

# 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 # _____
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	Completely Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Completely Agree
(a) This ad <b>GRABBED MY ATTENTION.</b>	★	★	★	★	★
(b) This ad would <b>RELATE TO MY FRIENDS AND ME.</b>	★	★	★	★	★
(c) This ad is <b>MEANINGFUL TO ME.</b>	★	★	★	★	★
(d) This ad would convince people my age to <b>LIVE TOBACCO FREE.</b>	★	★	★	★	★

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**Paperwork Reduction Act Statement:** The public reporting burden for this information collection has been estimated to average 65 minutes per response to complete the Creative Concept Survey (the time estimated to read, review and complete). Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to [PRStaff@fda.hhs.gov](mailto:PRStaff@fda.hhs.gov).

(c) This ad is <b>MEANINGFUL TO ME.</b>	★	★	★	★	★
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