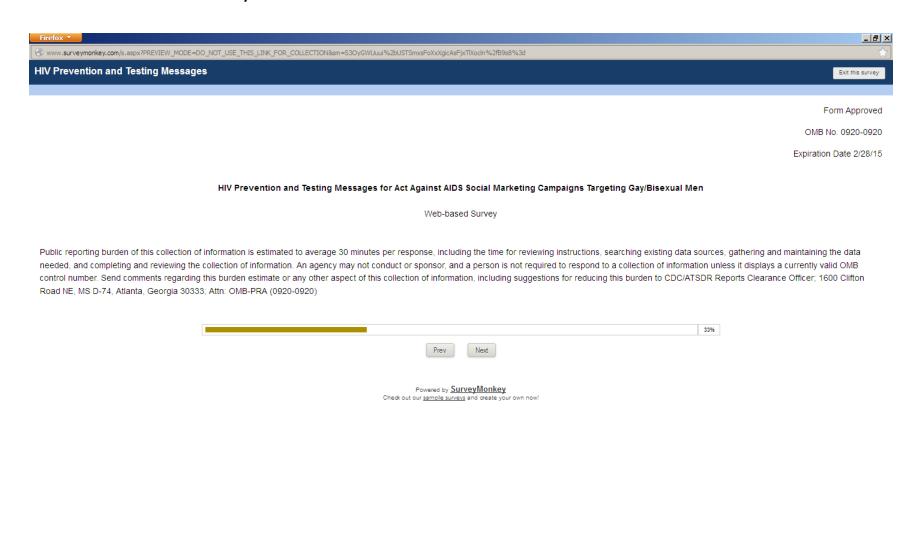
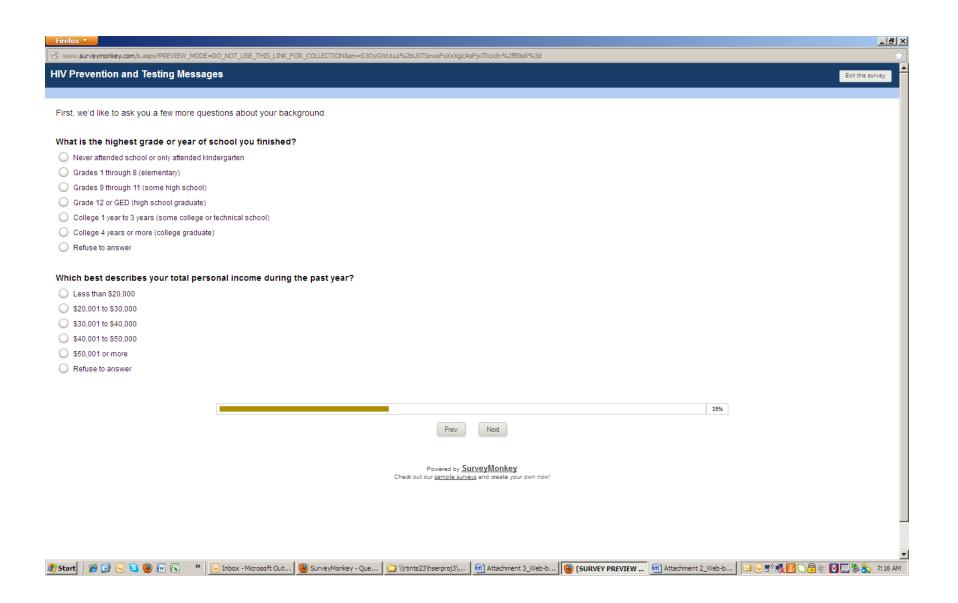
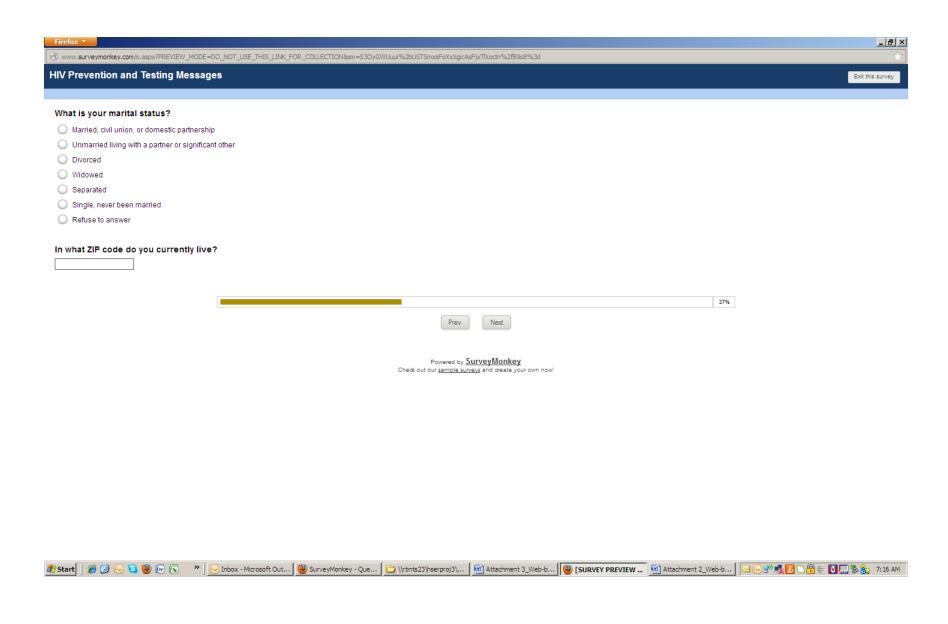
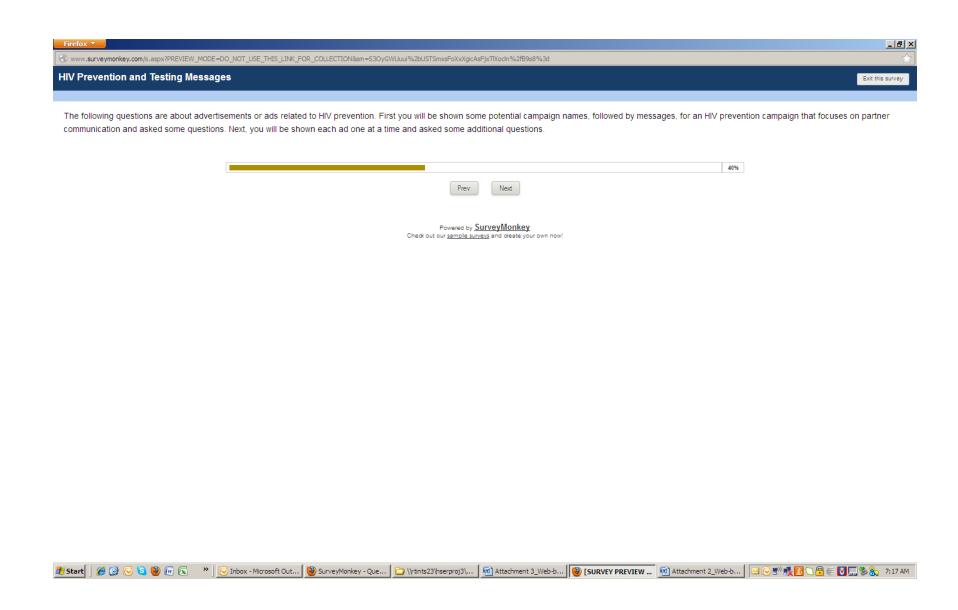
Attachment 2: Web-based Survey Instrument



