

Hip Hop Creative Concept Survey

Unique ID: _____ OMB# 0910-0674 Exp: 3/31/2016

Version _____

Ad #1

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 #2

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 #3

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 #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.	*	*	*	*	*

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.	*	*	*	*	*