

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

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2 Grade the idea
(MARK ONLY ONE)

A
 B
 C
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 F

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3 How did this idea make you feel?
(CHECK ALL THAT APPLY)

- Inspired
- Hopeful
- Understood
- Confused
- Neutral
- Discouraged
- Other: _____






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4 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 is worth remembering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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 believable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This idea made quitting smoking seem more manageable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This idea made me want to quit smoking again	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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