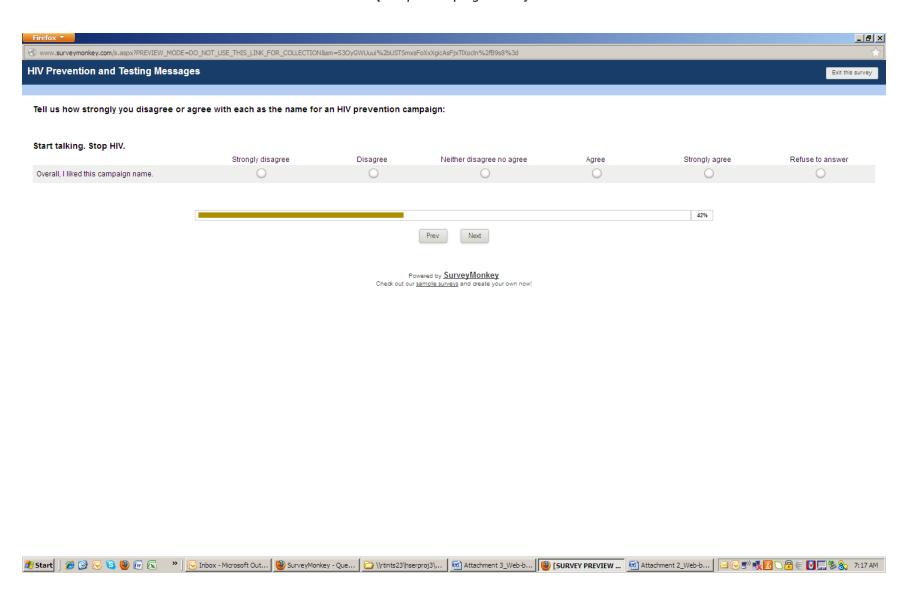
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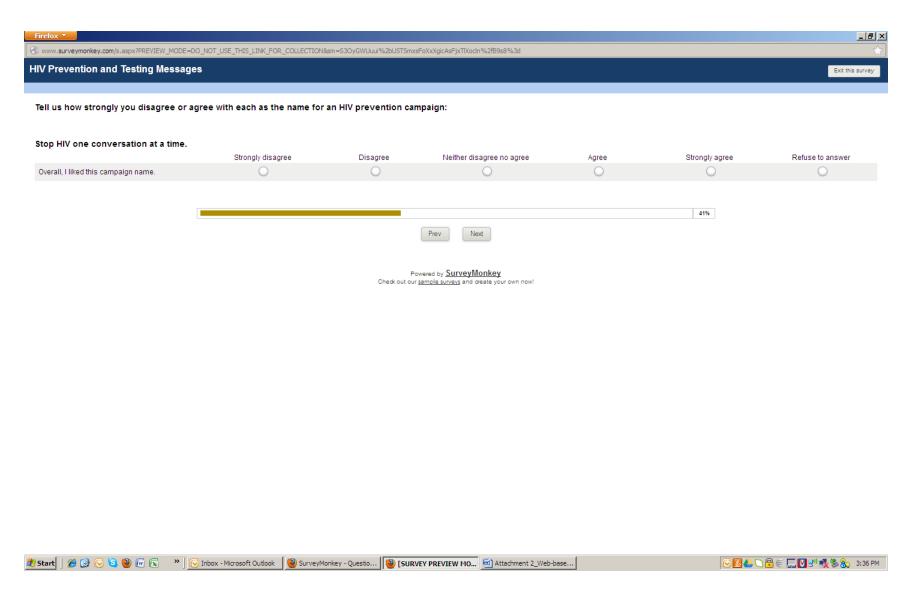




