






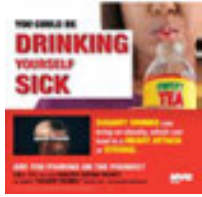


# Community Health Media Center – Testing Educational Campaign Materials with African American and Hispanic Audiences





## Attachment 2 – Materials for African American Audiences





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ID	Campaign Shaded	Community	State	Ad Title	Medium	Link	Language	Image/Script	Target Audience: African American (from CHMC)	Target Audience: Hispanic (from CHMC)
Community Health Media Center – Testing Educational Campaign Materials with African American and Hispanic Audiences										
Attachment 2a: CHMC Ads for African American Audiences										
Healthy Drinks: 13										
Print: 7, TV: 5, Radio: 1										
AA-2		Boston Public Health Commission	MA	Protection Campaign: Rollerboy Unhealthy Drink	Print	<a href="http://nccd.cdc.gov/chmc/Apps/searchdetails.aspx?CatalogID=2051">http://nccd.cdc.gov/chmc/Apps/searchdetails.aspx?CatalogID=2051</a>	English		Yes	Yes
AA-3		Boston Public Health Commission	MA	Protection Television	TV 30s	<a href="http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2055">http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2055</a>	English		Yes	Yes
AA-4		Boston Public Health Commission	MA	Protection Radio	Radio 30s	<a href="http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2048">http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2048</a>	English	VO: YOU DO SO MANY THINGS TO PROTECT YOUR KIDS. VO: BUT YOU MAY NEVER HAVE REALIZED ONE OF THE THINGS THAT CAN HURT THEM. VO: 16-OUNCE SUGARY DRINKS LIKE SODAS AND SPORTS DRINKS CONTAIN 12 PACKETS OF SUGAR.	Yes	Yes
AA-5		Los Angeles County Department of Public Health	CA	Choose Health LA: Unhealthy Drink	Print	<a href="http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2200">http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2200</a>	English		Yes	Yes




ID	Campaign Shaded	Community	State	Ad Title	Medium	Link	Language	Image/Script	Target Audience: African American (from CHMC)	Target Audience: Hispanic (from CHMC)
AA-6		Los Angeles County Department of Public Health	CA	Choose Health LA: Unhealthy Drink	TV 30s	<a href="http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2196">http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2196</a>	English		Yes	Yes
AA-13		Santa Clara County Public Health Department	CA	ReThinkYourDrink: Drowning in Sugar	Print	<a href="http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2427">http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2427</a>	English		Yes	Yes
AA-1		New York City Department of Health and Mental Hygiene	NY	Drinking Yourself Sick: African American Woman_BrainStroke	Print	<a href="http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2556">http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2556</a>	English		Includes an African American actor	General audiences and adults
AA-7		New York City Department of Health and Mental Hygiene	NY	Day :30 English	TV 30s	<a href="http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2097">http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2097</a>	English		Yes	Yes
AA-8		New York City Department of Health and Mental Hygiene	NY	Pouring on the Pounds: Are You Drinking Calories? English :30	TV 30s	<a href="http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2420">http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2420</a>	English		Yes	Yes

ID	Campaign Shaded	Community	State	Ad Title	Medium	Link	Language	Image/Script	Target Audience: African American (from CHMC)	Target Audience: Hispanic (from CHMC)
AA-9		New York City Department of Health and Mental Hygiene	NY	Drinking Yourself Sick: Sip In The Right Direction	Print	<a href="http://nccd.cdc.gov/CHM/C/Apps/searchdetails.aspx?CatalogID=2564">http://nccd.cdc.gov/CHM/C/Apps/searchdetails.aspx?CatalogID=2564</a>	English		General audiences and adults	General audiences and adults
AA-10		New York City Department of Health and Mental Hygiene	NY	Portion Control_Amputee_Drinks	Print	<a href="http://nccd.cdc.gov/CHM/C/Apps/searchdetails.aspx?CatalogID=2081">http://nccd.cdc.gov/CHM/C/Apps/searchdetails.aspx?CatalogID=2081</a>	English		Yes	Yes
AA-11		San Antonio Metropolitan Health District	TX	Find Your Balance-Water Bottle-Healthy Drink	Print	<a href="http://nccd.cdc.gov/CHM/C/Apps/searchdetails.aspx?CatalogID=2246">http://nccd.cdc.gov/CHM/C/Apps/searchdetails.aspx?CatalogID=2246</a>	English		Yes	Yes
AA-12		San Antonio Metropolitan Health	TX	Find Your Balance - Dose of Reality: Diabetes - Television	TV 30 Sec	<a href="http://nccd.cdc.gov/CHM/C/Apps/searchdetails.aspx?CatalogID=2259">http://nccd.cdc.gov/CHM/C/Apps/searchdetails.aspx?CatalogID=2259</a>	English		Yes	Yes



ID	Campaign Shaded	Community	State	Ad Title	Medium	Link	Language	Image/Script	Target Audience: African American (from CHMC)	Target Audience: Hispanic (from CHMC)
Physical Activity: 6										
Print: 5, TV: 0, Radio: 1										
AA-18		Centers for Disease Control and Prevention (CDC)	N/A	Our Community Deserves: Safer Streets	Print	<a href="http://nccd.cdc.gov/chmc/Apps/searchdetails.aspx?CatalogID=2467#text">http://nccd.cdc.gov/chmc/Apps/searchdetails.aspx?CatalogID=2467#text</a>	English		Yes	Yes
AA-19		Centers for Disease Control and Prevention (CDC)	N/A	Our Community Deserves: Jump Rope Girl	Print	<a href="http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2461">http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2461</a>	English		Yes	Yes
AA-20		Centers for Disease Control and Prevention (CDC)	N/A	CDC Obesity Infographic: Screen Time vs. Lean Time ages 11-14	Print	<a href="http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2243">http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2243</a>	English		Yes	No
AA-34		Centers for Disease Control and Prevention (CDC)	N/A	CDC Obesity Infographic: The More They Burn, The Better They Learn	Print	<a href="http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2240">http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2240</a>	English		General audiences and adults	General audiences and adults

ID	Campaign Shaded	Community	State	Ad Title	Medium	Link	Language	Image/Script	Target Audience: African American (from CHMC)	Target Audience: Hispanic (from CHMC)
AA-21		City of Chicago/Children's Memorial Hospital	IL	Chicago Deserves-Healthy Places-Active Kids	Radio 30s	<a href="http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2204">http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2204</a>	English	Active Kids (30-second PSA) (Music plays throughout) Narrator: Chicagoans deserve to live, work, learn and play in healthy environments. Our children deserve more ways to be physically active and to exercise their bodies as well as their minds. So the City of	Yes	Yes
AA-22		Miami-Dade County Health Department	FL	Make Healthy Happen Miami: Safe Walkways and Bike Paths	Print	<a href="http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2326">http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2326</a>	English		Yes	Yes
Healthy Food: 6										
Print: 3, TV: 1, Radio: 2										
AA-15		City of North Little Rock	AR	Fit 2 Live Campaign: We're Supposed to Eat Healthy Flyer	Print	<a href="http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2127">http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2127</a>	English		Yes	Yes
AA-16		City of North Little Rock	AR	Fit 2 Live Kids Radio	Radio 30s	<a href="http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2126">http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2126</a>	English	Teen My Mom and Dad are always trying to get us to eat healthier. I bet they think I only eat junk food when Im not with them like when Im at school. I actually LIKE eating fresh fruits and veggies, but its hard to find that at school. And when youre hungry, sometimes youll settle for	Yes	Yes

ID	Campaign Shaded	Community	State	Ad Title	Medium	Link	Language	Image/Script	Target Audience: African American (from CHMC)	Target Audience: Hispanic (from CHMC)
AA-17		City of North Little Rock	AR	Fit to Live Parents Radio	Radio 30s	<a href="http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2125">http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2125</a>	English	<p>Mom 1 Moms talk to our kids all the time about eating healthy.</p> <p>SFX school bell and hall buzz</p> <p>Mom 2 One day, we all went to help out at school. (a little attitude) We walked by the cafeteria and a la</p>	Yes	Yes
AA-14		Centers for Disease Control and Prevention (CDC)	N/A	Our Community Deserves: Mother/Daughter Market	Print	<a href="http://nccd.cdc.gov/chmc/Apps/searchdetails.aspx?CatalogID=2463">http://nccd.cdc.gov/chmc/Apps/searchdetails.aspx?CatalogID=2463</a>	English		Yes	Yes
AA-17		Miami-Dade County Health Department	FL	Make Healthy Happen Miami: Healthy Vending Options	TV 30s	<a href="http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2364">http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2364</a>	English		Yes	Yes
AA-35		Centers for Disease Control and Prevention (CDC)	N/A	CDC Obesity Infographic: Go Light When You Grab A Bite	Print	<a href="http://nccd.cdc.gov/chmc/Apps/searchdetails.aspx?CatalogID=2315">http://nccd.cdc.gov/chmc/Apps/searchdetails.aspx?CatalogID=2315</a>	English		General audiences and adults	General audiences and adults

ID	Campaign Shaded	Community	State	Ad Title	Medium	Link	Language	Image/Script	Target Audience: African American (from CHMC)	Target Audience: Hispanic (from CHMC)
Healthy Living: 7										
Print: 3, TV: 2, Radio: 2										
AA-25		Miami-Dade County Health Department	FL	Make Healthy Happen Miami: Imagine Miami_Daycare Center	Print	<a href="http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2328">http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2328</a>	English		Yes	Yes
AA-26		Miami-Dade County Health Department	FL	Make Healthy Happen Miami: Parks	TV 30s	<a href="http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2363">http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2363</a>	English		Yes	Yes
AA-28		Southern Nevada Health District	NV	SNHD_Healthy Choices	Radio 60s	<a href="http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2356">http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2356</a>	English	Narrator: From the sunny skies of excitement to shopping and entertainment, there are a lot of great things about living in Clark County. But in Clark County only one in five of us are eating the recommended number of fruits and vegetables. And only half of us are	Yes	No
AA-29		San Antonio Metropolitan Health District	TX	Find Your Balance - Walking - Physical Activity	Print	<a href="http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2245">http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2245</a>	English		Yes	Yes



ID	Campaign Shaded	Community	State	Ad Title	Medium	Link	Language	Image/Script	Target Audience: African American (from CHMC)	Target Audience: Hispanic (from CHMC)
AA-31		Texas Department of State Health Services	TX	Blazing Trails Across Communities: Long Live Texans	TV 30s	<a href="http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2439">http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2439</a>	English		Yes	Yes
AA-32		Centers for Disease Control and Prevention (CDC)	N/A	Our Community Deserves: Michelle	Radio 30s	<a href="http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2482">http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2482</a>	English	<p>Narrator: Michelle always wanted to be a mother. And when that day came, she did everything she could to protect her son.</p> <p>Michelle: No trading lunches at school today A.J.</p> <p>Narrator: She volunteered as a room parent at school and people</p>	Yes	Yes
AA-33		Centers for Disease Control and Prevention (CDC)	N/A	CDC Obesity Infographic: The New (Ab) Normal Infographic	Print	<a href="http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2239">http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2239</a>	English		General audiences and adults	General audiences and adults

**Attachment 2b: Online Eligibility Screener for African American Audiences**  
**Community Health Media Center – Testing Educational Campaign**  
**Materials with African American and Hispanic Audiences**

**Introduction**

SHOW: About this screener: Thank you for your interest in participating in this survey about health information. Your participation in this survey is completely voluntary. The screener will take approximately 3 minutes to complete. If you qualify to participate, the online survey will take approximately 22 minutes of your time. 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 'Continue,' I am agreeing to the above project description.

**Public Reporting Burden Statement**

Public reporting burden of this collection of information is estimated to be approximately 3 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).

GENERAL SCREEN OUT MESSAGE UNLESS OTHERWISE NOTED: Thank you for answering these questions. Unfortunately, your responses indicate that you did not qualify for this particular online survey, or that we have already reached our required quota of responses from participants similar to you. We appreciate your enthusiasm for our online survey and hope you will join us on future online surveys!

**Screening Criteria**

S1. What is your gender?

- 1 Male ..... Continue
- 2 Female..... Continue

**[Recruit Approximately 50% Male and 50% Female]**

S2. In what year were you born?

- 1 Record year of birth: [4-DIGIT NUMERIC RESPONSE]..... Continue
- 2 Don't know/Not sure..... Terminate
- 3 Prefer not to answer..... Terminate

**[Terminate if not age 25 to 64]**

S3. What is the highest level of education you have completed?

- 1 Grade school..... Continue
- 2 Less than high school graduate/some high school..... Continue
- 3 High school graduate or completed GED ..... Continue
- 4 Some college or technical school ..... Continue
- 5 Received four-year college degree..... Continue
- 6 Some post graduate studies..... Continue
- 7 Received advanced degree..... Continue
- 8 Other: \_\_\_\_\_ ..... Continue

S4. Please indicate your race or ethnic background. Are you....?

SELECT ONE

Ethnicity

- 1 Hispanic or Latino..... Continue
- 2 Not Hispanic or Latino..... Continue

SELECT ONE OR MORE

Race:

- 1 White..... Continue
- 2 Black or African American..... Continue
- 3 American Indian or Alaska Native..... Continue
- 4 Native Hawaiian or Other Pacific Islander..... Continue
- 5 Asian..... Continue

**[IF S4/ethnicity = 1 (Hispanic or Latino), CONTINUE TO S4-1. OTHERS SKIP TO S5.]**

S4\_1. Please indicate below if you would prefer to take the survey in English or in Spanish.

- 1 English..... Continue
- 2 Spanish (español)..... Continue

**[BASED ON RESPONSE TO S4\_1, MOVE THEM TO QUESTION S4\_A ON CORRESPONDING ENGLISH OR SPANISH SCREENER FOR HISPANIC AUDIENCES]**

S5. In what state, city, and zip code do you currently live?

- 1 State: DROPDOWN LIST OF STATE CODES, ALPHABETIC CODED 1-50.... Continue
- 2 City: OPEN ENDED..... Continue
- 3 Zip code: NUMERIC FIELD WITH FIVE DIGIT ZIP ENTRY. .... Continue

S6. Do you, or does any member of your household or immediate family work:

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

S6\_1. As a part of your job, are you physically active for a total of **at least 30 minutes per work day?**  
(Add up all the time you spend in any kind of physical activity that increases your heart rate and makes you breathe hard.)

- 1 Yes..... Continue
- 2 No..... Continue

THERE IS NO S7.

S8. About how often do you use the Internet?

- |   |                          |           |
|---|--------------------------|-----------|
| 1 | Several times a day..... | Continue  |
| 2 | About once a day.....    | Continue  |
| 3 | 3-5 days a week.....     | Continue  |
| 4 | 1-2 days a week.....     | Continue  |
| 5 | Every few weeks.....     | Continue  |
| 6 | Less often .....         | Continue  |
| 7 | Never.....               | Terminate |
| 8 | Don't know .....         | Continue  |

S9. About how much do you weigh without shoes?

- |   |                            |           |
|---|----------------------------|-----------|
|   | _____ pounds .....         | Continue  |
| 8 | Don't know / Not sure..... | Terminate |
| 9 | Prefer not to answer ..... | Terminate |

S10. About how tall are you without shoes?

- |   |                                  |           |
|---|----------------------------------|-----------|
|   | _____ feet and _____ inches..... | Continue  |
| 8 | Don't know / Not sure.....       | Terminate |
| 9 | Prefer not to answer .....       | Terminate |

S10\_1. CODING, DO NOT DISPLAY – CALCULATE BMI BASED ON S9/S10

CALCULATING BMI (FROM CDC WEBSITE)

FORMULA:  $[\text{WEIGHT (LB)} / [\text{HEIGHT (IN)}]^2] \times 703$

Calculate BMI by dividing weight in pounds (lbs) by height in inches (in) squared and multiplying by a conversion factor of 703.

Example: Weight = 150 lbs, Height = 5'5" (65")

Calculation:  $[150 \div (65)^2] \times 703 = 24.96$

IF BMI IS LESS THAN 18.5, CODE S10\_1 AS 1 (UNDERWEIGHT). IF BMI IS AT LEAST 18.5 BUT LESS THAN 25, CODE 10\_1 AS 2 (NORMAL). IF BMI IS AT LEAST 25 BUT LESS THAN 30, CODE 10\_1 AS 3 (OVERWEIGHT). IF BMI IS 30 OR ABOVE, CODE 10\_1 AS 4 (OBESE).

- |   |             |
|---|-------------|
| 1 | UNDERWEIGHT |
| 2 | NORMAL      |
| 3 | OVERWEIGHT  |
| 4 | OBESE       |

S11. During the past 7 days, did you drink **any** regular soft drinks (non-diet) or other sugary drinks – for example, regular pop or soda (non-diet), sugary sports drinks and energy drinks, and fruit flavored drinks (not counting 100% fruit juice)?

- 1 Yes ..... Continue
- 2 No..... Continue

**[IF S11 = 2 (NO), SKIP TO S12. OTHERS CONTINUE TO S11\_1]**

S11\_1. During the past 7 days, **on how many days** would you say you drank any regular soft drinks (non-diet) or other sugary drinks?

- 1 Enter number of days: **[Numeric Response: 1-7]** ..... Continue

S11\_2. On [IF S11\_1=1, INSERT “that day” IF S11\_1>1, INSERT “those \_\_\_[INSERT S11\_1 RESPONSE]\_ days”] when you drank at least one regular soft drink (non-diet) or other sugary drink, **about how many did you drink** [IF S11\_1>1, INSERT “**on average**”]?

- 1 Enter number of drinks: **[Numeric Response: 1-100]**..... Continue

S12. During the past 7 days did you spend time doing **any** kind of physical activity that increased your heart rate and made you breathe hard some of the time?

- 1 Yes ..... Continue
- 2 No..... Continue

**[IF S12 = 2 (NO), SKIP TO S13. OTHERS CONTINUE TO S12\_1]**

S12\_1. During the past 7 days, **on how many days** would you say you spent time doing any kind of physical activity that increased your heart rate and made you breathe hard some of the time?  
NUMERIC RESPONSE 1-7.

- 1 Enter number of days: **[Numeric Response: 1-7]** ..... Continue

S12\_2. On [IF S12\_1=1, INSERT “that day” IF S12\_1>1, INSERT “those \_\_\_[INSERT S12\_1 RESPONSE]\_ days”] when you spent time doing any kind of physical activity that increased your heart rate and made you breathe hard some of the time, **about how many minutes were you physically active** [IF S12\_1>1, INSERT “**on average**”]?

- 1 Enter number of minutes: **[Numeric Response: 0-1000]**..... Continue

S13. **On average**, about how many meals and snacks do you eat **in a typical day**?

- 1 \_\_\_\_\_ number of meals **[Numeric Response: 0-10]**..... Continue
- 2 \_\_\_\_\_ number of snacks **[Numeric Response: 0-10]**..... Continue

S13\_1. During the past 7 days, on how many days would you say you ate healthy meals or snacks?  
NUMERIC RESPONSE 0-7.

1 Enter number of days: **[Numeric Response: 0-7]** ..... Continue

**[IF S13\_1 = 0, SKIP TO INSTRUCTIONS BEFORE Q1. OTHERS CONTINUE TO S13\_2]**

S13\_2. On [IF S13\_1=1, INSERT “that day” IF S13\_1>1, INSERT “those \_\_\_[INSERT S13\_1  
RESPONSE]\_ days”] when you ate healthy meals or snacks, **about how many healthy meals  
and snacks did you eat** [IF S13\_1>1, INSERT “on average”]?

1 \_\_\_\_\_ number of meals **[Numeric Response: 1-10]**..... Continue

2 \_\_\_\_\_ number of snacks **[Numeric Response: 1-10]**.....Continue

## Attachment 2c: Screen Captures of Online Eligibility Screener for African American Audiences

### Community Health Media Center – Testing Educational Campaign Materials with African American and Hispanic Audiences

#### Screenshot – Online Screener Home Page

Survey x Andre

← → C 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141141 ☆ 🗨 ☰

0%

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

About this screener: Thank you for your interest in participating in this survey about health information. Your participation in this survey is completely voluntary. The screener will take approximately 3 minutes to complete. If you qualify to participate, the online survey will take approximately 22 minutes of your time. 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 "Continue," I am agreeing to the above project description.

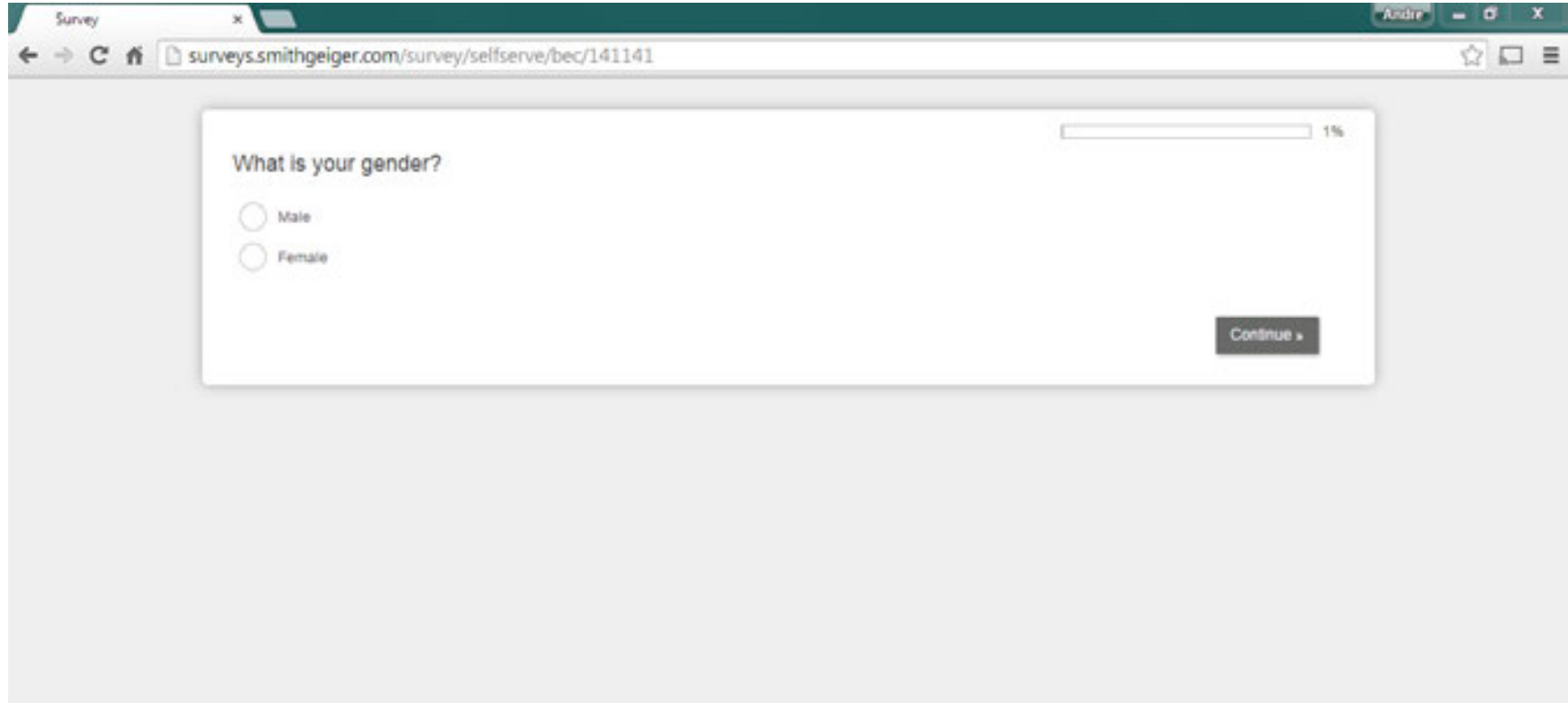
**Public Reporting Burden Statement**  
Public reporting burden of this collection of information is estimated to be approximately 3 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing 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).

Continue »



{Note to reviewers: Respondents who wish to participate and click “Continue” will be shown the following screens.}

### Screenshot – Online Screener Question S1



The screenshot shows a web browser window with the address bar displaying "surveys.smithgeiger.com/survey/selfserve/bec/141141". The browser tab is titled "Survey". The main content area contains a question: "What is your gender?". Below the question are two radio button options: "Male" and "Female". A progress indicator in the top right corner shows "1%". A "Continue >" button is located in the bottom right corner of the question box.

## Screenshot – Online Screener Question S2

The screenshot shows a web browser window with a survey page. The browser's address bar displays the URL `surveys.smithgeiger.com/survey/selfserve/bec/141141`. The survey question is titled "In what year were you born?" and includes a progress indicator showing 2% completion. Below the question, there is a text input field labeled "Record year of birth:" and two radio button options: "Don't know/Not sure" and "Prefer not to answer". A "Continue" button is located in the bottom right corner of the question box.

Survey

Andre

← → ↻ 🏠 `surveys.smithgeiger.com/survey/selfserve/bec/141141` ☆ 🗄 ☰

In what year were you born? 2%

Record year of birth:

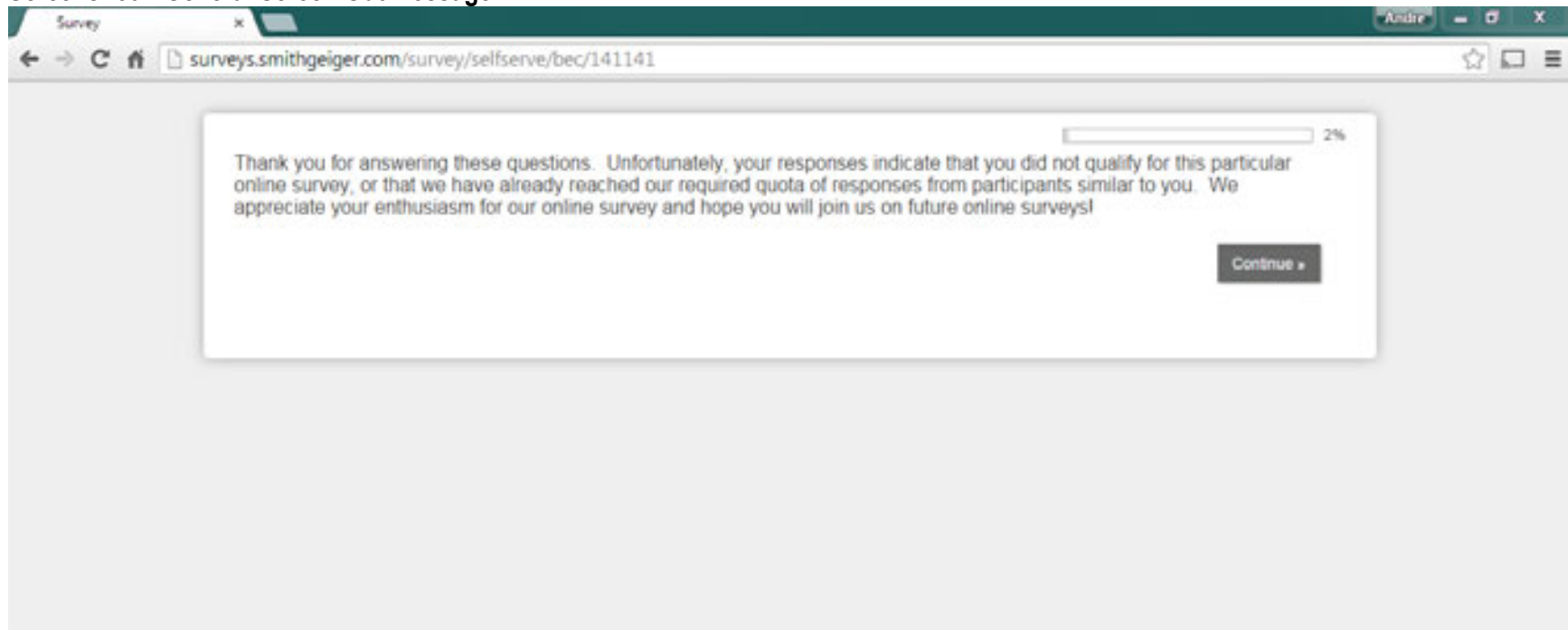
Don't know/Not sure

Prefer not to answer

Continue »

{Note to reviewers: Respondents who refuse to respond or who respond “Don’t know/Not sure” to the question “*In what year were you born?*,” or who indicate they are not between the ages of 25 and 64, will be shown the general screen out message below and terminated.\* All others will continue to the questions that follow.}

### Screenshot – General Screen Out Message



\* This general screen out message will be the same that is shown at any point in the survey in which a respondent's response does not meet the screening criteria and they are being terminated.

### Screenshot – Online Screener Question S3

Survey x Andre

← → ↻ 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141141 ☆ 🗨 ☰

Progress: 2%

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:

Continue »

## Screenshot – Online Screener Question S4

The screenshot shows a web browser window with the URL `surveys.smithgeiger.com/survey/selfserve/bec/141141`. The page displays a survey question: "Please indicate your race or ethnic background. Are you...?". A progress bar in the top right corner shows 3% completion. The question is divided into two sections: "Ethnicity" and "Race".

**Ethnicity**  
Select one

- 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

A "Continue" button is located at the bottom right of the question area.

{Note to reviewers: Only respondents who indicated in question S4 that they are “Not Hispanic or Latino” in combination with “Black or African American” will advance to the next question. Those indicating they are Hispanic in combination with any race will be redirected to the Hispanic screener; all others will be shown the screen out message and terminated.}

## Screenshot – Online Screener Question S5

The screenshot shows a web browser window with the URL `surveys.smithgeiger.com/survey/selfserve/bec/141141`. The survey question is: "In what state, city, and zip code do you currently live?". The progress bar indicates 4% completion. The form includes a dropdown menu for "State" (currently showing "Select one..."), a text input field for "City", and a text input field for "Zip code". A "Continue" button is located at the bottom right of the question area.

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

State:

City:

Zip code:

[Continue](#)

## Screenshot – Online Screener Question S6

Survey x Andre

← → ↻ 🏠 [surveys.smithgeiger.com/survey/selfserve/bec/141141](https://surveys.smithgeiger.com/survey/selfserve/bec/141141) ☆ 🖨️ ☰

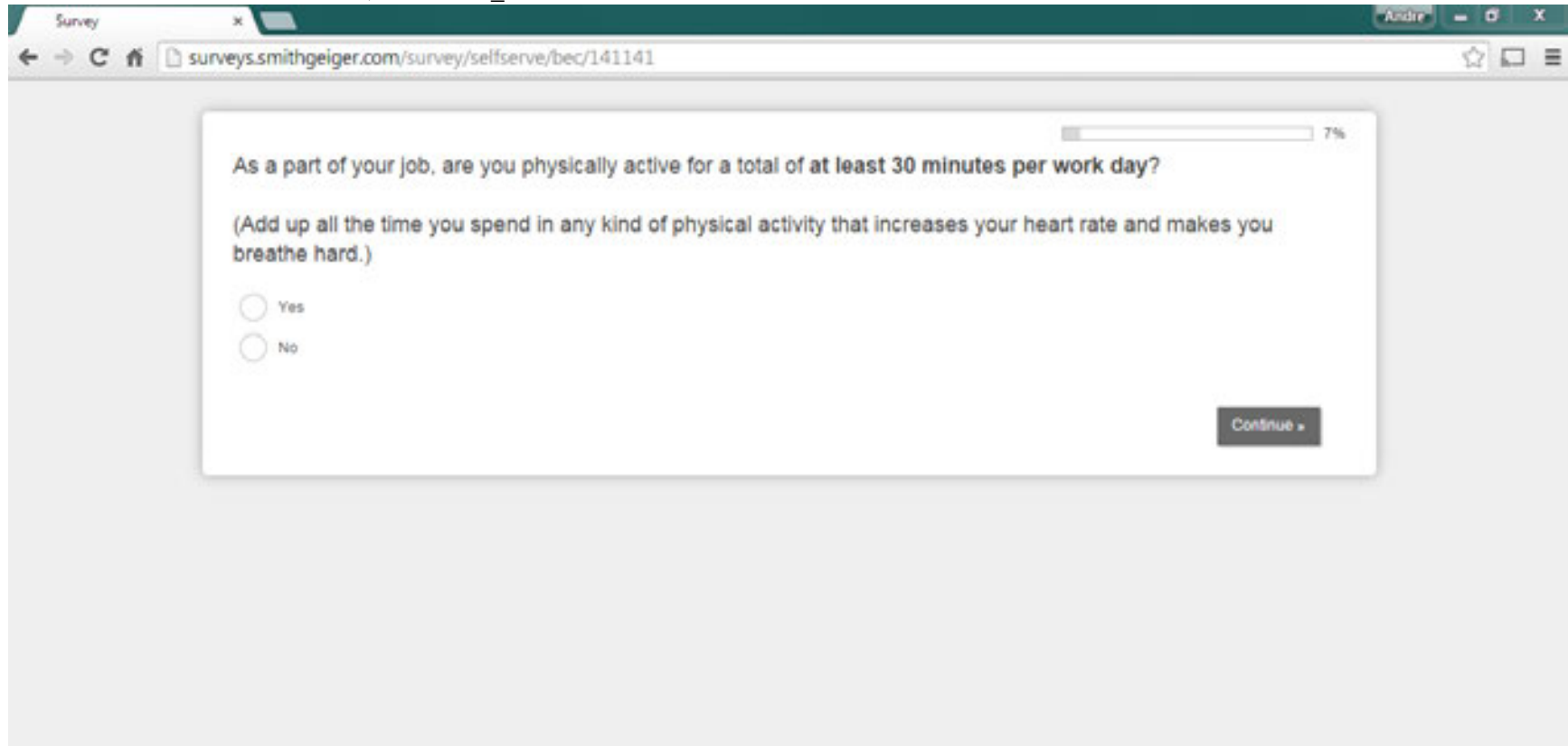
Do you, or does any member of your household or immediate family work: 6%

- 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

[Continue »](#)

{Note to reviewers: Respondents who indicated in question S6 that they or someone in their household or immediate family works “for a market research company” or “for an advertising agency or public relations firm” will be shown the general screen out message and terminated. All others will continue to the questions that follow.}

#### Screenshot – Online Screener Question S6\_1



The screenshot shows a web browser window with the URL [surveys.smithgeiger.com/survey/selfserve/bec/141141](https://surveys.smithgeiger.com/survey/selfserve/bec/141141). The survey question is displayed in a white box with a progress indicator at the top right showing 7%. The question text is: "As a part of your job, are you physically active for a total of at least 30 minutes per work day?" Below the question is a subtext: "(Add up all the time you spend in any kind of physical activity that increases your heart rate and makes you breathe hard.)". There are two radio button options: "Yes" and "No". A "Continue" button is located at the bottom right of the question box.

As a part of your job, are you physically active for a total of at least 30 minutes per work day?

(Add up all the time you spend in any kind of physical activity that increases your heart rate and makes you breathe hard.)

