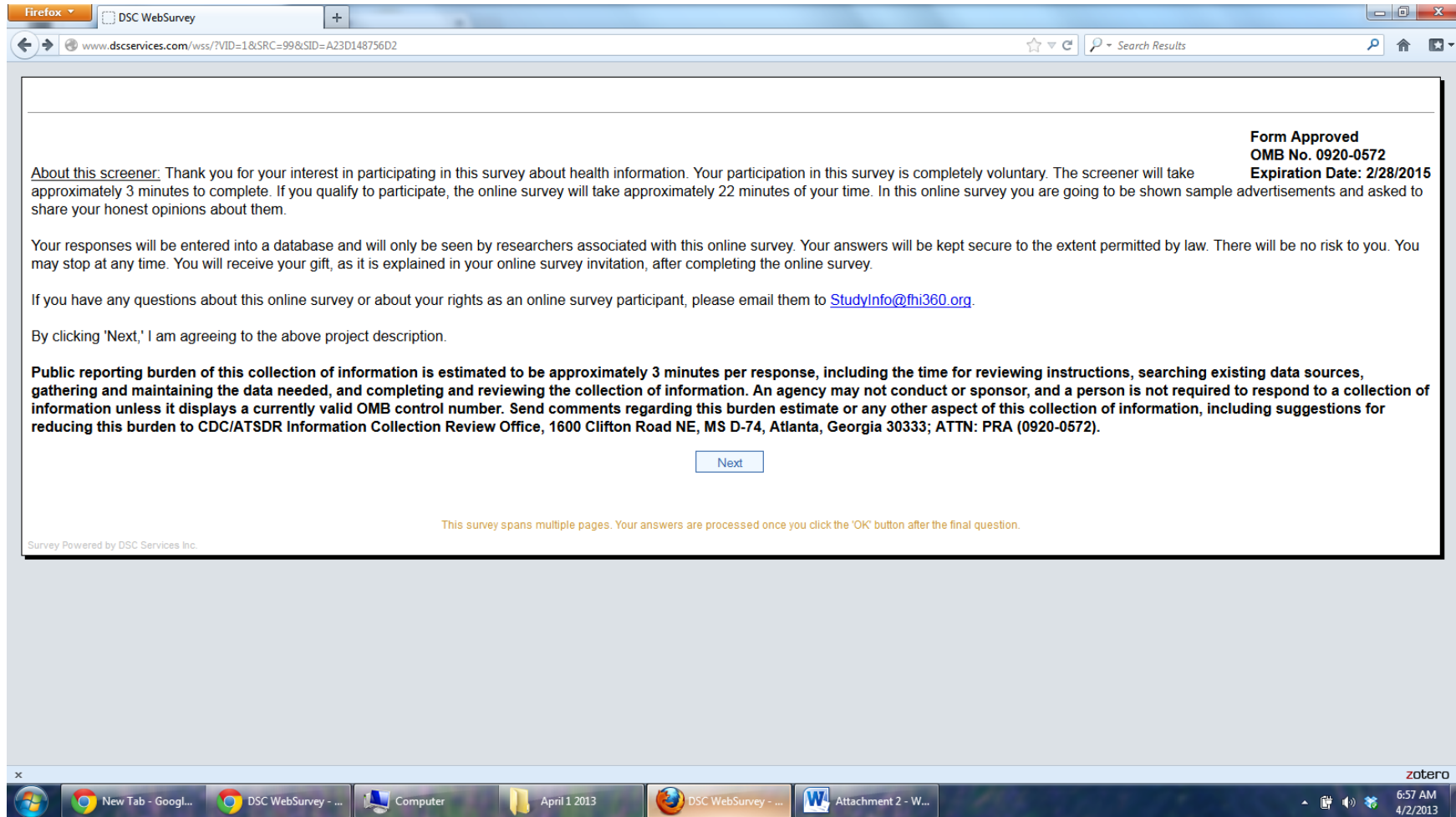


Attachment 2c: Representative Screenshots of Online Screener and Survey for Wave 1: Beverages