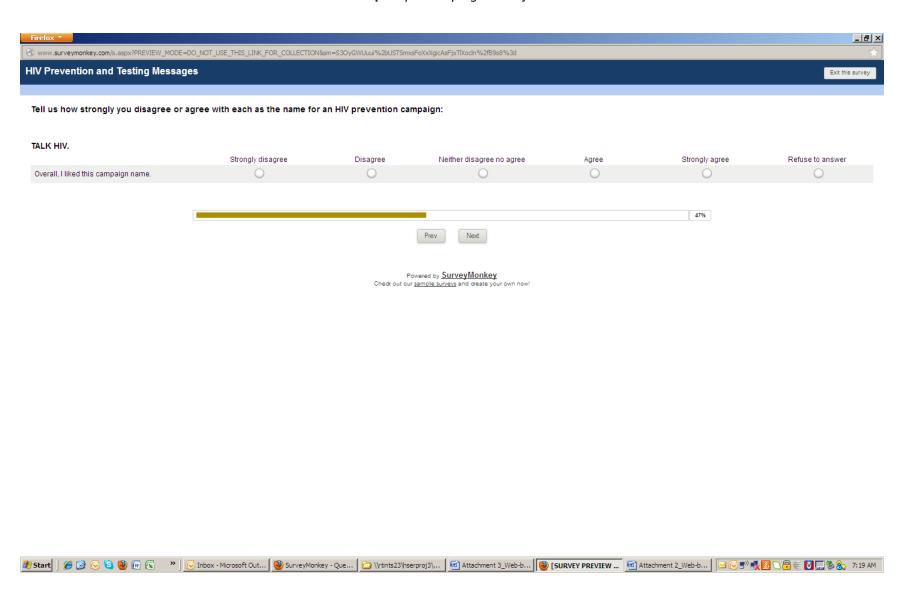
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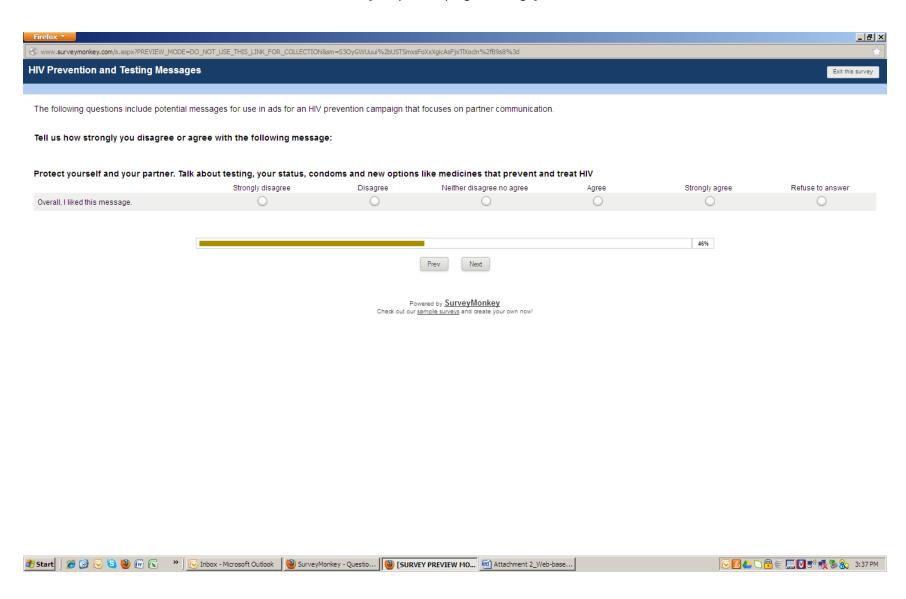