Yes

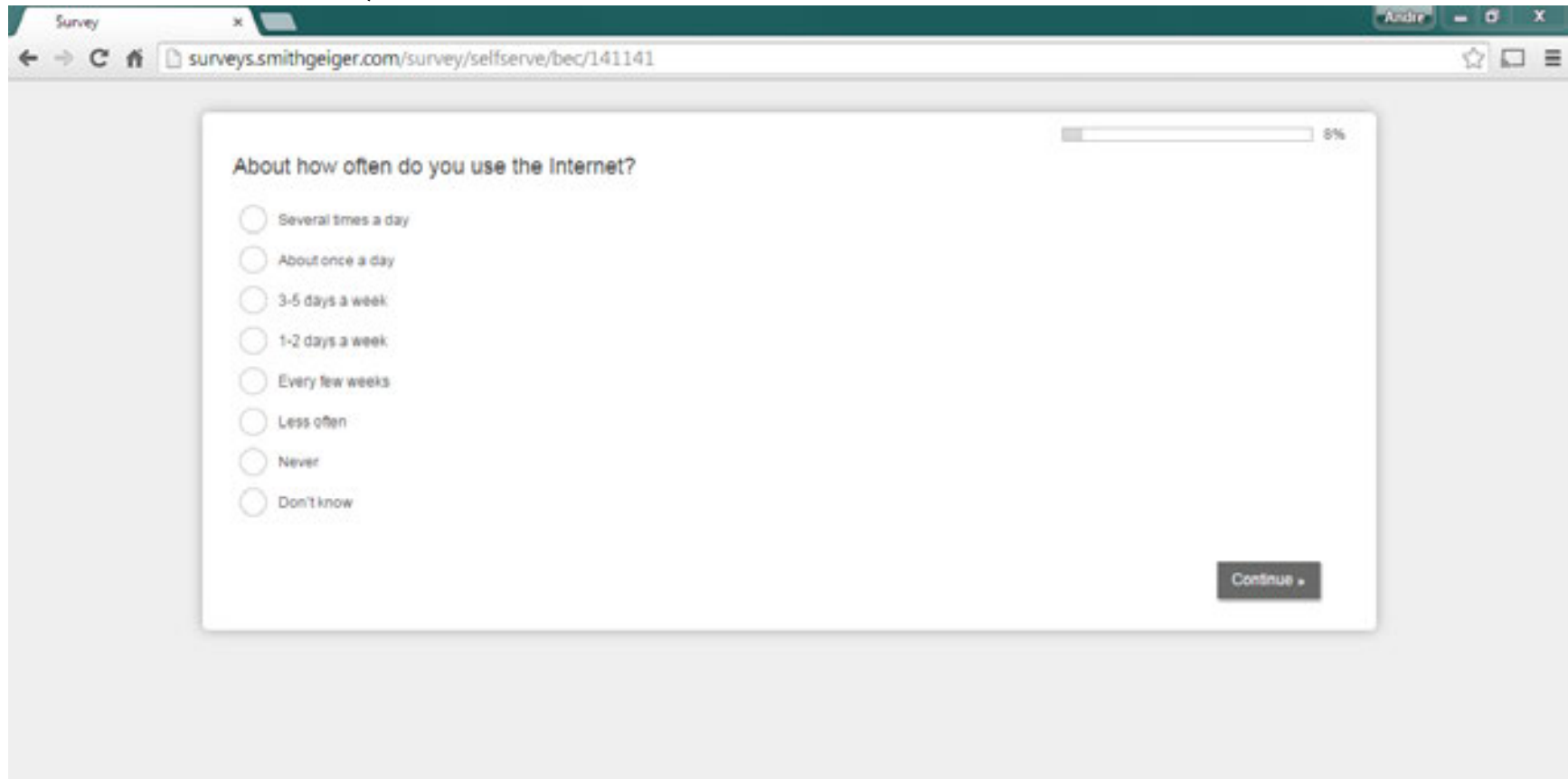
No

Continue »



{Note to reviewers: There is **no question S7.**}

### Screenshot – Online Screener Question S8



The screenshot shows a web browser window with the address bar displaying "surveys.smithgeiger.com/survey/selfserve/bec/141141". The browser tab is titled "Survey". The main content area contains a question: "About how often do you use the Internet?". To the right of the question is a progress bar showing 8%. Below the question are eight radio button options: "Several times a day", "About once a day", "3-5 days a week", "1-2 days a week", "Every few weeks", "Less often", "Never", and "Don't know". A "Continue" button is located at the bottom right of the question area.

Survey

Andre

surveys.smithgeiger.com/survey/selfserve/bec/141141

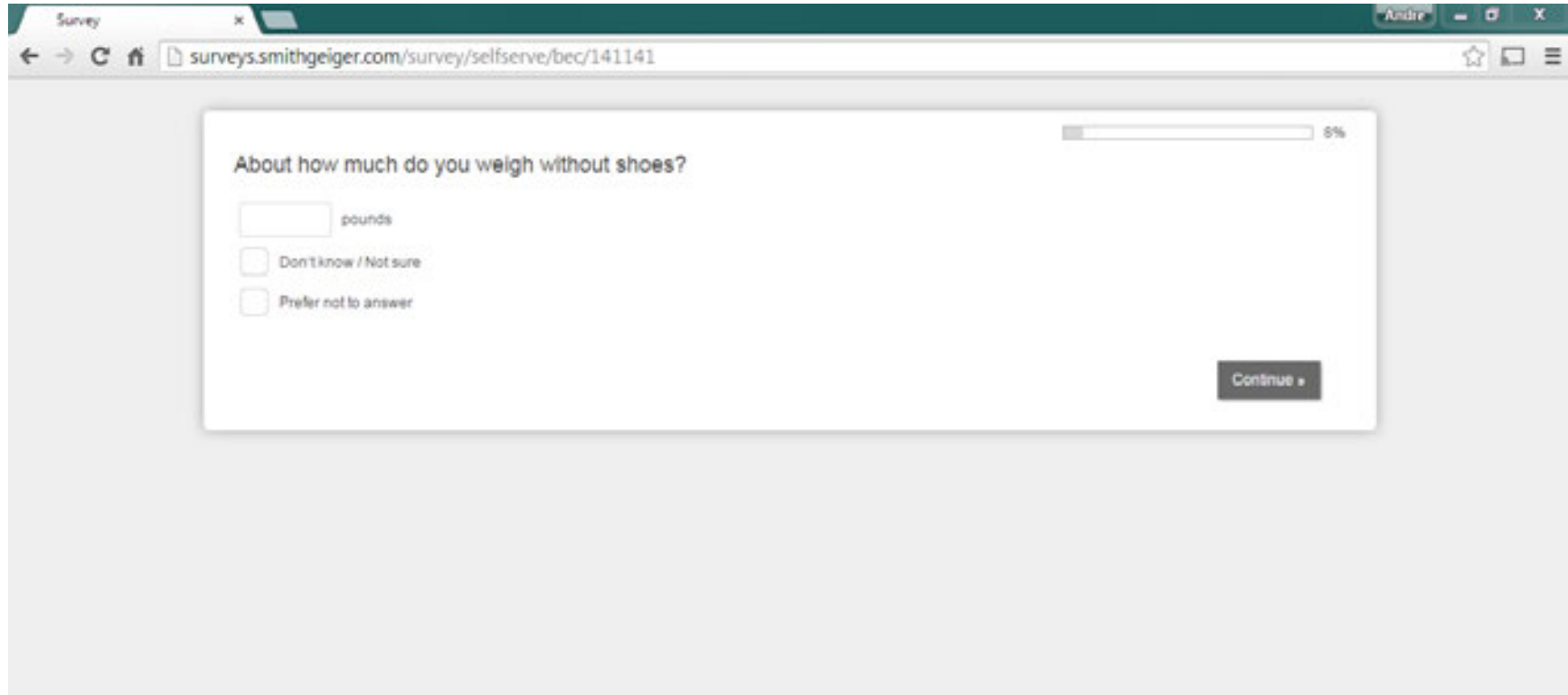
About how often do you use the Internet? 8%

- Several times a day
- About once a day
- 3-5 days a week
- 1-2 days a week
- Every few weeks
- Less often
- Never
- Don't know

Continue

{Note to reviewers: Respondents who indicated in question S8 that they “never” use the Internet, will be shown the general screen out message and terminated. All others will continue to the questions that follow.}

### Screenshot – Online Screener Question S9



The screenshot shows a web browser window with the URL `surveys.smithgeiger.com/survey/selfserve/bec/141141`. The browser tab is titled "Survey" and the user's name "Andre" is visible in the top right corner. The main content area displays a survey question: "About how much do you weigh without shoes?". To the right of the question is a progress bar showing 8% completion. Below the question, there is a text input field followed by the word "pounds". Underneath the input field are two radio button options: "Don't know / Not sure" and "Prefer not to answer". A "Continue" button with a right-pointing arrow is located in the bottom right corner of the question box.

{Note to reviewers: Respondents who prefer not to answer, or who respond “Don’t know/Not sure,” to the question “About how much do you weigh without shoes?,” will be shown the general screen out message and terminated. All others will continue to the questions that follow.}

### Screenshot – Online Screener Question S10

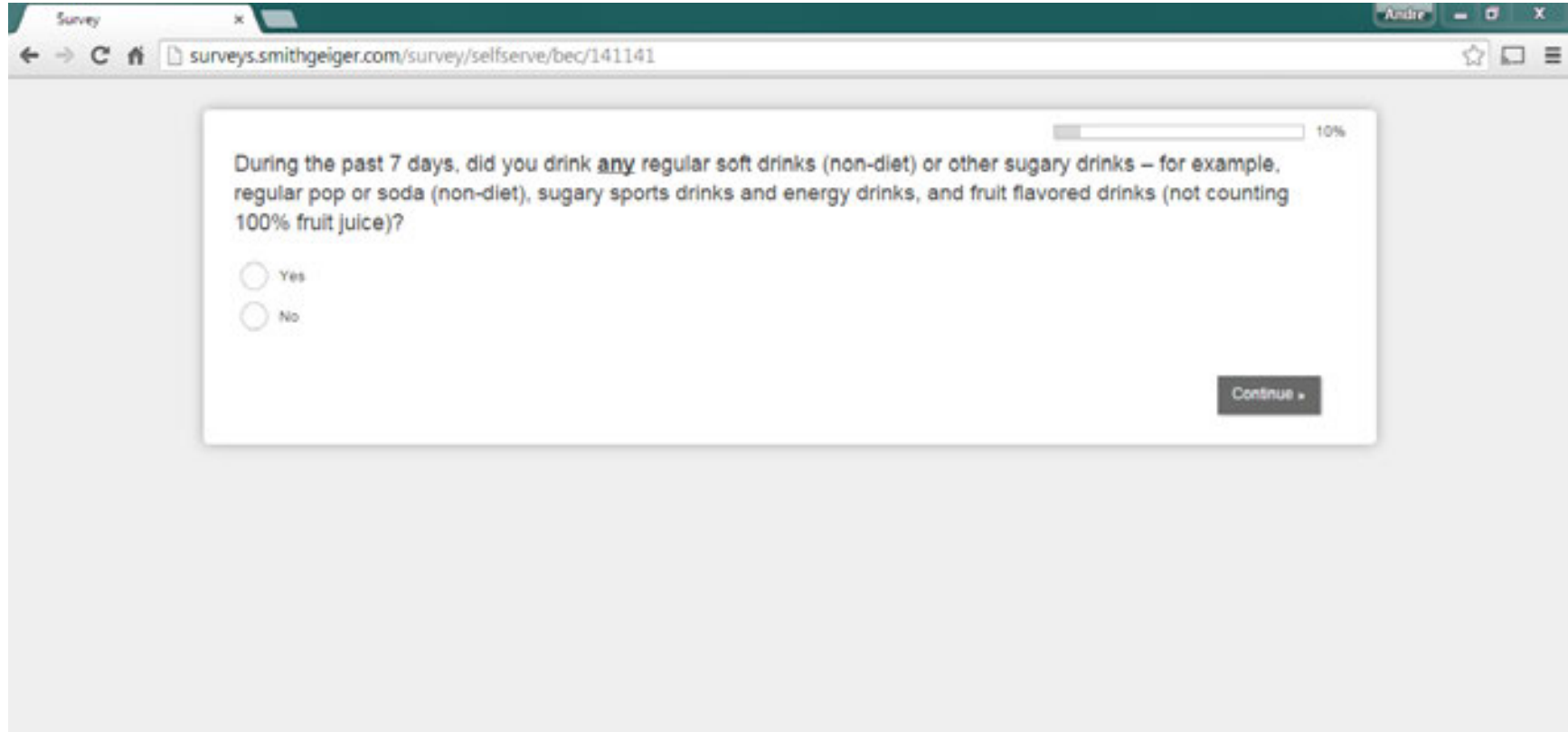
The screenshot shows a web browser window with the URL `surveys.smithgeiger.com/survey/selfserve/bec/141141`. The survey question is "About how tall are you without shoes?". A progress bar in the top right corner indicates 9% completion. The question is followed by a table with two columns: "feet" and "and inches". Below the table are two rows of radio button options: "Don't know / Not sure" and "Prefer not to answer". A "Continue" button is located at the bottom right of the question area.

	feet	and inches
	<input type="text"/>	<input type="text"/>
Don't know / Not sure	<input type="checkbox"/>	
Prefer not to answer	<input type="checkbox"/>	

Continue »

{Note to reviewers: Respondents who prefer not to answer, or who respond “Don’t know/Not sure,” to the question “*About how tall are you without shoes?*,” will be shown the general screen out message and terminated. All others will continue to the questions that follow.}

### Screenshot – Online Screener Question S11



The screenshot shows a web browser window with the URL `surveys.smithgeiger.com/survey/selfserve/bec/141141`. The browser's address bar and navigation icons are visible. The survey content is displayed in a white box with a progress indicator at the top right showing 10%. The question text is: "During the past 7 days, did you drink any regular soft drinks (non-diet) or other sugary drinks – for example, regular pop or soda (non-diet), sugary sports drinks and energy drinks, and fruit flavored drinks (not counting 100% fruit juice)?" Below the question are two radio button options: "Yes" and "No". A "Continue" button is located in the bottom right corner of the question box.

10%

During the past 7 days, did you drink any regular soft drinks (non-diet) or other sugary drinks – for example, regular pop or soda (non-diet), sugary sports drinks and energy drinks, and fruit flavored drinks (not counting 100% fruit juice)?

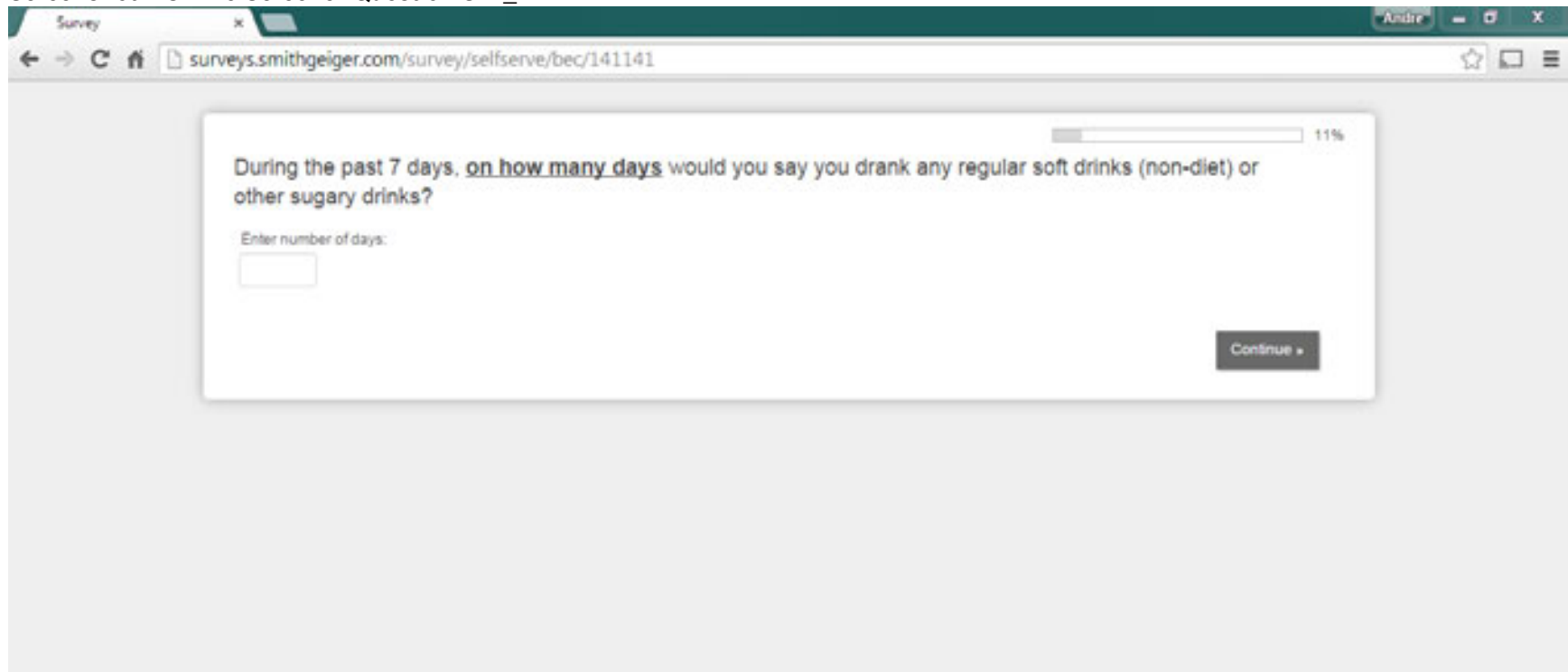
Yes

No

Continue »

{Note to reviewers: Respondents who indicated “yes” on question S11 will be shown the following screen (S11\_1). Others will skip to Q12.}

### Screenshot – Online Screener Question S11\_1



The screenshot shows a web browser window with the URL [surveys.smithgeiger.com/survey/selfserve/bec/141141](https://surveys.smithgeiger.com/survey/selfserve/bec/141141). The browser's address bar and navigation icons are visible. The survey content is displayed in a white box with a progress indicator at the top right showing 11%. The question text reads: "During the past 7 days, on how many days would you say you drank any regular soft drinks (non-diet) or other sugary drinks?". Below the question, there is a label "Enter number of days:" followed by a text input field. A "Continue" button is located at the bottom right of the question box.

## Screenshot – Online Screener Question S11\_2

The screenshot shows a web browser window with a survey page. The browser's address bar displays the URL `surveys.smithgeiger.com/survey/selfserve/bec/141141`. The survey content is contained within a white box on a grey background. At the top right of this box is a progress indicator showing a grey bar and the text "12%". The main question text reads: "On those 2 days when you drank at least one regular soft drink (non-diet) or other sugary drink, **about how many did you drink on average?**". Below the question, there is a label "Enter number of drinks:" followed by a text input field. In the bottom right corner of the white box, there is a dark grey button with the text "Continue >".

12%

On those 2 days when you drank at least one regular soft drink (non-diet) or other sugary drink, **about how many did you drink on average?**

Enter number of drinks:

Continue >

## Screenshot – Online Screener Question S12

The screenshot shows a web browser window with a survey page. The browser's address bar displays the URL `surveys.smithgeiger.com/survey/selfserve/bec/141141`. The survey content is contained within a white box on a grey background. At the top right of this box is a progress indicator showing a grey bar and the text "13%". The question text reads: "During the past 7 days did you spend time doing any kind of physical activity that increased your heart rate and made you breathe hard some of the time?". Below the question are two radio button options: "Yes" and "No". A dark grey button labeled "Continue" with a right-pointing arrow is located in the bottom right corner of the question box.

13%

During the past 7 days did you spend time doing any kind of physical activity that increased your heart rate and made you breathe hard some of the time?

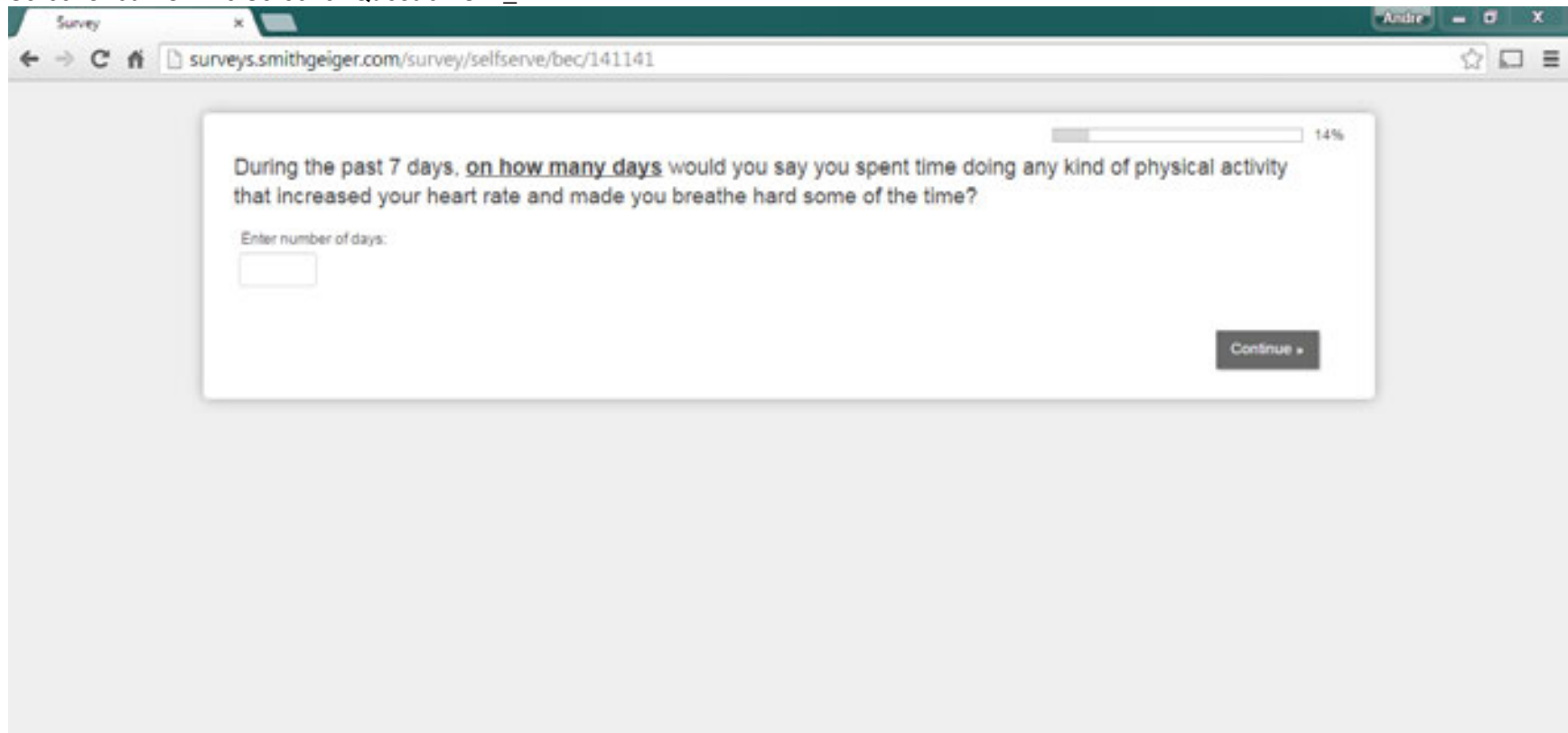
Yes

No

Continue »

{Note to reviewers: Respondents who indicated “yes” on question S12 will be shown the following screen (S12\_1). Others will skip to Q13.}

### Screenshot – Online Screener Question S12\_1



The screenshot shows a web browser window with the URL `surveys.smithgeiger.com/survey/selfserve/bec/141141`. The browser tab is titled "Survey" and the user's name "Andre" is visible in the top right corner. A progress bar in the top right of the survey area shows 14% completion. The main question text reads: "During the past 7 days, on how many days would you say you spent time doing any kind of physical activity that increased your heart rate and made you breathe hard some of the time?". Below the question, there is a label "Enter number of days:" followed by a text input field. A "Continue" button is located in the bottom right corner of the question box.



## Screenshot – Online Screener Question S12\_2

The screenshot shows a web browser window with a survey page. The browser's address bar displays the URL `surveys.smithgeiger.com/survey/selfserve/bec/141141`. The survey content is contained within a white box with a light gray border. At the top right of this box is a progress indicator showing a gray bar and the text "14%". The main text of the question reads: "On those 5 days when you spent time doing any kind of physical activity that increased your heart rate and made you breathe hard some of the time, about how many minutes were you physically active on average?". Below the question is a text input field with the placeholder text "Enter number of minutes:". To the right of the input field is a dark gray button with the text "Continue >".

14%

On those 5 days when you spent time doing any kind of physical activity that increased your heart rate and made you breathe hard some of the time, about how many minutes were you physically active on average?

Enter number of minutes:

Continue >

### Screenshot – Online Screener Question S13

Survey x Andre

← → ↻ 🏠 [surveys.smithgeiger.com/survey/selfserve/bec/141141](https://surveys.smithgeiger.com/survey/selfserve/bec/141141) ☆ 🗨️ ☰

16%

On average, about how many meals and snacks do you eat in a typical day?

number of meals

number of snacks

Continue »

## Screenshot – Online Screener Question S13\_1

The screenshot shows a web browser window with a survey page. The browser's address bar displays the URL `surveys.smithgeiger.com/survey/selfserve/bec/141141`. The survey content is contained within a white box on a grey background. At the top right of this box is a progress indicator showing a grey bar and the text "16%". The main question text reads: "During the past 7 days, on how many days would you say you ate healthy meals or snacks?". Below the question is the instruction "Enter number of days:" followed by a small, empty text input field. In the bottom right corner of the white box is a dark grey button with the text "Continue »".

Survey

Andre

← → ↻ 🏠 `surveys.smithgeiger.com/survey/selfserve/bec/141141` ☆ 🗨 ☰

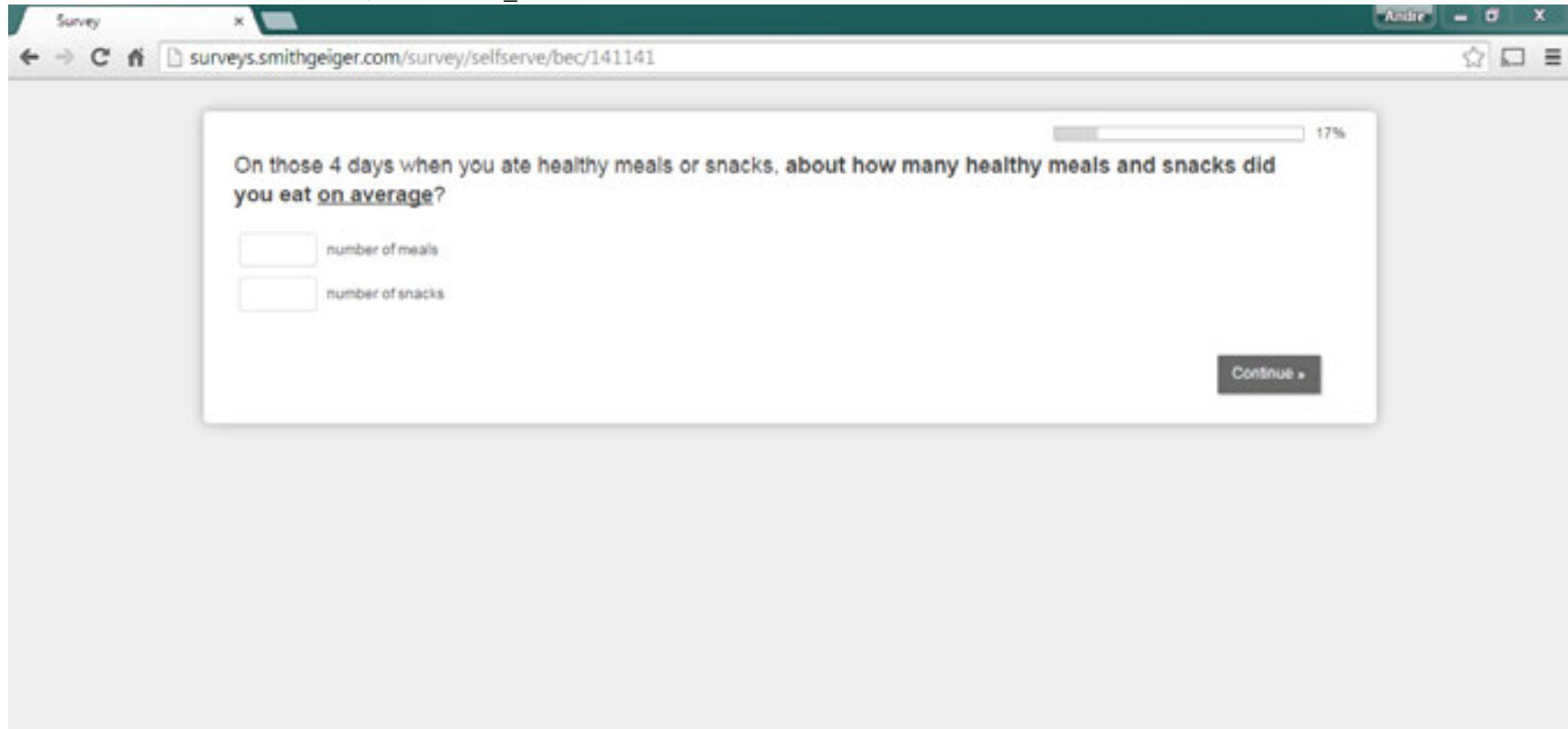
16%

During the past 7 days, on how many days would you say you ate healthy meals or snacks?

Enter number of days:

{Note to reviewers: Only respondents who indicate a number above “0” on S13\_1 will be shown the question below (S13\_2), the last question of the screener.}

### Screenshot – Online Screener Question S13\_2



The screenshot shows a web browser window with the URL `surveys.smithgeiger.com/survey/selfserve/bec/141141`. The browser's address bar and navigation icons are visible. The survey content is displayed in a white box with a progress indicator at the top right showing 17%. The question text is: "On those 4 days when you ate healthy meals or snacks, about how many healthy meals and snacks did you eat on average?". Below the question are two input fields: the first is labeled "number of meals" and the second is labeled "number of snacks". A "Continue" button with a right-pointing arrow is located at the bottom right of the question box.

**Attachment 2d: Online Survey for Healthy Drinks  
for African American Audiences**

**Community Health Media Center – Testing Educational Campaign  
Materials with African American and Hispanic Audiences**

**Introduction**

SHOW: 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 Statement**

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).

[BACKGROUND HEALTH BEHAVIORS AND ATTITUDES]

[Contemplation and Behavioral Intentions]

**Pre-Post Questions**

**[CHECK S11. IF S11=1 (YES), ASK Q1. OTHERS SKIP TO Q1\_2]**

Q1. Are you planning to stop drinking regular soft drinks (non-diet) or other sugary drinks within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

**[IF Q1=1 SKIP TO Q1\_2. IF Q1=2 CONTINUE TO Q1\_1]**

Q1\_1. Are you planning to cut back on regular soft drinks (non-diet) or other sugary drinks within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q1\_2. Are you planning to be more physically active within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q1\_3. Are you planning to eat healthier meals and snacks within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q2. Are you planning to do something about your weight within the **next 30 days**? SINGLE RESPONSE, ROTATE 1-3.

- 1 Yes, I plan to try to lose weight..... Continue
- 2 Yes, I plan to try to gain weight..... Continue
- 3 Yes, I plan to try to maintain my current weight..... Continue
- 4 No, I have no plans to do anything about my weight..... Continue

Q3. During the **past 12 months**, did you try to cut back on regular soft drinks (non-diet) or other sugary drinks? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q3\_1. During the **past 12 months**, did you try to be more physically active? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q3\_2. During the **past 12 months**, did you try to eat healthier meals and snacks? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q4. In the past year, have you tried to do any of the following? MULTIPLE RESPONSE, DO NOT ROTATE.

- 1 Lose weight..... Continue
- 2 Gain weight..... Continue
- 3 Maintain your current weight..... Continue

Q4\_1. Compared to a year ago, do you weigh...? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Less..... Continue
- 2 More..... Continue
- 3 About the same..... Continue

Q4\_2. And compared to a year ago, would you say that you are...? SINGLE RESPONSE, DO NOT ROTATE.

- 1 More healthy..... Continue
- 2 Less healthy..... Continue
- 3 About the same..... Continue

**[CHECK S11. IF S11=1 (YES) ASK Q5. OTHERS SKIP TO Q7]**

Q5. Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in...? SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

**[CHECK S11. IF S11=1 (YES), INSERT A. INSERT B AND C FOR ALL PERSONS]**

- |   |                            |          |
|---|----------------------------|----------|
| 1 | Not at all interested..... | Continue |
| 2 | A little interested.....   | Continue |
| 3 | Somewhat interested.....   | Continue |
| 4 | Very interested.....       | Continue |
| 5 | Extremely interested ..... | Continue |

- A Cutting back on regular soft drinks (non-diet) or other sugary drinks
- B Being more physically active
- C Eating healthier meals and snacks

[THERE IS NO Q6.]

Q7. Thinking about the next six months, how likely are you to...? *Please use a scale from 1 to 5, where 1 is not at all likely and 5 is extremely likely.* SINGLE RESPONSE GRID FORMAT, ROTATE LIST.

- |   |                                  |          |
|---|----------------------------------|----------|
| 1 | Not at all likely.....           | Continue |
| 2 | Somewhat unlikely.....           | Continue |
| 3 | Neither likely nor unlikely..... | Continue |
| 4 | Somewhat likely.....             | Continue |
| 5 | Extremely likely .....           | Continue |

- A Look for more information on the health benefits of cutting back on regular soft drinks (non-diet) or other sugary drinks
- B Talk to a friend about the health benefits of cutting back on regular soft drinks (non-diet) or other sugary drinks
- C Participate in community efforts to reduce obesity

[Self-Efficacy Questions]

Q8. On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements. SINGLE RESPONSE GRID FORMAT, ROTATE LIST.

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |



- A I feel as though I can make a difference regarding my risk for being overweight or obese
- B I am confident that I can protect myself from being overweight or obese
- C There are many things I can do to protect myself from being overweight or obese
- D Generally speaking, it is possible to reduce one's risk for being overweight or obese

[Behavioral Beliefs]

Q9. On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements. SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |

Eliminating regular soft drinks (non-diet) and other sugary drinks during meals every day would...

- A ...make me feel that I was doing something good for my health
- B ...make eating meals less enjoyable for me
- C ...help me prevent weight gain
- D ...make life more stressful for me
- E ...help me save money
- F ...make it easier for me to drink milk or water at mealtimes
- G ...help me lose weight
- H ...help me maintain a healthy weight

[Community Attitudes]

Q10. Which of the following statements best describes how you think the problem of obesity should be solved in your community? SINGLE RESPONSE, ROTATE 1-2.