Screenshot – Online Screener Home Page



Screenshot – Online Screener Question S1

The screenshot shows a Firefox browser window displaying an online survey question. The browser's address bar shows the URL `www.dscservices.com/wss/snvy.asp?WCI=SurveyForm&WCE=Navigate`. The survey question is "What is your gender?". There are two radio button options: "Male" and "Female". The "Female" option is selected, indicated by a blue highlight. Below the options, there is a progress indicator showing a small bar and the text "2%". A "Next" button is located to the right of the progress indicator. At the bottom of the survey area, there is a note: "This survey spans multiple pages. Your answers are processed once you click the 'OK' button after the final question." The browser's taskbar at the bottom shows several open applications: "New Tab - Googl...", "DSC WebSurvey - ...", "Computer", "April 1 2013", "DSC WebSurvey - ...", "Attachment 2 - W...", and "Intel® Graphics a...". The system tray on the right shows the time as 6:58 AM on 4/2/2013 and the Zotero logo.

What is your gender?

Male

Female

2%

Next

This survey spans multiple pages. Your answers are processed once you click the 'OK' button after the final question.

Survey Powered by DSC Services Inc.

Screenshot – Online Screener Question S2

Firefox | DSC WebSurvey

www.dscservices.com/wss/srvy.asp?WCI=SurveyForm&WCE=Navigate

Search Results

In what year were you born?

Don't know/Not sure

Refused

Next

4%

This survey spans multiple pages. Your answers are processed once you click the 'OK' button after the final question.

Survey Powered by DSC Services Inc.

zotero

6:58 AM 4/2/2013

Screenshot – Online Screener Question S3

The screenshot shows a Firefox browser window displaying a survey question. The browser's address bar shows the URL `www.dscservices.com/wss/srvy.asp?WCI=SurveyForm&WCE=Navigate`. The survey question is: "What is the highest level of education you have completed?". Below the question is a list of seven radio button options: "Grade school", "Less than high school graduate/some high school", "High school graduate or completed GED", "Some college or technical school", "Received four-year college degree", "Some post graduate studies", "Received advanced degree", and "Other". A progress bar at the bottom left shows 5% completion. A "Next" button is centered below the options. A note at the bottom of the survey area states: "This survey spans multiple pages. Your answers are processed once you click the 'OK' button after the final question." The browser's taskbar at the bottom shows several open applications: Lexi Smith - Outlo..., April 1 2013, DSC WebSurvey - ..., and Attachment 2 - W... The system tray on the right shows the time as 6:59 AM on 4/2/2013 and the Zotero logo.

Firefox | DSC WebSurvey

www.dscservices.com/wss/srvy.asp?WCI=SurveyForm&WCE=Navigate

What is the highest level of education you have completed?

- Grade school
- Less than high school graduate/some high school
- High school graduate or completed GED
- Some college or technical school
- Received four-year college degree
- Some post graduate studies
- Received advanced degree
- Other

Next

5%

This survey spans multiple pages. Your answers are processed once you click the 'OK' button after the final question.

Survey Powered by DSC Services Inc.

Lexi Smith - Outlo... | April 1 2013 | DSC WebSurvey - ... | Attachment 2 - W... | 6:59 AM 4/2/2013 | zotero

Screenshot – Online Screener Question S4

Please indicate your race or ethnic background. Are you...?

Ethnicity

Hispanic or Latino

Not Hispanic or Latino

Race

Select one or more.

White

Black or African American

American Indian or Alaska Native

Native Hawaiian or Other Pacific Islander

Asian

This survey spans multiple pages. Your answers are processed once you click the 'OK' button after the final question.

Survey Powered by DSC Services Inc.

Screenshot – Online Screener Question S5

The screenshot shows a Firefox browser window displaying an online survey question. The browser's address bar shows the URL `www.dscservices.com/wss/srvy.asp?WCI=SurveyForm&WCE=Navigate`. The survey question is: "In what state, city, and zip code do you currently live?".

The form consists of three input fields:

- State:** A dropdown menu with the text "--Select--".
- City:** A text input field with the placeholder text "Enter city".
- Zip code:** A text input field with the placeholder text "Enter zip".

