

ID

GROUP

1 What is the message—that is, what is the most important thing the idea is trying to tell you?

2 What did you think about this idea?  
Please give it a grade from A-F.

(MARK ONLY ONE)

(A) (B) (C) (D) (F)

3 How much do you agree or disagree with the following statements:

(CHECK ONLY ONE RESPONSE FOR EACH ITEM)

 STRONGLY DISAGREE
  DISAGREE
  NEITHER AGREE NOR DISAGREE
  AGREE
  STRONGLY AGREE

This idea grabbed my attention	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can relate to this idea	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This idea is convincing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This idea made me stop and think about using smokeless tobacco	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This idea made me want to learn more about the health risks of using smokeless tobacco	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4 What do you like most about this idea?

5 What would you change about this idea to make it better?

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