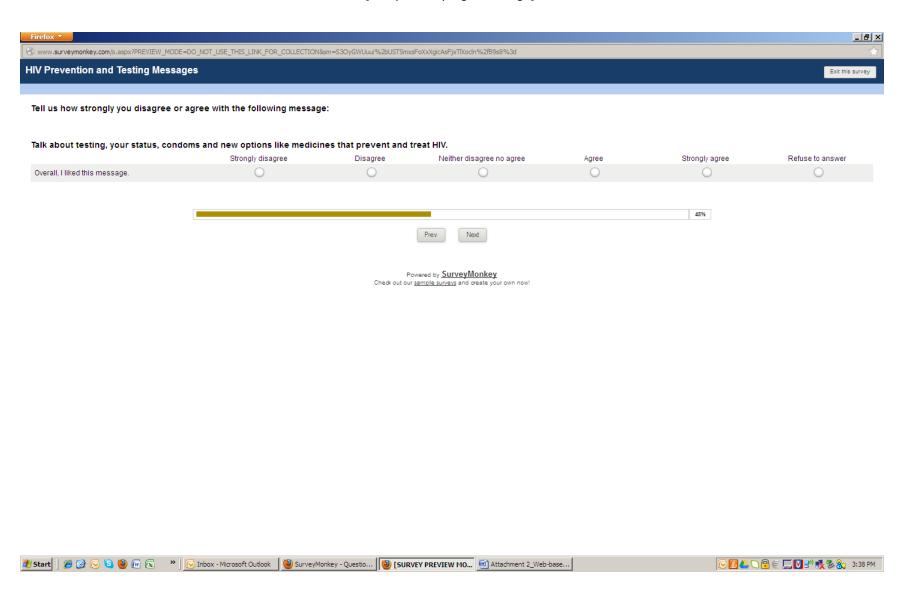
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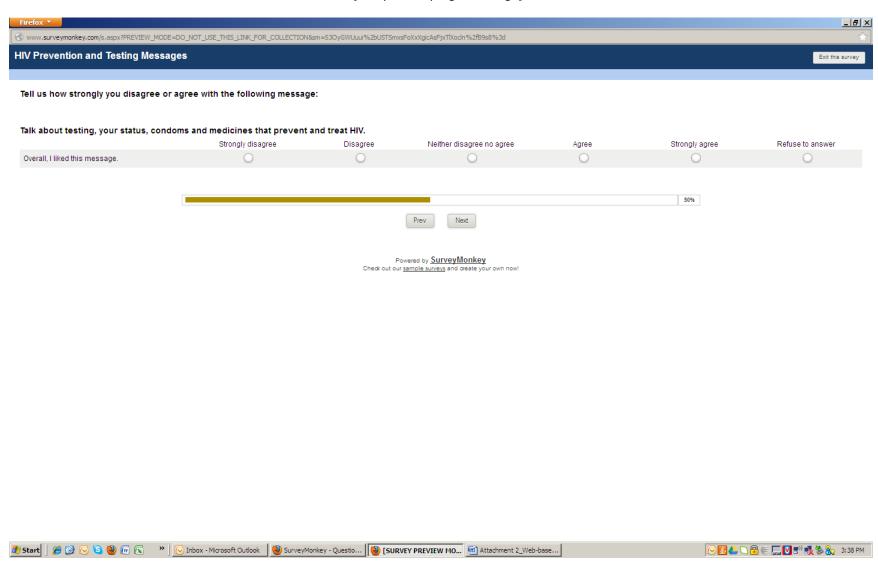


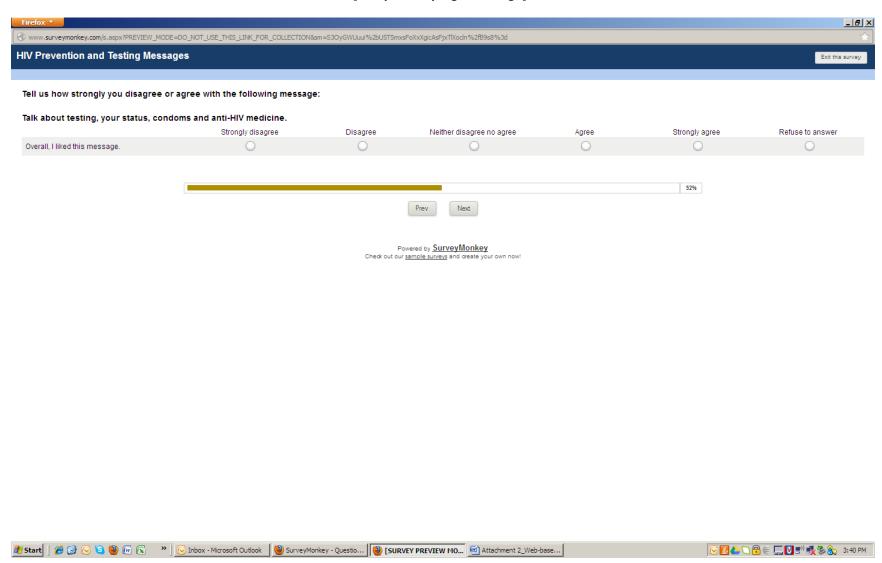
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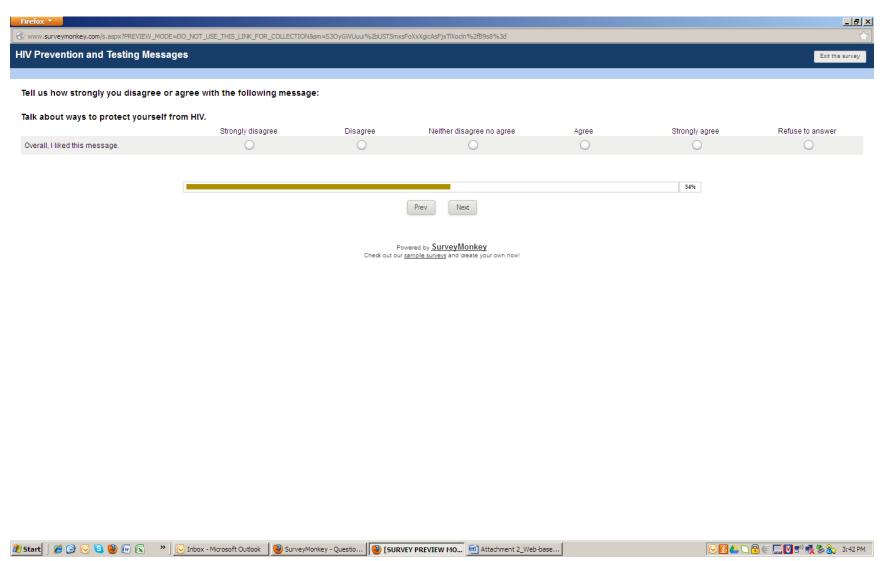