Below the input fields, there is a progress indicator showing a small blue bar and the text "7%". To the right of the progress bar is a "Next" button.

At the bottom of the survey area, there is a note: "This survey spans multiple pages. Your answers are processed once you click the 'OK' button after the final question." Below this note, it says "Survey Powered by DSC Services Inc."

The Windows taskbar at the bottom of the screen shows several open applications: "Lexi Smith - Outlo...", "April 1 2013", "DSC WebSurvey - ...", and "Attachment 2 - W...". The system tray on the right shows the time as "6:59 AM 4/2/2013" and the "zotero" logo.

Screenshot – Online Screener Question S6

The screenshot shows a Firefox browser window displaying a survey question. The browser's address bar shows the URL `www.dscservices.com/wss/srvy.asp?WCI=SurveyForm&WCE=Navigate`. The survey question asks: "Do you, or does any member of your household or immediate family work:" followed by a list of five options, each with a checkbox. The options are: "For a market research company", "For an advertising agency or public relations firm", "For the media (TV/radio/newspapers/magazines)", "As a healthcare professional (doctor, nurse, pharmacist, dietician, etc.)", and "None of the above". Below the list is a "Next" button. A progress indicator shows a small blue bar and the text "8%". At the bottom of the survey area, there is a note: "This survey spans multiple pages. Your answers are processed once you click the 'OK' button after the final question." The browser's taskbar at the bottom shows several open applications: "Lexi Smith - Outlo...", "April 1 2013", "DSC WebSurvey - ...", and "Attachment 2 - W...". The system tray on the right shows the time as 7:00 AM on 4/2/2013 and the Zotero logo.

Firefox

DSC WebSurvey

www.dscservices.com/wss/srvy.asp?WCI=SurveyForm&WCE=Navigate

Search Results

Do you, or does any member of your household or immediate family work:

Please check all that apply.

- For a market research company
- For an advertising agency or public relations firm
- For the media (TV/radio/newspapers/magazines)
- As a healthcare professional (doctor, nurse, pharmacist, dietician, etc.)
- None of the above

Next

8%

This survey spans multiple pages. Your answers are processed once you click the 'OK' button after the final question.

Survey Powered by DSC Services Inc.

zotero

7:00 AM
4/2/2013

Lexi Smith - Outlo...
April 1 2013
DSC WebSurvey - ...
Attachment 2 - W...

Screenshot – Online Survey Home Page

The screenshot shows a Firefox browser window with the address bar displaying www.dscservices.com/wss/srvy.asp?WCI=SurveyForm&WCE=Navigate. The page content includes:

Form Approved
OMB No. 0920-0572
Expiration Date: 2/28/2015

About this online survey: Thank you for answering these questions. You are qualified to participate in this online survey, which is being conducted on behalf of the Centers for Disease Control and Prevention, sometimes referred to as CDC, in Atlanta. The online survey will take about 22 minutes to complete. In this online survey you are going to be shown sample advertisements and asked to share your honest opinions about them.

Your responses will be entered into a database and will only be seen by researchers associated with this online survey. Your answers will be kept secure to the extent permitted by law. There will be no risk to you. You may stop at any time. You will receive your gift, as it is explained in your online survey invitation, after completing the online survey.

If you have any questions about this online survey or about your rights as an online survey participant, please email them to StudyInfo@fhi360.org.

By clicking 'Next,' I am agreeing to the above project description.

Public reporting burden of this collection of information is estimated to average 22 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-0572).

This survey spans multiple pages. Your answers are processed once you click the 'OK' button after the final question.

Survey Powered by DSC Services Inc.

The browser's taskbar at the bottom shows several open windows: "Lexi Smith - Outlo...", "April 1 2013", "DSC WebSurvey - ...", and "Attachment 2 - W...". The system tray on the right indicates the time is 7:01 AM on 4/2/2013.

