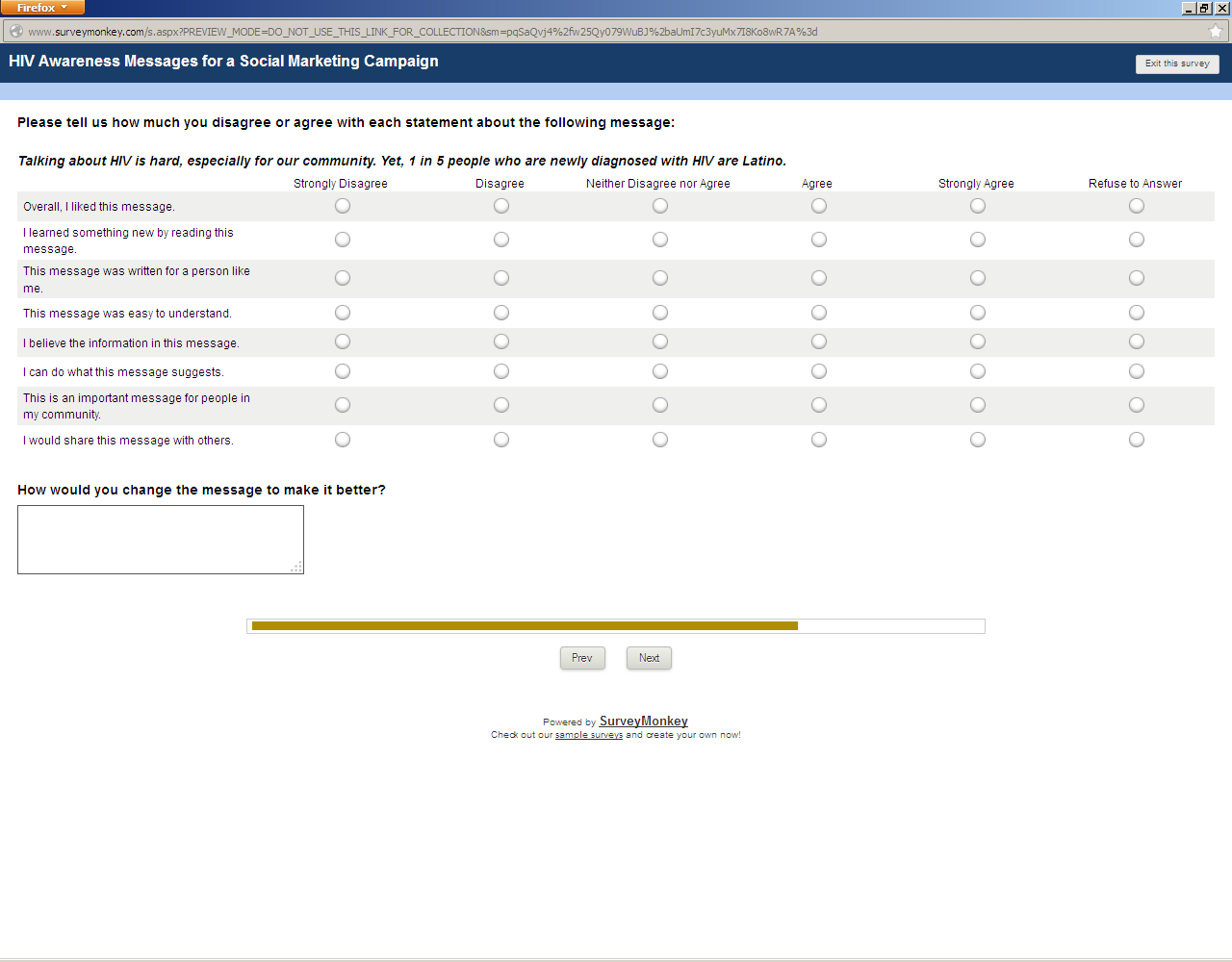


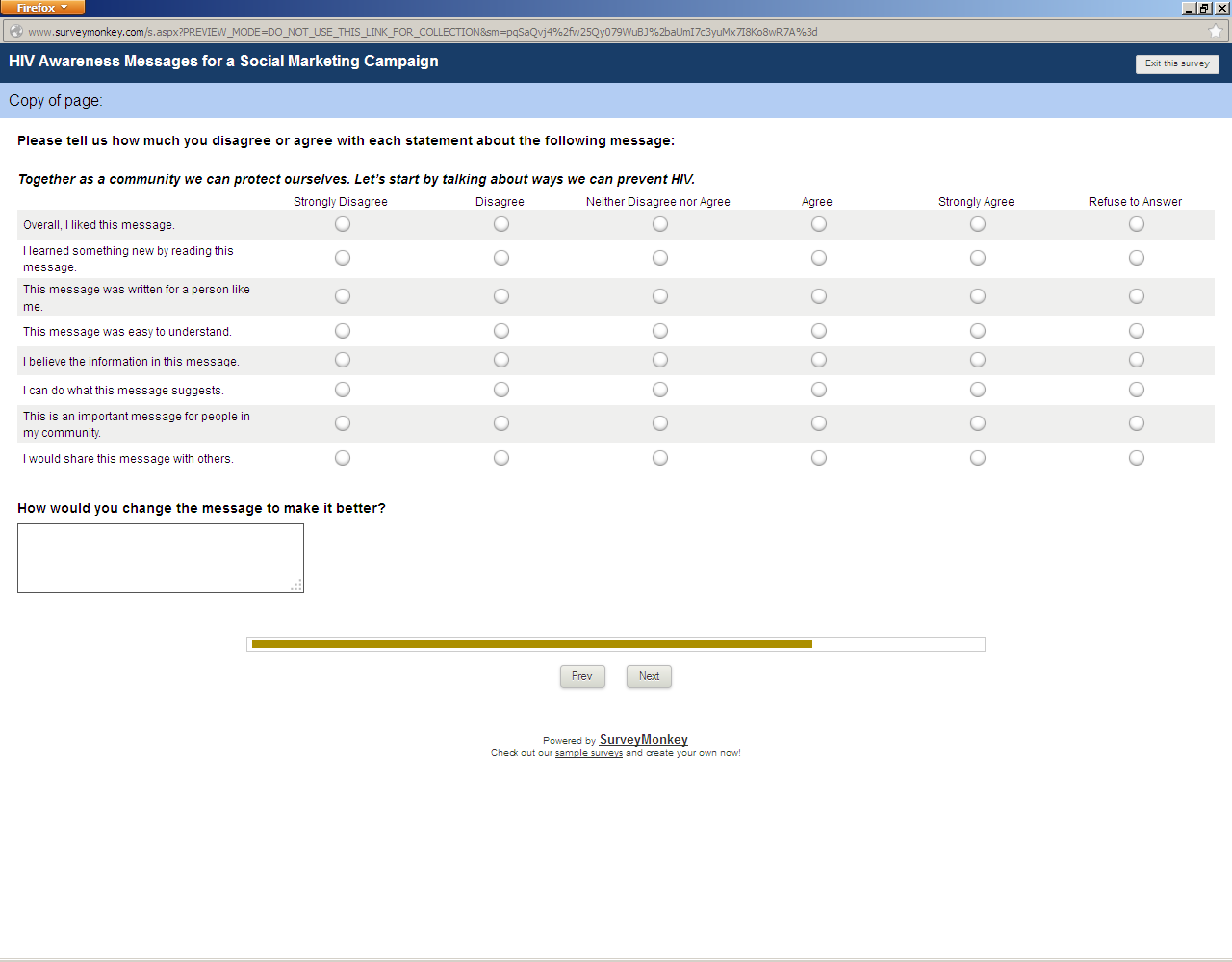