- 1 Obesity is an individual problem that is best solved by people taking personal responsibility for what they eat and how physically active they are..... Continue
- 2 Obesity is a community problem that is best solved by people working together to make it easier for everyone to eat healthy foods and be physically active..... Continue
- 3 Obesity is both an individual and community problem that is best solved by people taking personal responsibility for what they eat and how physically active they are, and the community working together to make these behaviors easier to do ..... Continue

## **CAMPAIGN EVALUATIONS**

MOST RESPONDENTS WILL FIRST SEE A SET OF ADS THAT CORRESPOND TO A DISCRETE CAMPAIGN (RANDOMLY CHOSEN). AFTER EACH AD SHOWN, ASK Q12-Q19. AFTER THE ENTIRE CAMPAIGN IS SHOWN, ASK Q20.

Q11. CAMPAIGN SHOWN – CODE, DO NOT DISPLAY

SHOW: 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. Also, please note that the video quality of these ads may vary – please rate them based on the content of the ads, not on the quality of the video.

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.*

NOTE: WHEN THE TV ADS ARE PRESENTED, PLEASE SHOW THE FOLLOWING MESSAGE ABOVE THE SCREEN: **This ad is a TV ad.** *Please be patient while the 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.*

*And remember: even if an ad is from another community or city, please rate it as if it were an ad from your local community.*

NOTE: WHEN THE RADIO ADS ARE PRESENTED, PLEASE SHOW THE FOLLOWING MESSAGE ABOVE THE SCREEN: **This ad is a radio ad.** *Please be patient while the audio loads; also note that the audio 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.*

*And remember: even if an ad is from another community or city, please rate it as if it were an ad from your local community.*

**Questions for Each Ad**

SHOW: Please answer the following questions about the ad you just viewed.

Q12. If you saw or heard this message, would it get your attention? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q13. Why or why not? OPEN ENDED..... Continue

Q14. Is this message believable? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q15. Why or why not? OPEN ENDED..... Continue

Q16. Did you think this ad would be 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.*

SINGLE RESPONSE, DO NOT ROTATE

- 1 Not at all effective..... Continue
- 2 Somewhat ineffective..... Continue
- 3 Neither effective nor ineffective..... Continue
- 4 Somewhat effective..... Continue
- 5 Extremely effective ..... Continue

Q17. Who would you say this ad is trying to reach? *Please check all that apply.* MULTIPLE RESPONSE, DO NOT ROTATE

- 1 You..... Continue
- 2 People like you..... Continue
- 3 Someone else..... Continue

Q18. On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of the following statements about this advertisement. SINGLE RESPONSE GRID FORMAT. RANDOMIZE LIST.

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |
- 
- A Overall, I liked this ad
  - B I am interested in this ad's topic
  - C I trust the information in this ad
  - D This ad was confusing
  - E This ad was convincing
  - F This ad said something important to me
  - G This ad grabbed my attention
  - H I learned something new from this ad
  - I I can do what this ad suggests
  - J This ad was easy to understand
  - K I would notice this ad if I saw/heard it

IF RESPONSE 4 OR 5 TO Q18G, ASK Q19. OTHERS SKIP TO INSTRUCTIONS BEFORE Q20.

Q19. You mentioned that this ad grabbed your attention. What makes it stand out? OPEN ENDED..... Continue

BEFORE THE NEXT AD IS EVALUATED, UNTIL THE LAST AD, SHOW: Now you will see another ad to evaluate. Once again, even if an ad is from another community or city, please rate it as if it were an ad from your local community. Please note that we would like your reaction to each ad individually – we will not ask you to compare one ad to any other.

**[ONLY ASK Q20 ONCE A WHOLE "CAMPAIGN" IS EVALUATED]**

**Campaign Summary Evaluation**

Q20. Considering the impact of these ads together, please indicate how much you agree or disagree with each statement. SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |
- 
- A I trust the information in this set of ads.
  - B This set of ads was convincing.
  - C This set of ads grabbed my attention.
  - D This set of ads told me something I didn't already know.
  - E The message about regular soft drinks (non-diet) or other sugary drinks in this set of ads was persuasive.
  - F This set of ads gave me good reasons to cut back on regular soft drinks (non-diet) or other sugary drinks.
  - G This set of ads gave me good reasons to stop drinking regular soft drinks (non-diet) or other sugary drinks.

BEFORE THE SECOND CAMPAIGN SEQUENCE IS EVALUATED, SHOW: Now you will see another series of ads to evaluate. Once again, even if an ad is from another community or city, please rate it as if it were an ad from your local community.

## **INDIVIDUAL SPOT EVALUATIONS**

EACH RESPONDENT WILL SEE A SET OF RANDOMLY CHOSEN INDIVIDUAL ADS. AFTER EACH AD SHOWN, ASK Q22-Q29.

Q21. ADS SHOWN – CODE, DO NOT DISPLAY, ADS SHOWN

SHOW: We would now like to show you a few more ads and then gather your reactions to them. If you are watching a television or radio ad, please make sure the volume on your computer is turned up, so that you may both see and hear the video or audio.

Once again, even if an ad is from another community or city, please rate it as if it were an ad from your local community, and please rate the ads based on their content, not on the quality of the video. Please note that we would like your reaction to each ad individually – we are not interested in comparing any of the ads to one another.

*Please click “Next” to continue.*

NOTE: WHEN THE TV ADS ARE PRESENTED, PLEASE SHOW THE FOLLOWING MESSAGE ABOVE THE SCREEN: **This ad is a TV ad.** *Please be patient while the 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.*

*And remember: even if an ad is from another community or city, please rate it as if it were an ad from your local community.*

NOTE: WHEN THE RADIO ADS ARE PRESENTED, PLEASE SHOW THE FOLLOWING MESSAGE ABOVE THE SCREEN: **This ad is a radio ad.** *Please be patient while the audio loads; also note that the audio 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.*

*And remember: even if an ad is from another community or city, please rate it as if it were an ad from your local community.*

**Questions for Each Ad**

SHOW: Please answer the following questions about the ad you just viewed.

Q22. If you saw or heard this message, would it get your attention? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q23. Why or why not? OPEN ENDED..... Continue

Q24. Is this message believable? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q25. Why or why not? OPEN ENDED..... Continue

Q26. Did you think this ad would be effective to motivate you or someone else to cut back on regular soft drinks or other sugary drinks – 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.*

SINGLE RESPONSE, DO NOT ROTATE

- 1 Not at all effective..... Continue
- 2 Somewhat ineffective..... Continue
- 3 Neither effective nor ineffective..... Continue
- 4 Somewhat effective..... Continue
- 5 Extremely effective ..... Continue

Q27. Who would you say this ad is trying to reach? *Please check all that apply.* MULTIPLE RESPONSE, DO NOT ROTATE.

- 1 You..... Continue
- 2 People like you..... Continue
- 3 Someone else..... Continue

Q28. On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of the following statements about this advertisement. SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |
- 
- A Overall, I liked this ad
  - B I am interested in this ad's topic
  - C I trust the information in this ad
  - D This ad was confusing
  - E This ad was convincing
  - F This ad said something important to me
  - G This ad grabbed my attention
  - H I learned something new from this ad
  - I I can do what this ad suggests
  - J This ad was easy to understand
  - K I would notice this ad if I saw/heard it

IF RESPONSE 4 OR 5 TO Q28G, ASK Q29. OTHERS SKIP TO INSTRUCTIONS AFTER Q29.

Q29. You mentioned that this ad grabbed your attention. What makes it stand out? OPEN ENDED..... Continue

BEFORE THE NEXT AD IS EVALUATED, UNTIL THE LAST AD, SHOW: Now you will see another ad to evaluate. Once again, even if an ad is from another community or city, please rate it as if it were an ad from your local community. Please note that we would like your reaction to each ad individually – we are not interested in comparing any of the ads to one another.



**Pre-Post Questions**

[Behavioral Intentions]

**[CHECK S11. IF S11=1 (YES), ASK Q30. OTHERS SKIP TO Q30\_2]**

Q30. Are you planning to stop drinking regular soft drinks (non-diet) or other sugary drinks within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Yes..... Continue
- 2 No..... Continue

**[IF Q30=1 SKIP TO Q30\_2. IF Q30=2 CONTINUE TO Q30\_1]**

Q30\_1. Are you planning to cut back on regular soft drinks (non-diet) or other sugary drinks within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Yes..... Continue
- 2 No..... Continue

Q30\_2. Are you planning to be more physically active within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Yes..... Continue
- 2 No..... Continue

Q30\_3. Are you planning to eat healthier meals and snacks within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Yes..... Continue
- 2 No..... Continue

Q31. Are you planning to do something about your weight within the **next 30 days**? SINGLE RESPONSE, ROTATE 1-3.

- 1 Yes, I plan to try to lose weight..... Continue
- 2 Yes, I plan to try to gain weight..... Continue
- 3 Yes, I plan to try to maintain my current weight..... Continue
- 4 No, I have no plans to do anything about my weight..... Continue

**[CHECK S11. IF S11=1 (YES), ASK Q32. OTHERS SKIP TO Q32\_1]**

Q32. Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in cutting back on regular soft drinks (non-diet) or other sugary drinks? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Not at all interested..... Continue
- 2 A little interested..... Continue
- 3 Somewhat interested..... Continue
- 4 Very interested..... Continue
- 5 Extremely interested ..... Continue

Q32\_1. Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in trying to be more physically active? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Not at all interested..... Continue
- 2 A little interested..... Continue
- 3 Somewhat interested..... Continue
- 4 Very interested..... Continue
- 5 Extremely interested ..... Continue

Q32\_2. Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in trying to eat healthier meals and snacks? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Not at all interested..... Continue
- 2 A little interested..... Continue
- 3 Somewhat interested..... Continue
- 4 Very interested..... Continue
- 5 Extremely interested ..... Continue

[THERE IS NO Q33]

Q34. Thinking about the next six months, how likely are you to...? *Please use a scale from 1 to 5, where 1 is not at all likely and 5 is extremely likely.* SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST

- 1 Not at all likely..... Continue
- 2 Somewhat unlikely..... Continue
- 3 Neither likely nor unlikely..... Continue
- 4 Somewhat likely..... Continue
- 5 Extremely likely ..... Continue

- A Look for more information on the health benefits of cutting back on regular soft drinks (non-diet) or other sugary drinks
- B Talk to a friend about the health benefits of cutting back on regular soft drinks (non-diet) or other sugary drinks
- C Participate in community efforts to reduce obesity

[Self-Efficacy Questions]

Q35. On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements. SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |

- A I feel as though I can make a difference regarding my risk for being overweight or obese
- B I am confident that I can protect myself from being overweight or obese
- C There are many things I can do to protect myself from being overweight or obese
- D Generally speaking, it is possible to reduce one's risk for being overweight or obese

Q36. On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements. SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |

Eliminating regular soft drinks (non-diet) and other sugary drinks during meals every day would...

- A ...make me feel that I was doing something good for my health
- B ...make eating meals less enjoyable for me
- C ...help me prevent weight gain
- D ...make life more stressful for me
- E ...help me save money
- F ...make it easier for me to drink milk or water at mealtimes
- G ...help me lose weight
- H ...help me maintain a healthy weight

[Community Attitudes]

Q37. Which of the following statements best describes how you think the problem of obesity should be solved in your community? SINGLE RESPONSE, ROTATE 1-2.

- 1 Obesity is an individual problem that is best solved by people taking personal responsibility for what they eat and how physically active they are..... Continue
- 2 Obesity is a community problem that is best solved by people working together to make it easier for everyone to eat healthy foods and be physically active..... Continue
- 3 Obesity is both an individual and community problem that is best solved by people taking personal responsibility for what they eat and how physically active they are, and the community working together to make these behaviors easier to do..... Continue

**CLASSIFICATION**

SHOW: You're almost done! These last few questions are for classification purposes only and will be used for analyzing the results of the survey in total. They will not be identified with you personally.

C1. Has a healthcare professional ever told you that you are overweight or at risk for being overweight? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue
- 3 Don't know / not sure ..... Continue

C2. Has anyone else in your household been identified by a health care professional as being overweight or at risk for being overweight? SINGLE RESPONSE DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue
- 3 Don't know / not sure ..... Continue

C3. What is your current occupational status? Are you...? *Please select the option that best applies to you.* SINGLE RESPONSE, DO NOT ROTATE.

- 1 Employed full time..... Continue
- 2 Employed part time..... Continue
- 3 Unemployed..... Continue
- 4 Homemaker..... Continue
- 5 Student ..... Continue
- 6 Retired ..... Continue
- 7 Disabled ..... Continue
- 8 Other (Please specify: \_\_\_\_\_)..... Continue
- 10 Prefer not to answer..... Continue

C4. What is your marital status? SINGLE RESPONSE, ROTATE 1-6.

- 1 Married ..... Continue
- 2 Unmarried living with a partner..... Continue
- 3 Divorced ..... Continue
- 4 Widowed ..... Continue
- 5 Separated..... Continue
- 6 Single, never been married ..... Continue
- 8 Prefer not to answer..... Continue

- C5. How many children (under age 18) live in your household?
- 1 Enter number: **[Numeric Response]** ..... Continue
  - 2 Prefer not to answer **[Check Box]**..... Continue

- C6. What is your household's total income from all sources before taxes? SINGLE RESPONSE, DO NOT ROTATE
- 1 Under \$20,000 ..... Continue
  - 2 \$20,000 to \$29,999 ..... Continue
  - 3 \$30,000 to \$39,999 ..... Continue
  - 4 \$40,000 to \$49,999 ..... Continue
  - 5 \$50,000 to \$74,999 ..... Continue
  - 6 \$75,000 to \$99,999 ..... Continue
  - 7 \$100,000 to \$199,999 ..... Continue
  - 8 \$200,000 or more..... Continue
  - 9 Prefer not to answer..... Continue

- C7. In the following list of items, please indicate which devices you currently use or own. MULTIPLE RESPONSE, ROTATE LIST.
- 1 A desktop computer..... Continue
  - 2 A laptop computer..... Continue
  - 3 A smartphone, such as an iPhone, BlackBerry, Android, Windows phone, etc. .... Continue
  - 4 A tablet, such as an iPad, Kindle Fire, Nook Color, Motorola Xoom, etc. .... Continue
  - 5 An iPod or other mp3 player ..... Continue
  - 6 None of these – EXCLUSIVE - ANCHOR

SHOW: That is the last question. Thank you for your time. Please click "OK" to confirm your participation.

## Attachment 2e: Screen Captures of Online Survey for Healthy Drinks for African American Audiences

### Community Health Media Center – Testing Educational Campaign Materials with African American and Hispanic Audiences

Screenshot – Online Survey Start Screen

Survey x Andre

← → C f surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ □ ≡

19%

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 'Continue,' I am agreeing to the above project description.

**Public Reporting Burden Statement**  
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).

Continue >

{Note to reviewers: Only respondents who selected “yes” for screener QS11, “*did you drink any regular soft drinks (non-diet) or other sugary drinks,?*” will be shown the following screen (Q1). Others will skip to Q1\_2.}

Screenshot – Online Survey Question Q1

Survey

← → ↻ 🏠 [surveys.smithgeiger.com/survey/selfserve/bec/141136](https://surveys.smithgeiger.com/survey/selfserve/bec/141136) ☆ 🗨 ☰

Andre

22%

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

Yes

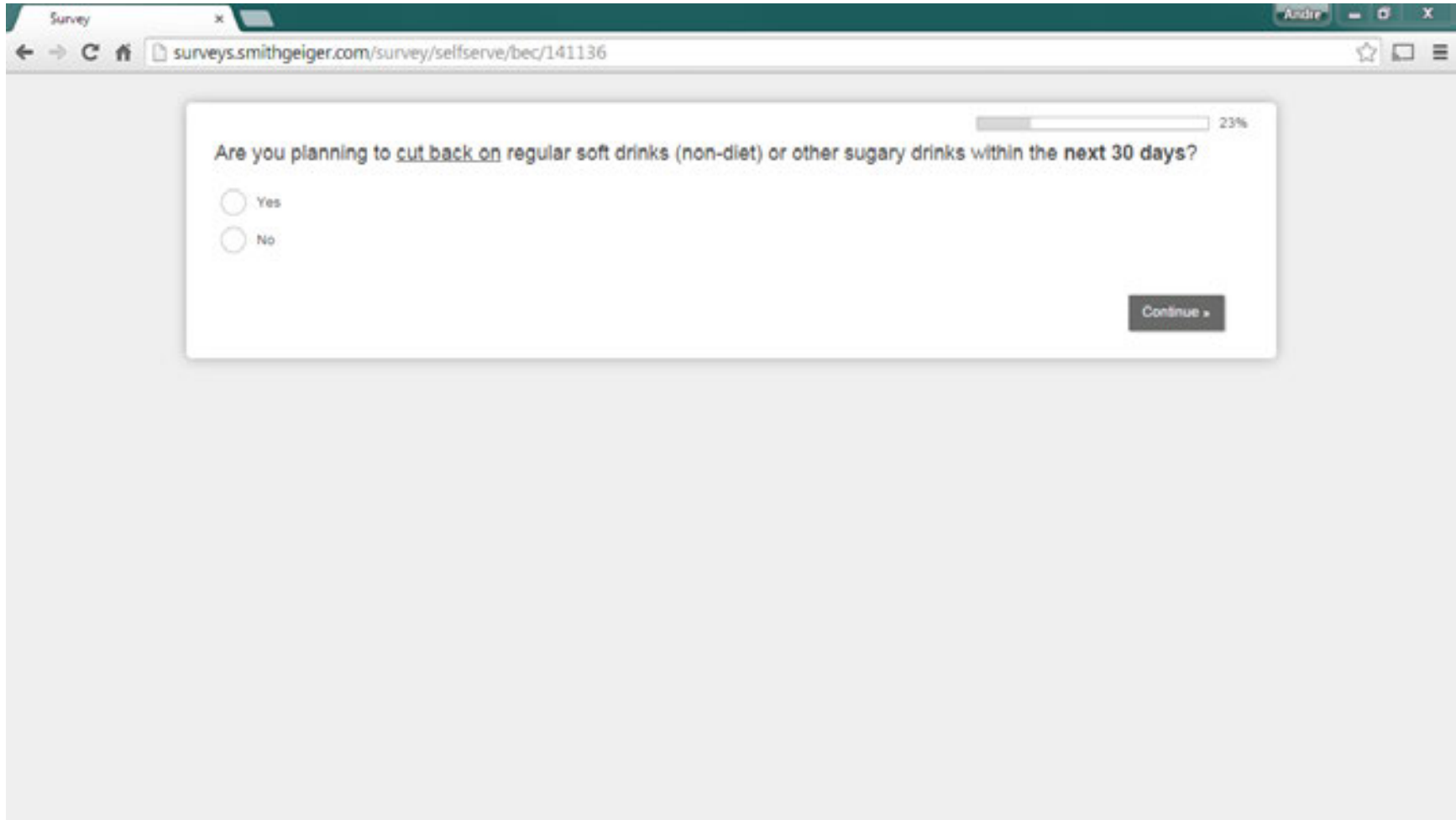
No

Continue »



{Note to reviewers: Only respondents who selected “no” for Q1, “are you planning to stop drinking regular soft drinks (non-diet) or other sugary drinks?,” will be shown the following screen (Q1\_1). Others will skip to Q1\_2.}

### Screenshot - Online Survey Question Q1\_1



The screenshot shows a web browser window with the URL `surveys.smithgeiger.com/survey/selfserve/bec/141136`. 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?". There are two radio button options: "Yes" and "No". A progress bar in the top right corner indicates 23% completion. A "Continue" button is located at the bottom right of the question box.

## Screenshot – Online Survey Question Q1\_2

Survey

surveys.smithgeiger.com/survey/selfserve/bec/141136

Andre

24%

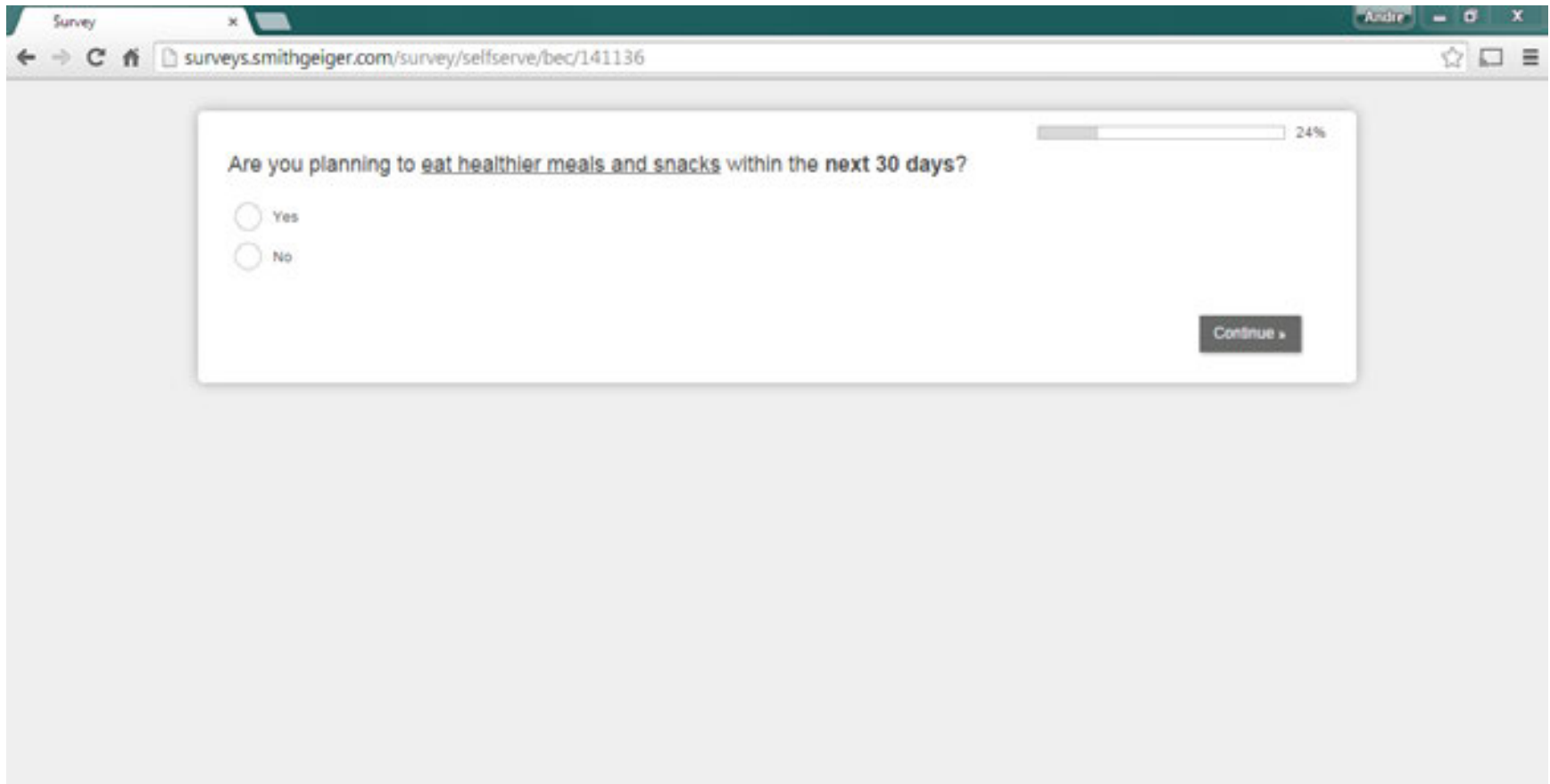
Are you planning to be more physically active within the next 30 days?

Yes

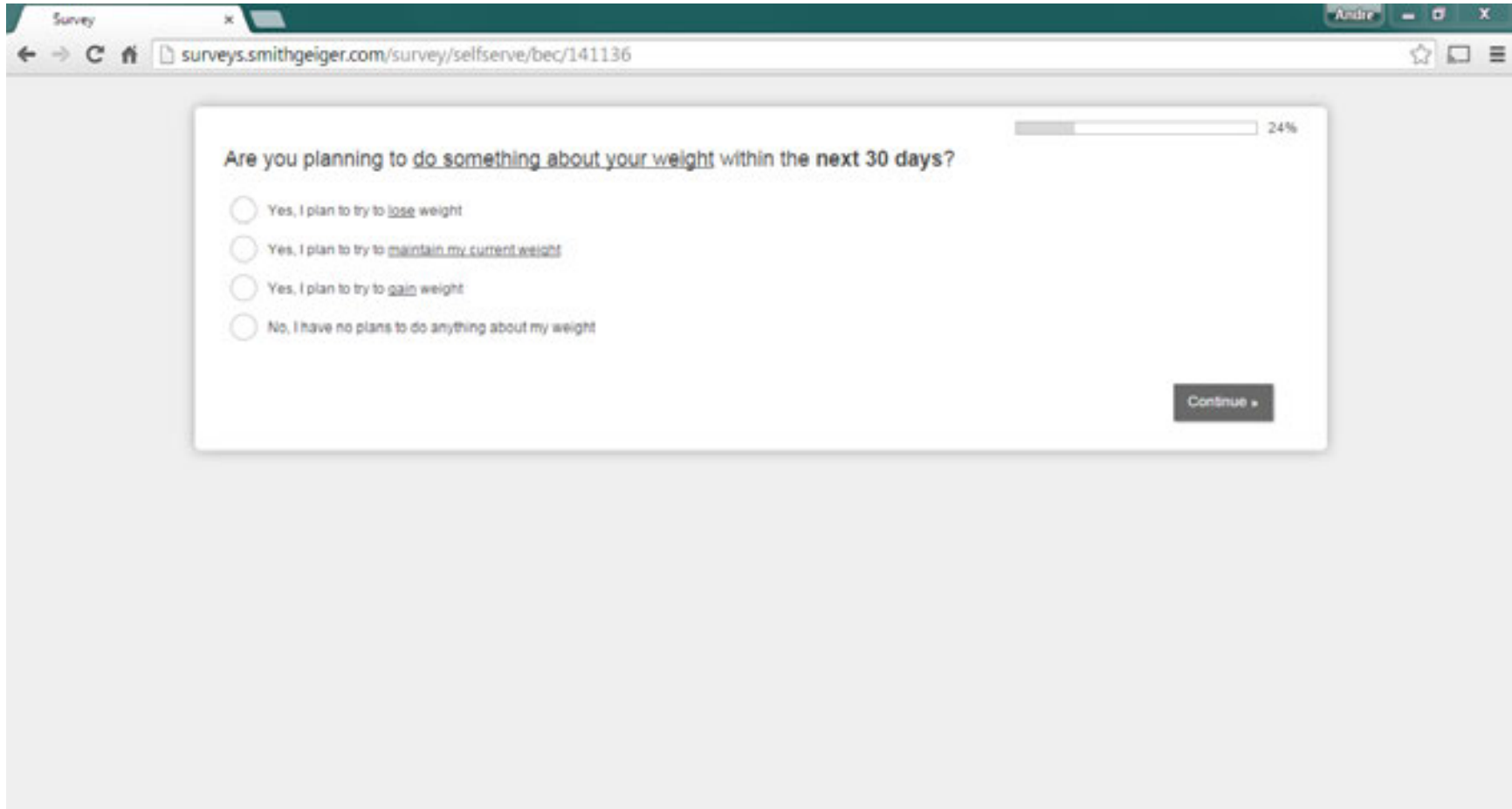
No

Continue

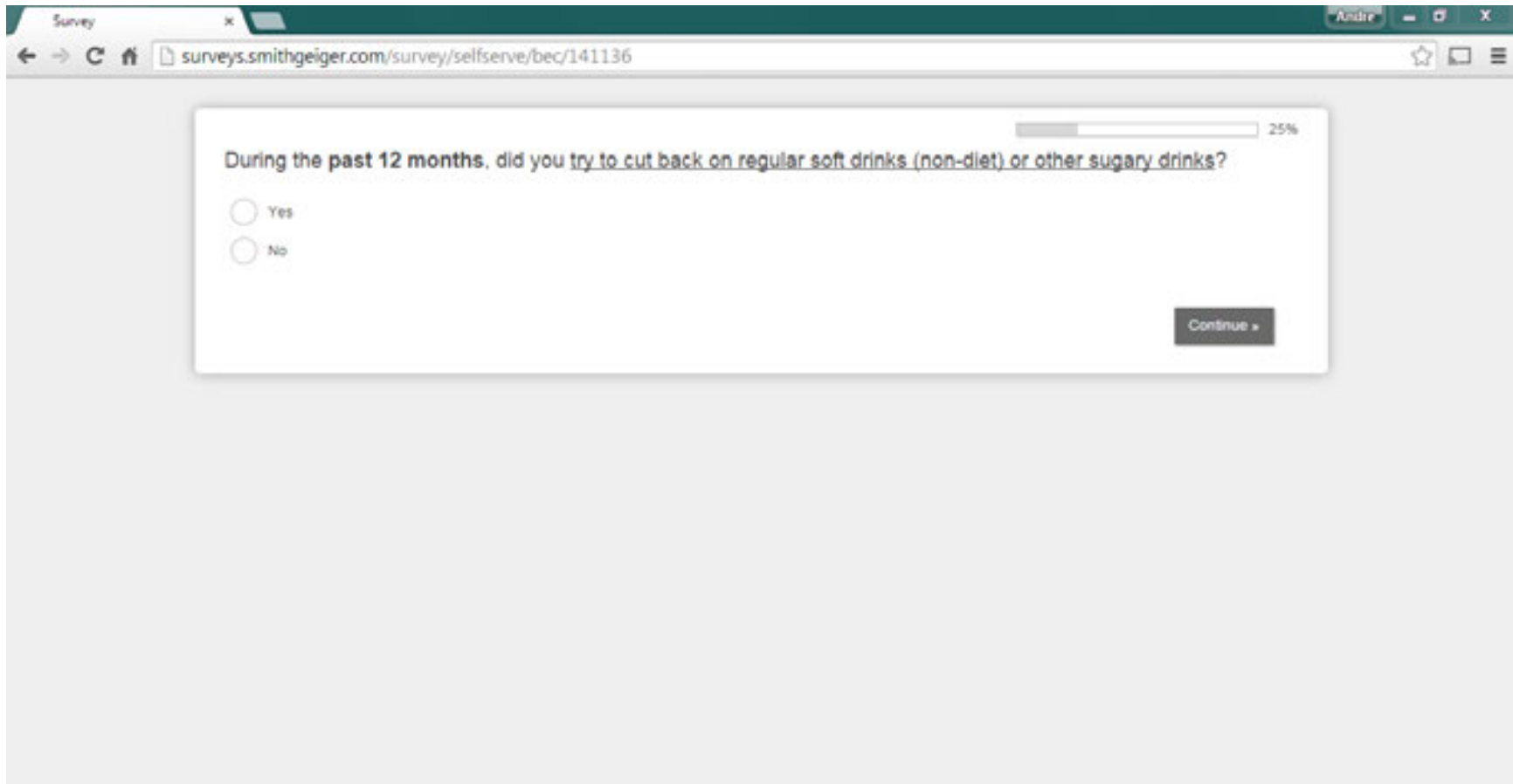
Screenshot - Online Survey Question Q1\_3



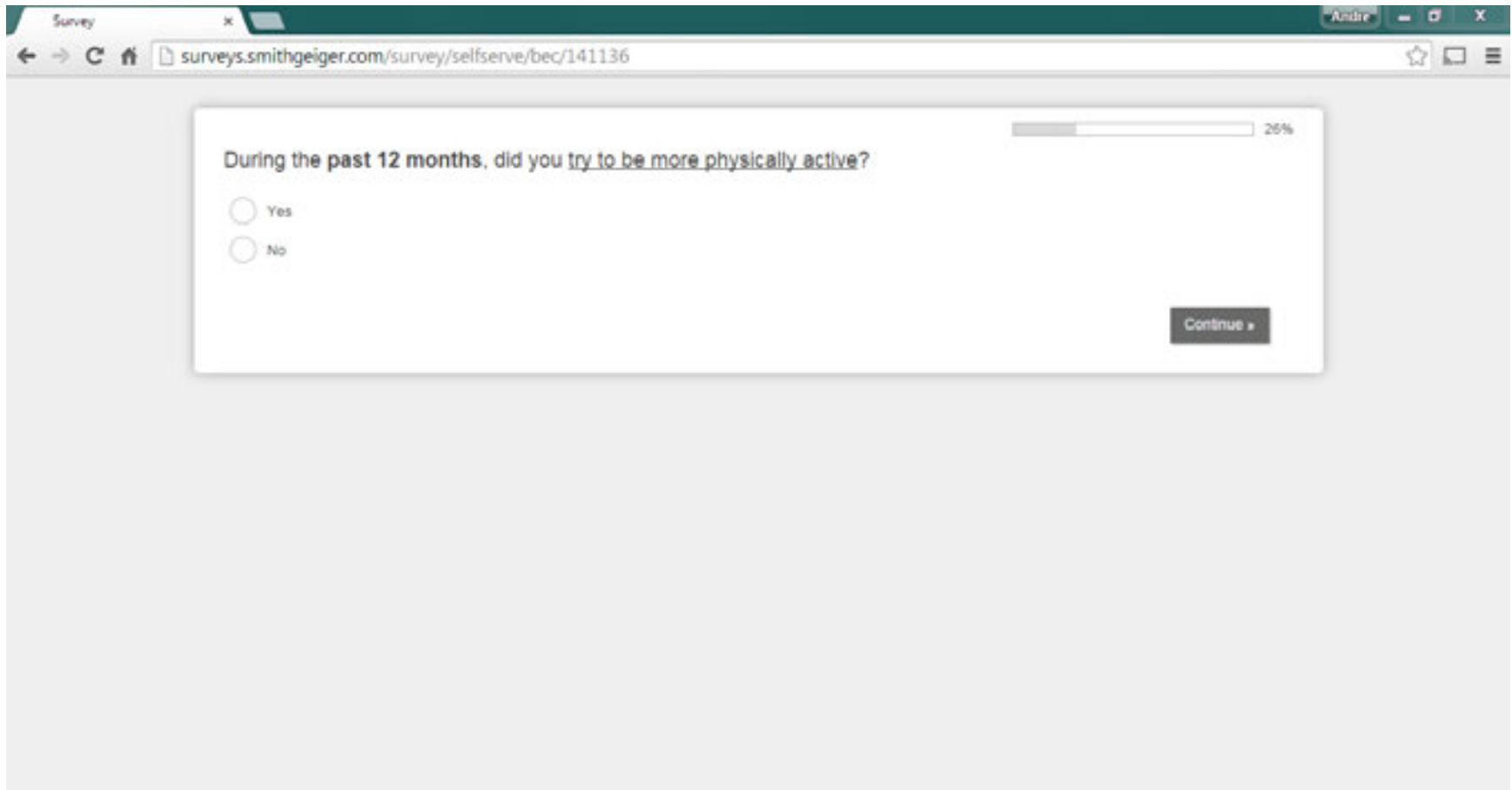
## Screenshot – Online Survey Question Q2



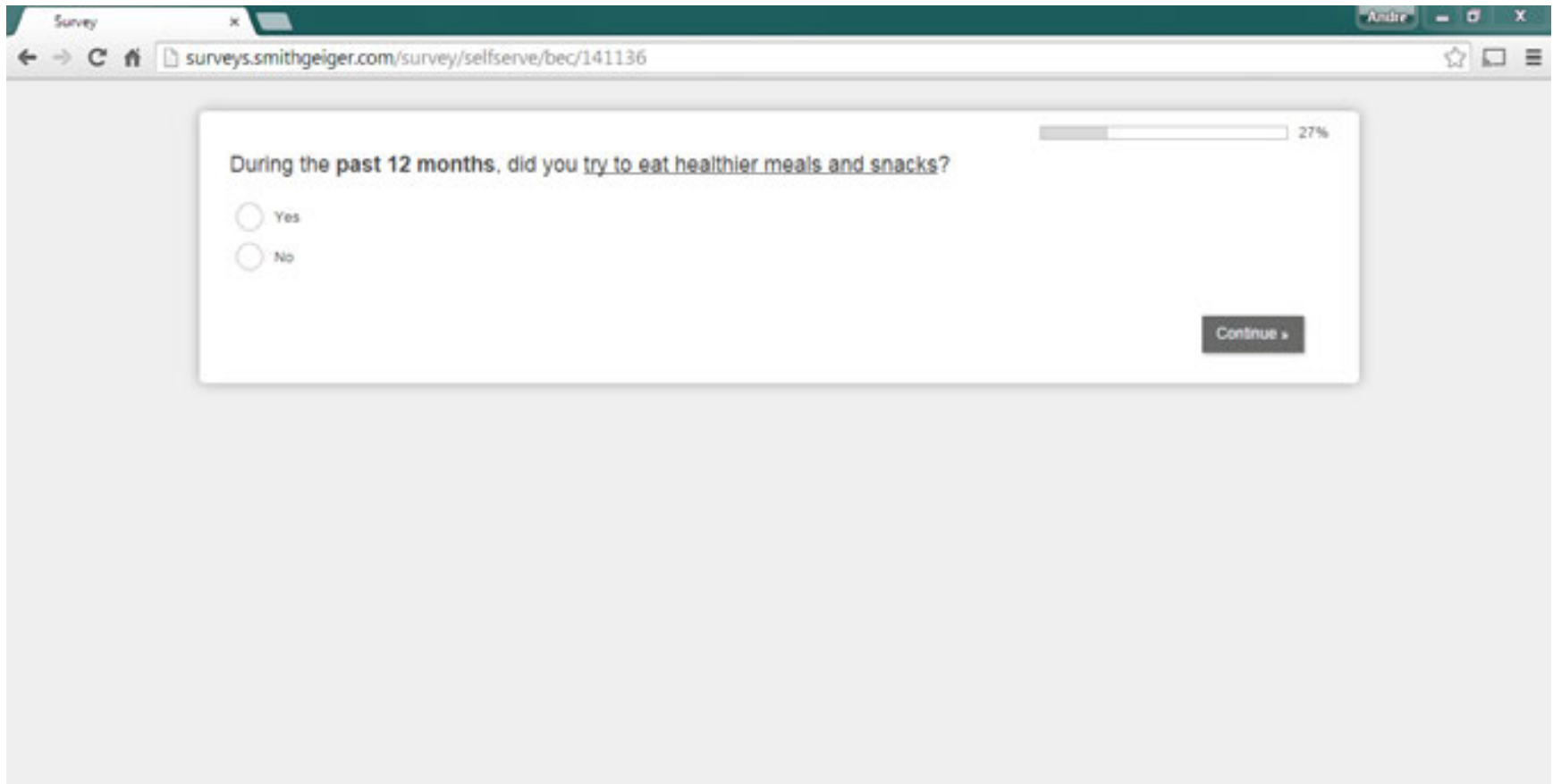
### Screenshot – Online Survey Question Q3



Screenshot – Online Survey Question Q3\_1



Screenshot – Online Survey Question Q3\_2



## Screenshot – Online Survey Question Q4

Survey x Andre

← → ↻ 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ 🗨 ☰

In the past year, have you tried to do any of the following?

