Creative Concept Survey

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.**	*	*	*	*	*