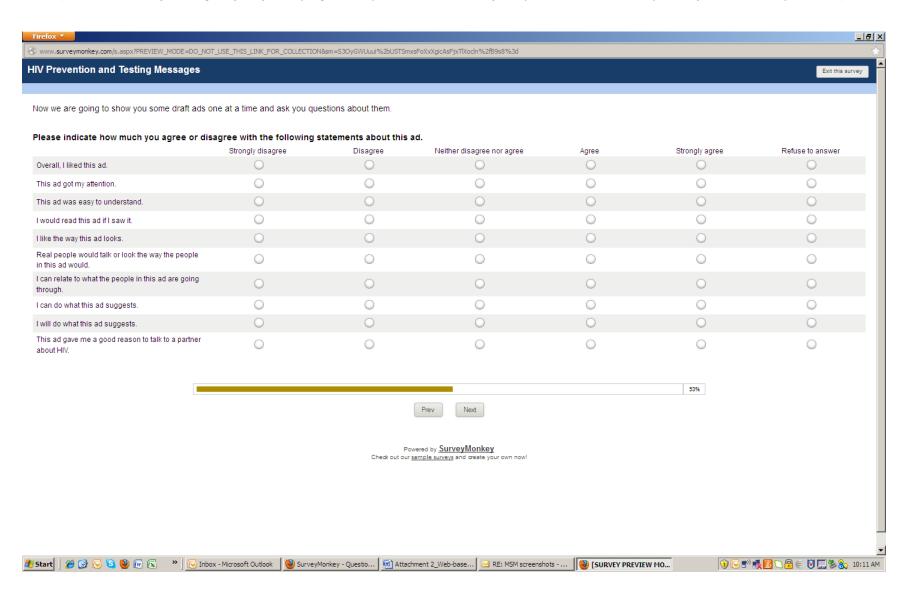




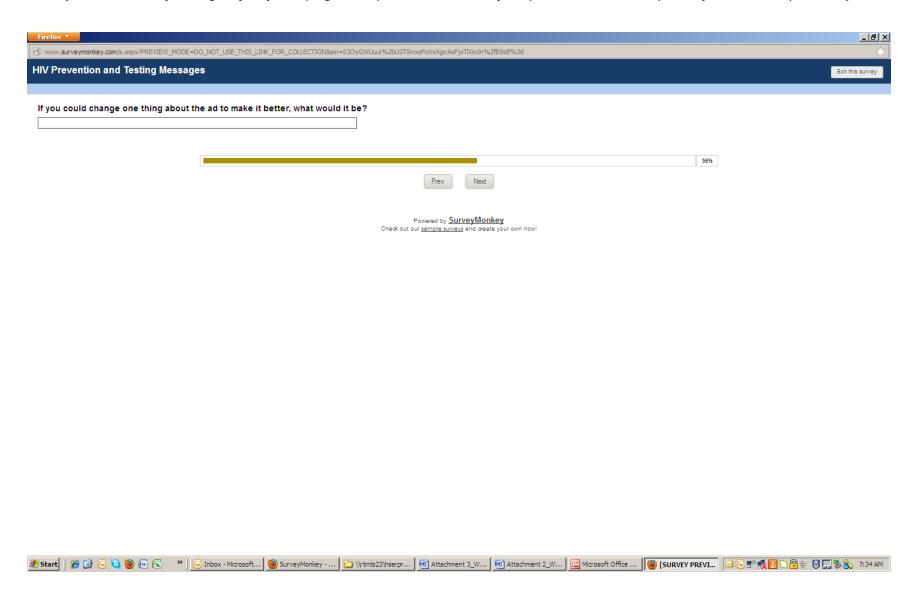




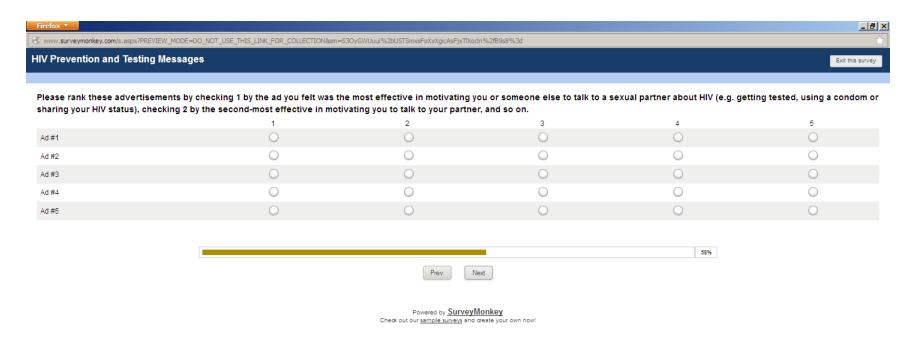
[See attachment for images of draft campaign concepts to be inserted before question. Questions repeated for each concept tested.]