Lose weight

Gain weight

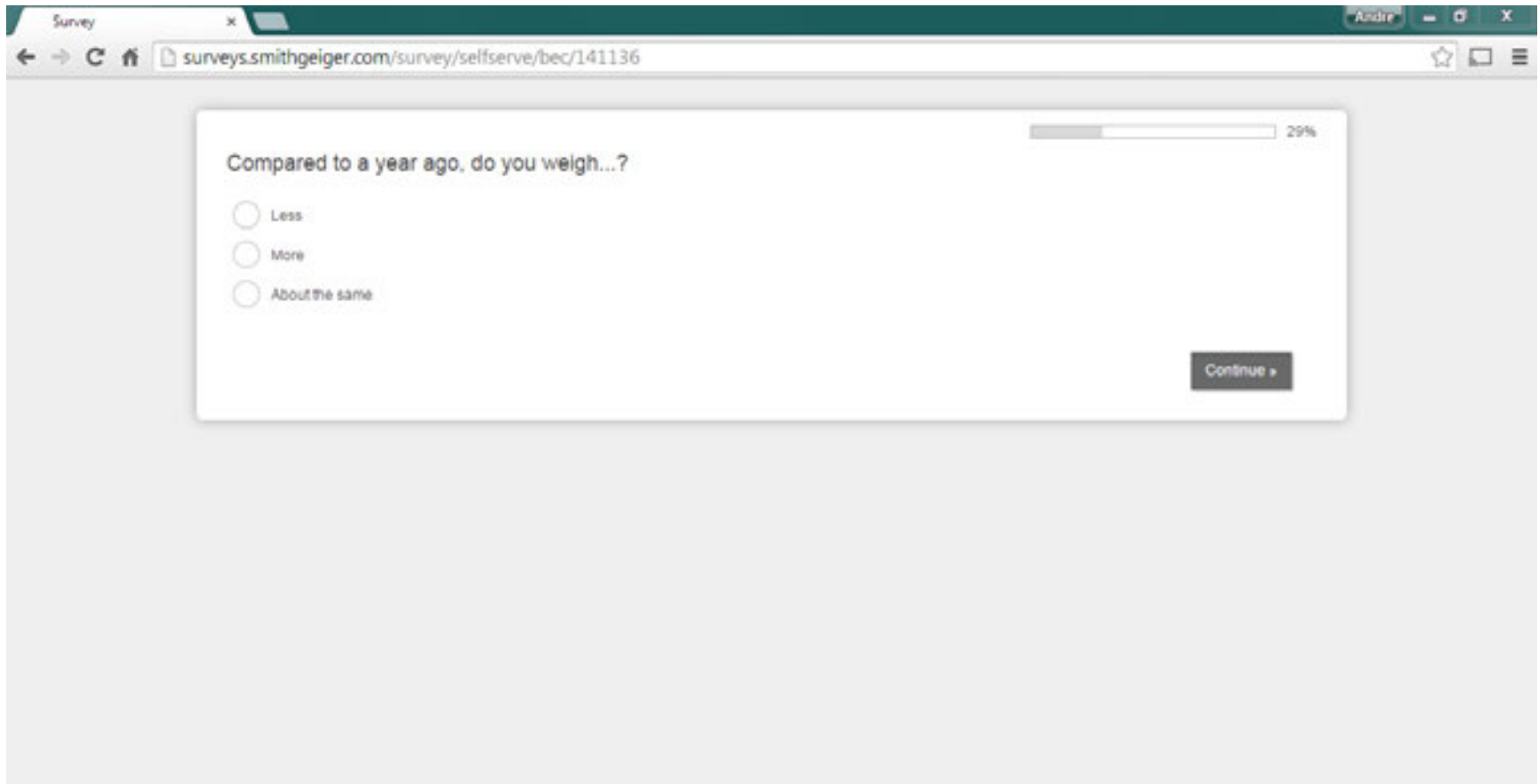
Maintain your current weight

28%

Continue >



Screenshot – Online Survey Question 4\_1



## Screenshot – Online Survey Question Q4\_2

Survey

Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

30%

And compared to a year ago, would you say that you are...?

More healthy

Less healthy

About the same

Continue »

{Note to reviewers: All respondents will be asked Q5. However, respondents who had selected “no” for screener QS11, “did you drink any regular soft drinks (non-diet) or other sugary drinks?,” will not be shown the item in Q5 that asks “how interested are you in cutting back on regular soft drinks (non-diet) or other sugary drinks.”}

### Screenshot – Online Survey Question Q5

Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in... ?

	Not at all interested 1	A little interested 2	Somewhat interested 3	Very interested 4	Extremely interested 5
Eating healthier meals and snacks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being more physically active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cutting 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"/>

Continue »

{Note to reviewers: There is no Q6}

### Screenshot – Online Survey Question Q7

Survey

surveys.smithgeiger.com/survey/selfserve/bec/141062

Andre

28%

Thinking about the next six months, how likely are you to...?

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

	Not at all likely 1	Somewhat unlikely 2	Neither likely nor unlikely 3	Somewhat likely 4	Extremely likely 5
Participate in community efforts to reduce obesity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to a friend about the health benefits of cutting 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"/>
Look for more information on the health benefits of cutting 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"/>

Continue >

### Screenshot – Online Survey Question Q8

32%

On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements.

	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
I feel as though I can make a difference regarding my risk for being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Generally speaking, it is possible to reduce one's risk for being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident that I can protect myself from being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are many things I can do to protect myself from being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

### Screenshot – Online Survey Question Q9

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141062

28%

On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements.

Eliminating regular soft drinks (non-diet) and other sugary drinks during meals every day would...

	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
...make me feel that I was doing something good for my health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make it easier for me to drink milk or water at mealtimes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make eating meals less enjoyable for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me save money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me prevent weight gain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me maintain a healthy weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make life more stressful for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me lose weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

## Screenshot – Online Survey Question Q10

Survey x Andre

← → ↻ 🏠 [surveys.smithgeiger.com/survey/selfserve/bec/141136](https://surveys.smithgeiger.com/survey/selfserve/bec/141136) ☆ 🗨️ ☰

34%

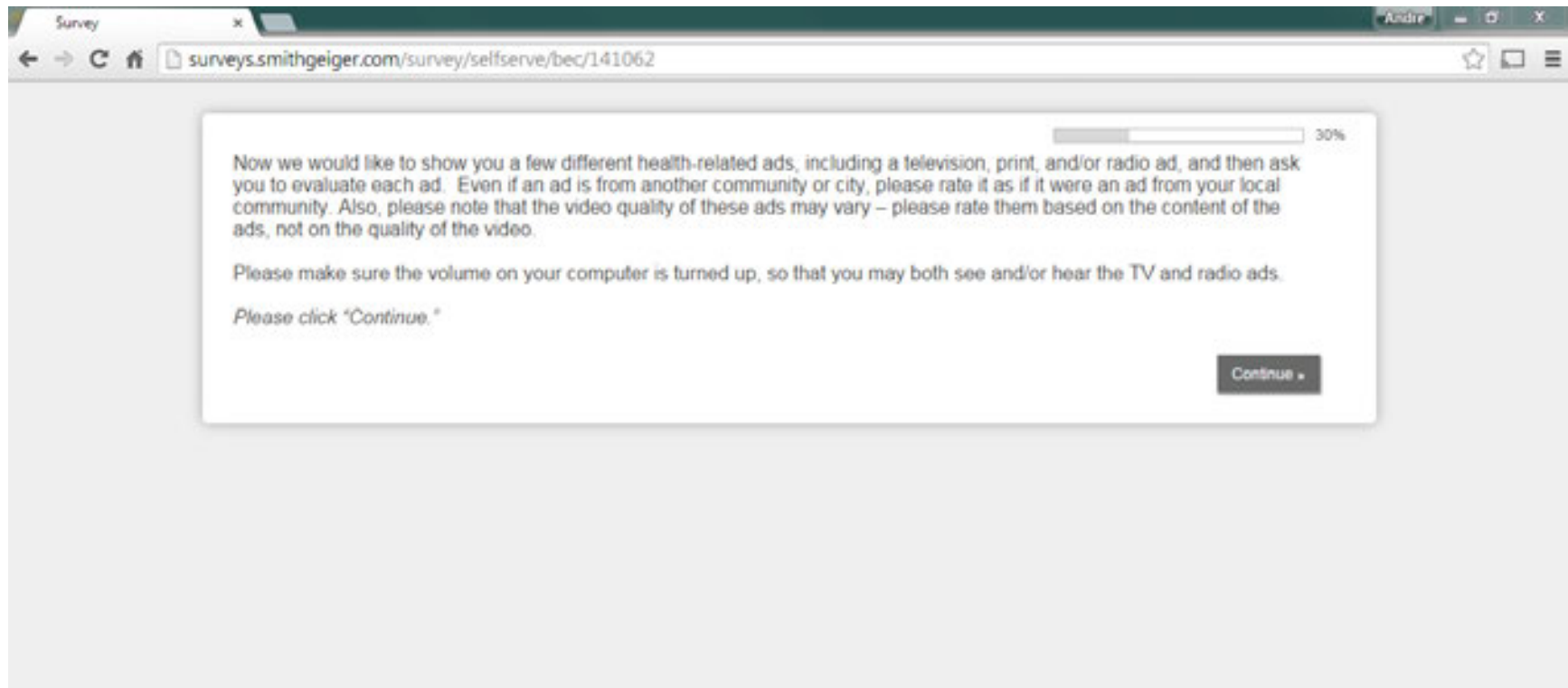
Which of the following statements best describes how you think the problem of obesity should be solved in your community?

- Obesity is a community problem that is best solved by people working together to make it easier for everyone to eat healthy foods and be physically active
- Obesity is an individual problem that is best solved by people taking personal responsibility for what they eat and how physically active they are
- Obesity is both an individual and community problem that is best solved by people taking personal responsibility for what they eat and how physically active they are, and the community working together to make these behaviors easier to do

Continue »

{Note to reviewers: At this point, some respondents will be shown a set of ads (TV, radio and/or print) that correspond to a discrete campaign (randomly chosen). Others will be shown randomly chosen individual ads that do not correspond to a discrete campaign. After each ad is shown, they will be asked Q12-Q19.}

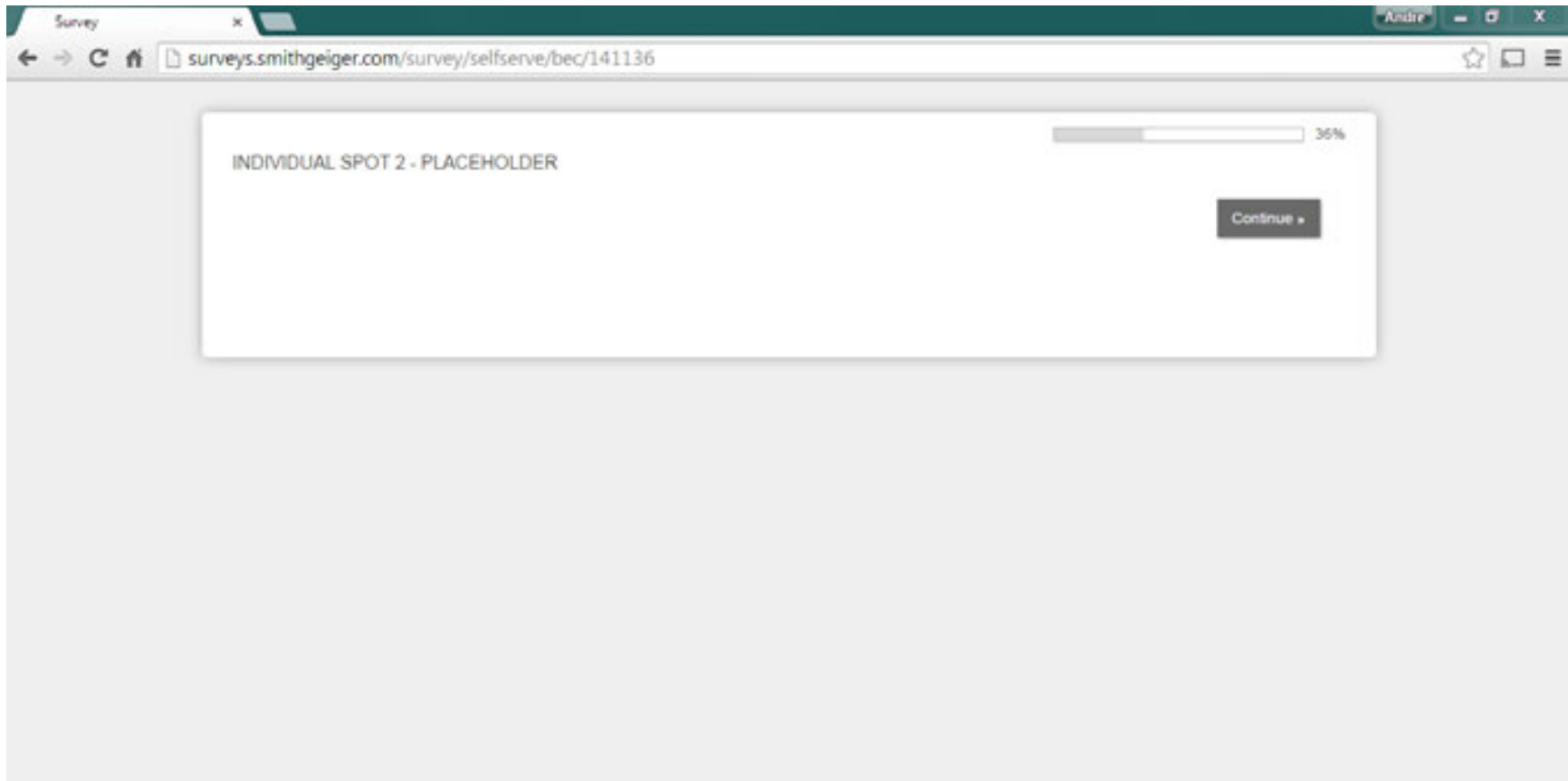
### Screenshot: Initial Screen for Ad Evaluations



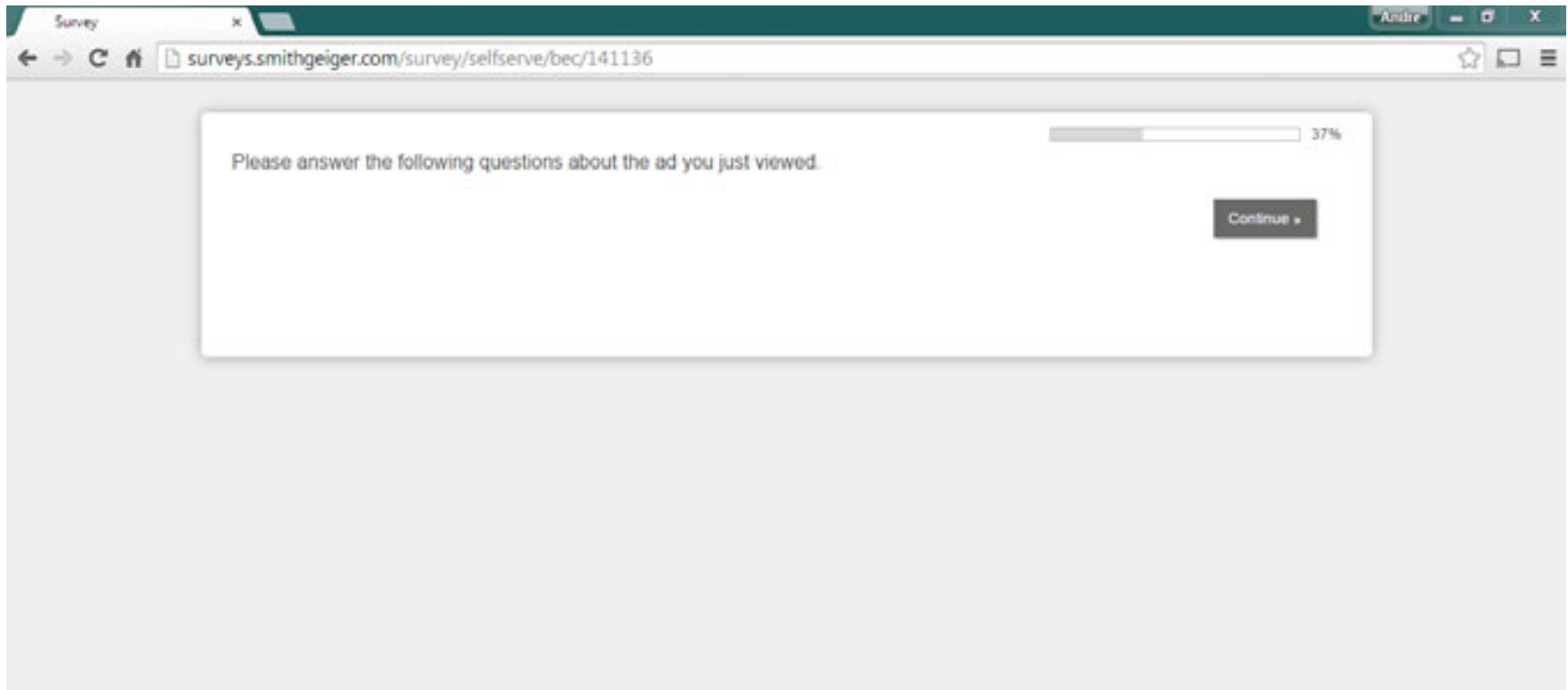


{Note to reviewers: The screen below is a sample of the screen respondents will see when viewing each ad. The questions they will be asked for each ad will be the same, regardless of the ad they see.}

**Screenshot: Sample Screen of Ad Presentation**



## Screenshot: Ad Survey Question Introduction Page



## Screenshot – Online Survey Question Q12

Survey x Andre

← → ↻ 🏠 [surveys.smithgeiger.com/survey/selfserve/bec/141136](https://surveys.smithgeiger.com/survey/selfserve/bec/141136) ☆ 🗨️ ☰

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

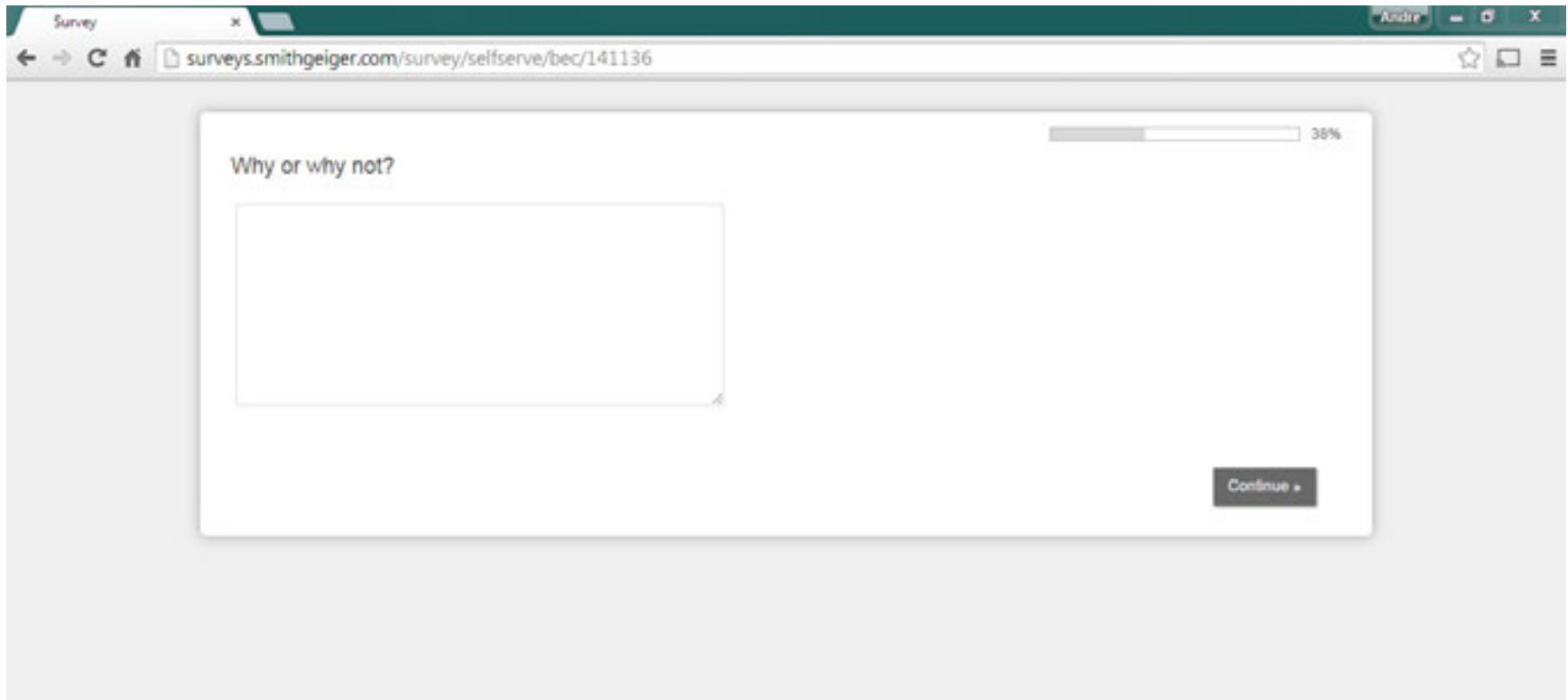
Yes

No

37%

Continue »

Screenshot – Online Survey Question Q13



## Screenshot – Online Survey Question Q14

Survey x Andre

← → ↻ 🏠 [surveys.smithgeiger.com/survey/selfserve/bec/141136](https://surveys.smithgeiger.com/survey/selfserve/bec/141136) ☆ 🗨 ☰

Is this message believable? 39%

Yes

No

Continue »

## Screenshot – Online Survey Question Q15

Survey x Andre

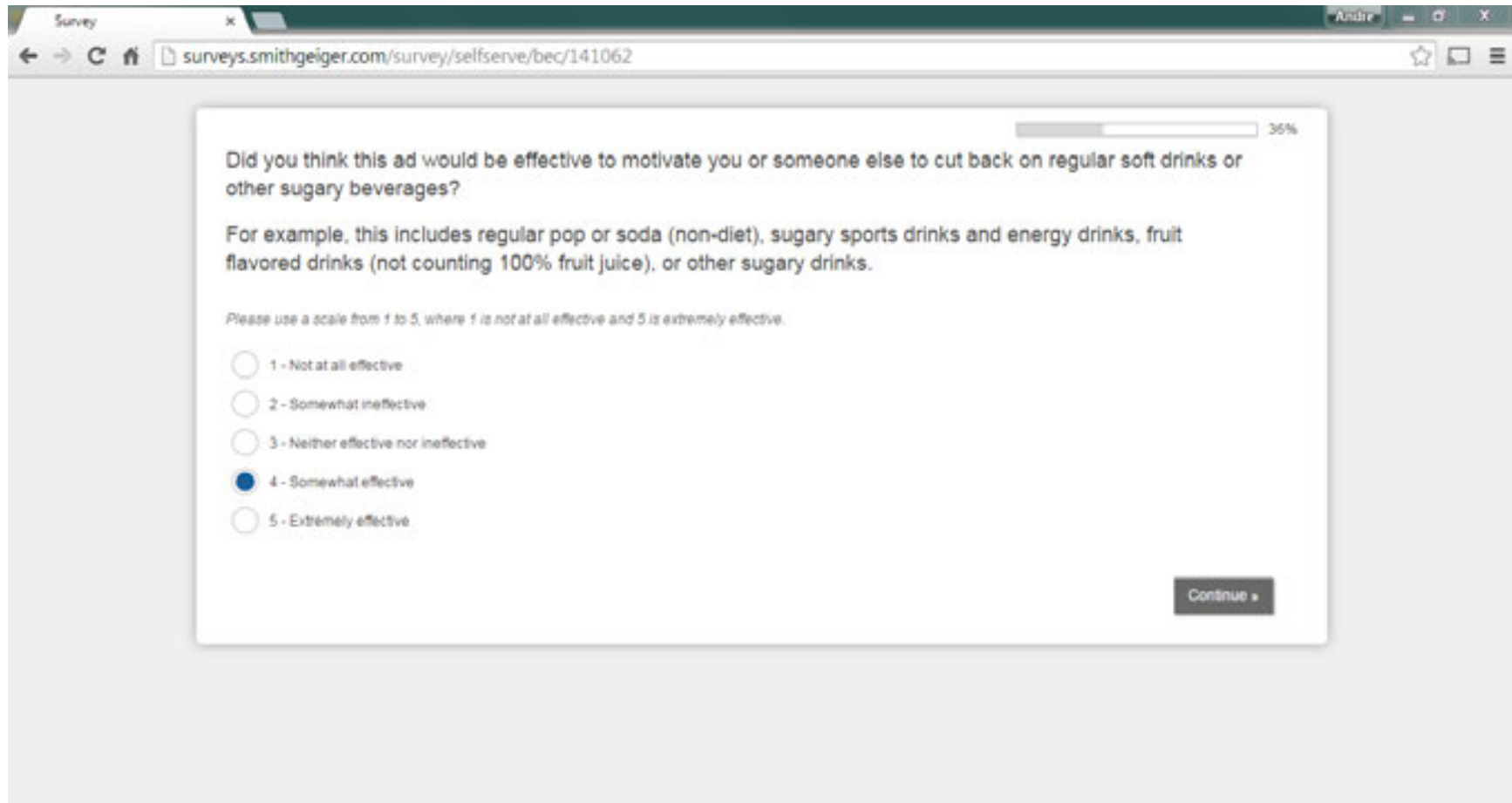
← → ↻ 🏠 [surveys.smithgeiger.com/survey/selfserve/bec/141136](https://surveys.smithgeiger.com/survey/selfserve/bec/141136) ☆ 🗨️ ☰

Why or why not?

40%

Continue »

### Screenshot – Online Survey Question Q16



## Screenshot – Online Survey Question Q17

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

Who would you say this ad is trying to reach?

Please check all that apply:

- You
- People like you
- Someone else

Continue »

42%



### Screenshot – Online Survey Question Q18

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

42%

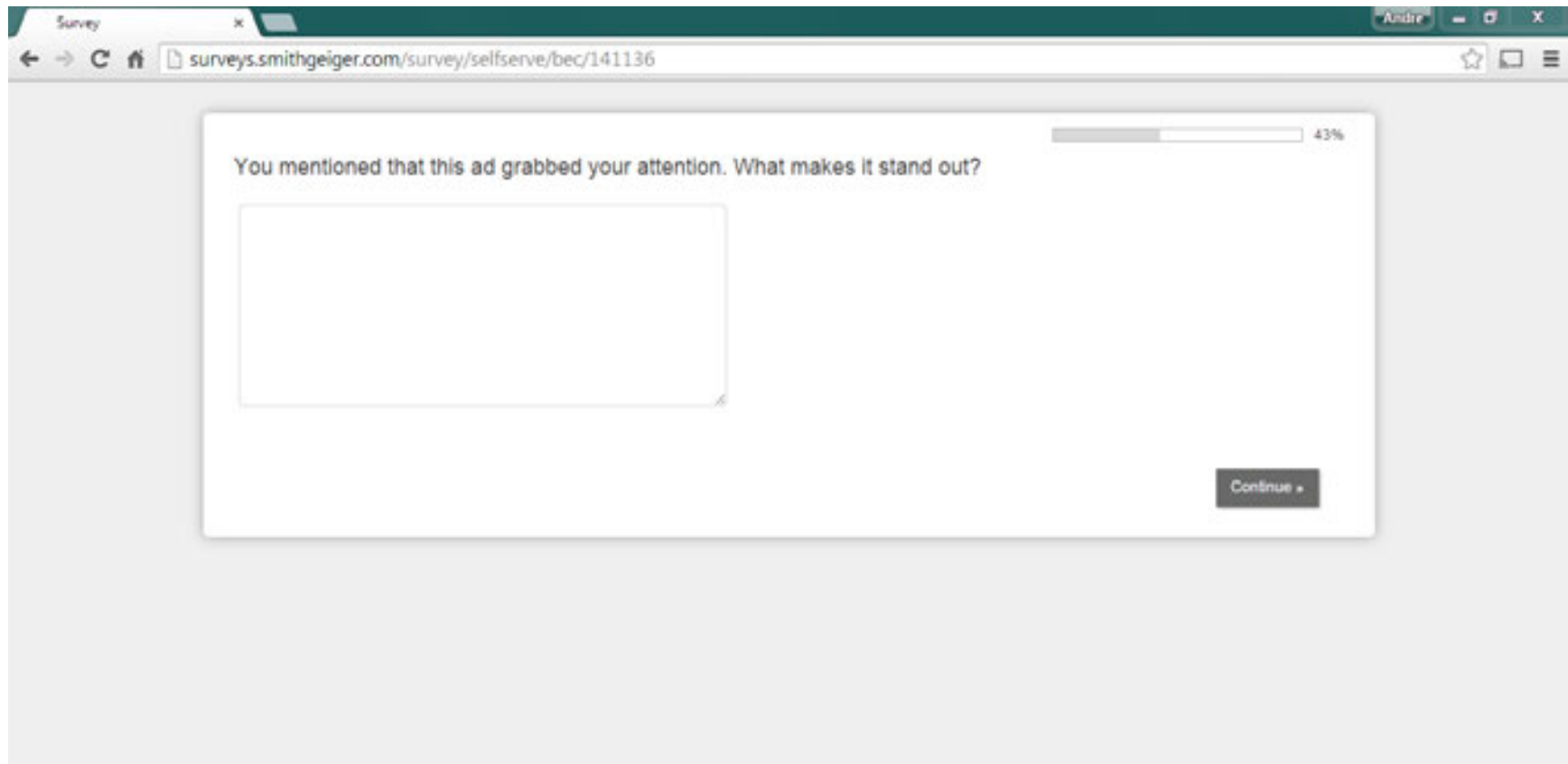
On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of the following statements about this advertisement.

