|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Creative Concept Survey** | | | |  |  |  | | |  | |  | |  | |  | |
|  |  | |  |  |  |  | | |  | |  | |  | |  | |
| **Version \_\_\_\_\_\_\_\_\_\_\_\_** | | | |  |  |  | | |  | | Unique ID: | |  | |  | |
|  |  | |  |  |  |  | | |  | |  | |  | |  | |
| **Instructions: For each statement in the left column, circle the ★ that best represents your level of agreement or disagreement.** | | | | | | | | | | | | | | | | | |  |
|  |  |  | |  |  | |  |  | | |  | |  | | |  |
| **Ad #\_\_\_\_\_\_\_\_\_\_** | |  | |  |  | |  |  | | |  | |  | | |  |
|  | |  |  | |  |  | | |  | |  | | |  |
|  | |  |  | |  |  | | |  | |  | | |  |
|  |  |  | |  |  | |  |  | | |  | |  | | |  |
|  | | | | | | | Completely Disagree | | | Somewhat Disagree | | Neither Agree nor Disagree | | Somewhat Agree | | Completely Agree |
| (a) This ad **GRABBED MY ATTENTION**. | | | | | | | ★ | | | ★ | | ★ | | ★ | | ★ |
| (b) This ad would **RELATE TO MY FRIENDS AND ME.** | | | | | | | ★ | | | ★ | | ★ | | ★ | | ★ |
| (c) This ad is **MEANINGFUL TO ME**. | | | | | | | ★ | | | ★ | | ★ | | ★ | | ★ |
| (d) This ad would convince people my age to **LIVE TOBACCO FREE.** | | | | | | | ★ | | | ★ | | ★ | | ★ | | ★ |
|  |  |  | |  |  | |  |  | | |  | |  | | |  |
|  |  |  | |  |  | |  |  | | |  | |  | | |  |
|  |  |  | |  |  | |  |  | | |  | |  | | |  |
| **Ad #\_\_\_\_\_\_\_\_\_\_** | |  | |  |  | |  |  | | |  | |  | | |  |
|  | |  |  | |  |  | | |  | |  | | |  |
|  | |  |  | |  |  | | |  | |  | | |  |
|  |  |  | |  |  | |  |  | | |  | |  | | |  |
|  | | | | | | | Completely Disagree | | | Somewhat Disagree | | Neither Agree nor Disagree | | Somewhat Agree | | Completely Agree |
| (a) This ad **GRABBED MY ATTENTION**. | | | | | | | ★ | | | ★ | | ★ | | ★ | | ★ |
| (b) This ad would **RELATE TO MY FRIENDS AND ME.** | | | | | | | ★ | | | ★ | | ★ | | ★ | | ★ |
| (c) This ad is **MEANINGFUL TO ME**. | | | | | | | ★ | | | ★ | | ★ | | ★ | | ★ |
| (d) This ad would convince people my age to **LIVE TOBACCO FREE.** | | | | | | | ★ | | | ★ | | ★ | | ★ | | ★ |
|  |  |  | |  |  | |  |  | | |  | |  | | |  |
| **Ad #\_\_\_\_\_\_\_\_\_\_** | |  | |  |  | |  |  | | |  | |  | | |  |
|  | |  |  | |  |  | | |  | |  | | |  |
|  | |  |  | |  |  | | |  | |  | | |  |
|  |  |  | |  |  | |  |  | | |  | |  | | |  |
|  | | | | | | | Completely Disagree | | | Somewhat Disagree | | Neither Agree nor Disagree | | Somewhat Agree | | Completely Agree |
| (a) This ad **GRABBED MY ATTENTION**. | | | | | | | ★ | | | ★ | | ★ | | ★ | | ★ |
| (b) This ad would **RELATE TO MY FRIENDS AND ME.** | | | | | | | ★ | | | ★ | | ★ | | ★ | | ★ |
| (c) This ad is **MEANINGFUL TO ME**. | | | | | | | ★ | | | ★ | | ★ | | ★ | | ★ |
| (d) This ad would convince people my age to **LIVE TOBACCO FREE.** | | | | | | | ★ | | | ★ | | ★ | | ★ | | ★ |
|  |  |  | |  |  | |  |  | | |  | |  | | |  |
|  |  |  | |  |  | |  |  | | |  | |  | | |  |
|  |  |  | |  |  | |  |  | | |  | |  | | |  |
| **Ad #\_\_\_\_\_\_\_\_\_\_** | |  | |  |  | |  |  | | |  | |  | | |  |
|  | |  |  | |  |  | | |  | |  | | |  |
|  | |  |  | |  |  | | |  | |  | | |  |
|  |  |  | |  |  | |  |  | | |  | |  | | |  |
|  | | | | | | | Completely Disagree | | | Somewhat Disagree | | Neither Agree nor Disagree | | Somewhat Agree | | Completely Agree |
| (a) This ad **GRABBED MY ATTENTION**. | | | | | | | ★ | | | ★ | | ★ | | ★ | | ★ |
| (b) This ad would **RELATE TO MY FRIENDS AND ME.** | | | | | | | ★ | | | ★ | | ★ | | ★ | | ★ |
| (c) This ad is **MEANINGFUL TO ME**. | | | | | | | ★ | | | ★ | | ★ | | ★ | | ★ |
| (d) This ad would convince people my age to **LIVE TOBACCO FREE.** | | | | | | | ★ | | | ★ | | ★ | | ★ | | ★ |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  | |  | |  | |  | |  | |
| **Ad #\_\_\_\_\_\_\_\_\_\_** | |  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  |  |  | |  | |  | |  | |  | |
|  | | | | Completely Disagree | | Somewhat Disagree | | Neither Agree nor Disagree | | Somewhat Agree | | Completely Agree | |
| (a) This ad **GRABBED MY ATTENTION**. | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
| (b) This ad would **RELATE TO MY FRIENDS AND ME.** | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
| (c) This ad is **MEANINGFUL TO ME**. | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
| (d) This ad would convince people my age to **LIVE TOBACCO FREE.** | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
|  |  |  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  |  |  | |  | |  | |  | |  | |
| **Ad #\_\_\_\_\_\_\_\_\_\_** | |  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  |  |  | |  | |  | |  | |  | |
|  | | | | Completely Disagree | | Somewhat Disagree | | Neither Agree nor Disagree | | Somewhat Agree | | Completely Agree | |
| (a) This ad **GRABBED MY ATTENTION**. | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