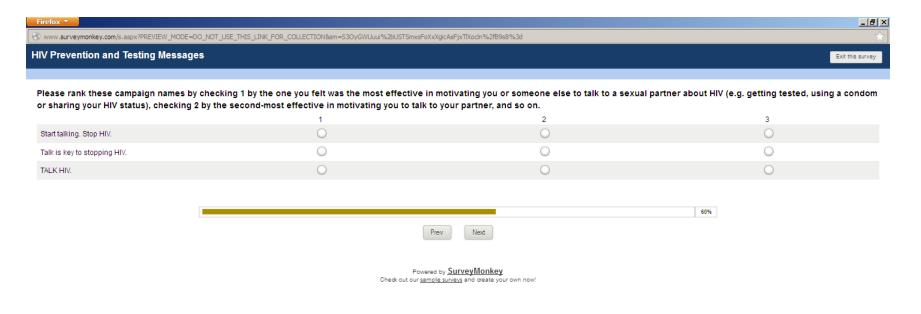
[See attachment for images of draft campaign concepts to be inserted before question. Questions repeated for each concept tested.]

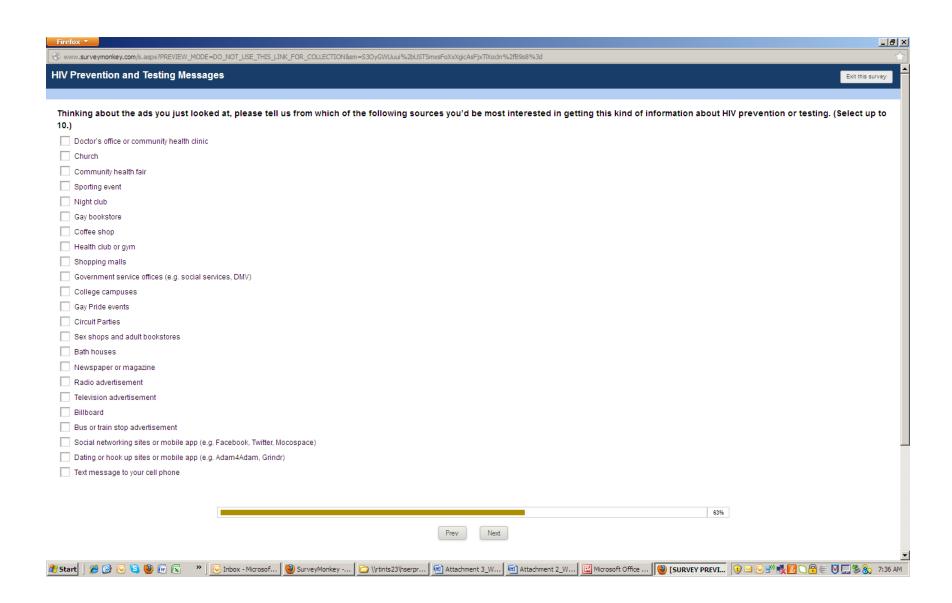


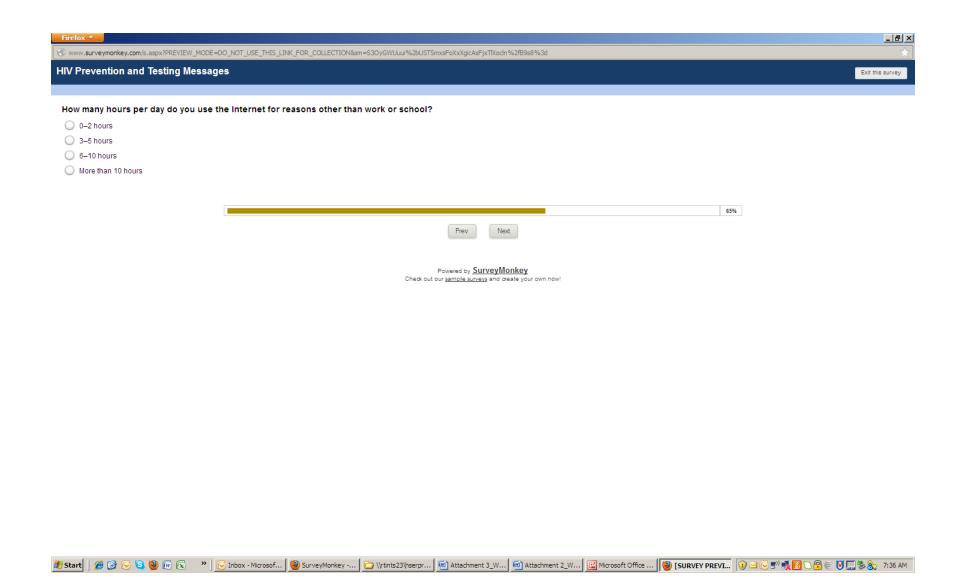
[Images for each concept tested inserted before the question.]