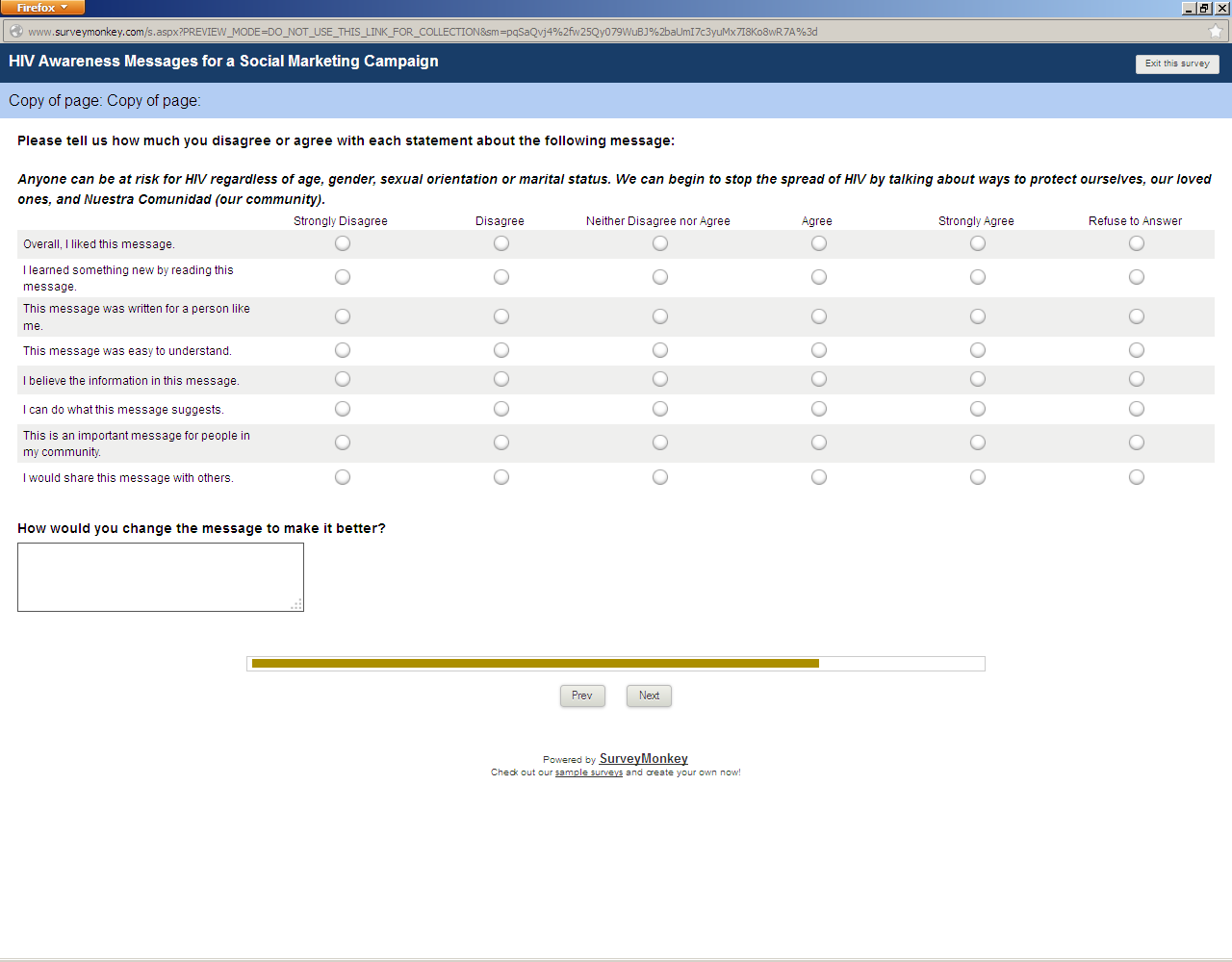


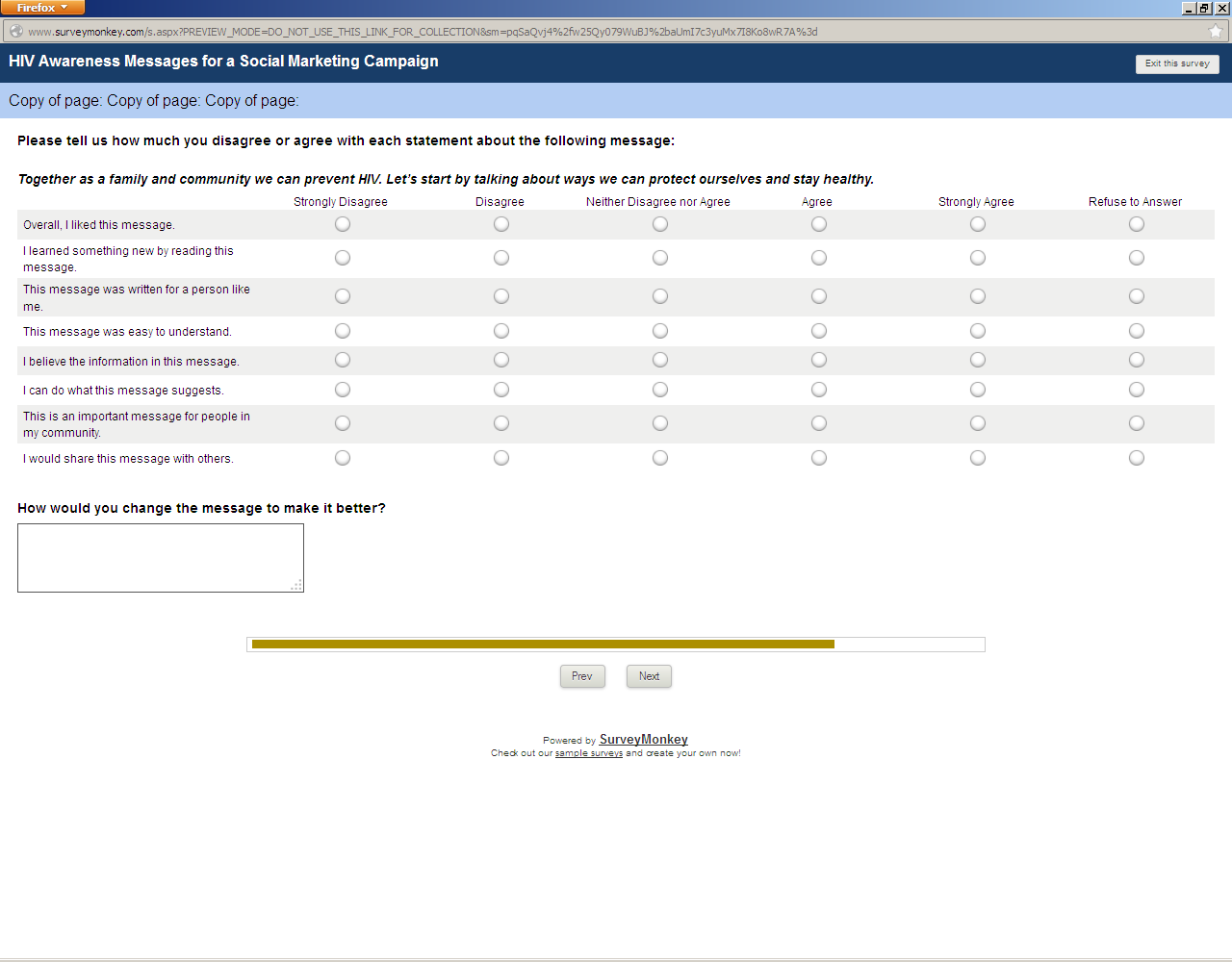