| (b) This ad would **RELATE TO MY FRIENDS AND ME.** | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
| (c) This ad is **MEANINGFUL TO ME**. | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
| (d) This ad would convince people my age to **LIVE TOBACCO FREE.** | | | | ★ | | ★ | | ★ | | ★ | | ★ | |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Ad #\_\_\_\_\_\_\_\_\_\_** | |  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  |  |  | |  | |  | |  | |  | |
|  | | | | Completely Disagree | | Somewhat Disagree | | Neither Agree nor Disagree | | Somewhat Agree | | Completely Agree | |
| (a) This ad **GRABBED MY ATTENTION**. | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
| (b) This ad would **RELATE TO MY FRIENDS AND ME.** | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
| (c) This ad is **MEANINGFUL TO ME**. | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
| (d) This ad would convince people my age to **LIVE TOBACCO FREE.** | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
|  |  |  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  |  |  | |  | |  | |  | |  | |
| **Ad #\_\_\_\_\_\_\_\_\_\_** | |  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  |  |  | |  | |  | |  | |  | |
|  | | | | Completely Disagree | | Somewhat Disagree | | Neither Agree nor Disagree | | Somewhat Agree | | Completely Agree | |
| (a) This ad **GRABBED MY ATTENTION**. | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
| (b) This ad would **RELATE TO MY FRIENDS AND ME.** | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
| (c) This ad is **MEANINGFUL TO ME**. | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
| (d) This ad would convince people my age to **LIVE TOBACCO FREE.** | | | | ★ | | ★ | | ★ | | ★ | | ★ | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  | |  | |  | |  | |  | |
| **Ad #\_\_\_\_\_\_\_\_\_\_** | |  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  |  |  | |  | |  | |  | |  | |
|  | | | | Completely Disagree | | Somewhat Disagree | | Neither Agree nor Disagree | | Somewhat Agree | | Completely Agree | |
| (a) This ad **GRABBED MY ATTENTION**. | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
| (b) This ad would **RELATE TO MY FRIENDS AND ME.** | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
| (c) This ad is **MEANINGFUL TO ME**. | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
| (d) This ad would convince people my age to **LIVE TOBACCO FREE.** | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
|  |  |  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  |  |  | |  | |  | |  | |  | |
| **Ad #\_\_\_\_\_\_\_\_\_\_** | |  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  |  |  | |  | |  | |  | |  | |
|  | | | | Completely Disagree | | Somewhat Disagree | | Neither Agree nor Disagree | | Somewhat Agree | | Completely Agree | |
| (a) This ad **GRABBED MY ATTENTION**. | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
| (b) This ad would **RELATE TO MY FRIENDS AND ME.** | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
| (c) This ad is **MEANINGFUL TO ME**. | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
| (d) This ad would convince people my age to **LIVE TOBACCO FREE.** | | | | ★ | | ★ | | ★ | | ★ | | ★ | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  | |  | |  | |  | |  | |
| **Ad #\_\_\_\_\_\_\_\_\_\_** | |  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  |  |  | |  | |  | |  | |  | |
|  | | | | Completely Disagree | | Somewhat Disagree | | Neither Agree nor Disagree | | Somewhat Agree | | Completely Agree | |
| (a) This ad **GRABBED MY ATTENTION**. | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
| (b) This ad would **RELATE TO MY FRIENDS AND ME.** | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
| (c) This ad is **MEANINGFUL TO ME**. | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
| (d) This ad would convince people my age to **LIVE TOBACCO FREE.** | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
|  |  |  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  |  |  | |  | |  | |  | |  | |
| **Ad #\_\_\_\_\_\_\_\_\_\_** | |  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  | |  | |  | |  | |  | |
|  |  |  |  |  |  | |  | |  | |  | |  | |
|  | | | | Completely Disagree | | Somewhat Disagree | | Neither Agree nor Disagree | | Somewhat Agree | | Completely Agree | |
| (a) This ad **GRABBED MY ATTENTION**. | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
| (b) This ad would **RELATE TO MY FRIENDS AND ME.** | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
| (c) This ad is **MEANINGFUL TO ME**. | | | | ★ | | ★ | | ★ | | ★ | | ★ | |
| (d) This ad would convince people my age to **LIVE TOBACCO FREE.** | | | | ★ | | ★ | | ★ | | ★ | | ★ | |