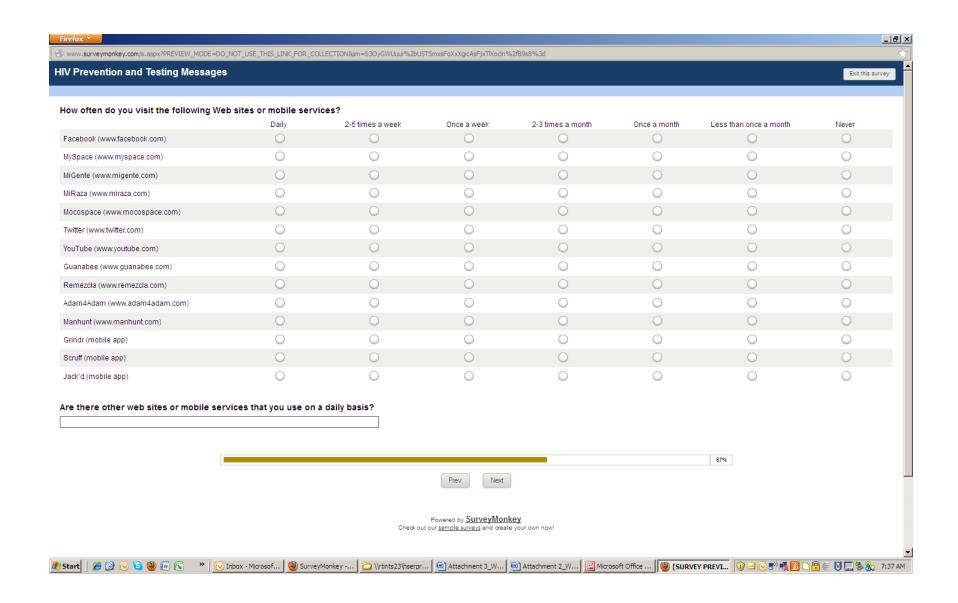


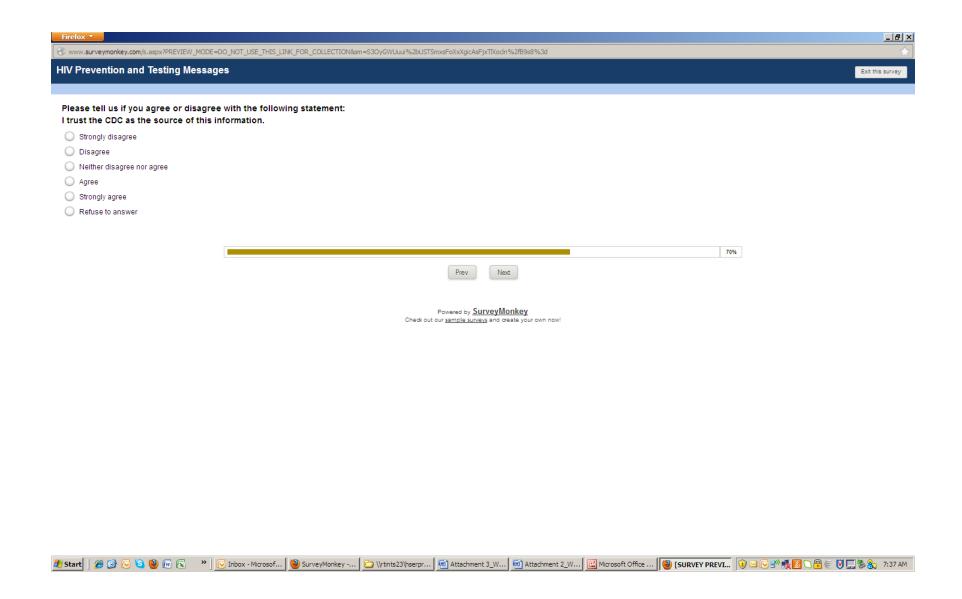
[Sample campaign names]