	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
This ad grabbed my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the information in this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I learned something new from this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad said something important to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was convincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, I liked this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was easy to understand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can do what this ad suggests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am interested in this ad's topic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would notice this ad if I saw/heard it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was confusing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

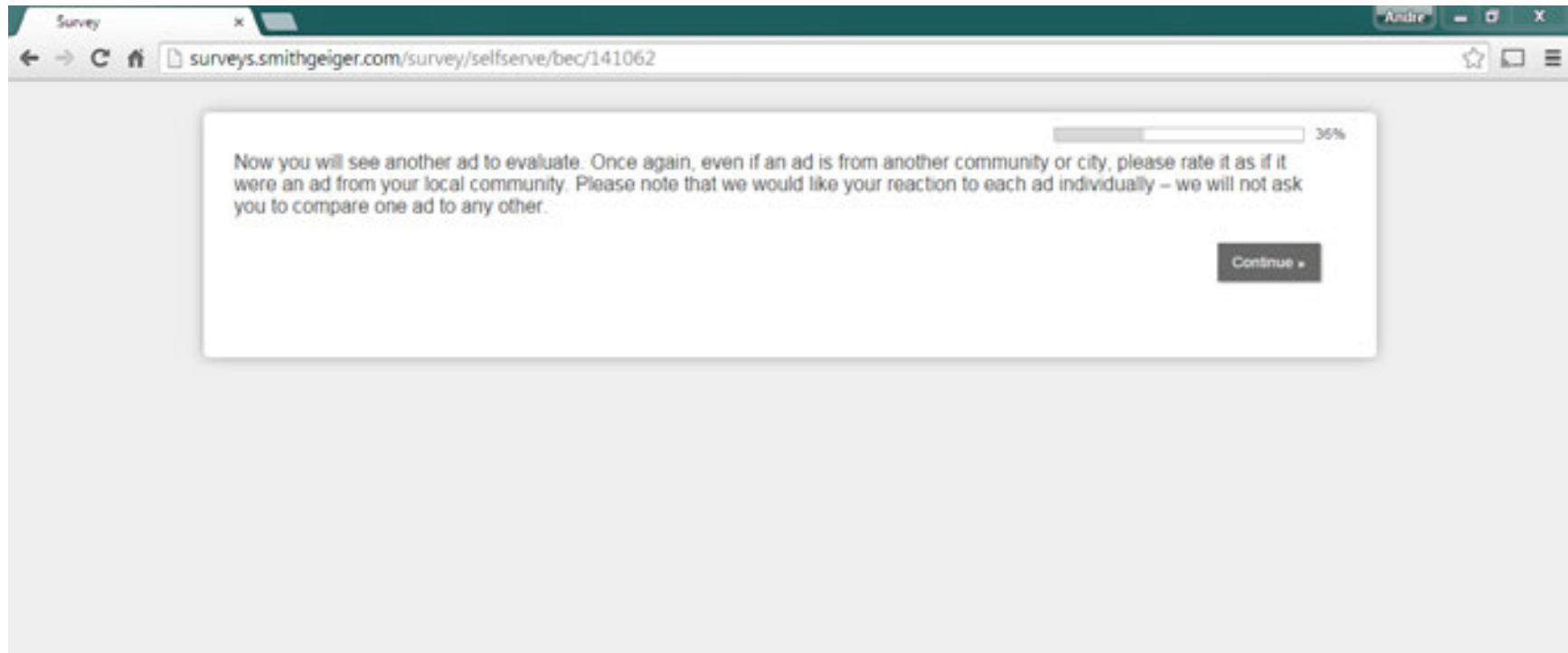
{Note to reviewers: Only respondents who selected “somewhat agree” or “strongly agree” on Q18 for the item “This ad grabbed my attention,” will be shown the question below (Q19). Others will skip to next ad or, if appropriate, will be shown Q20.}

### Screenshot – Online Survey Question Q19



The screenshot shows a web browser window with the URL [surveys.smithgeiger.com/survey/selfserve/bec/141136](https://surveys.smithgeiger.com/survey/selfserve/bec/141136). The survey question is: "You mentioned that this ad grabbed your attention. What makes it stand out?". Below the question is a large text input field. A progress bar in the top right corner indicates that 43% of respondents have answered this question. A "Continue" button is located in the bottom right corner of the question box.

## Screenshot: Transition Page before Each Ad



{Note to reviewers: Q20 below will only be shown if respondents have evaluated individual ads that together comprise a campaign.}

### Screenshot – Online Survey Question Q20

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141062

56%

Considering the impact of these ads together, please indicate how much you agree or disagree with each statement.

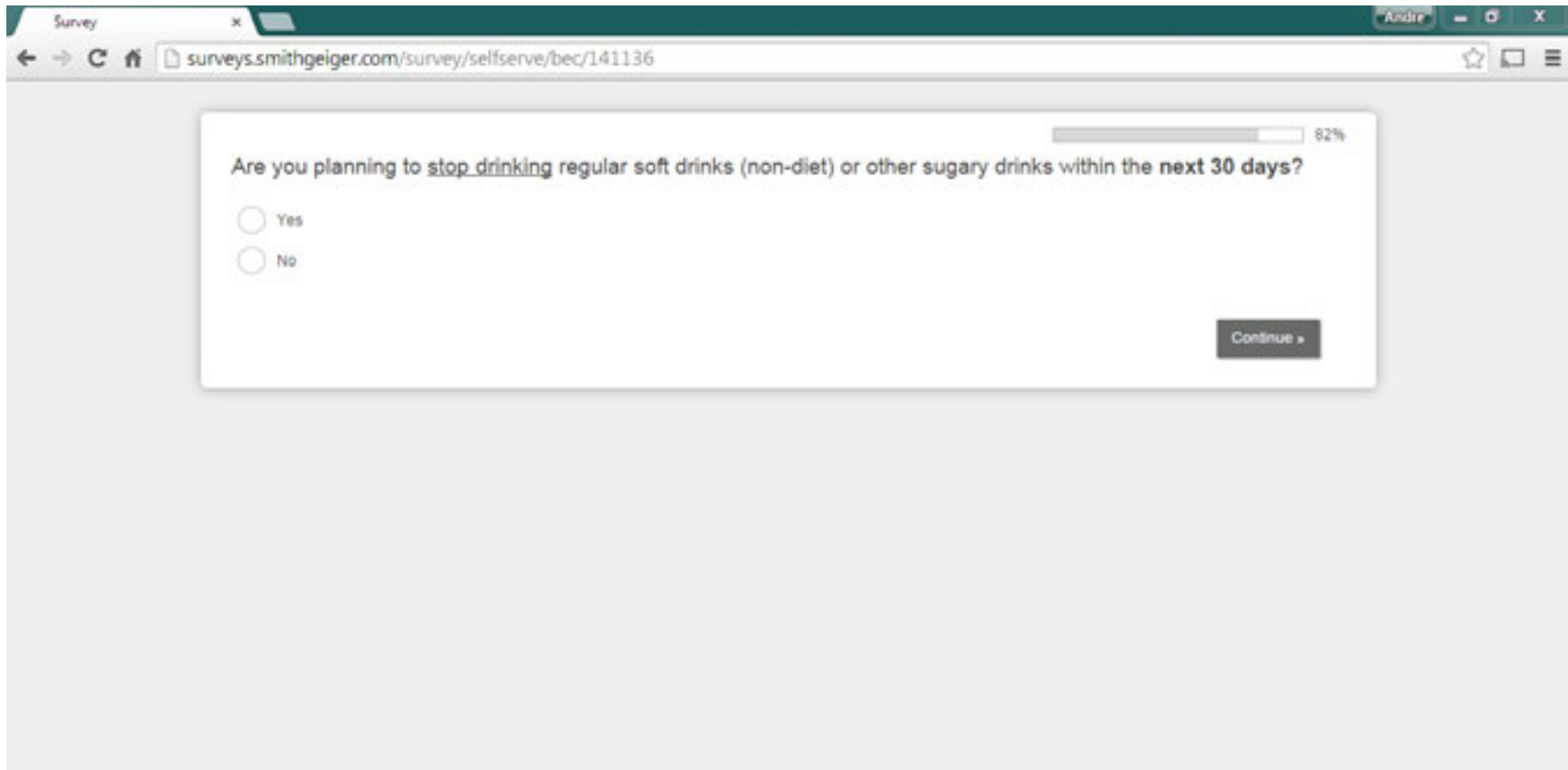
	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
The message about regular soft drinks (non-diet) or other sugary drinks in this set of ads was persuasive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This set of ads gave me good reasons to <u>stop drinking</u> regular soft drinks (non-diet) or other sugary drinks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This set of ads was convincing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This set of ads grabbed my attention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This set of ads told me something I didn't already know.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the information in this set of ads.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This set of ads gave me good reasons to <u>cut back on</u> regular soft drinks (non-diet) or other sugary drinks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue >

{Note to reviewers: At this point, respondents who were being shown individual ads corresponding to a discrete campaign, will begin seeing a set of randomly chosen individual ads (TV, radio, and/or print) that do not correspond to a campaign. Those who were already being shown individual ads not corresponding to a campaign, will continue to be shown individual spots. After each ad is shown, they will be asked Q22-29 (which are the same as Q12-Q19, presented above). Respondents will then see the questions that follow.}

{Note to reviewers: Only respondents who selected “yes” for screener QS11, “*did you drink any regular soft drinks (non-diet) or other sugary drinks?*,” will be shown the following screen (Q30). Others will skip to Q30\_2.}

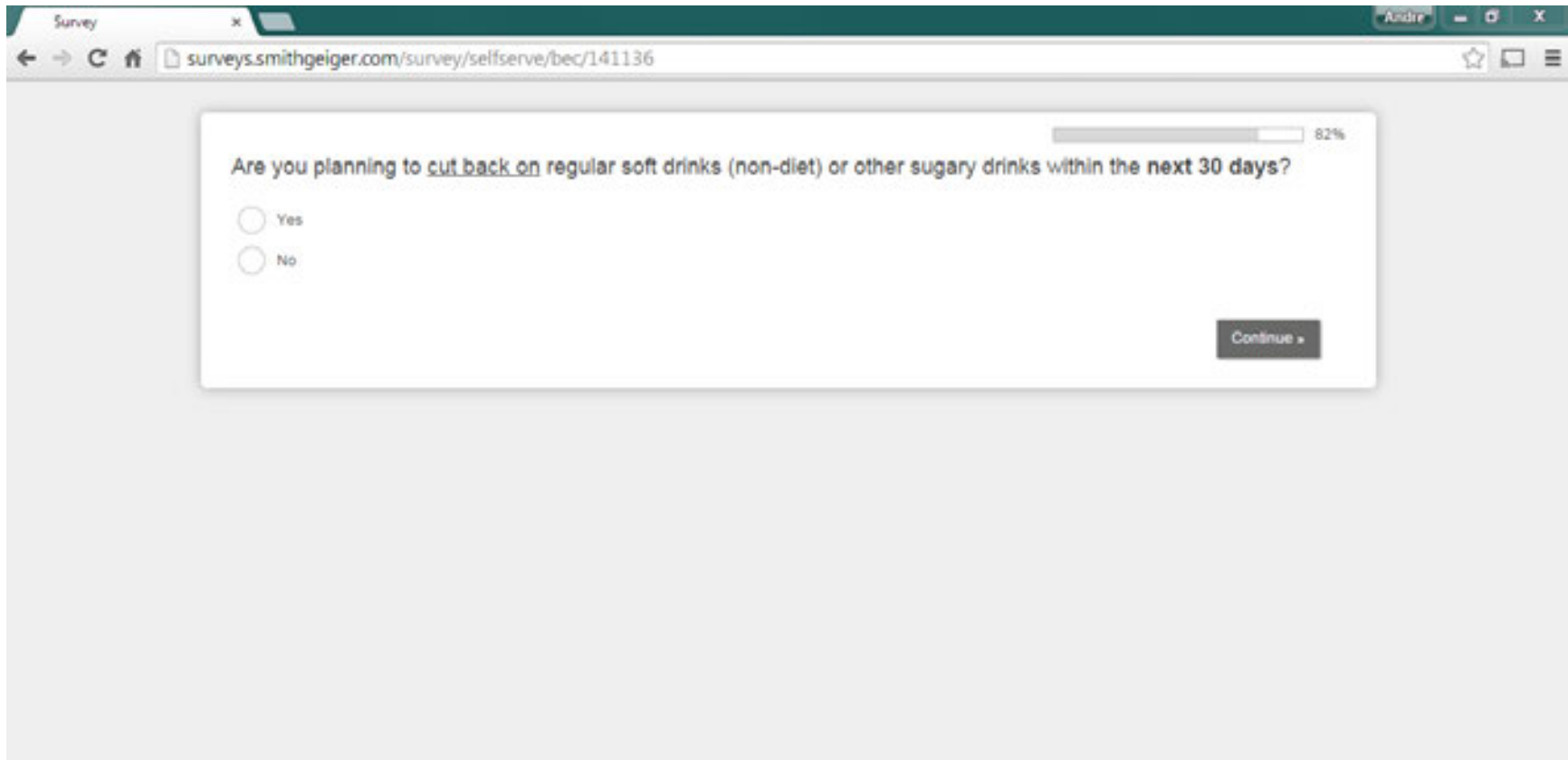
### Screenshot – Online Survey Question Q30



The screenshot shows a web browser window with the URL `surveys.smithgeiger.com/survey/selfserve/bec/141136`. The browser's address bar and navigation icons are visible. The survey content is displayed in a white box with a grey border. At the top right of the box is a progress indicator showing 82%. The question text 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 "Continue" button with a right-pointing arrow is located at the bottom right of the question box.

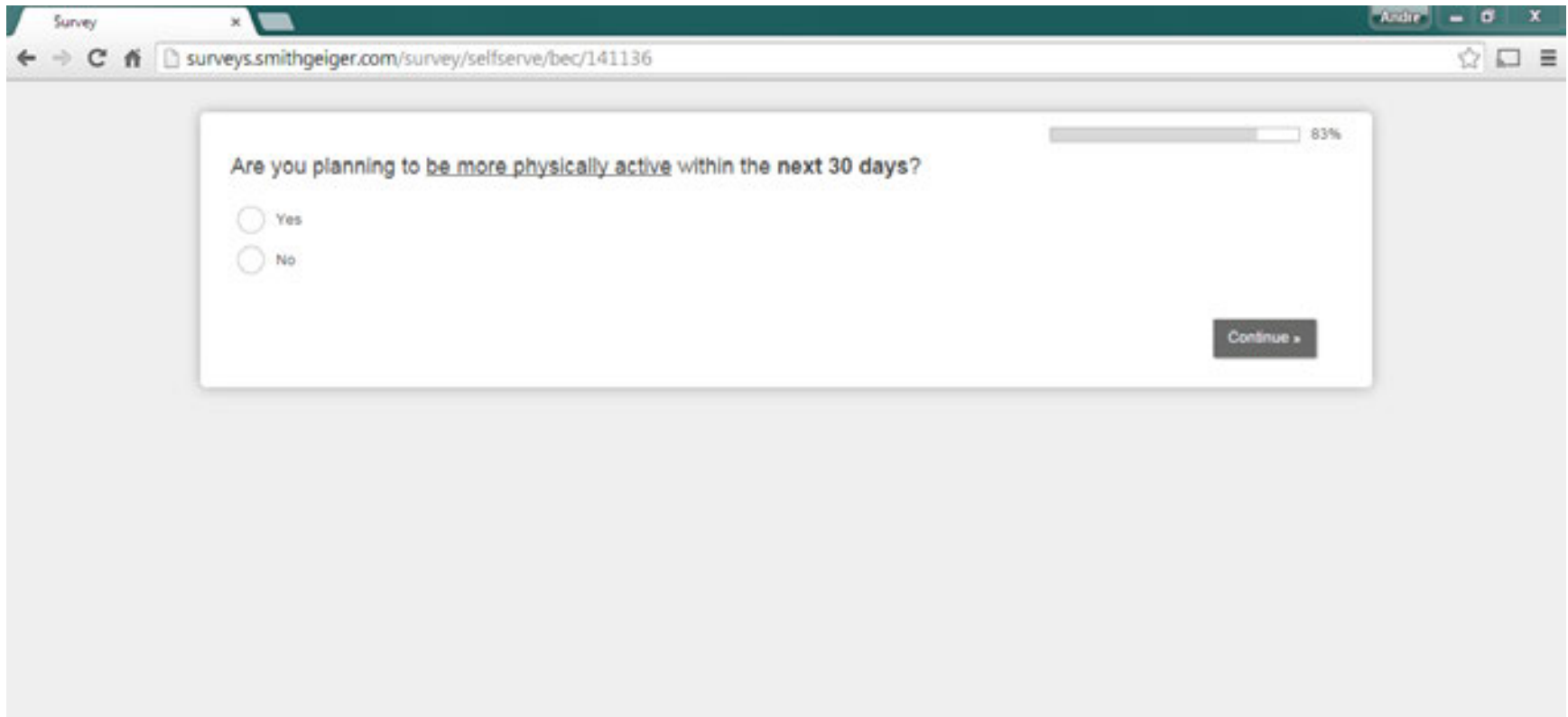
{Note to reviewers: Only respondents who selected “no” for Q30, “are you planning to stop drinking regular soft drinks (non-diet) or other sugary drinks?,” will be shown the following screen (Q30\_1). Others will skip to Q30\_2.}

### Screenshot – Online Survey Question Q30\_1



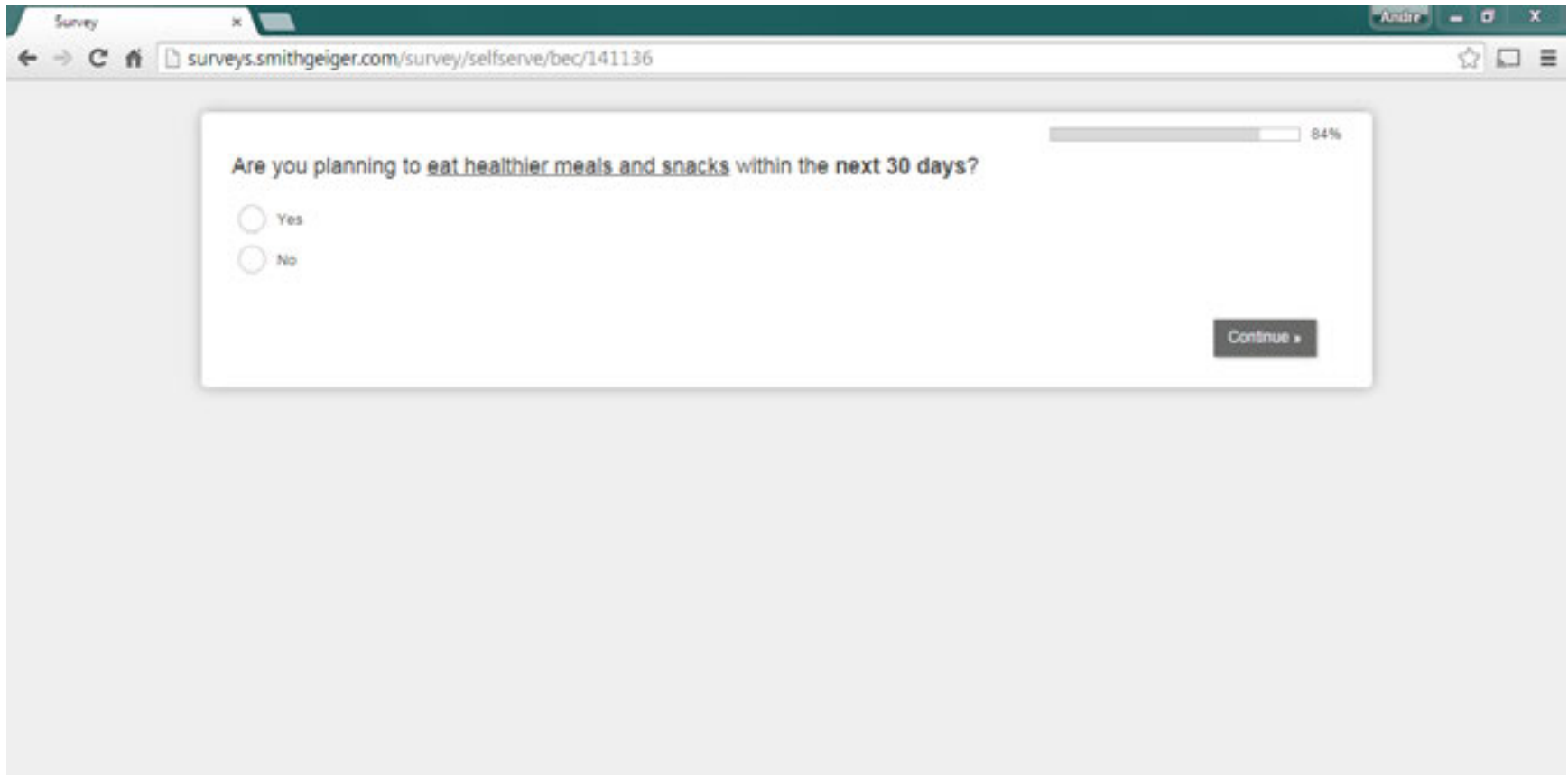
The screenshot shows a web browser window with a survey page. The browser's address bar displays the URL: [surveys.smithgeiger.com/survey/selfserve/bec/141136](https://surveys.smithgeiger.com/survey/selfserve/bec/141136). The survey content is displayed in a white box with a grey border. At the top right of the box, there is a progress indicator showing 82%. The main 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 "Continue" button with a right-pointing arrow is located at the bottom right of the question box.

Screenshot – Online Survey Question Q30\_2





Screenshot – Online Survey Question Q30\_3



## Screenshot – Online Survey Question Q31

Survey x Andre

← → ↻ 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ 🗨️ ☰

85%

Are you planning to do something about your weight within the next 30 days?

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

Continue »

{Note to reviewers: Only respondents who selected “yes” for screener QS11, “*did you drink any regular soft drinks (non-diet) or other sugary drinks?*,” will be shown the following screen (Q32). Those who responded “no” to QS11 on the screener will skip to Q32\_1.}

### Screenshot – Online Survey Question Q32

Survey

surveys.smithgeiger.com/survey/selfserve/bec/141136

86%

Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in cutting back on regular soft drinks (non-diet) or other sugary drinks?

- 1 - Not at all interested
- 2 - A little interested
- 3 - Somewhat interested
- 4 - Very interested
- 5 - Extremely interested

Continue »

Screenshot – Online Survey Question Q32\_1

Survey x Andre

← → ↻ 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ 🗨 ☰

86%

Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in trying to be more physically active?

- 1 - Not at all interested
- 2 - A little interested
- 3 - Somewhat interested
- 4 - Very interested
- 5 - Extremely interested

Continue ▶

## Screenshot – Online Survey Question Q32\_2

Survey

Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

87%

Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in trying to eat healthier meals and snacks?

- 1 - Not at all interested
- 2 - A little interested
- 3 - Somewhat interested
- 4 - Very interested
- 5 - Extremely interested

Continue »

{Note to reviewers: There is no Q33}

### Screenshot – Online Survey Question Q34

Survey

Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

88%

Thinking about the next six months, how likely are you to...?

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

	Not at all likely 1	Somewhat unlikely 2	Neither likely nor unlikely 3	Somewhat likely 4	Extremely likely 5
<u>Participate</u> in community efforts to reduce obesity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Look for more information</u> on the health benefits of being more physically active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Talk to a friend</u> about the health benefits of being more physically active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

Screenshot – Online Survey Question Q35

Survey x Andre

← → ↻ 🏠 [surveys.smithgeiger.com/survey/selfserve/bec/141136](https://surveys.smithgeiger.com/survey/selfserve/bec/141136) ☆ 🗨️ ☰

89%

On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements.

	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
Generally speaking, it is possible to reduce one's risk for being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident that I can protect myself from being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel as though I can make a difference regarding my risk for being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are many things I can do to protect myself from being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

### Screenshot – Online Survey Question Q36

On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements.

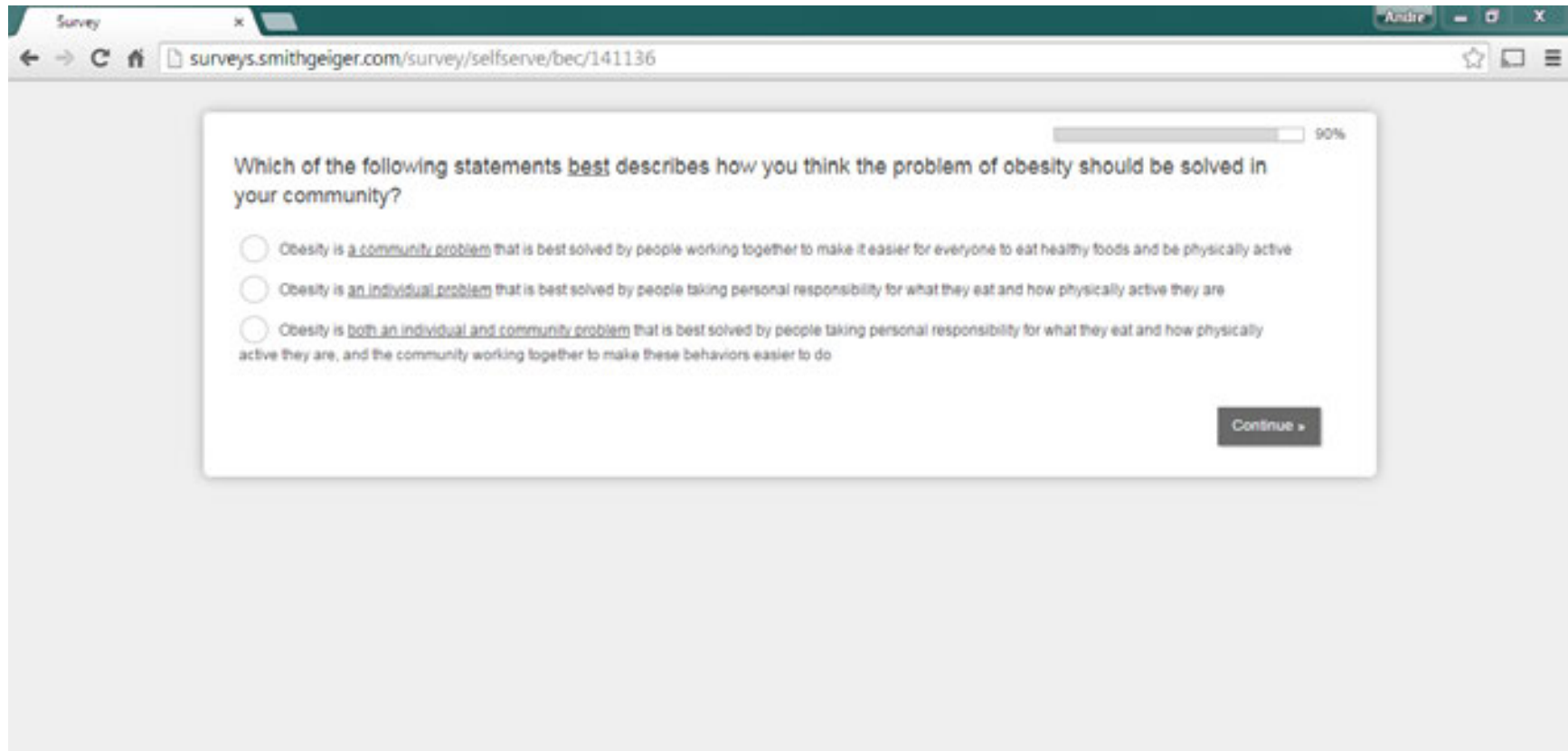
Eliminating regular soft drinks (non-diet) and other sugary drinks during meals every day would...

	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
...help me lose weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me maintain a healthy weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me save money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make it easier for me to drink milk or water at mealtimes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make eating meals less enjoyable for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me prevent weight gain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make life more stressful for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make me feel that I was doing something good for my health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

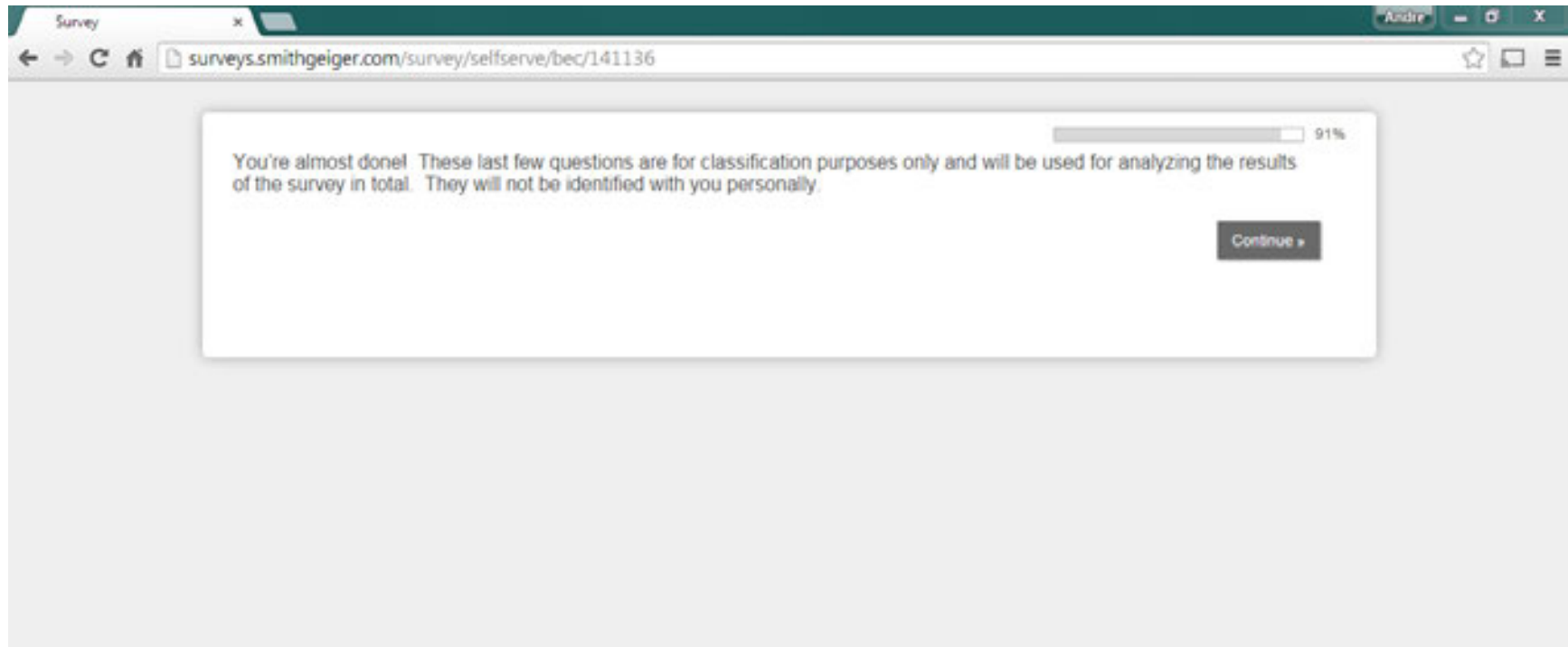
Continue »



### Screenshot – Online Survey Question Q37



## Screenshot: Initial Screen for Classification Questions



## Screenshot – Online Survey Question C1

Survey x Andre

← → ↻ 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ 🗨️ ☰

92%

Has a healthcare professional ever told you that you are overweight or at risk for being overweight?

Yes

No

Don't know / not sure

Continue »

## Screenshot – Online Survey Question C2

Survey x Andre

← → ↻ 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ 🗨️ ☰

93%

Has anyone else in your household been identified by a health care professional as being overweight or at risk for being overweight?

Yes

No

Don't know / not sure

Continue »

### Screenshot – Online Survey Question C3

Survey x Andre

← → ↻ 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ 🗨 ☰

94%

**What is your current occupational status? Are you...?**

*Please select the option that best applies to you.*

- Employed full time
- Employed part time
- Unemployed
- Homemaker
- Student
- Retired
- Disabled
- Other (Please specify)
- Prefer not to answer

[Continue >](#)

## Screenshot – Online Survey Question C4

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

95%

What is your marital status?

- Separated
- Unmarried living with a partner
- Divorced
- Widowed
- Married
- Single, never been married
- Prefer not to answer

Continue

## Screenshot – Online Survey Question C5

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

How many children (under age 18) live in your household?

Enter number:

Prefer not to answer

Continue »

96%

## Screenshot – Online Survey Question C6

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

97%

What is your household's total income from all sources before taxes?

- Under \$20,000
- \$20,000 to \$29,999
- \$30,000 to \$39,999
- \$40,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$199,999
- \$200,000 or more
- Prefer not to answer

Continue »



## Screenshot – Online Survey Question C7

Survey x Andre

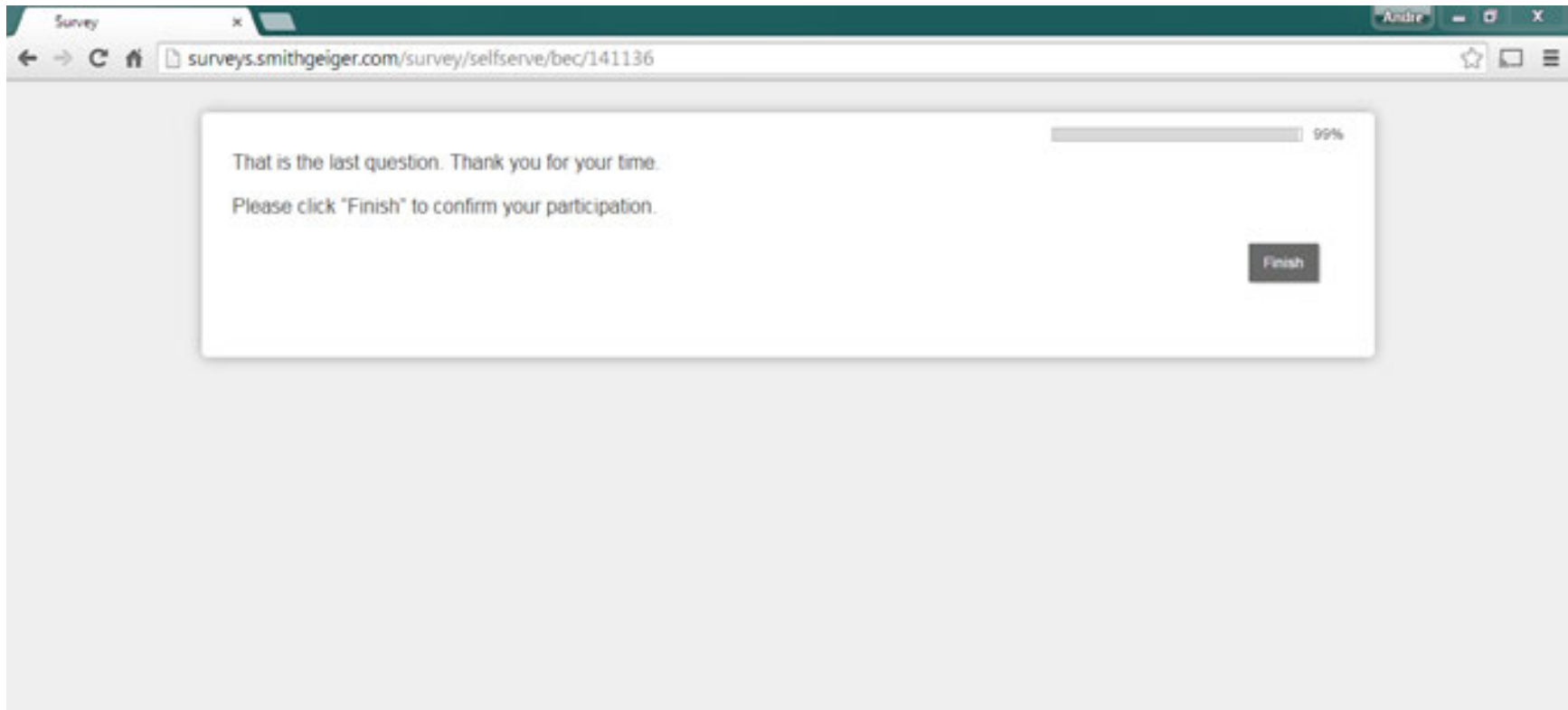
← → ↻ 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141206 ☆ 🗨 ☰

In the following list of items, please indicate which devices you currently use or own. 98%

- A smartphone, such as an iPhone, BlackBerry, Android, Windows phone, etc.
- A laptop computer
- An iPod or other mp3 player
- A desktop computer
- A tablet, such as an iPad, Kindle Fire, Nook Color, Motorola Xoom, etc.
- None of these

[Continue »](#)

## Screenshot – Survey End Page



**Attachment 2f: Online Survey for Physical Activity  
for African American Audiences**  
**Community Health Media Center – Testing Educational Campaign  
Materials with African American and Hispanic Audiences**

**Introduction**

SHOW: 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 Statement**

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).