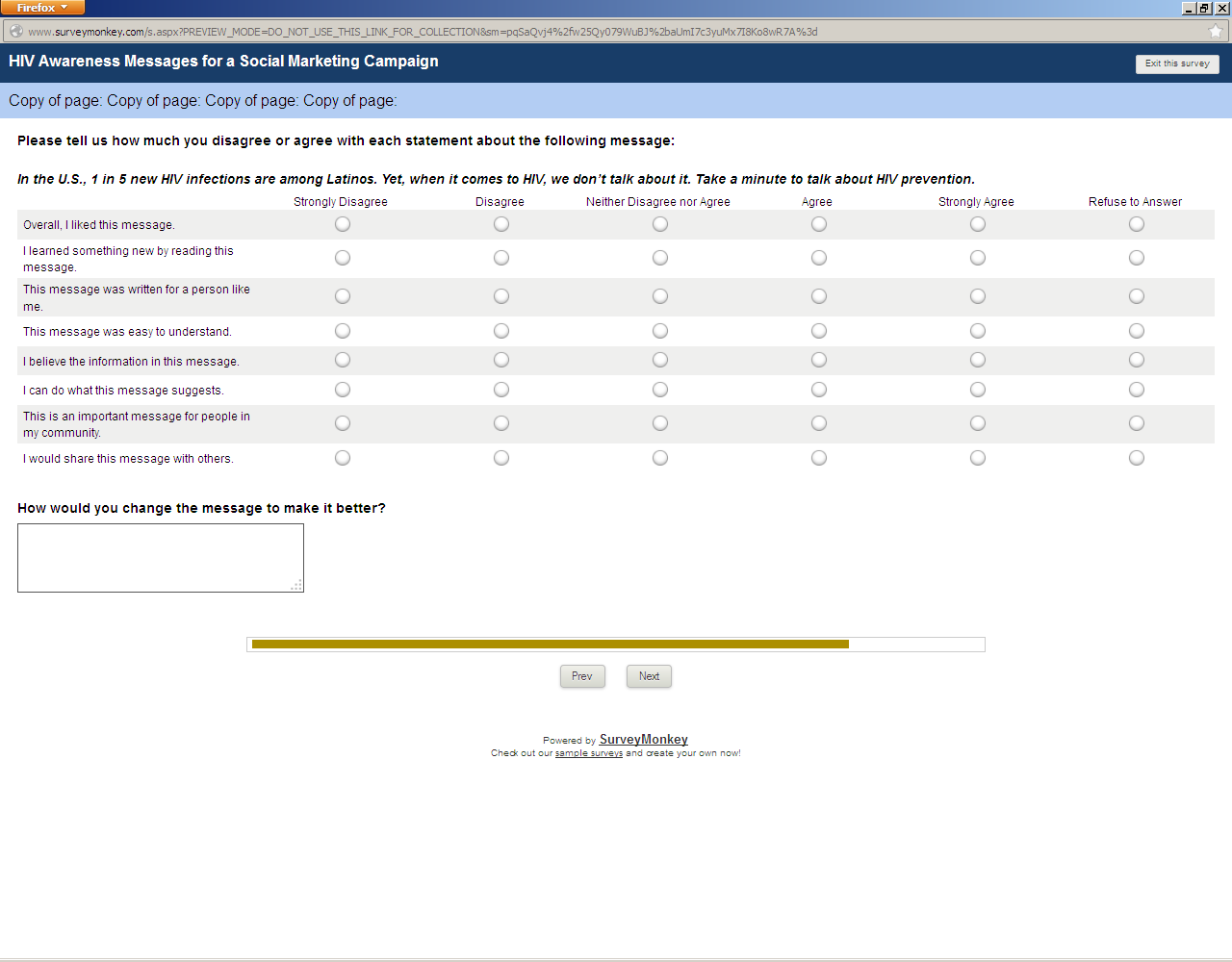


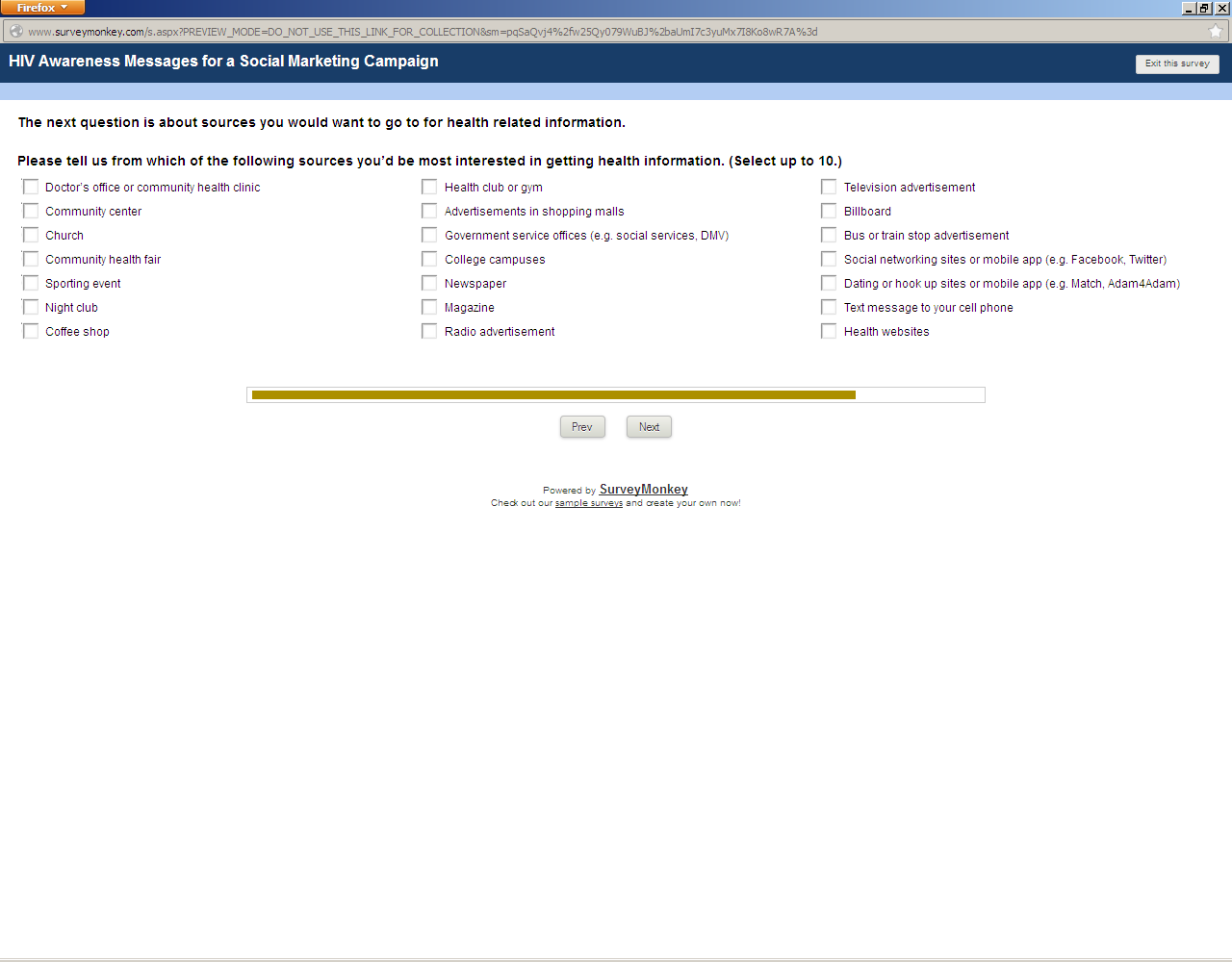