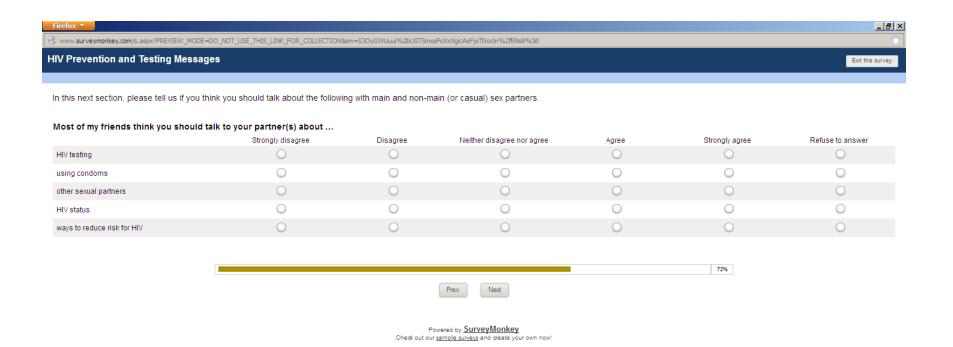


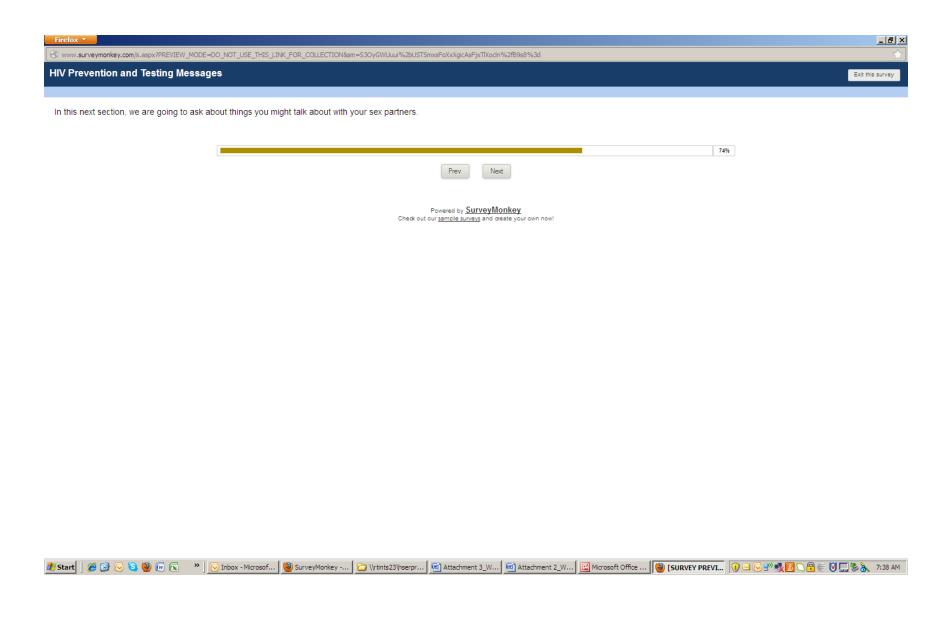




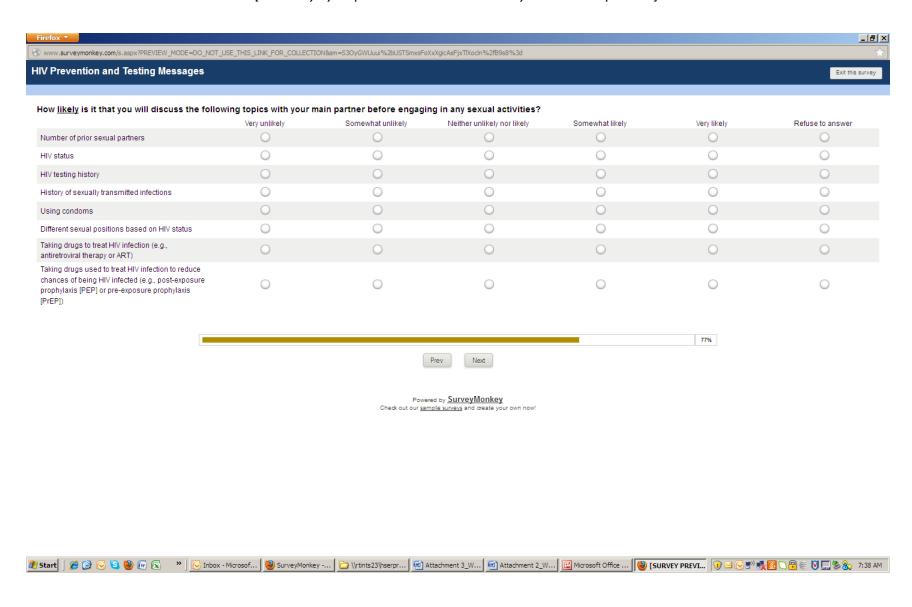


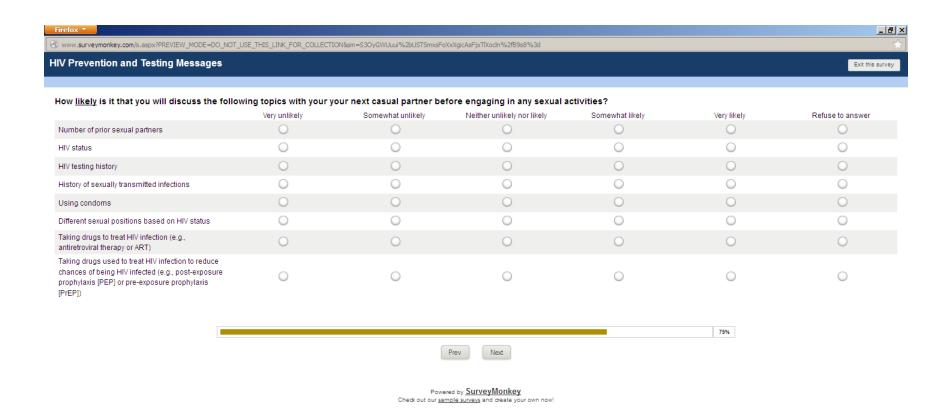






[Seen only by respondents who indicated they have a main partner.]





[Seen only by respondents who indicated they have a main partner.]