[BACKGROUND HEALTH BEHAVIORS AND ATTITUDES]

[Contemplation and Behavioral Intentions]

**Pre-Post Questions**

**[CHECK S11. IF S11=1 (YES), ASK Q1. OTHERS SKIP TO Q1\_2]**

Q1. Are you planning to stop drinking regular soft drinks (non-diet) or other sugary drinks within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

**[IF Q1=1 SKIP TO Q1\_2. IF Q1=2 CONTINUE TO Q1\_1]**

Q1\_1. Are you planning to cut back on regular soft drinks (non-diet) or other sugary drinks within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q1\_2. Are you planning to be more physically active within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q1\_3. Are you planning to eat healthier meals and snacks within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q2. Are you planning to do something about your weight within the **next 30 days**? SINGLE RESPONSE, ROTATE 1-3.

- 1 Yes, I plan to try to lose weight..... Continue
- 2 Yes, I plan to try to gain weight..... Continue
- 3 Yes, I plan to try to maintain my current weight..... Continue
- 4 No, I have no plans to do anything about my weight..... Continue

Q3. During the **past 12 months**, did you try to cut back on regular soft drinks (non-diet) or other sugary drinks? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q3\_1. During the **past 12 months**, did you try to be more physically active? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q3\_2. During the **past 12 months**, did you try to eat healthier meals and snacks? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q4. In the past year, have you tried to do any of the following? MULTIPLE RESPONSE, DO NOT ROTATE.

- 1 Lose weight..... Continue
- 2 Gain weight..... Continue
- 3 Maintain your current weight..... Continue

Q4\_1. Compared to a year ago, do you weigh...? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Less..... Continue
- 2 More..... Continue
- 3 About the same..... Continue

Q4\_2. And compared to a year ago, would you say that you are...? SINGLE RESPONSE, DO NOT ROTATE.

- 1 More healthy..... Continue
- 2 Less healthy..... Continue
- 3 About the same..... Continue

Q5. Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in...? SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

**[CHECK S11. IF S11=1 (YES), INSERT A. INSERT B AND C FOR ALL PERSONS]**

- 1 Not at all interested..... Continue
- 2 A little interested..... Continue
- 3 Somewhat interested..... Continue

- 4 Very interested..... Continue
- 5 Extremely interested ..... Continue

- A Cutting back on regular soft drinks (non-diet) or other sugary drinks
- B Being more physically active
- C Eating healthier meals and snacks

[THERE IS NO Q6.]

Q7. Thinking about the next six months, how likely are you to...? *Please use a scale from 1 to 5, where 1 is not at all likely and 5 is extremely likely.* SINGLE RESPONSE GRID FORMAT, ROTATE LIST.

- 1 Not at all likely..... Continue
- 2 Somewhat unlikely..... Continue
- 3 Neither likely nor unlikely..... Continue
- 4 Somewhat likely..... Continue
- 5 Extremely likely ..... Continue

- A Look for more information on the health benefits of being more physically active
- B Talk to a friend about the health benefits of being more physically active
- C Participate in community efforts to reduce obesity

[Self-Efficacy Questions]

Q8. On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements. SINGLE RESPONSE GRID FORMAT, ROTATE LIST.

- 1 Strongly disagree..... Continue
- 2 Somewhat disagree..... Continue
- 3 Neither agree nor disagree..... Continue
- 4 Somewhat agree..... Continue
- 5 Strongly agree..... Continue

- A I feel as though I can make a difference regarding my risk for being overweight or obese
- B I am confident that I can protect myself from being overweight or obese
- C There are many things I can do to protect myself from being overweight or obese
- D Generally speaking, it is possible to reduce one's risk for being overweight or obese

[Behavioral Beliefs]

Q9. On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements. SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |

Being more physically active several times per week would...

- A ...make me feel that I was doing something good for my health
- B ...give me more energy and stamina
- C ...help me prevent weight gain
- D ...make life more stressful for me
- E ...help me save money
- F ...make me feel more comfortable with the way I look
- G ...help me lose weight
- H ...help me maintain a healthy weight

[Community Attitudes]

Q10. Which of the following statements best describes how you think the problem of obesity should be solved in your community? SINGLE RESPONSE, ROTATE 1-2.

- 1 Obesity is an individual problem that is best solved by people taking personal responsibility for what they eat and how physically active they are..... Continue
- 2 Obesity is a community problem that is best solved by people working together to make it easier for everyone to eat healthy foods and be physically active..... Continue
- 3 Obesity is both an individual and community problem that is best solved by people taking personal responsibility for what they eat and how physically active they are, and the community working together to make these behaviors easier to do..... Continue

## **CAMPAIGN EVALUATIONS**

MOST RESPONDENTS WILL FIRST SEE A SET OF ADS THAT CORRESPOND TO A DISCRETE CAMPAIGN (RANDOMLY CHOSEN). AFTER EACH AD SHOWN, ASK Q12-Q19. AFTER THE ENTIRE CAMPAIGN IS SHOWN, ASK Q20.

Q11. CAMPAIGNS SHOWN – CODE, DO NOT DISPLAY

SHOW: 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. Also, please note that the video quality of these ads may vary – please rate them based on the content of the ads, not on the quality of the video.

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.*

NOTE: WHEN THE TV ADS ARE PRESENTED, PLEASE SHOW THE FOLLOWING MESSAGE ABOVE THE SCREEN: ***This ad is a TV ad.*** *Please be patient while the 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.*

*And remember: even if an ad is from another community or city, please rate it as if it were an ad from your local community.*

NOTE: WHEN THE RADIO ADS ARE PRESENTED, PLEASE SHOW THE FOLLOWING MESSAGE ABOVE THE SCREEN: ***This ad is a radio ad.*** *Please be patient while the audio loads; also note that the audio 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.*

*And remember: even if an ad is from another community or city, please rate it as if it were an ad from your local community.*

### **Questions for Each Ad**

SHOW: Please answer the following questions about the ad you just viewed.

Q12. If you saw or heard this message, would it get your attention? SINGLE RESPONSE, DO NOT ROTATE

- |   |          |          |
|---|----------|----------|
| 1 | Yes..... | Continue |
| 2 | No.....  | Continue |



Q13. Why or why not? OPEN ENDED..... Continue

Q14. Is this message believable? SINGLE RESPONSE, DO NOT ROTATE

1 Yes..... Continue

2 No..... Continue

Q15. Why or why not? OPEN ENDED..... Continue

Q16. Did you think this ad would be effective to motivate you or someone else to be more physically active to lose weight or be healthier?

*Please use a scale from 1 to 5, where 1 is not at all effective and 5 is extremely effective.* SINGLE RESPONSE, DO NOT ROTATE

1 Not at all effective..... Continue

2 Somewhat ineffective..... Continue

3 Neither effective nor ineffective..... Continue

4 Somewhat effective..... Continue

5 Extremely effective ..... Continue

Q17. Who would you say this ad is trying to reach? *Please check all that apply.* MULTIPLE RESPONSE, DO NOT ROTATE

1 You..... Continue

2 People like you..... Continue

3 Someone else..... Continue

Q18. On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of the following statements about this advertisement. SINGLE RESPONSE GRID FORMAT. RANDOMIZE LIST.

- 1 Strongly disagree..... Continue
- 2 Somewhat disagree..... Continue
- 3 Neither agree nor disagree..... Continue
- 4 Somewhat agree..... Continue
- 5 Strongly agree..... Continue

- A Overall, I liked this ad
- B I am interested in this ad's topic
- C I trust the information in this ad
- D This ad was confusing
- E This ad was convincing
- F This ad said something important to me
- G This ad grabbed my attention
- H I learned something new from this ad
- I I can do what this ad suggests
- J This ad was easy to understand
- K I would notice this ad if I saw/heard it

IF RESPONSE 4 OR 5 TO Q18G, ASK Q19. OTHERS SKIP TO INSTRUCTIONS BEFORE Q20.

Q19. You mentioned that this ad grabbed your attention. What makes it stand out? OPEN ENDED..... Continue

BEFORE THE NEXT AD IS EVALUATED, UNTIL THE LAST AD, SHOW: Now you will see another ad to evaluate. Once again, even if an ad is from another community or city, please rate it as if it were an ad from your local community. Please note that we would like your reaction to each ad individually – we will not ask you to compare one ad to any other.

**[ONLY ASK Q20 ONCE A WHOLE "CAMPAIGN" IS EVALUATED]**

**Campaign Summary Evaluation**

Q20. Considering the impact of these ads together, please indicate how much you agree or disagree with each statement. SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |

I trust the information in this set of ads.

- A This set of ads was convincing.
- B This set of ads grabbed my attention.
- C This set of ads told me something I didn't already know.
- D The message about the health benefits of being more physically active in this set of ads was persuasive.
- E This set of ads gave me good reasons to be more physically active.
- F This set of ads gave me good reasons to try to lose weight.

BEFORE THE SECOND CAMPAIGN SEQUENCE IS EVALUATED, SHOW: Now you will see another series of ads to evaluate. Once again, even if an ad is from another community or city, please rate it as if it were an ad from your local community.

## **INDIVIDUAL SPOT EVALUATIONS**

EACH RESPONDENT WILL SEE A SET OF RANDOMLY CHOSEN INDIVIDUAL ADS. AFTER EACH AD SHOWN, ASK Q22-Q29.

Q21. ADS SHOWN – CODE, DO NOT DISPLAY, ADS SHOWN

SHOW: We would now like to show you a few more ads and then gather your reactions to them. If you are watching a television or radio ad, please make sure the volume on your computer is turned up, so that you may both see and hear the video or audio.

Once again, even if an ad is from another community or city, please rate it as if it were an ad from your local community, and please rate the ads based on their content, not on the quality of the video. Please note that we would like your reaction to each ad individually – we are not interested in comparing any of the ads to one another.

*Please click “Next” to continue.*

NOTE: WHEN THE TV ADS ARE PRESENTED, PLEASE SHOW THE FOLLOWING MESSAGE ABOVE THE SCREEN: ***This ad is a TV ad.*** Please be patient while the 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.

*And remember: even if an ad is from another community or city, please rate it as if it were an ad from your local community.*

NOTE: WHEN THE RADIO ADS ARE PRESENTED, PLEASE SHOW THE FOLLOWING MESSAGE ABOVE THE SCREEN: ***This ad is a radio ad.*** Please be patient while the audio loads; also note that the audio 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.

*And remember: even if an ad is from another community or city, please rate it as if it were an ad from your local community.*

### **Questions for Each Ad**

SHOW: Please answer the following questions about the ad you just viewed.

Q22. If you saw or heard this message, would it get your attention? SINGLE RESPONSE, DO NOT ROTATE

- |   |          |          |
|---|----------|----------|
| 1 | Yes..... | Continue |
| 2 | No.....  | Continue |

Q23. Why or why not? OPEN ENDED..... Continue

Q24. Is this message believable? SINGLE RESPONSE, DO NOT ROTATE

1 Yes..... Continue

2 No..... Continue

Q25. Why or why not? OPEN ENDED..... Continue

Q26. Did you think this ad would be effective to motivate you or someone else to be more physically active to be healthier or lose weight?

*Please use a scale from 1 to 5, where 1 is not at all effective and 5 is extremely effective.* SINGLE RESPONSE, DO NOT ROTATE

1 Not at all effective..... Continue

2 Somewhat ineffective..... Continue

3 Neither effective nor ineffective..... Continue

4 Somewhat effective..... Continue

5 Extremely effective ..... Continue

Q27. Who would you say this ad is trying to reach? *Please check all that apply.* MULTIPLE RESPONSE, DO NOT ROTATE.

1 You..... Continue

2 People like you..... Continue

3 Someone else..... Continue

Q28. On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of the following statements about this advertisement.

- 1 Strongly disagree..... Continue
- 2 Somewhat disagree..... Continue
- 3 Neither agree nor disagree..... Continue
- 4 Somewhat agree..... Continue
- 5 Strongly agree..... Continue

- A Overall, I liked this ad
- B I am interested in this ad's topic
- C I trust the information in this ad
- D This ad was confusing
- E This ad was convincing
- F This ad said something important to me
- G This ad grabbed my attention
- H I learned something new from this ad
- I I can do what this ad suggests
- J This ad was easy to understand
- K I would notice this ad if I saw/heard it

IF RESPONSE 4 OR 5 TO Q28G, ASK Q29. OTHERS SKIP TO INSTRUCTIONS AFTER Q29.

Q29. You mentioned that this ad grabbed your attention. What makes it stand out? OPEN ENDED..... Continue

BEFORE THE NEXT AD IS EVALUATED, UNTIL THE LAST AD, SHOW: Now you will see another ad to evaluate. Once again, even if an ad is from another community or city, please rate it as if it were an ad from your local community. Please note that we would like your reaction to each ad individually – we are not interested in comparing any of the ads to one another.

**Pre-Post Questions**

[Behavioral Intentions]

**[CHECK S11. IF S11=1 (YES), ASK Q30. OTHERS SKIP TO Q30\_2]**

Q30. Are you planning to stop drinking regular soft drinks (non-diet) or other sugary drinks within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Yes..... Continue
- 2 No..... Continue

**[IF Q30=1 SKIP TO Q30\_2. IF Q30=2 CONTINUE TO Q30\_1]**

Q30\_1. Are you planning to cut back on regular soft drinks (non-diet) or other sugary drinks within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Yes..... Continue
- 2 No..... Continue

Q30\_2. Are you planning to be more physically active within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Yes..... Continue
- 2 No..... Continue

Q30\_3. Are you planning to eat healthier meals and snacks within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Yes..... Continue
- 2 No..... Continue

Q31. Are you planning to do something about your weight within the **next 30 days**? SINGLE RESPONSE, ROTATE 1-3.

- 1 Yes, I plan to try to lose weight..... Continue
- 2 Yes, I plan to try to gain weight..... Continue
- 3 Yes, I plan to try to maintain my current weight..... Continue
- 4 No, I have no plans to do anything about my weight..... Continue

**[CHECK S11. IF S11=1 (YES), ASK Q32. OTHERS SKIP TO Q32\_1]**

Q32. Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in cutting back on regular soft drinks (non-diet) or other sugary drinks? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Not at all interested..... Continue
- 2 A little interested..... Continue
- 3 Somewhat interested..... Continue
- 4 Very interested..... Continue
- 5 Extremely interested ..... Continue

Q32\_1. Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in trying to be more physically active? SINGLE RESPONSE, DO NOT ROTATE.

- |   |                            |          |
|---|----------------------------|----------|
| 1 | Not at all interested..... | Continue |
| 2 | A little interested.....   | Continue |
| 3 | Somewhat interested.....   | Continue |
| 4 | Very interested.....       | Continue |
| 5 | Extremely interested ..... | Continue |

Q32\_2. Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in trying to eat healthier meals and snacks? SINGLE RESPONSE, DO NOT ROTATE.

- |   |                            |          |
|---|----------------------------|----------|
| 1 | Not at all interested..... | Continue |
| 2 | A little interested.....   | Continue |
| 3 | Somewhat interested.....   | Continue |
| 4 | Very interested.....       | Continue |
| 5 | Extremely interested ..... | Continue |

[THERE IS NO Q33]

Q34. Thinking about the next six months, how likely are you to...? *Please use a scale from 1 to 5, where 1 is not at all likely and 5 is extremely likely.* SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST

- |   |                                  |          |
|---|----------------------------------|----------|
| 1 | Not at all likely.....           | Continue |
| 2 | Somewhat unlikely.....           | Continue |
| 3 | Neither likely nor unlikely..... | Continue |
| 4 | Somewhat likely.....             | Continue |
| 5 | Extremely likely .....           | Continue |

- A Look for more information on the health benefits of being more physically active
- B Talk to a friend about the health benefits of being more physically active
- C Participate in community efforts to reduce obesity



[Self-Efficacy Questions]

Q35. On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements.  
SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |

- A I feel as though I can make a difference regarding my risk for being overweight or obese
- B I am confident that I can protect myself from being overweight or obese
- C There are many things I can do to protect myself from being overweight or obese
- D Generally speaking, it is possible to reduce one's risk for being overweight or obese

Q36. On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements.  
SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |

Being more physically active several times per week would...

- A ...make me feel that I was doing something good for my health
- B ...give me more energy and stamina
- C ...help me prevent weight gain
- D ...make life more stressful for me
- E ...help me save money
- F ...make me feel more comfortable with the way I look
- G ...help me lose weight
- H ...help me maintain a healthy weight

[Community Attitudes]

Q37. Which of the following statements best describes how you think the problem of obesity should be solved in your community? SINGLE RESPONSE, ROTATE 1-2.

- 1 Obesity is an individual problem that is best solved by people taking personal responsibility for what they eat and how physically active they are..... Continue
- 2 Obesity is a community problem that is best solved by people working together to make it easier for everyone to eat healthy foods and be physically active..... Continue
- 3 Obesity is both an individual and community problem that is best solved by people taking personal responsibility for what they eat and how physically active they are, and the community working together to make these behaviors easier to do..... Continue

**CLASSIFICATION**

SHOW: You're almost done! These last few questions are for classification purposes only and will be used for analyzing the results of the survey in total. They will not be identified with you personally.

C1. Has a healthcare professional ever told you that you are overweight or at risk for being overweight? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue
- 3 Don't know / not sure ..... Continue

C2. Has anyone else in your household been identified by a health care professional as being overweight or at risk for being overweight? SINGLE RESPONSE DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue
- 3 Don't know / not sure ..... Continue

C3. What is your current occupational status? Are you...? *Please select the option that best applies to you.* SINGLE RESPONSE, DO NOT ROTATE.

- 1 Employed full time..... Continue
- 2 Employed part time..... Continue
- 3 Unemployed..... Continue
- 4 Homemaker..... Continue
- 5 Student ..... Continue
- 6 Retired ..... Continue
- 7 Disabled ..... Continue
- 8 Other (Please specify: \_\_\_\_\_)..... Continue
- 10 Prefer not to answer..... Continue

C4. What is your marital status? SINGLE RESPONSE, ROTATE 1-6.

- 1 Married ..... Continue
- 2 Unmarried living with a partner..... Continue
- 3 Divorced ..... Continue
- 4 Widowed ..... Continue
- 5 Separated..... Continue
- 6 Single, never been married ..... Continue
- 8 Prefer not to answer..... Continue

C5. How many children (under age 18) live in your household?

- 1 Enter number: **[Numeric Response]** ..... Continue
- 2 Prefer not to answer **[Check Box]**..... Continue

C6. What is your household's total income from all sources before taxes? SINGLE RESPONSE, DO NOT ROTATE

- 1 Under \$20,000..... Continue
- 2 \$20,000 to \$29,999 ..... Continue
- 3 \$30,000 to \$39,999 ..... Continue
- 4 \$40,000 to \$49,999 ..... Continue
- 5 \$50,000 to \$74,999 ..... Continue
- 6 \$75,000 to \$99,999 ..... Continue
- 7 \$100,000 to \$199,999 ..... Continue
- 8 \$200,000 or more..... Continue
- 9 Prefer not to answer..... Continue

C7. In the following list of items, please indicate which devices you currently use or own. MULTIPLE RESPONSE, ROTATE LIST.

- 1 A desktop computer..... Continue
- 2 A laptop computer..... Continue
- 3 A smartphone, such as an iPhone, BlackBerry, Android, Windows phone, etc.  
..... Continue
- 4 A tablet, such as an iPad, Kindle Fire, Nook Color, Motorola Xoom, etc.  
..... Continue
- 5 An iPod or other mp3 player ..... Continue
- 6 None of these – EXCLUSIVE - ANCHOR

SHOW: That is the last question. Thank you for your time. Please click "OK" to confirm your participation.

## Attachment 2g: Screen Captures of Online Survey for Physical Activity for African American Audiences

### Community Health Media Center – Testing Educational Campaign Materials with African American and Hispanic Audiences

Screenshot – Online Survey Start Screen

Survey x Andre

← → C f surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ □ ☰

19%

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).

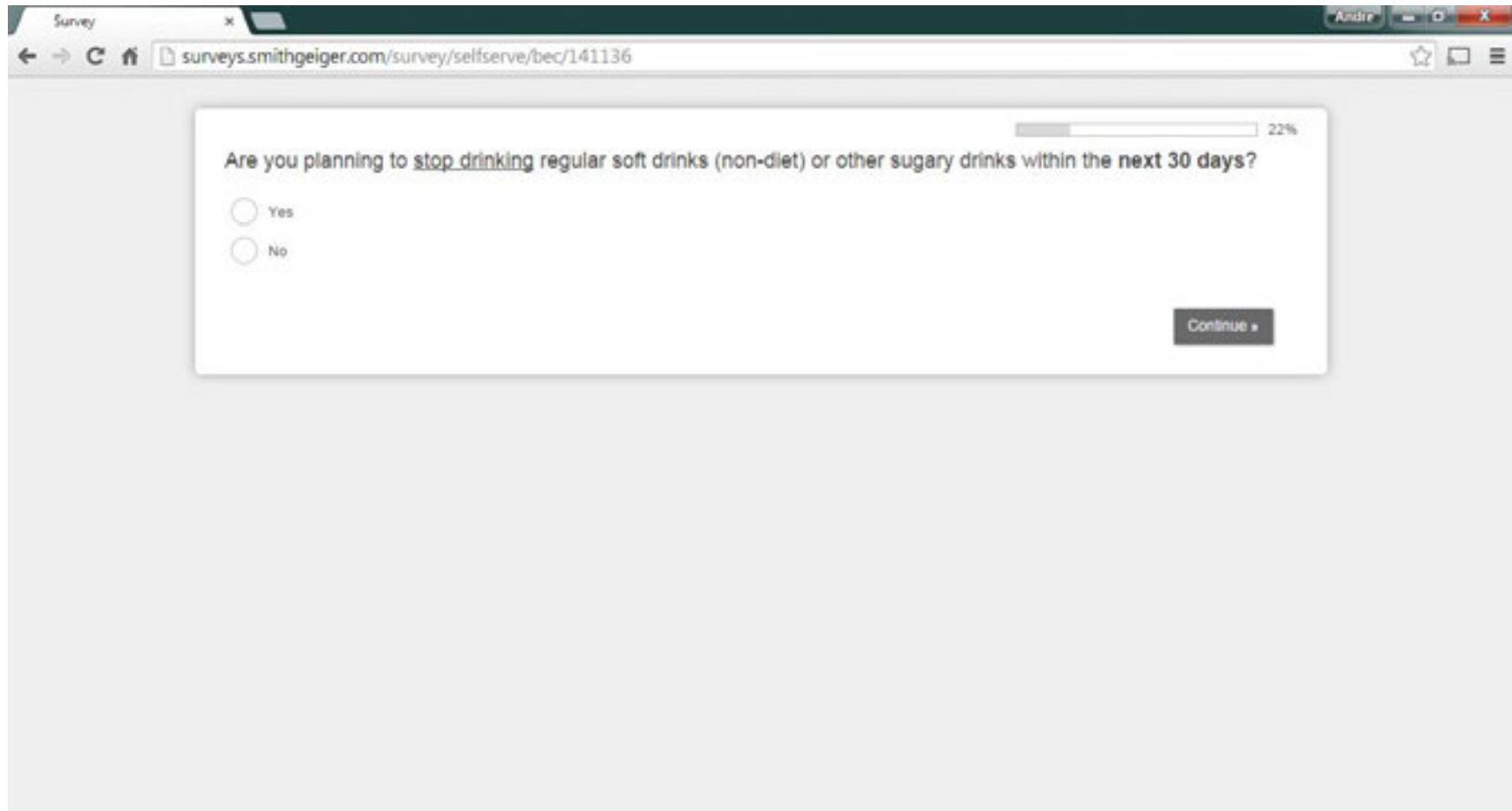
By clicking 'Continue,' I am agreeing to the above project description.

**Public Reporting Burden Statement**  
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).

Continue >

{Note to reviewers: Only respondents who selected “yes” for screener QS11, “*did you drink any regular soft drinks (non-diet) or other sugary drinks,?*” will be shown the following screen (Q1). Others will skip to Q1\_2.}

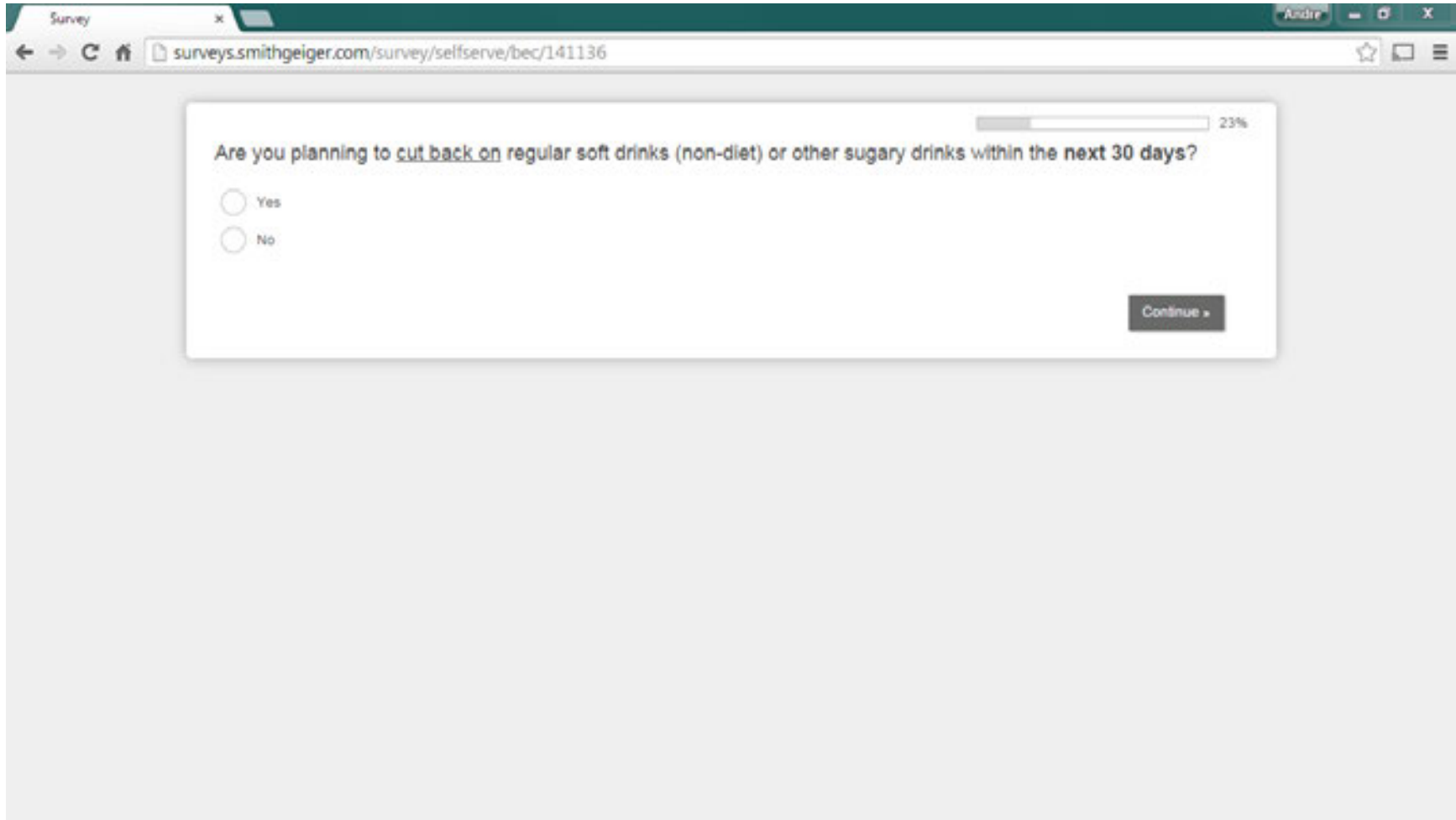
Screenshot – Online Survey Question Q1



The screenshot shows a web browser window with the address bar displaying "surveys.smithgeiger.com/survey/selfserve/bec/141136". The survey content is displayed in a white box with a progress indicator at the top right showing "22%". The question text 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 "Continue" button with a right-pointing arrow is located at the bottom right of the question box.

{Note to reviewers: Only respondents who selected “no” for Q1, “are you planning to stop drinking regular soft drinks (non-diet) or other sugary drinks?,” will be shown the following screen (Q1\_1). Others will skip to Q1\_2.}

### Screenshot - Online Survey Question Q1\_1



The screenshot shows a web browser window with the URL [surveys.smithgeiger.com/survey/selfserve/bec/141136](https://surveys.smithgeiger.com/survey/selfserve/bec/141136). 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?". There are two radio button options: "Yes" and "No". A progress bar in the top right corner indicates 23% completion. A "Continue" button is located at the bottom right of the question box.

## Screenshot – Online Survey Question Q1\_2

Survey

surveys.smithgeiger.com/survey/selfserve/bec/141136

24%

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

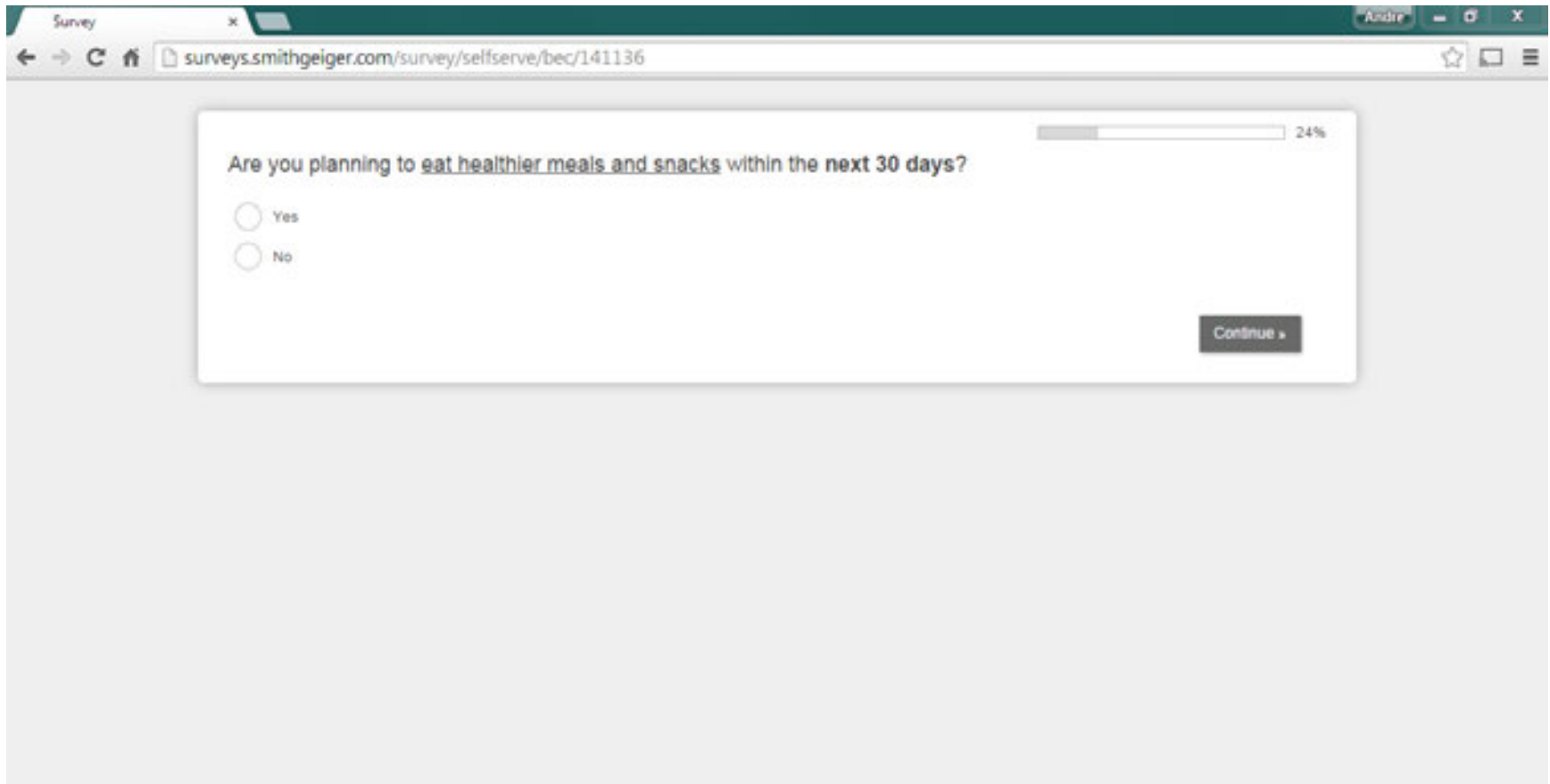
Yes

No

Continue »



Screenshot - Online Survey Question Q1\_3



## Screenshot – Online Survey Question Q2

Survey

Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

24%

Are you planning to do something about your weight within the next 30 days?