Screenshot – Online Survey Question Q1

The screenshot shows a Firefox browser window displaying an online survey. The address bar shows the URL: www.dscservices.com/wss/srvy.asp?WCI=SurveyForm&WCE=Navigate. The survey question is: "Are you planning to stop drinking regular soft drinks (non-diet) or other sugary drinks within the **next 30 days**?" Below the question are two radio button options: "Yes" and "No". A progress bar on the left indicates that 24% of respondents have answered. A "Next" button is located to the right of the progress bar. At the bottom of the survey area, a note states: "This survey spans multiple pages. Your answers are processed once you click the 'OK' button after the final question." The browser's taskbar at the bottom shows several open applications: Lexi Smith - Outlo..., April 1 2013, DSC WebSurvey - ..., and Attachment 2 - W... The system tray on the right shows the time as 7:02 AM on 4/2/2013 and the Zotero logo.

Are you planning to stop drinking regular soft drinks (non-diet) or other sugary drinks within the **next 30 days**?

Yes

No

24%

Next

This survey spans multiple pages. Your answers are processed once you click the 'OK' button after the final question.

Survey Powered by DSC Services Inc.

Screenshot – Online Survey Question Q 1_1

The screenshot shows a Firefox browser window displaying an online survey. The address bar shows the URL: www.dscservices.com/wss/srvy.asp?WCI=SurveyForm&WCE=Navigate. The survey question is: "Are you planning to cut back on regular soft drinks (non-diet) or other sugary drinks within the **next 30 days**?" Below the question are two radio button options: "Yes" and "No". A progress bar on the left indicates that 25% of respondents have answered. A "Next" button is located to the right of the progress bar. At the bottom of the survey area, a note states: "This survey spans multiple pages. Your answers are processed once you click the 'OK' button after the final question." The browser's taskbar at the bottom shows several open applications: Lexi Smith - Outlo..., April 1 2013, DSC WebSurvey - ..., and Attachment 2 - W... The system tray on the right shows the time as 7:02 AM on 4/2/2013 and the Zotero logo.

Screenshot – Online Survey Question Q 1_2

The screenshot shows a Firefox browser window displaying an online survey. The address bar shows the URL www.dscservices.com/wss/srvy.asp?WCI=SurveyForm&WCE=Navigate. The survey question is: "Are you planning to be more physically active within the **next 30 days**?" Below the question are two radio button options: "Yes" and "No". A progress bar indicates that 27% of respondents have answered. A "Next" button is visible below the options. At the bottom of the survey area, there is a note: "This survey spans multiple pages. Your answers are processed once you click the 'OK' button after the final question." The browser's taskbar at the bottom shows several open applications: Lexi Smith - Outlo..., April 1 2013, DSC WebSurvey - ..., and Attachment 2 - W... The system tray on the right shows the time as 7:02 AM on 4/2/2013 and the Zotero logo.

Are you planning to be more physically active within the **next 30 days**?

Yes

No

27%

Next

This survey spans multiple pages. Your answers are processed once you click the 'OK' button after the final question.

Survey Powered by DSC Services Inc.

Screenshot – Online Survey Question Q 1_3

The screenshot shows a Firefox browser window displaying an online survey. The address bar shows the URL: www.dscservices.com/wss/srvy.asp?WCI=SurveyForm&WCE=Navigate. The survey question is: "Are you planning to eat healthier meals and snacks within the **next 30 days**?" Below the question are two radio button options: "Yes" and "No". A progress bar on the left indicates that 28% of respondents have answered. A "Next" button is located to the right of the progress bar. At the bottom of the survey area, there is a note: "This survey spans multiple pages. Your answers are processed once you click the 'OK' button after the final question." The browser's taskbar at the bottom shows several open applications: Lexi Smith - Outlo..., April 1 2013, DSC WebSurvey - ..., and Attachment 2 - W... The system tray on the right shows the time as 7:02 AM on 4/2/2013 and the Zotero logo.

Screenshot – Online Survey Question Q 2

The screenshot shows a Firefox browser window displaying an online survey. The address bar shows the URL: www.dscservices.com/wss/srvy.asp?WCI=SurveyForm&WCE=Navigate. The survey question is: "Are you planning to do something about your weight within the **next 30 days**?"

The response options are:

- Yes, I plan to try to lose weight
- Yes, I plan to try to gain weight
- Yes, I plan to try to maintain my current weight
- No, I have no plans to do anything about my weight

A progress bar below the options shows 29% completion. A "Next" button is visible to the right of the progress bar.

