

Creative Concept Survey

Unique ID: _____

Version _____

OMB# 0910-0674
Exp. 03/31/2016

Ad #1 _____

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

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
(a) This ad gave me a reason to not use tobacco.	*	*	*	*	*
(b) I can identify with what the ad says.	*	*	*	*	*
(c) The person/people in this ad are like 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.

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
(a) This ad gave me a reason to not use tobacco.	*	*	*	*	*
(b) I can identify with what the ad says.	*	*	*	*	*
(c) The person/people in this ad are like 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.

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
(a) This ad gave me a reason to not use tobacco.	*	*	*	*	*
(b) I can identify with what the ad says.	*	*	*	*	*
(c) The person/people in this ad are like 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.

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
(a) This ad gave me a reason to not use tobacco.	*	*	*	*	*
(b) I can identify with what the ad says.	*	*	*	*	*
(c) The person/people in this ad are like 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.

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
(a) This ad gave me a reason to not use tobacco.	*	*	*	*	*
(b) I can identify with what the ad says.	*	*	*	*	*
(c) The person/people in this ad are like me.	*	*	*	*	*