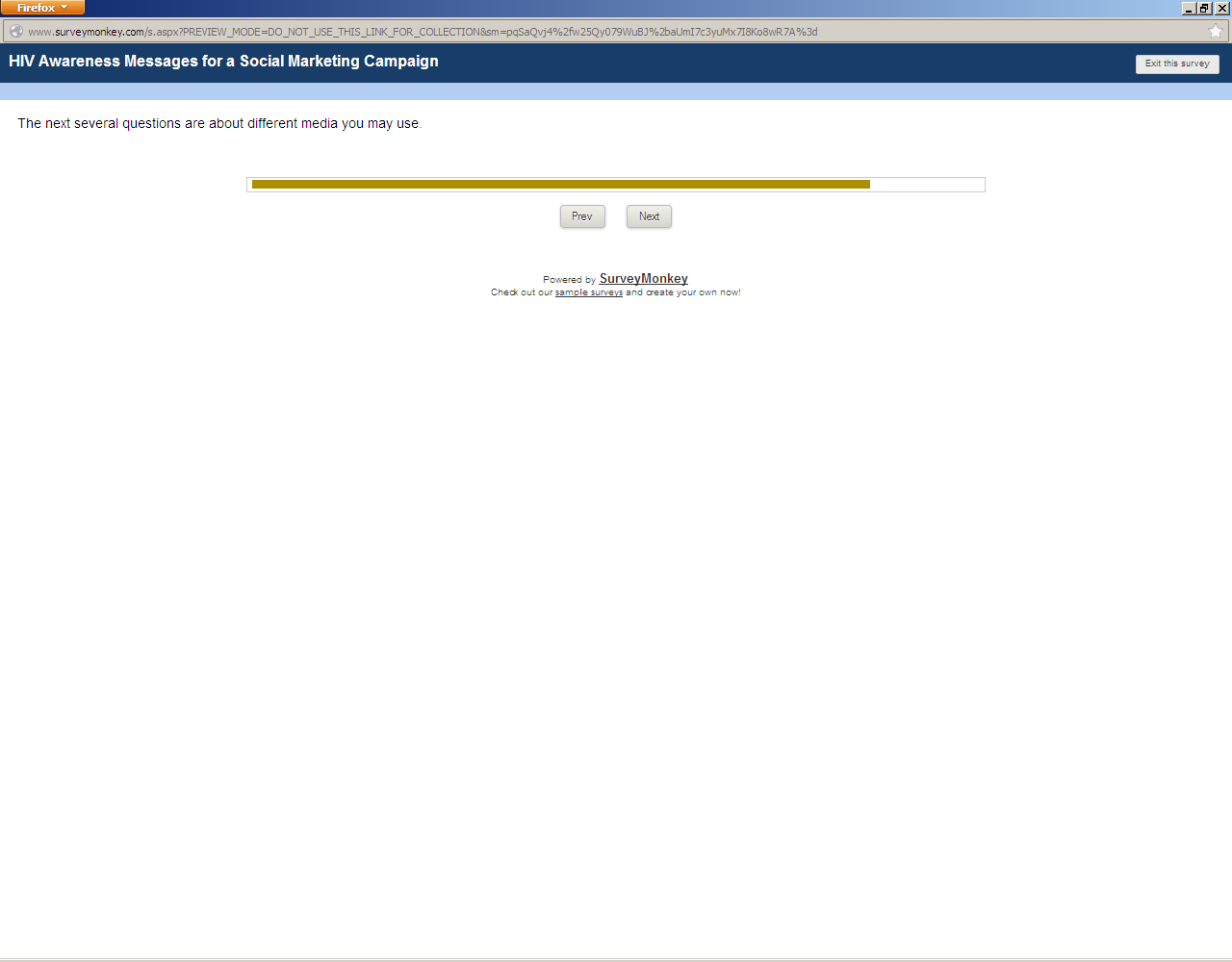


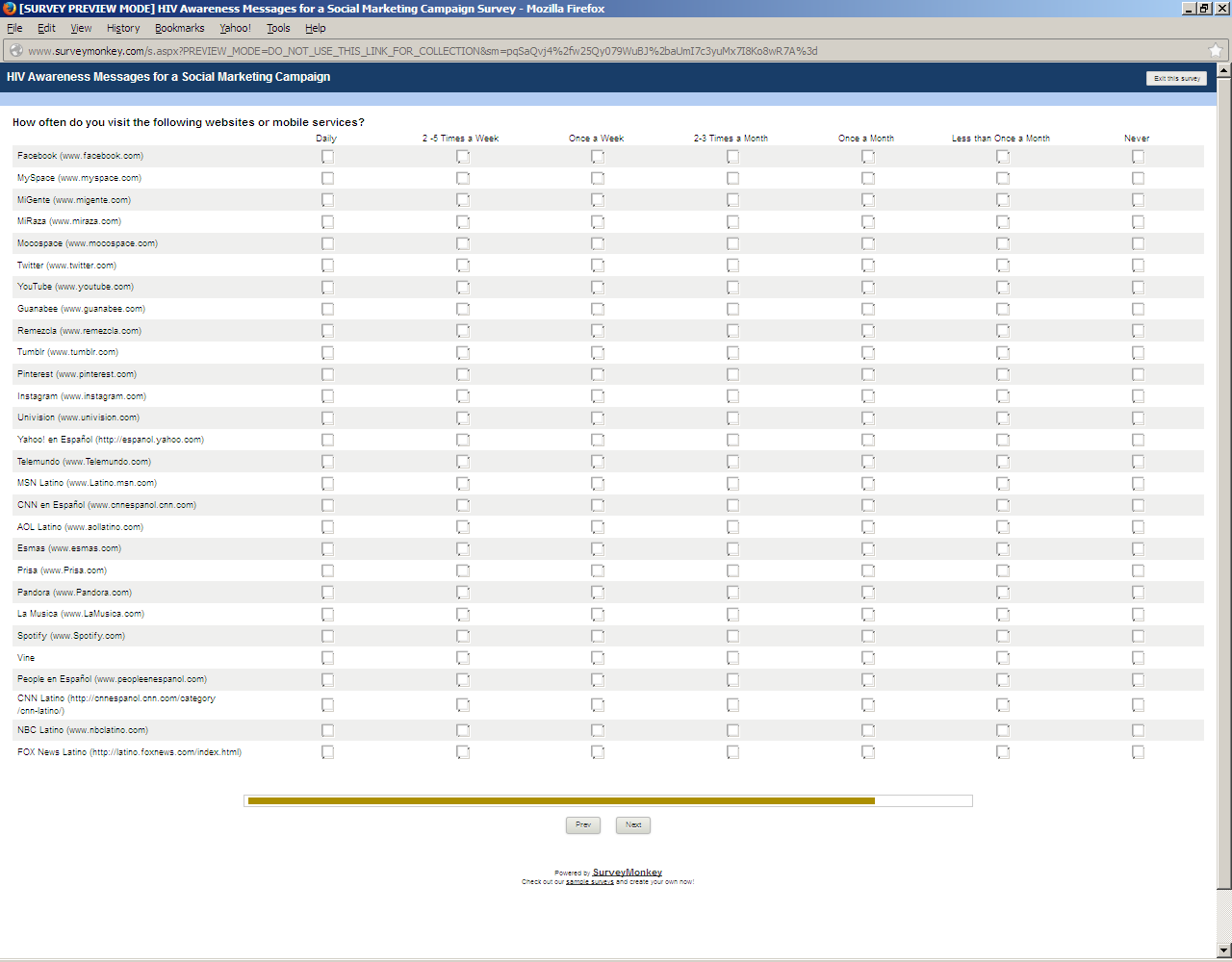