Below the progress bar, a message states: "This survey spans multiple pages. Your answers are processed once you click the 'OK' button after the final question."

At the bottom left of the survey area, it says "Survey Powered by DSC Services Inc."

The Windows taskbar at the bottom shows several open applications: Lexi Smith - Outlo..., April 1 2013, DSC WebSurvey - ..., and Attachment 2 - W... The system tray on the right shows the time as 7:02 AM on 4/2/2013 and the Zotero logo.

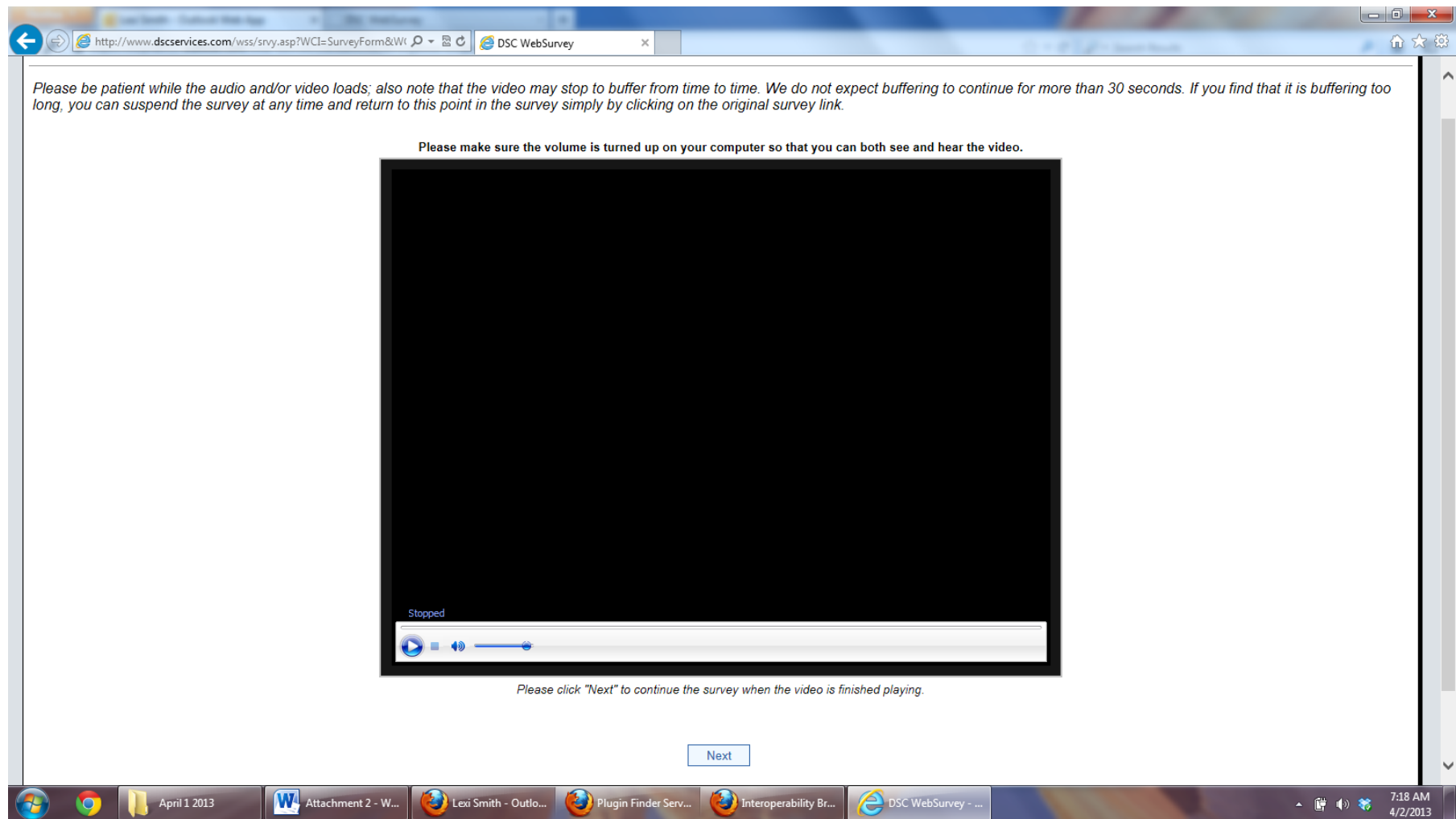
Screenshot – Online Survey Question Q 11

