Hip Hop Creative Concept Survey		Unique ID:		OMB# 0910-067	'4 Exp: 3/31/2016
Version					
Ad #1					
$\underline{\textbf{Instructions:}} \ \textbf{For each statement in the left column, circle the * that b}$	est represents y	our level of agreem	ent or disagreeme	ent with that s	statement.
	Completely		Neither Agree nor	Somewhat	Completely
	Disagree	Somewhat Disagree	Disagree	Agree	Agree
(a) This ad would convince people my age to LIVE TOBACCO-FREE.	*	*	*	*	*
(b) I would TALK ABOUT this ad with my friends.	*	*	*	*	*
(c) This ad would be RELEVANT TO MY FRIENDS AND ME.	*	*	*	*	*
Ad #2 Instructions: For each statement in the left column, circle the * that b	est represents v	our level of agreem	ent or disagreeme	ant with that c	statement

	Completely Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Completely Agree
(a) This ad would convince people my age to LIVE TOBACCO-FREE.	*	*	*	*	*
(b) I would TALK ABOUT this ad with my friends.	*	*	*	*	*
(c) This ad would be <b>RELEVANT TO MY FRIENDS AND ME.</b>	*	*	*	*	*

Ad #3_	

<u>Instructions:</u> For each statement in the left column, circle the \* that best represents your level of agreement or disagreement with that statement.

	Completely Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Completely Agree
(a) This ad would convince people my age to LIVE TOBACCO-FREE.	*	*	*	*	*
(b) I would TALK ABOUT this ad with my friends.	*	*	*	*	*
(c) This ad would be <b>RELEVANT TO MY FRIENDS AND ME.</b>	*	*	*	*	*

	-
Ad #4	

Instructions: For each statement in the left column, circle the \* that best represents your level of agreement or disagreement with that statement.

	Completely Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Completely Agree
(a) This ad would convince people my age to LIVE TOBACCO-FREE.	*	*	*	*	*
(b) I would TALK ABOUT this ad with my friends.	*	*	*	*	*
(c) This ad would be RELEVANT TO MY FRIENDS AND ME.	*	*	*	*	*

A -1 //F	
Ad #5	

Instructions: For each statement in the left column, circle the \* that best represents your level of agreement or disagreement with that statement.

	Completely Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Completely Agree
(a) This ad would convince people my age to LIVE TOBACCO-FREE.	*	*	*	*	*
(b) I would TALK ABOUT this ad with my friends.	*	*	*	*	*
(c) This ad would be RELEVANT TO MY FRIENDS AND ME.	*	*	*	*	*

Ad #6	

Instructions: For each statement in the left column, circle the \* that best represents your level of agreement or disagreement with that statement.

	Completely Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Completely Agree
(a) This ad would convince people my age to LIVE TOBACCO-FREE.	*	*	*	*	*
(b) I would TALK ABOUT this ad with my friends.	*	*	*	*	*
(c) This ad would be RELEVANT TO MY FRIENDS AND ME.	*	*	*	*	*