Creative Concept Survey		Unique ID:		омв с	ontrol # 0910-0674
Version					Expires 3/31/2016
Ad #1					
$\underline{Instructions:} \ For each \ statement \ in \ the \ left \ column, \ circle \ the \ ^* \ that \ b$	est represents y	our level of agreement or d	isagreeme	ent with that s	tatement.
	Completely	Noithor	Agree per	Comowhat	Completely

	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 <b>RELEVANT TO MY FRIENDS AND ME.</b>	*	*	*	*	*

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		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 <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		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 #5\_\_\_\_\_

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