Yes, I plan to try to lose weight

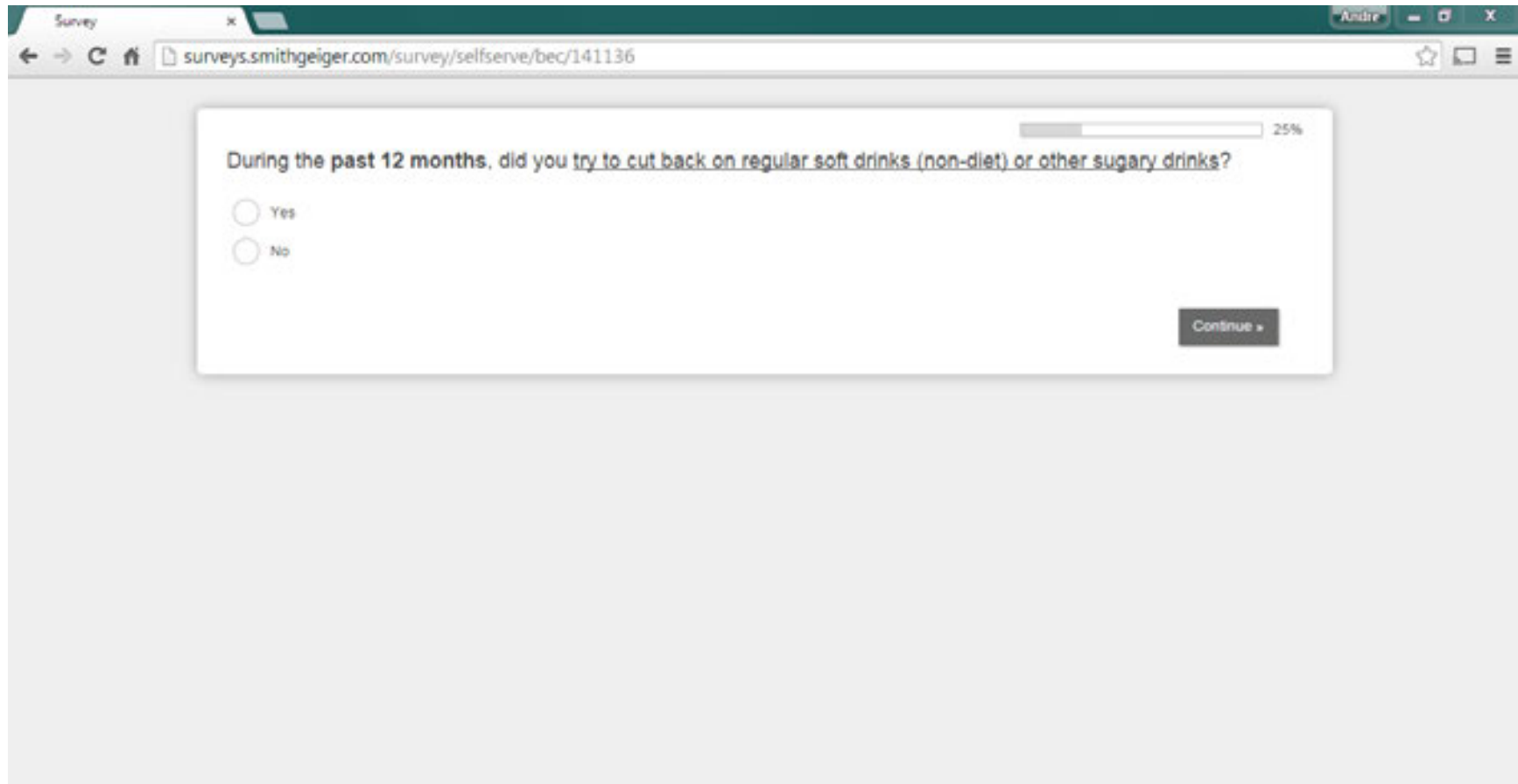
Yes, I plan to try to maintain my current weight

Yes, I plan to try to gain weight

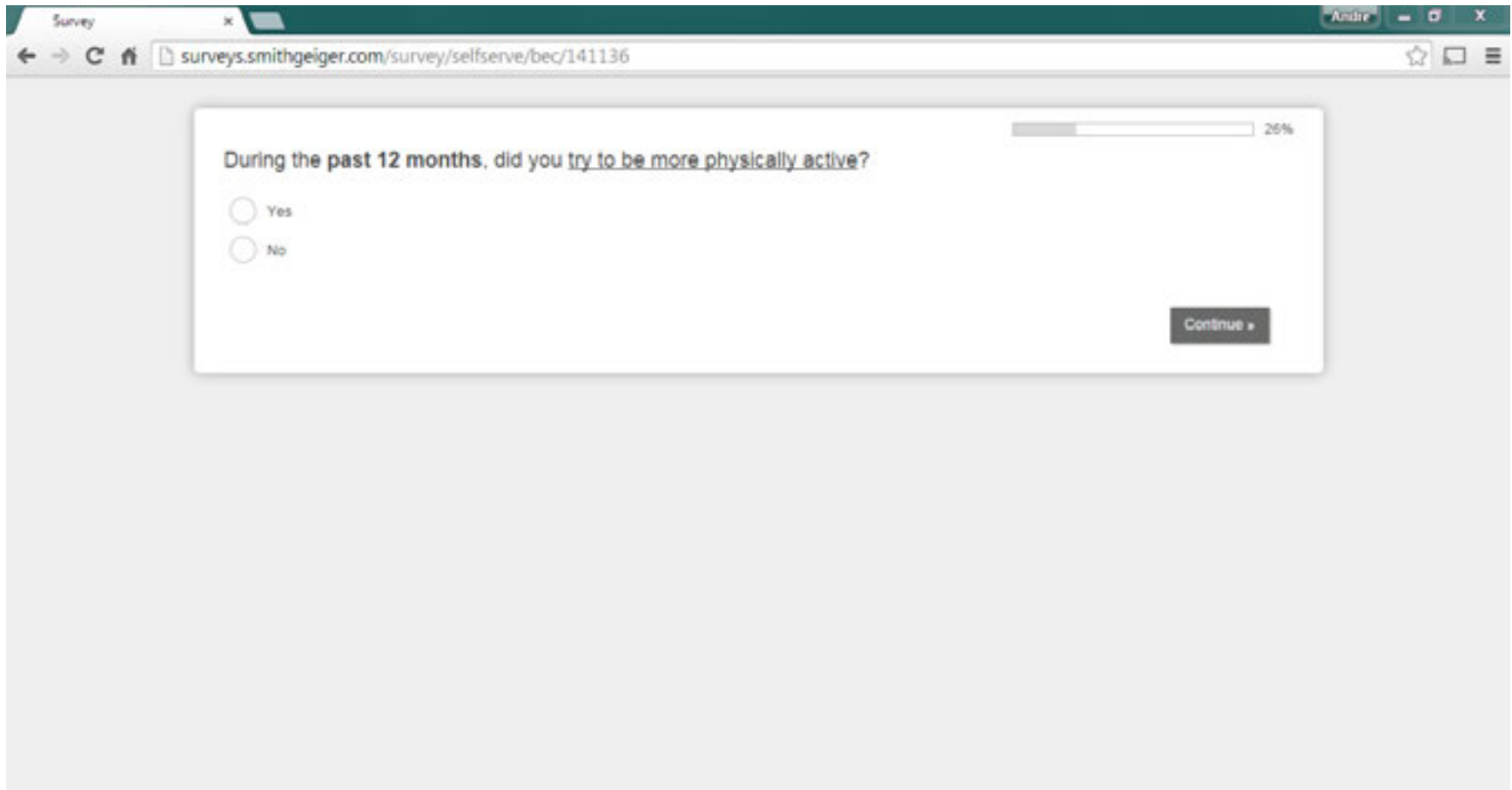
No, I have no plans to do anything about my weight

Continue »

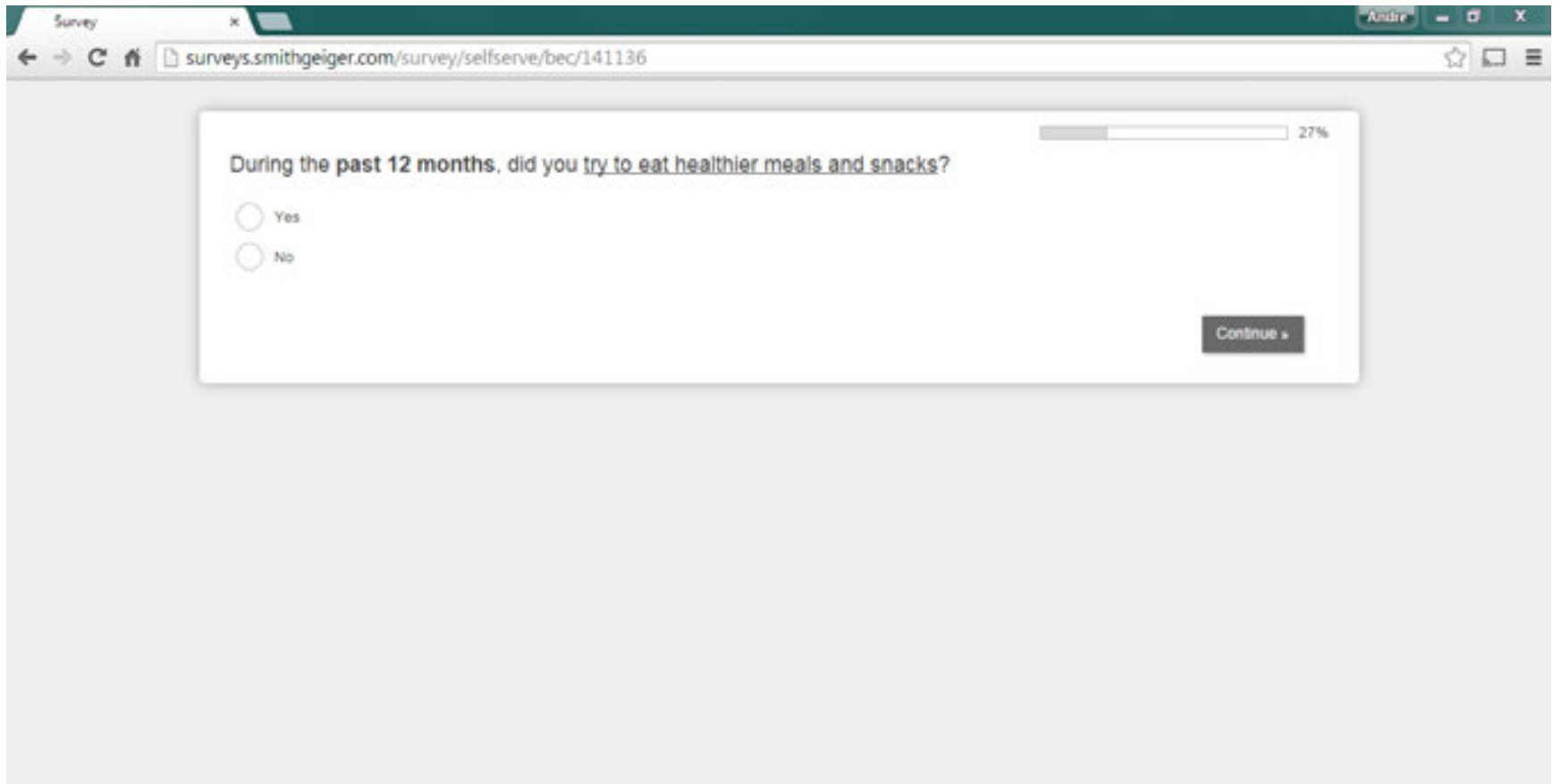
### Screenshot – Online Survey Question Q3



Screenshot – Online Survey Question Q3\_1



### Screenshot – Online Survey Question Q3\_2



## Screenshot – Online Survey Question Q4

Survey x Andre

← → ↻ 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ 🗨 ☰

In the past year, have you tried to do any of the following?

Lose weight

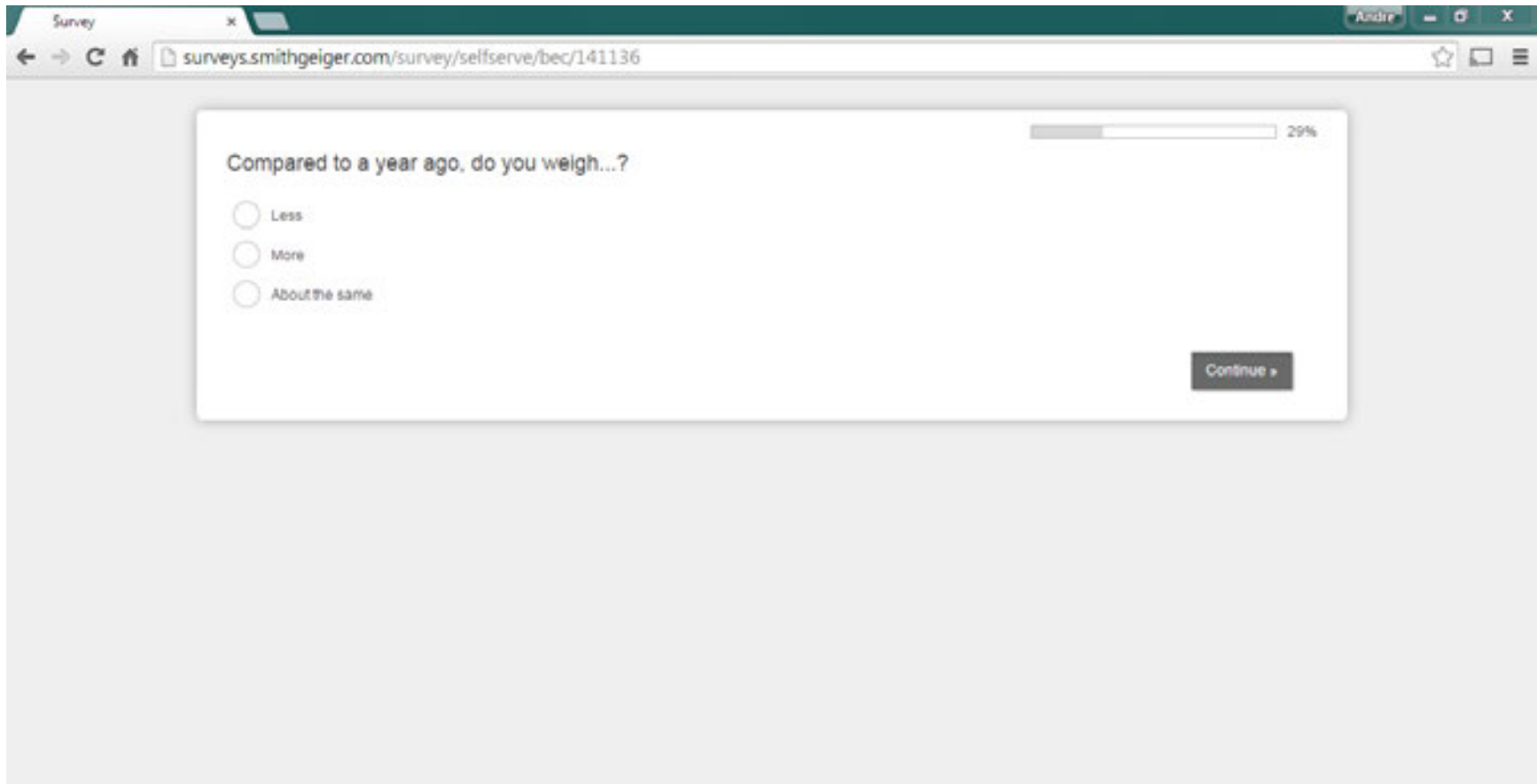
Gain weight

Maintain your current weight

28%

Continue >

## Screenshot – Online Survey Question 4\_1



The screenshot shows a web browser window with a survey page. The browser's address bar displays the URL `surveys.smithgeiger.com/survey/selfserve/bec/141136`. The survey question is titled "Compared to a year ago, do you weigh...?". To the right of the question is a progress bar showing 29% completion. Below the question are three radio button options: "Less", "More", and "About the same". A "Continue >" button is located in the bottom right corner of the question box.

Survey

Andre

← → ↻ 🏠 `surveys.smithgeiger.com/survey/selfserve/bec/141136` ☆ 🗨 ☰

Compared to a year ago, do you weigh...? 29%

Less

More

About the same

Continue >

## Screenshot – Online Survey Question Q4\_2

Survey

Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

30%

And compared to a year ago, would you say that you are...?

More healthy

Less healthy

About the same

Continue »



{Note to reviewers: All respondents will be asked Q5. However, respondents who had selected “no” for screener QS11, “did you drink any regular soft drinks (non-diet) or other sugary drinks?,” will not be shown the item in Q5 that asks “how interested are you in cutting back on regular soft drinks (non-diet) or other sugary drinks.”}

### Screenshot – Online Survey Question Q5

Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in...?

	Not at all interested 1	A little interested 2	Somewhat interested 3	Very interested 4	Extremely interested 5
Eating healthier meals and snacks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being more physically active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cutting 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"/>

Continue »

{Note to reviewers: There is no Q6}

### Screenshot – Online Survey Question Q7

Survey

surveys.smithgeiger.com/survey/selfserve/bec/141136

Andre

32%

Thinking about the next six months, how likely are you to...?

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

	Not at all likely 1	Somewhat unlikely 2	Neither likely nor unlikely 3	Somewhat likely 4	Extremely likely 5
Look for more information on the health benefits of being more physically active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to a friend about the health benefits of being more physically active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participate in community efforts to reduce obesity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

### Screenshot – Online Survey Question Q8

32%

On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements.

	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
I feel as though I can make a difference regarding my risk for being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Generally speaking, it is possible to reduce one's risk for being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident that I can protect myself from being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are many things I can do to protect myself from being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

### Screenshot – Online Survey Question Q9

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

33%

On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements.

Being more physically active several times per week would...

	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
...make life more stressful for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...give me more energy and stamina	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me lose weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me prevent weight gain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me save money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make me feel more comfortable with the way I look	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me maintain a healthy weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make me feel that I was doing something good for my health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

## Screenshot – Online Survey Question Q10

Survey x Andre

← → ↻ 🏠 [surveys.smithgeiger.com/survey/selfserve/bec/141136](https://surveys.smithgeiger.com/survey/selfserve/bec/141136) ☆ 🗨️ ☰

34%

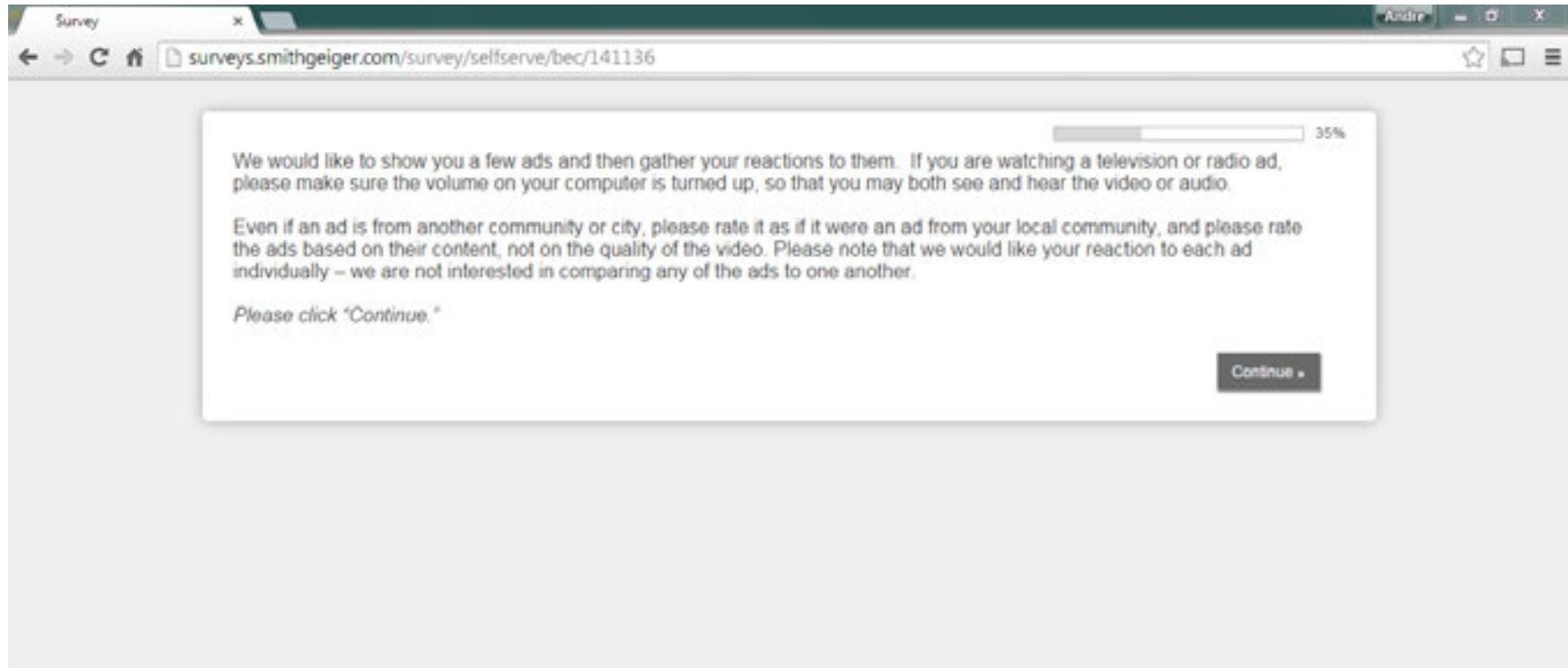
Which of the following statements best describes how you think the problem of obesity should be solved in your community?

- Obesity is a community problem that is best solved by people working together to make it easier for everyone to eat healthy foods and be physically active
- Obesity is an individual problem that is best solved by people taking personal responsibility for what they eat and how physically active they are
- Obesity is both an individual and community problem that is best solved by people taking personal responsibility for what they eat and how physically active they are, and the community working together to make these behaviors easier to do

Continue »

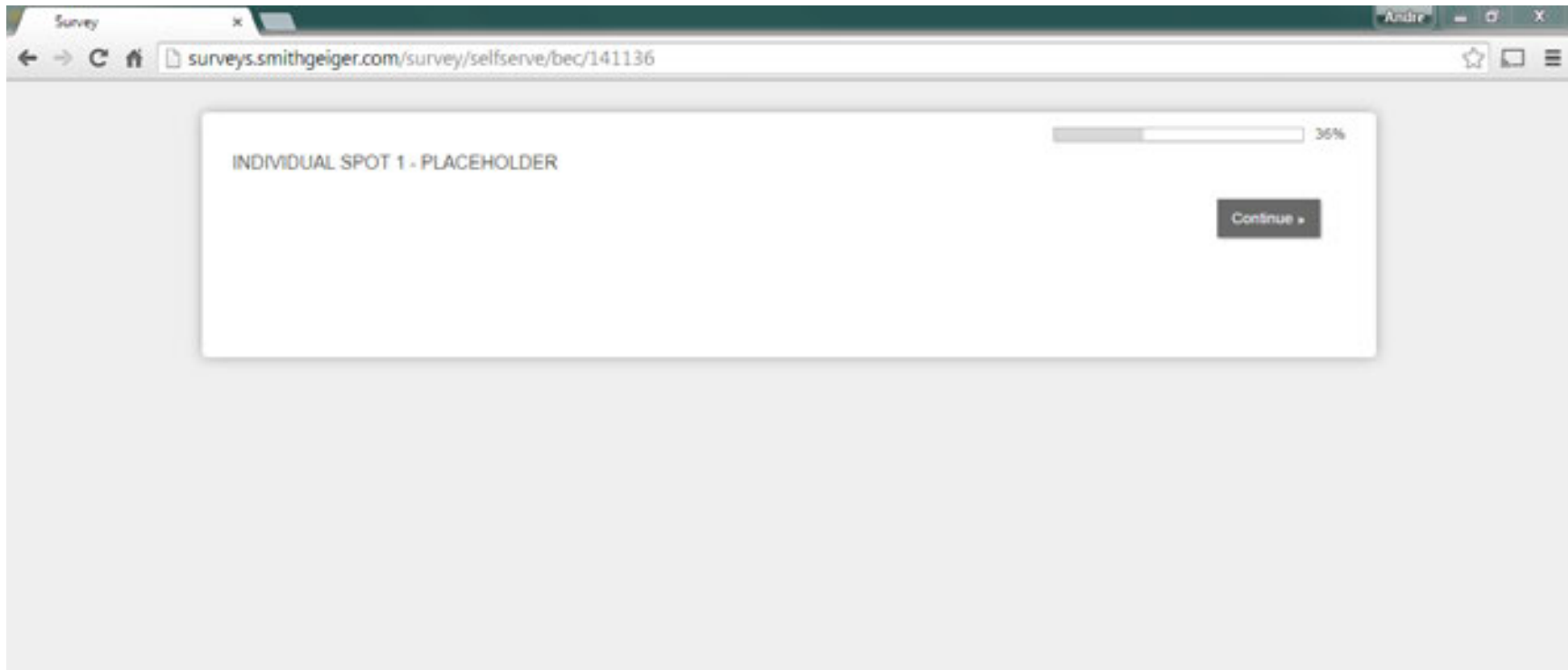
{Note to reviewers: At this point, respondents will begin to be shown ads for their evaluation.}

### Screenshot: Initial Screen for Ad Evaluations

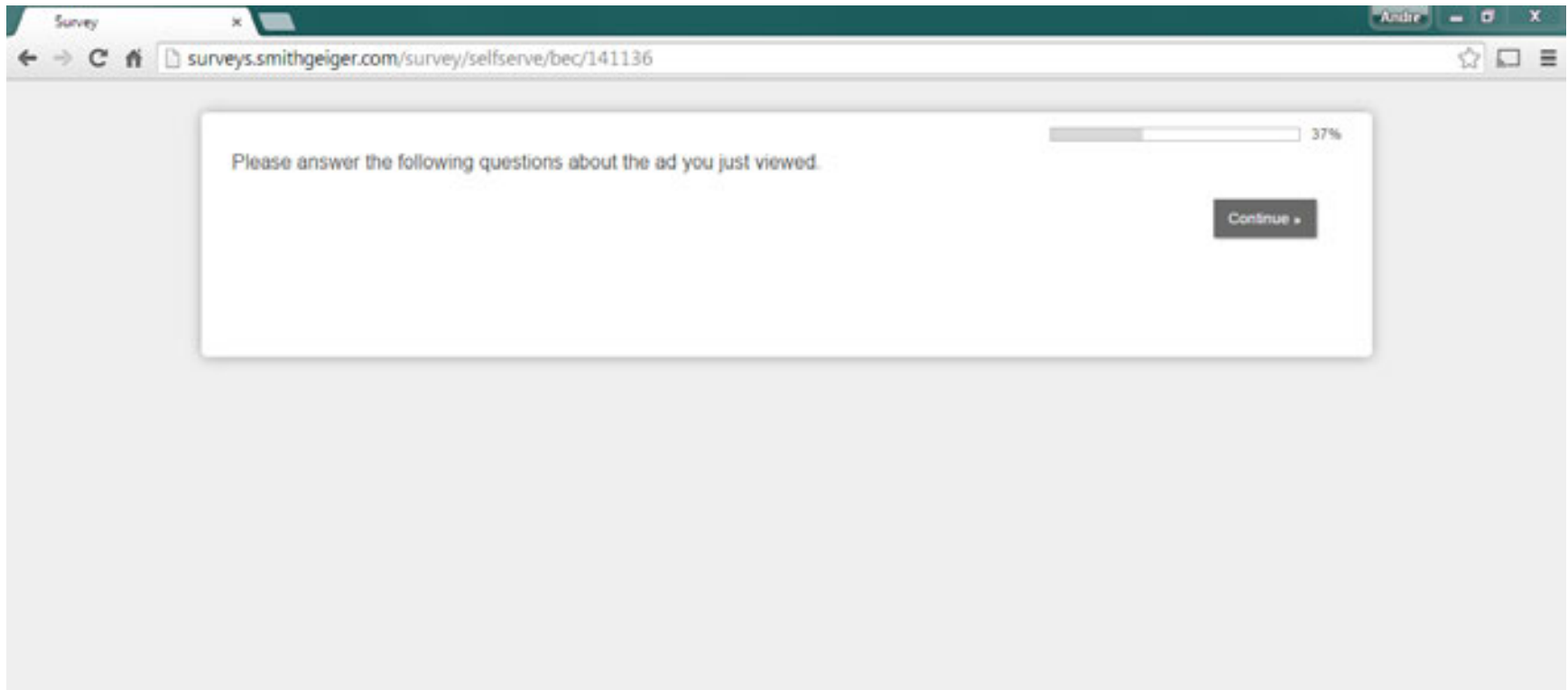


{Note to reviewers: The screen below is a sample of the screen respondents will see when viewing each ad. The questions they will be asked for each ad will be the same, regardless of the ad they see.}

**Screenshot: Sample Screen of Ad Presentation**



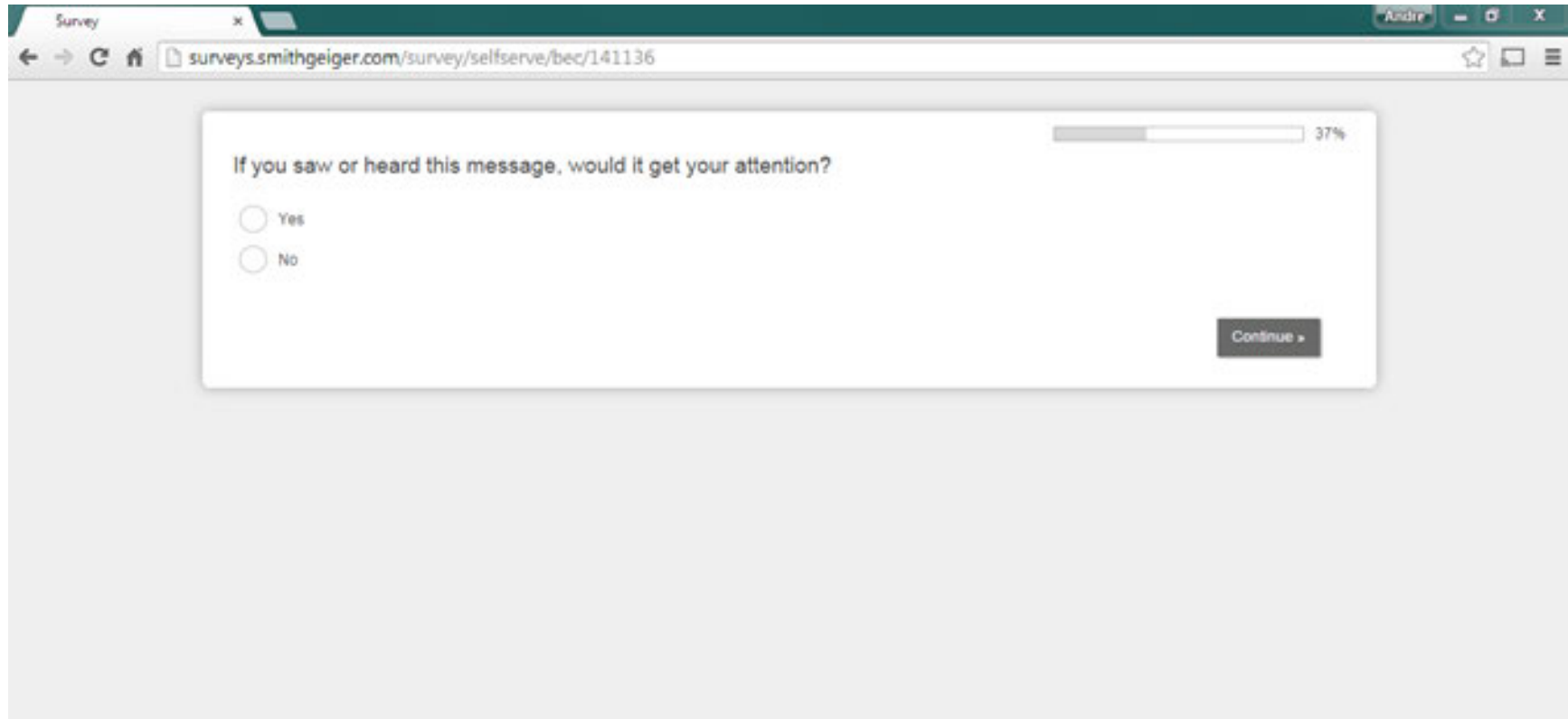
## Screenshot: Ad Survey Question Introduction Page





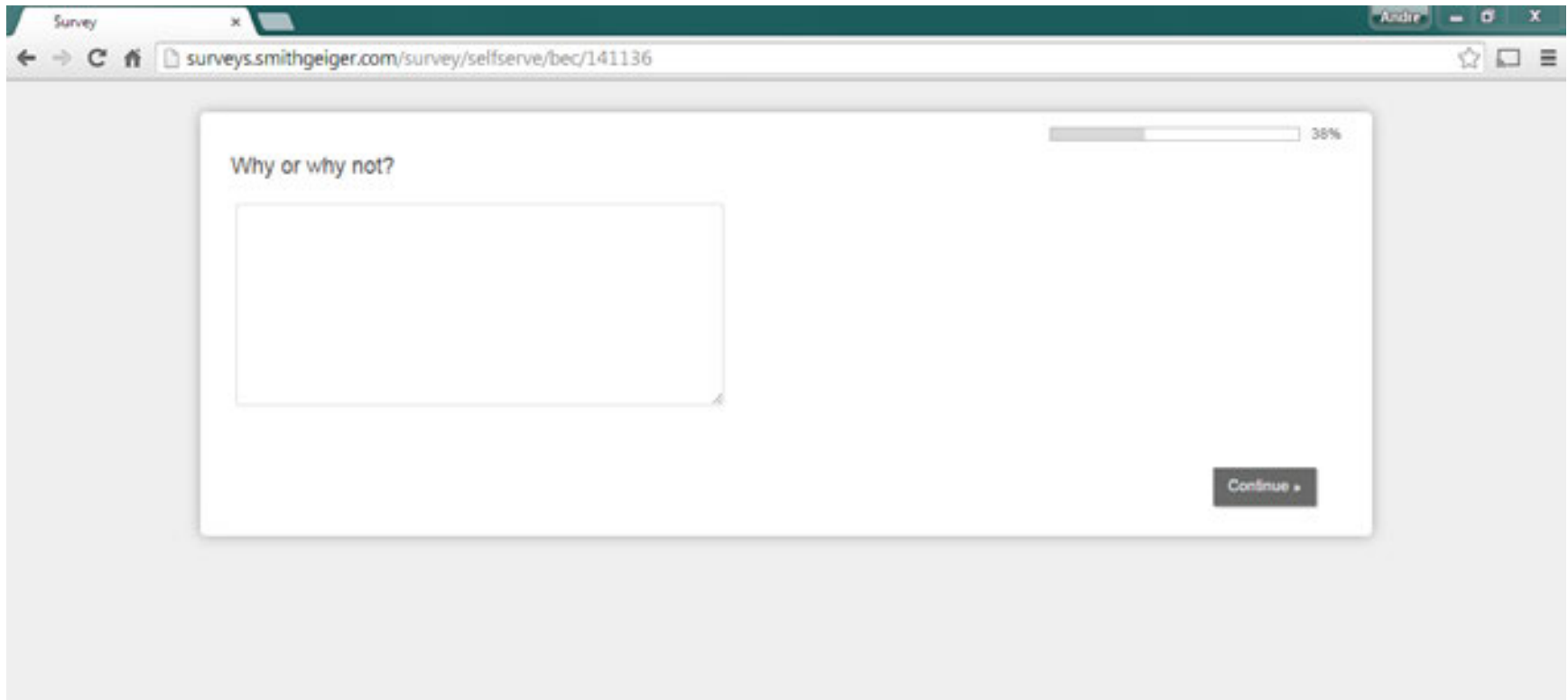
{Note to reviewers: Q11-Q21 have been intentionally removed from this physical activity survey as they correspond to campaign evaluations. There will be no campaign evaluations in the African American physical activity wave; only individual ads not corresponding to a discrete campaign will be evaluated. After each ad is shown, they will be asked Q22-Q29.}

### Screenshot – Online Survey Question Q22



The screenshot shows a web browser window with the URL `surveys.smithgeiger.com/survey/selfserve/bec/141136`. The survey question is: "If you saw or heard this message, would it get your attention?". There are two radio button options: "Yes" and "No". A progress bar in the top right corner indicates that 37% of the survey has been completed. A "Continue >" button is located at the bottom right of the question box.