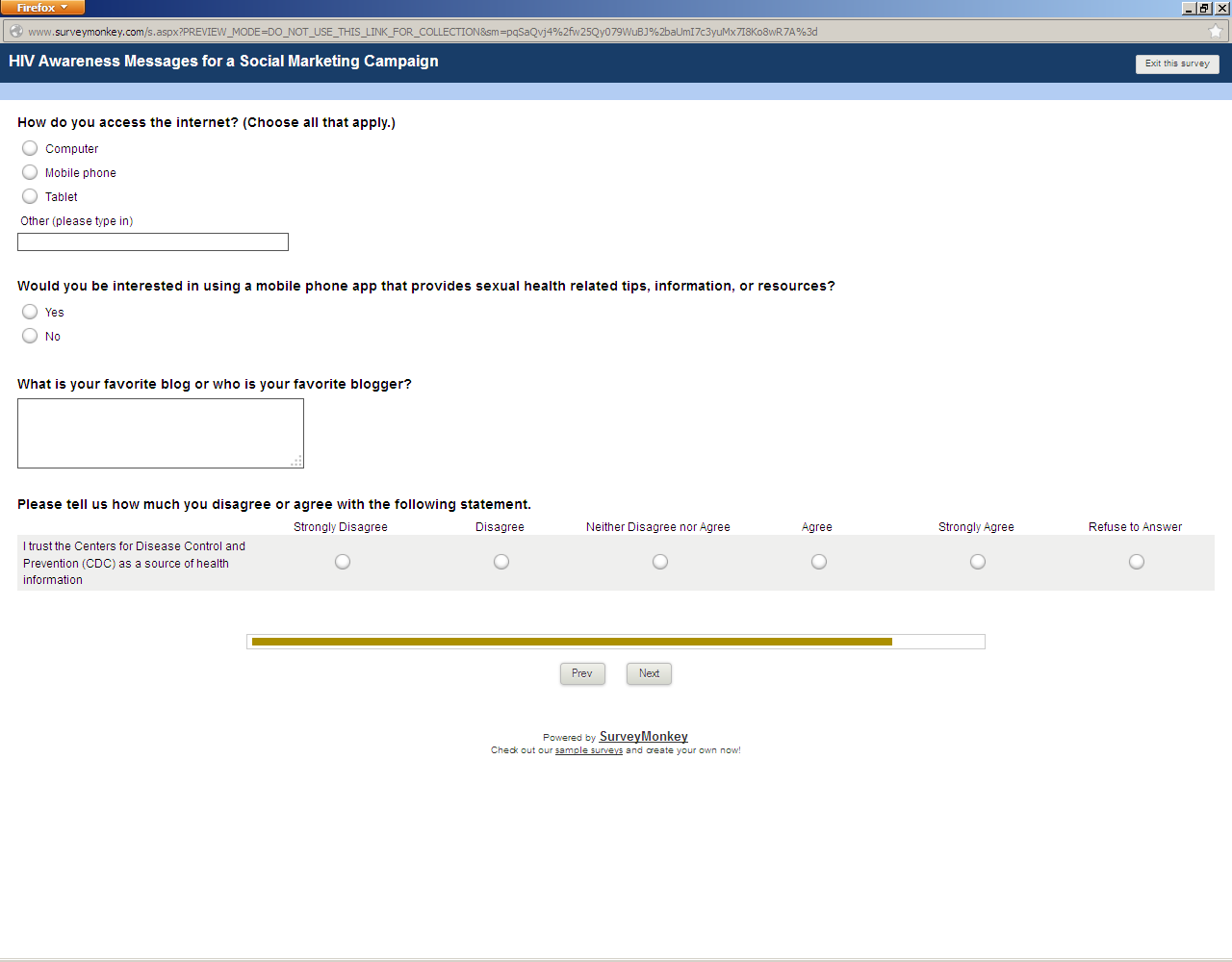


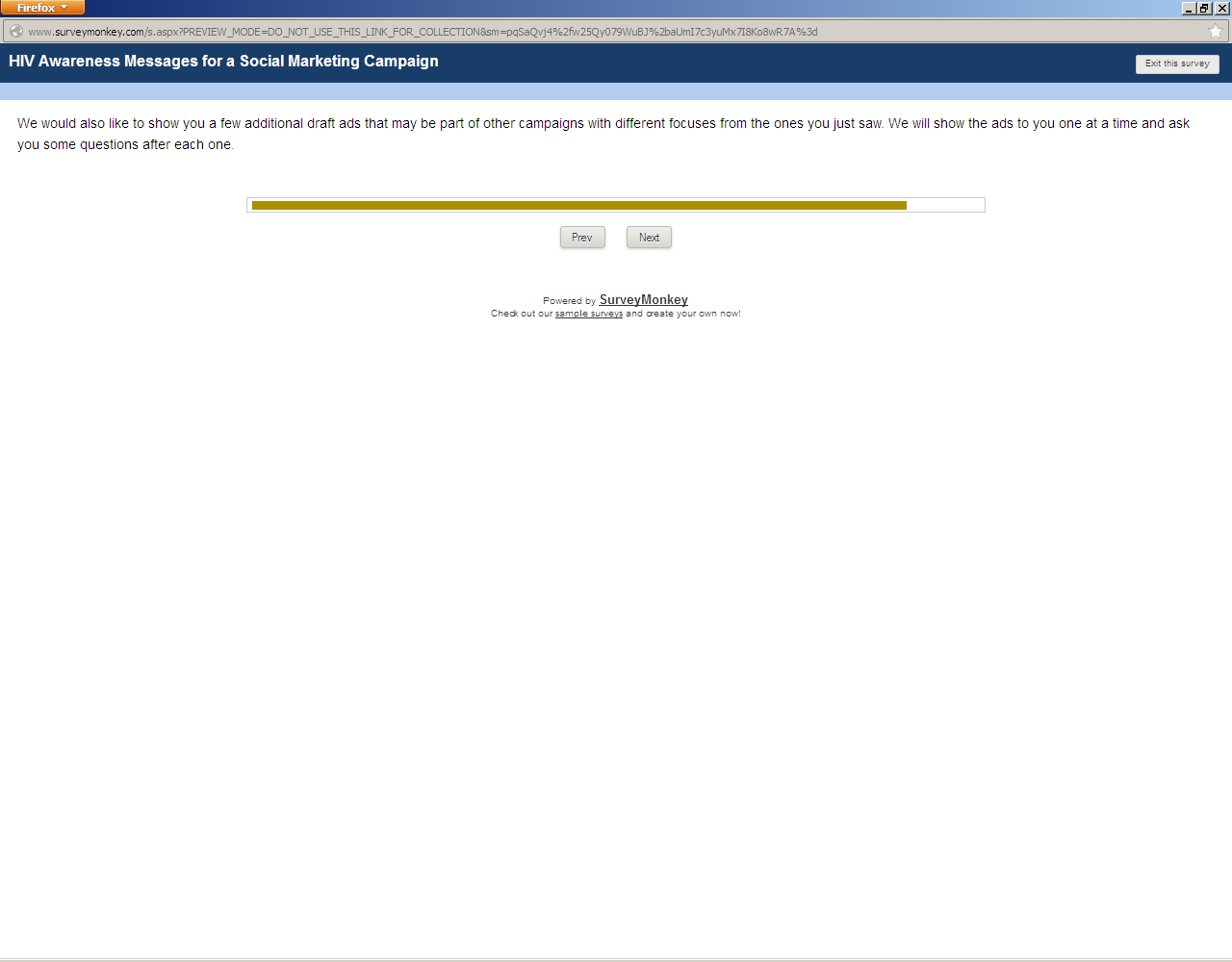




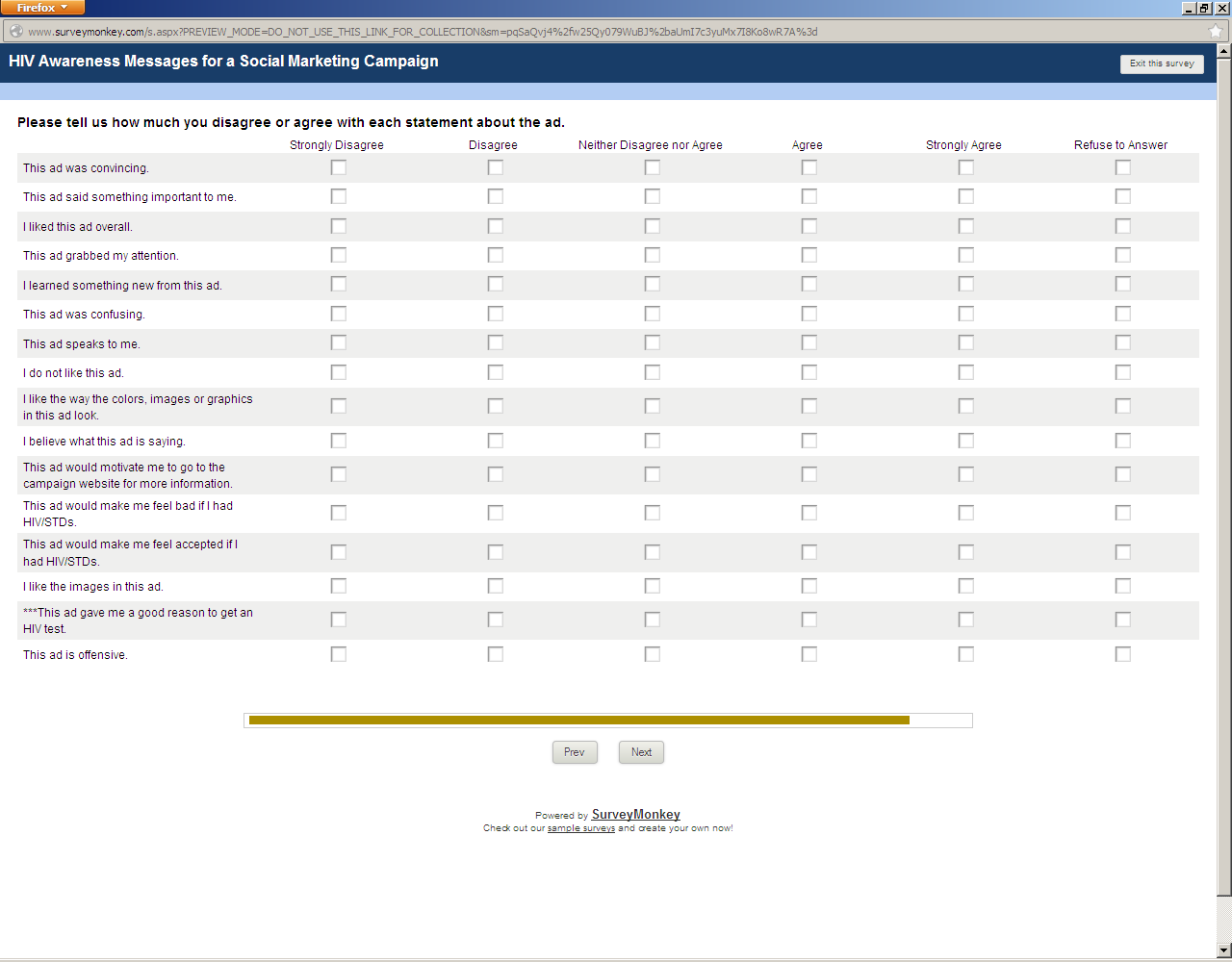








***[See attachment for draft campaign concepts to be inserted before questions. Questions repeated for each concept tested.]***



***[For respondents indicating “Agree” or “Strongly Agree” to the final item on the previous screen]***