The screenshot shows a Firefox browser window displaying an online survey question. The browser's address bar shows the URL www.dscservices.com/wss/srvy.asp?WCI=SurveyForm&WCE=Navigate. The survey text reads: "Now we would like to show you a few different health-related ads, including a television, print, and/or radio ad, and then ask you to evaluate each ad. Even if an ad is from another community or city, please rate it as if it were an ad from your local community. Please make sure the volume on your computer is turned up, so that you may both see and/or hear the TV and radio ads. Please click 'Next' to continue." A "Next" button is centered below the text. At the bottom of the survey frame, a note states: "This survey spans multiple pages. Your answers are processed once you click the 'OK' button after the final question." The browser's taskbar at the bottom shows several open applications: Lexi Smith - Outlo..., April 1 2013, DSC WebSurvey - ..., and Attachment 2 - W... The system tray on the right indicates the time is 7:05 AM on 4/2/2013, with icons for network, volume, and power. The Zotero logo is visible in the bottom right corner of the browser window.

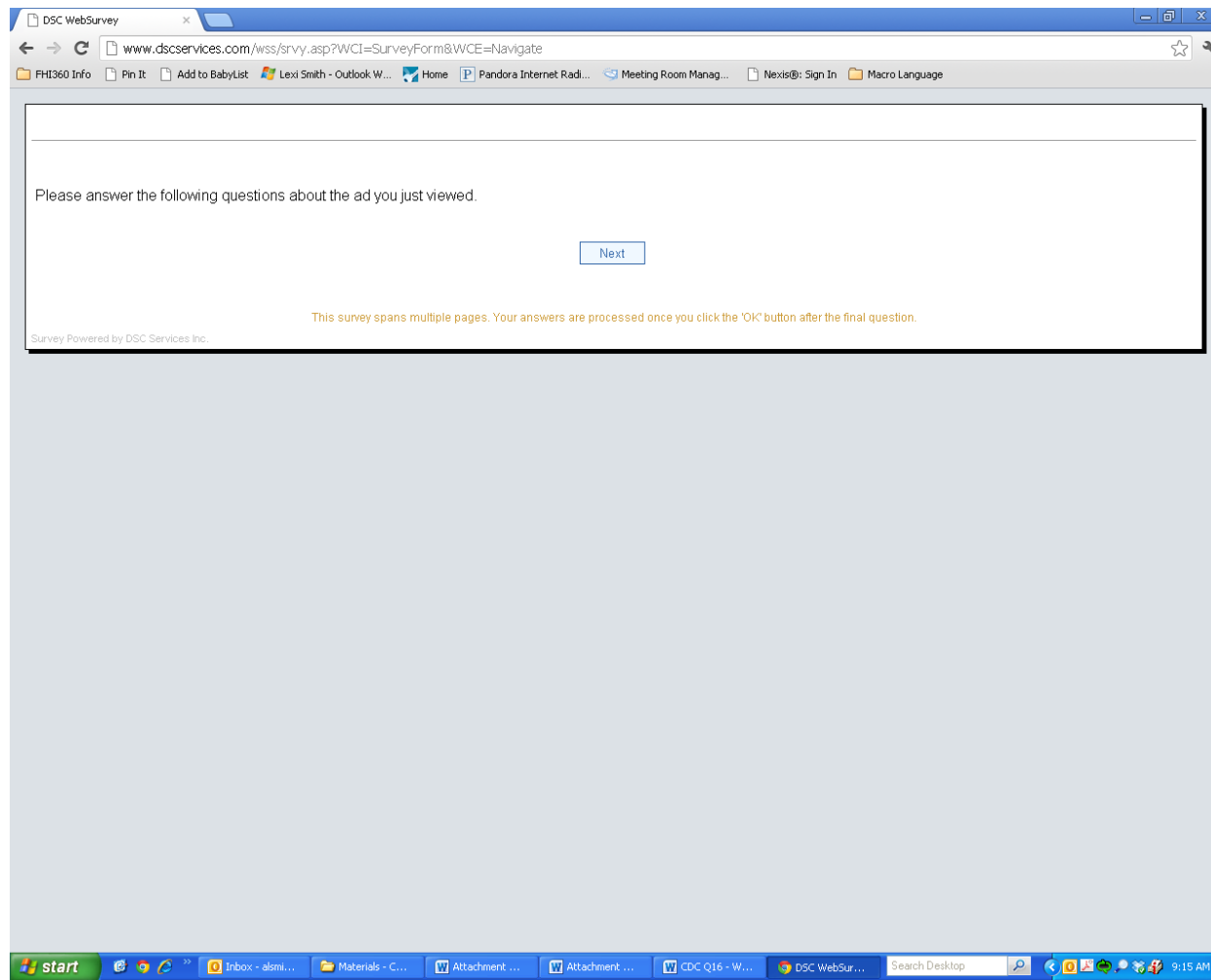
Survey Powered by DSC Services Inc.

This survey spans multiple pages. Your answers are processed once you click the 'OK' button after the final question.

Screenshot – Online Survey Ad Viewing Screen



Screenshot – Online Survey Transition Screen



Screenshot – Online Survey Question Q12

www.dscservices.com/wss/srvy.asp?WCI=SurveyForm&WCE=Navigate

If you saw or heard this message, would it get your attention?

Yes

No

47 %

Next

This survey spans multiple pages. Your answers are processed once you click the 'OK' button after the final question.

Survey Powered by DSC Services Inc.

start | Inbox - alsmi... | Materials - C... | Attachment ... | Attachment ... | CDC Q16 - W... | DSC WebSur... | Search Desktop | 9:15 AM

Screenshot – Online Survey Question Q13

Why or why not?

Enter response

Next

48%

This survey spans multiple pages. Your answers are processed once you click the 'OK' button after the final question.

Survey Powered by DSC Services Inc.

start | Incho - alsmi... | Materials - C... | Attachment... | Attachment... | CDC Q16 - W... | DSC WebSur... | Search Desktop | 9:15 AM

Screenshot – Online Survey Question Q14

Is this message believable or not?

Yes

No

40%

Next

This survey spans multiple pages. Your answers are processed once you click the 'OK' button after the final question.

Survey Powered by DSC Services Inc.

www.dscservices.com/wss/srvy.asp?WCI=SurveyForm&WCE=Navigate

FHI360 Info Pin It Add to BabyList Lexi Smith - Outlook W... Home Pandora Internet Radi... Meeting Room Manag... Nexis@: Sign In Macro Language

start Inbox - alsmith@f... Materials - CDC R... Attachment 2 - W... CDC Q16 - Waves... DSC WebSurvey ... Search Desktop 9:16 AM

Screenshot – Online Survey Question Q15

Why or why not?

Enter response

Next

51%

This survey spans multiple pages. Your answers are processed once you click the 'OK' button after the final question.

Survey Powered by DSC Services Inc.

start | Inbox - alsmith@f... | Materials - CDC R... | Attachment 2 - W... | CDC Q16 - Waves... | DSC WebSurvey ... | Search Desktop | 9:16 AM

Screenshot – Online Survey Question Q16: Wave 1

Did you think any of these ads was effective to motivate you or someone else to cut back on regular soft drinks or other sugary beverages – for example, regular pop or soda (non-diet), sugary sports drinks and energy drinks, fruit flavored drinks (not counting 100% fruit juice), or other sugary drinks?

Please use a scale from 1 to 5, where 1 is not at all effective and 5 is extremely effective.

Not at all effective

Somewhat ineffective

Neither effective nor ineffective

Somewhat effective

Extremely effective

52%

Next

This survey spans multiple pages. Your answers are processed once you click the 'OK' button after the final question.

Survey Powered by DSC Services Inc.

Screenshot – Online Survey Completion Screen