### Screenshot – Online Survey Question Q23



## Screenshot – Online Survey Question Q24

Survey x Andre

← → ↻ 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ 🗨️ ☰

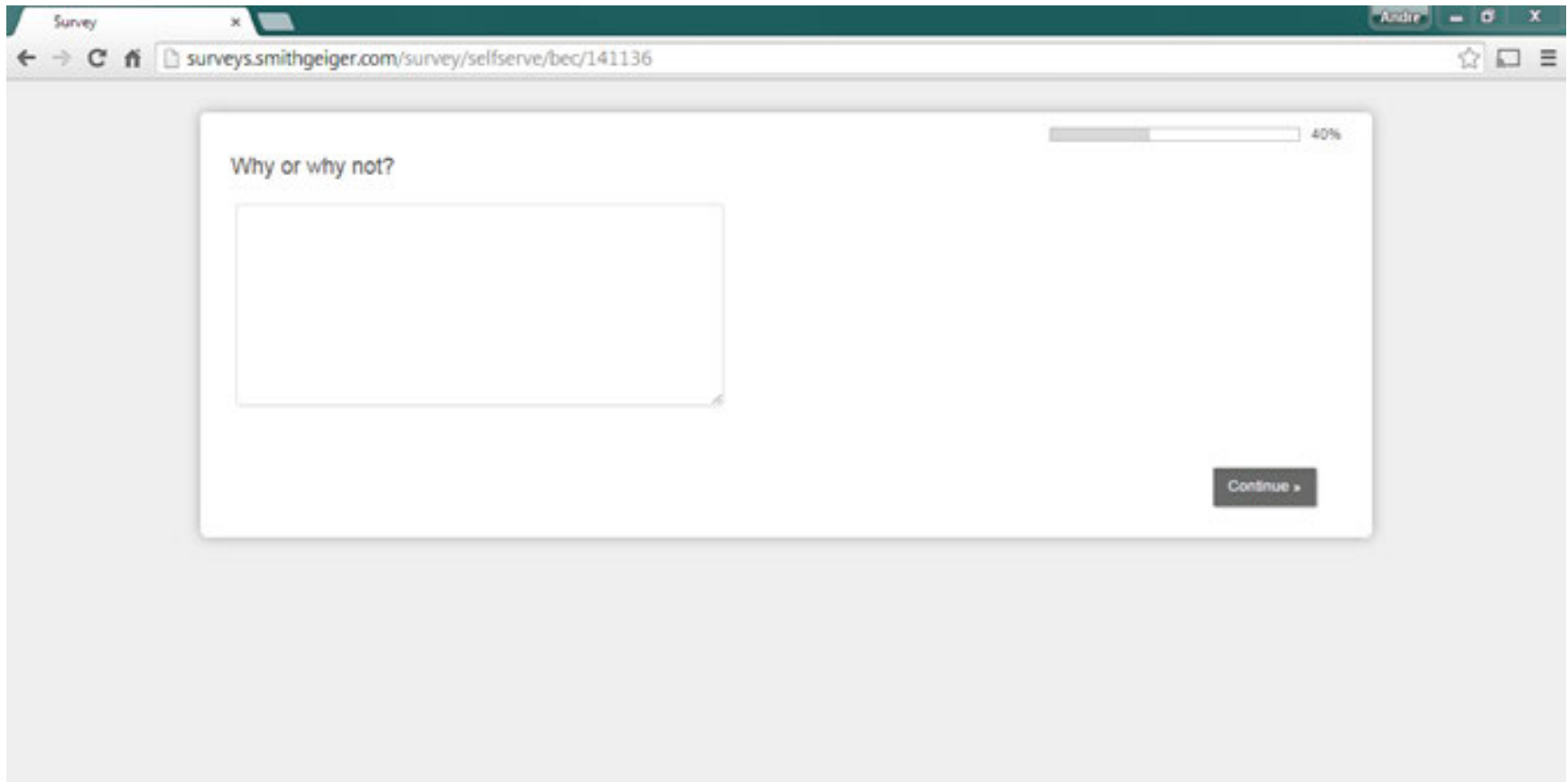
Is this message believable? 39%

Yes

No

Continue »

Screenshot – Online Survey Question Q25



## Screenshot – Online Survey Question Q26

Survey x Andre

← → ↻ 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ 🗨 ☰

41%

Did you think this ad would be effective to motivate you or someone else to be more physically active to be healthier or lose weight?

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

- 1 - Not at all effective
- 2 - Somewhat ineffective
- 3 - Neither effective nor ineffective
- 4 - Somewhat effective
- 5 - Extremely effective

Continue »

## Screenshot – Online Survey Question Q27

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

Who would you say this ad is trying to reach?

Please check all that apply.

- You
- People like you
- Someone else

Continue »

42%

### Screenshot – Online Survey Question Q28

42%

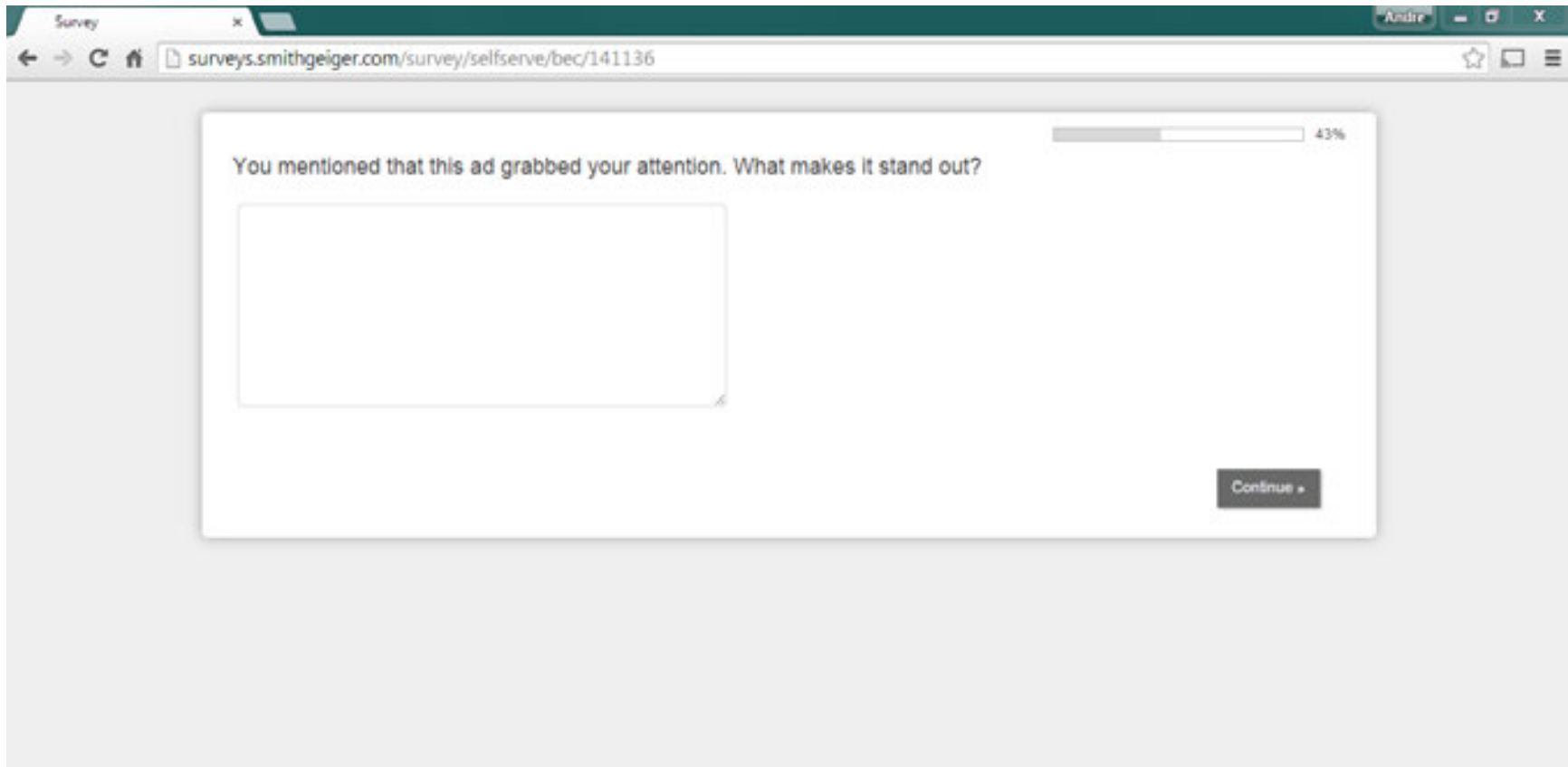
On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of the following statements about this advertisement.

	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
This ad grabbed my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the information in this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I learned something new from this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad said something important to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was convincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, I liked this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was easy to understand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can do what this ad suggests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am interested in this ad's topic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would notice this ad if I saw/heard it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was confusing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

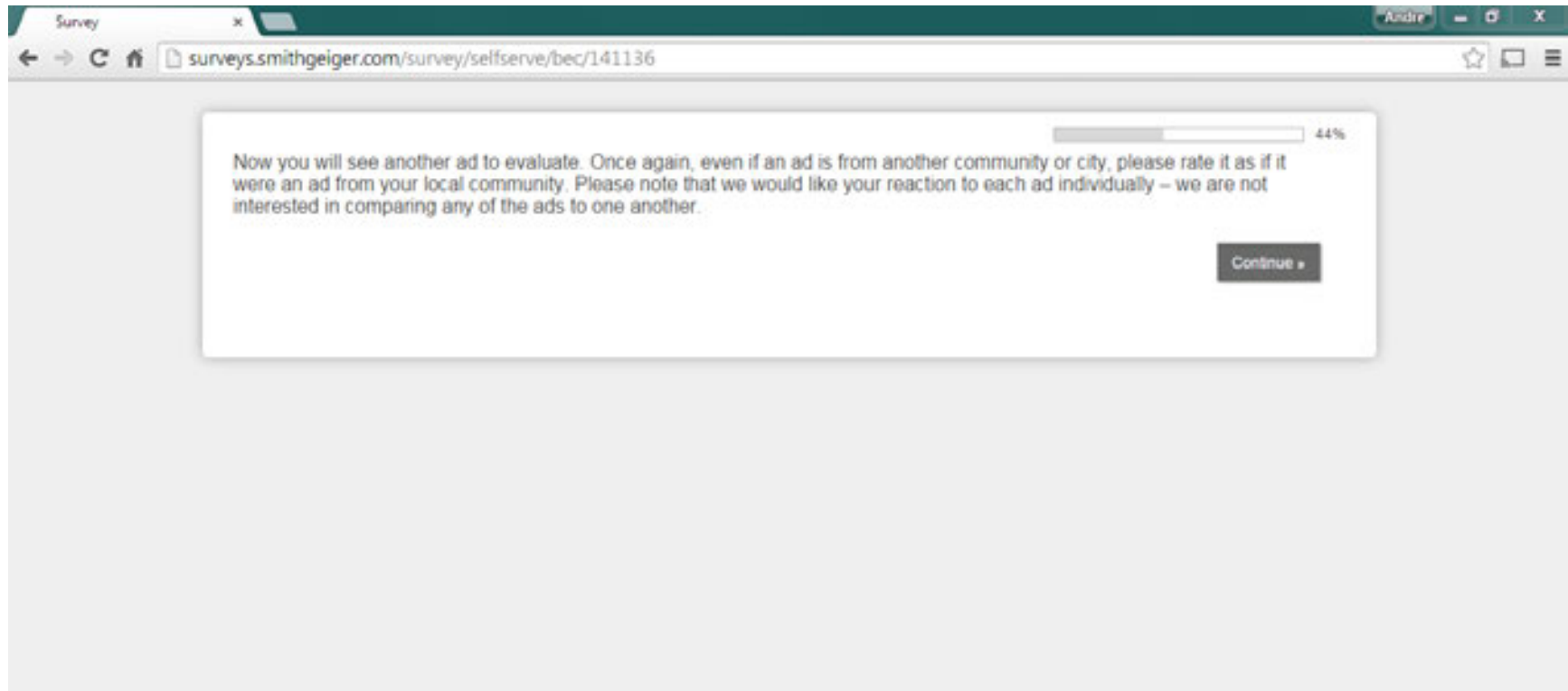
{Note to reviewers: Only respondents who selected “somewhat agree” or “strongly agree” on Q28 for the item “This ad grabbed my attention,” will be shown the question below (Q29). Others will skip to next ad.}

### Screenshot – Online Survey Question Q29





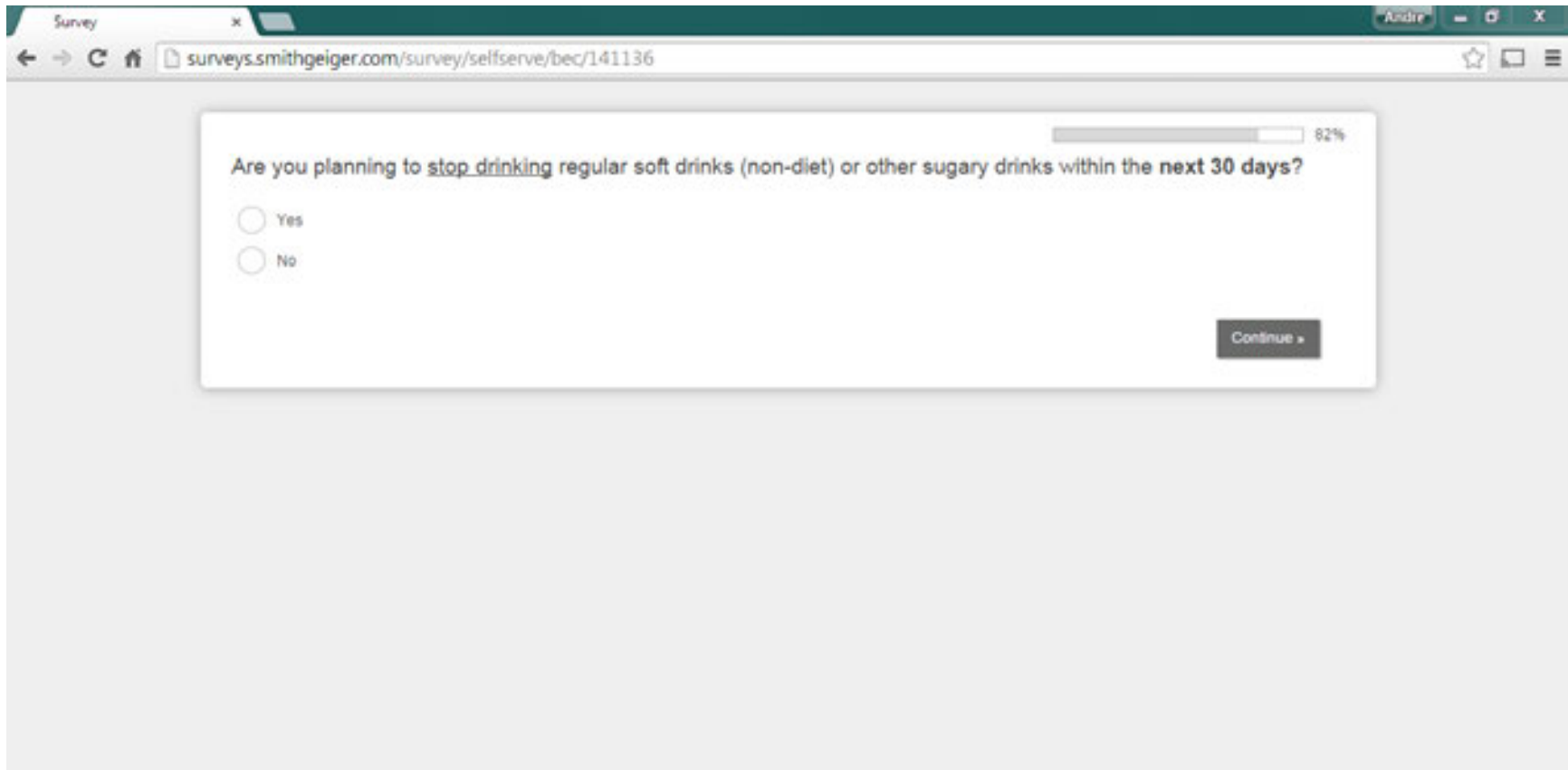
### Screenshot: Transition Page before Each Ad



{Note to reviewers: After the last ad is shown, respondents will see the questions that follow.}

{Note to reviewers: Only respondents who selected “yes” for screener QS11, “*did you drink any regular soft drinks (non-diet) or other sugary drinks?*,” will be shown the following screen (Q30). Others will skip to Q30\_2.}

### Screenshot – Online Survey Question Q30



Survey

Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

82%

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

Yes

No

Continue »

{Note to reviewers: Only respondents who selected “no” for Q30, “are you planning to stop drinking regular soft drinks (non-diet) or other sugary drinks?,” will be shown the following screen (Q30\_1). Others will skip to Q30\_2.}

### Screenshot – Online Survey Question Q30\_1

Survey

Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

82%

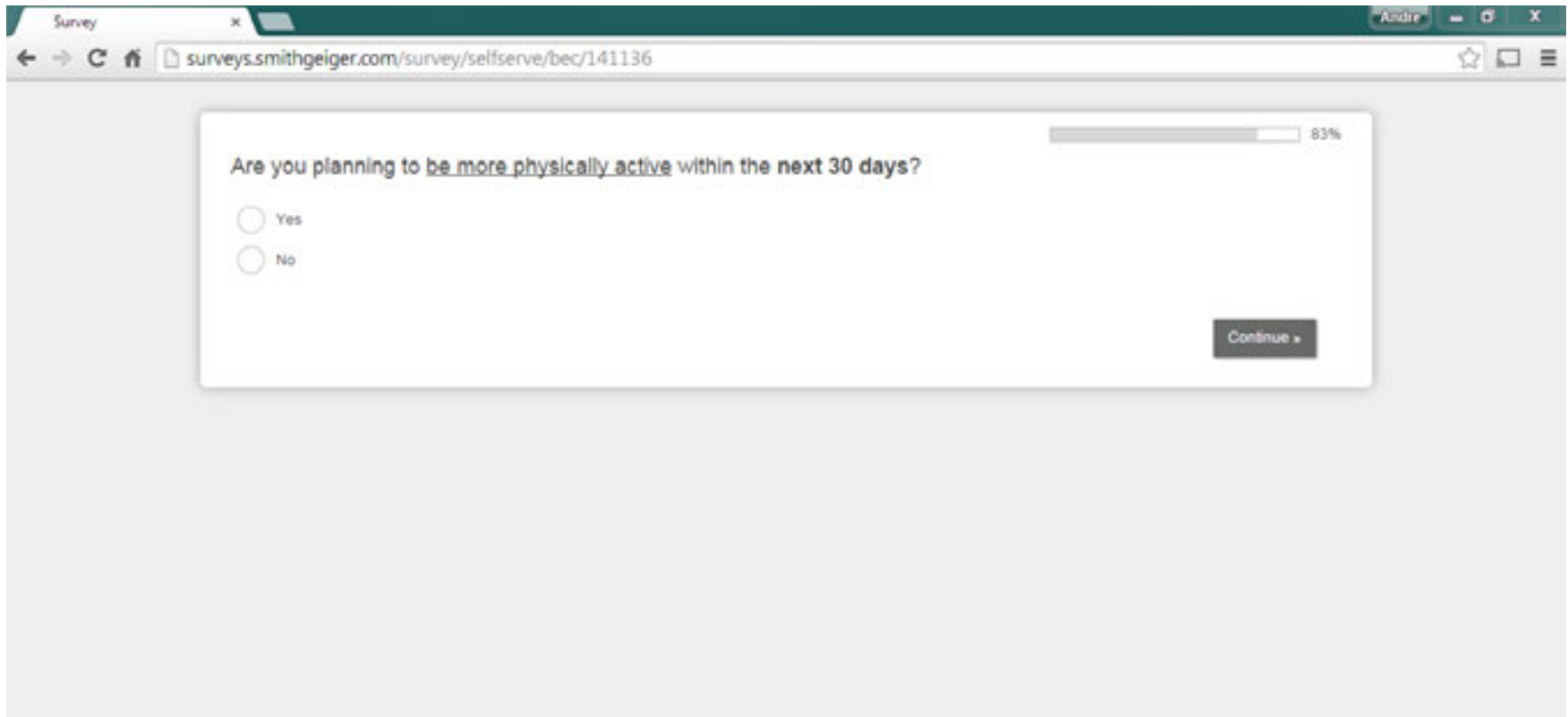
Are you planning to cut back on regular soft drinks (non-diet) or other sugary drinks within the next 30 days?

Yes

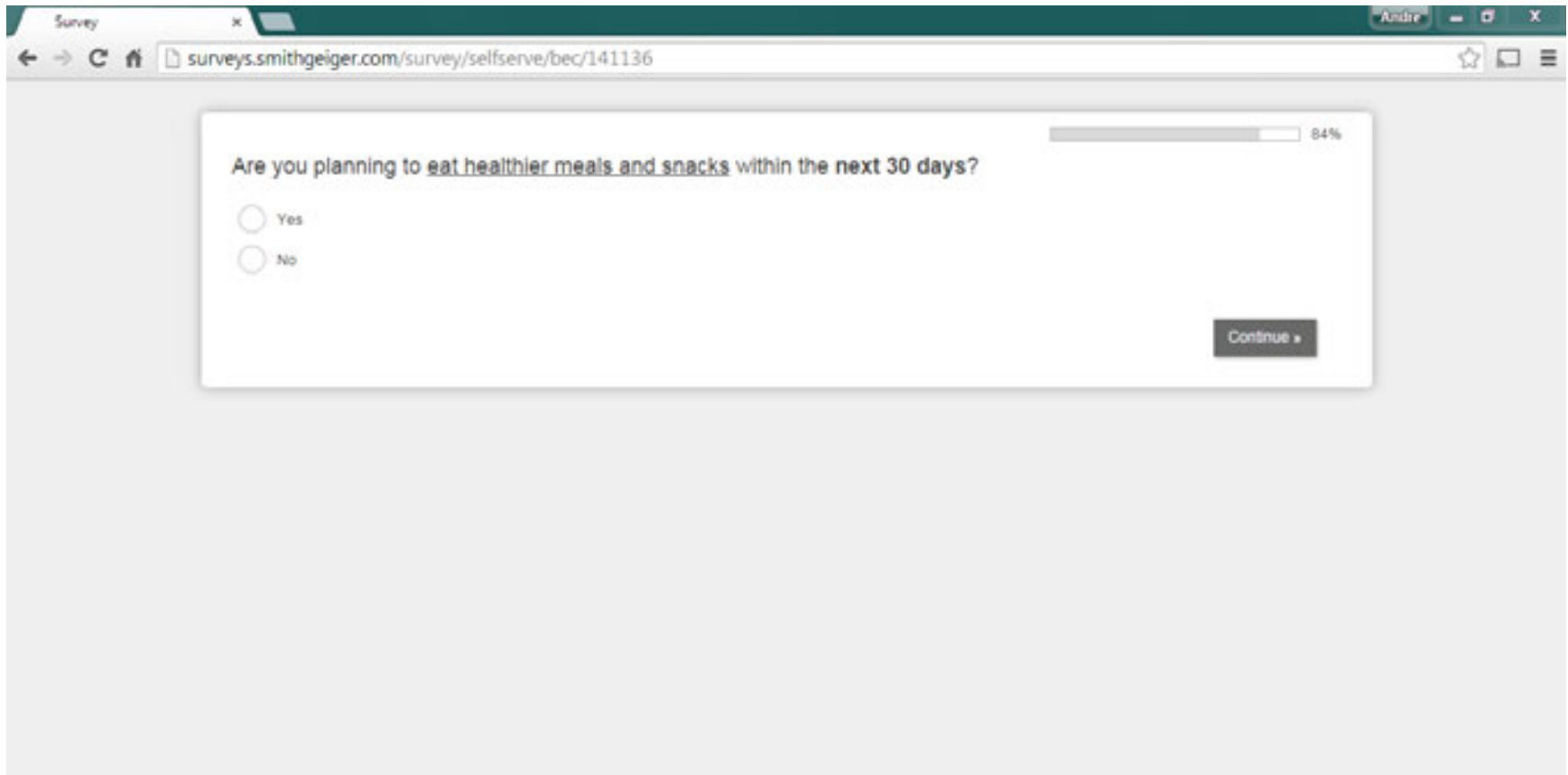
No

Continue »

Screenshot – Online Survey Question Q30\_2



Screenshot – Online Survey Question Q30\_3



## Screenshot – Online Survey Question Q31

Survey x Andre

← → ↻ 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ 🗨 ☰

85%

Are you planning to do something about your weight within the next 30 days?

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

Continue »

{Note to reviewers: Only respondents who selected “yes” for screener QS11, “*did you drink any regular soft drinks (non-diet) or other sugary drinks?*,” will be shown the following screen (Q32). Those who responded “no” to QS11 on the screener will skip to Q32\_1.}

### Screenshot – Online Survey Question Q32

Survey

surveys.smithgeiger.com/survey/selfserve/bec/141136

86%

Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in cutting back on regular soft drinks (non-diet) or other sugary drinks?

- 1 - Not at all interested
- 2 - A little interested
- 3 - Somewhat interested
- 4 - Very interested
- 5 - Extremely interested

Continue »

Screenshot – Online Survey Question Q32\_1

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

86%

Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in trying to be more physically active?

- 1 - Not at all interested
- 2 - A little interested
- 3 - Somewhat interested
- 4 - Very interested
- 5 - Extremely interested

Continue »



## Screenshot – Online Survey Question Q32\_2

Survey x Andre

← → ↻ 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ 🗨 ☰

87%

Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in trying to eat healthier meals and snacks?

- 1 - Not at all interested
- 2 - A little interested
- 3 - Somewhat interested
- 4 - Very interested
- 5 - Extremely interested

Continue »

{Note to reviewers: There is no Q33}

### Screenshot – Online Survey Question Q34

Survey

Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

88%

Thinking about the next six months, how likely are you to...?

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

	Not at all likely 1	Somewhat unlikely 2	Neither likely nor unlikely 3	Somewhat likely 4	Extremely likely 5
<u>Participate</u> in community efforts to reduce obesity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Look for more information</u> on the health benefits of being more physically active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Talk to a friend</u> about the health benefits of being more physically active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

### Screenshot – Online Survey Question Q35

Survey x Andre

← → ↻ 🏠 [surveys.smithgeiger.com/survey/selfserve/bec/141136](https://surveys.smithgeiger.com/survey/selfserve/bec/141136) ☆ 🗨️ ☰

89%

On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements.

	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
Generally speaking, it is possible to reduce one's risk for being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident that I can protect myself from being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel as though I can make a difference regarding my risk for being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are many things I can do to protect myself from being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

Screenshot – Online Survey Question Q36

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

90%

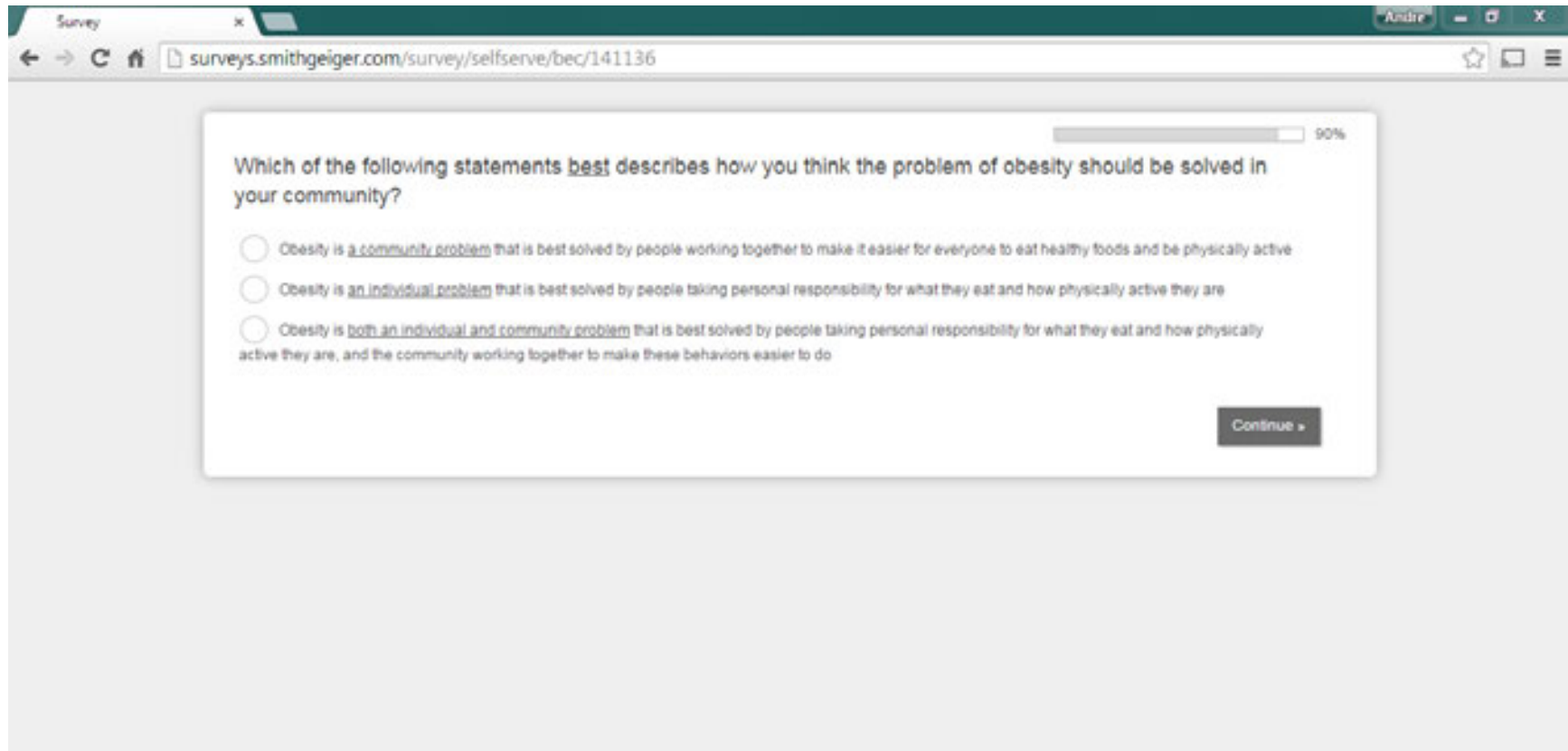
On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements.

Being more physically active several times per week would...

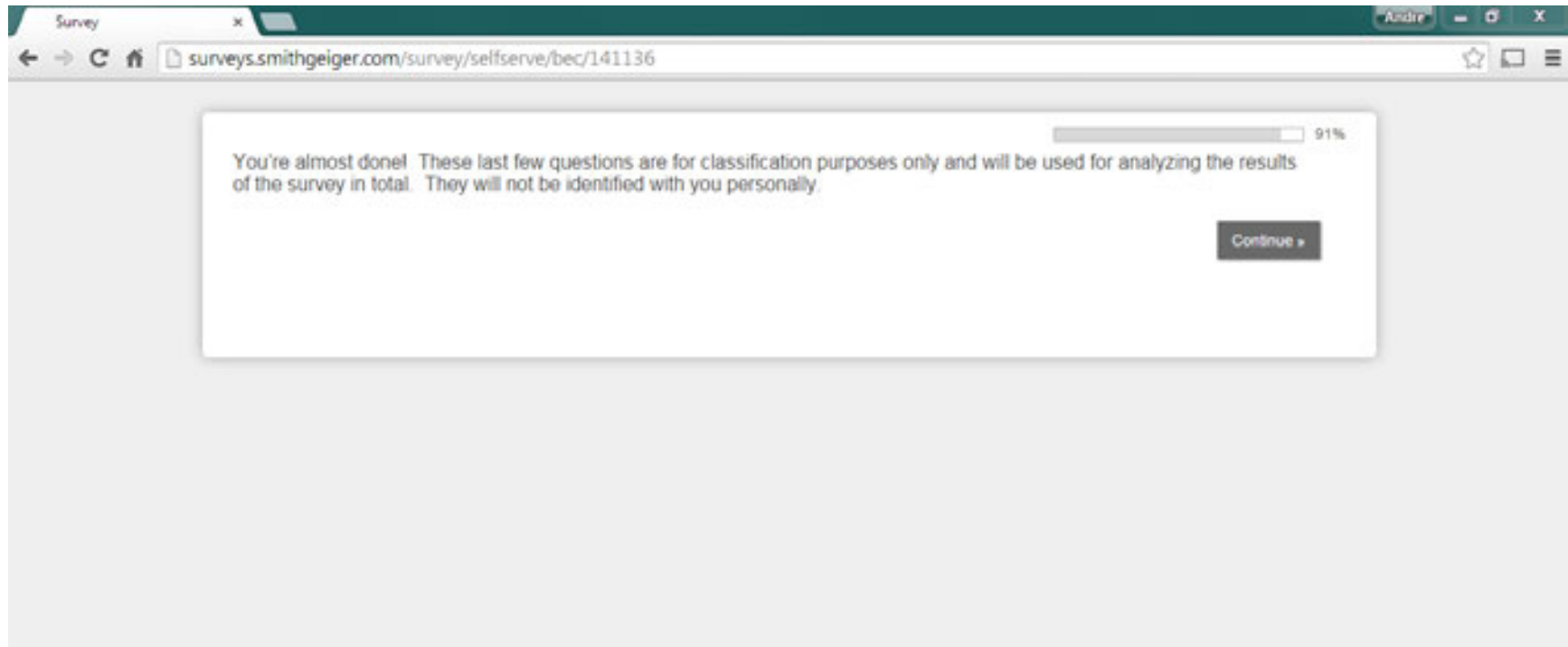
	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
...make me feel that I was doing something good for my health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me lose weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...give me more energy and stamina	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me maintain a healthy weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make me feel more comfortable with the way I look	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me save money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make life more stressful for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me prevent weight gain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

### Screenshot – Online Survey Question Q37



## Screenshot: Initial Screen for Classification Questions



## Screenshot – Online Survey Question C1

Survey x Andre

← → ↻ 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ 🗨 ☰

92%

Has a healthcare professional ever told you that you are overweight or at risk for being overweight?

Yes

No

Don't know / not sure

Continue »

## Screenshot – Online Survey Question C2

Survey x Andre

← → ↻ 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ 🗨 ☰

93%

Has anyone else in your household been identified by a health care professional as being overweight or at risk for being overweight?

Yes

No

Don't know / not sure

Continue »



### Screenshot – Online Survey Question C3

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

94%

What is your current occupational status? Are you...?

Please select the option that best applies to you:

- Employed full time
- Employed part time
- Unemployed
- Homemaker
- Student
- