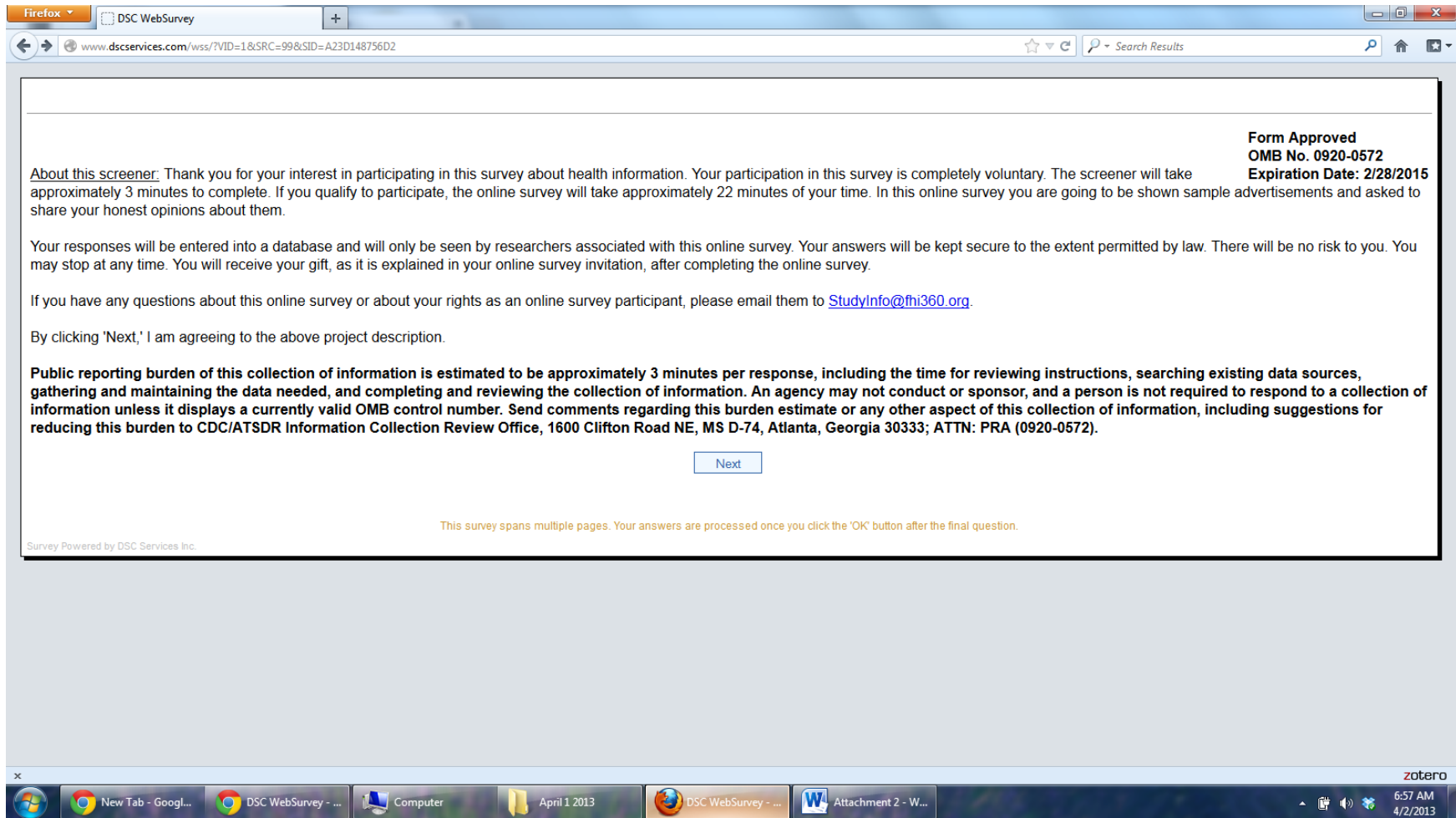


# Attachment 5c: Representative Screenshots of Online Screener and Survey for Wave 4: Healthy Living

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/svy.asp?WCI=SurveyForm&WCE=Navigate`. The question is "What is your gender?" and has two radio button options: "Male" and "Female". The "Female" option is selected. Below the options is a progress bar showing 2% completion. A "Next" button is visible 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, including "New Tab - Googl...", "DSC WebSurvey - ...", "Computer", "April 1 2013", "DSC WebSurvey - ...", "Attachment 2 - W...", and "Intel® Graphics a...". The system clock in the bottom right corner indicates the time is 6:58 AM on 4/2/2013.

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

Firefox DSC WebSurvey

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

Search Results

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.

zotero

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

# Screenshot – Online Screener Question S4

Firefox | DSC WebSurvey | www.dscservices.com/wss/srvy.asp?WCI=SurveyForm&WCE=Navigate | Search Results

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

8% [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.

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

# Screenshot – Online Screener Question S5

In what state, city, and zip code do you currently live?

State

City

Zip code

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.

Firefox | DSC WebSurvey | www.dscservices.com/wss/srny.asp?WCI=SurveyForm&WCE=Navigate | Search Results

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

# Screenshot – Online Screener Question S6

The screenshot shows a Firefox browser window displaying an online survey question. The browser's address bar shows the URL `www.dscservices.com/wss/srny.asp?WCI=SurveyForm&WCE=Navigate`. The survey question is: "Do you, or does any member of your household or immediate family work:". Below the question, there is a list of options with checkboxes, and a "Next" button. A progress bar shows 8% completion. The survey is powered by DSC Services Inc. The Windows taskbar at the bottom shows the system tray with the date and time (7:00 AM, 4/2/2013) and the Zotero logo.

Firefox

DSC WebSurvey

www.dscservices.com/wss/srny.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

Firefox | DSC WebSurvey | www.dscservices.com/wss/srvy.asp?WCI=SurveyForm&WCE=Navigate | Search Results

**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](mailto: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.

Windows Taskbar: Lexi Smith - Outlo..., April 1 2013, DSC WebSurvey - ..., Attachment 2 - W..., zotero, 7:01 AM 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](http://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 shows that 24% of respondents have answered. A "Next" button is visible 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: Windows Explorer, 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](http://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 indicates that 25% of respondents have answered. A "Next" button is visible 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: Windows Explorer, 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 cut back on regular soft drinks (non-diet) or other sugary drinks within the **next 30 days**?

Yes  
 No

25%

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\_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](http://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 below the options shows a small blue segment followed by the text "27%". A "Next" button is positioned to the right of the progress bar. At the bottom of the survey area, a note reads: "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: Windows Explorer, Google Chrome (Lexi Smith - Outlo...), a calendar for April 1, 2013, the DSC WebSurvey application, and a Word document titled "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\_3

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](http://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 positioned to the right of the progress bar. 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 7:02 AM on 4/2/2013 and the Zotero logo.

Are you planning to eat healthier meals and snacks within the **next 30 days**?

Yes  
 No

28%

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 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](http://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**?"

There are four radio button options:

- 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 located to the right of the progress bar.

Below the "Next" button, 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 the following icons: Windows Start button, Google Chrome (Lexi Smith - Outlo...), a folder icon (April 1 2013), Firefox (DSC WebSurvey - ...), and Microsoft Word (Attachment 2 - W...). The system tray on the right shows the Zotero logo, network, volume, and power icons, along with the date and time: 7:02 AM 4/2/2013.

## Screenshot – Online Survey Question Q 11

Firefox DSC WebSurvey

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

Search Results

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.*

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.

zotero

7:05 AM  
4/2/2013

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

## Screenshot – Online Survey Ad Viewing Screen

The screenshot shows a web browser window with the address bar displaying `http://www.dscservices.com/wss/srvy.asp?WCI=SurveyForm&Wt...`. The page content includes the following text:

Please be patient while the audio and/or video loads; also note that the video may stop to buffer from time to time. We do not expect buffering to continue for more than 30 seconds. If you find that it is buffering too long, you can suspend the survey at any time and return to this point in the survey simply by clicking on the original survey link.

Please make sure the volume is turned up on your computer so that you can both see and hear the video.

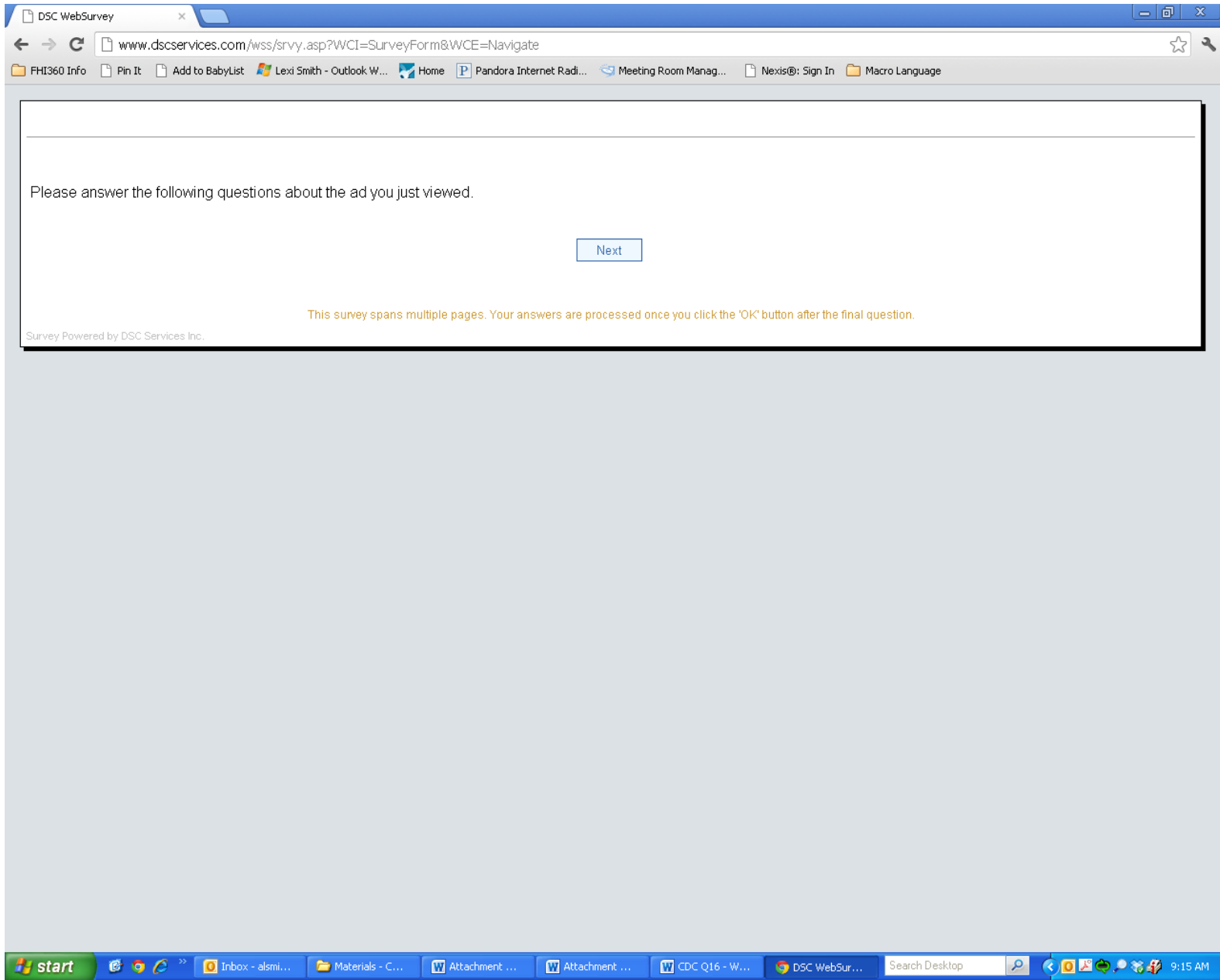
A large black rectangular area represents the video player, which is currently stopped. Below the video player is a control bar with a play button, a progress slider, and a volume icon. The word "Stopped" is visible in the top left corner of the video player area.

Please click "Next" to continue the survey when the video is finished playing.

A "Next" button is located at the bottom center of the page.

The Windows taskbar at the bottom shows the following open applications: April 1 2013, Attachment 2 - W..., Lexi Smith - Outlo..., Plugin Finder Serv..., Interoperability Br..., and DSC WebSurvey - ... The system tray on the right shows the time as 7:18 AM on 4/2/2013.

## Screenshot – Online Survey Transition Screen





## Screenshot – Online Survey Question Q12

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

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

Yes

No

Next

47%

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

48%

Next

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

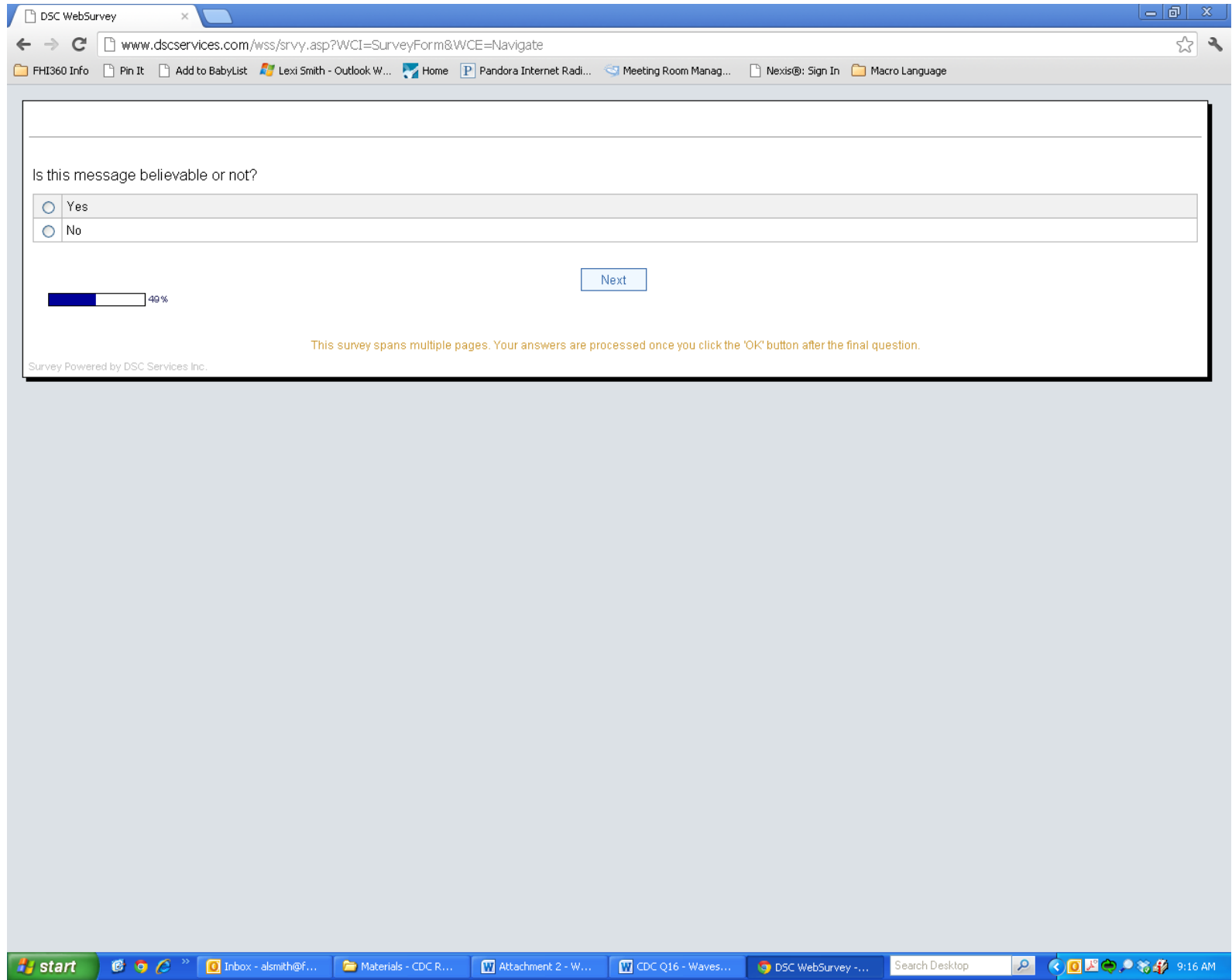
Survey Powered by DSC Services Inc.

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

# Screenshot – Online Survey Question Q14



## 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.

# Screenshot – Online Survey Question Q16: Wave 4

Did you think any of these ads was effective to motivate you or someone else to...?  
*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
Eat healthier meals and snacks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Be more physically active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cut back on regular soft drinks (non-diet) or other sugary drinks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next

55%

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

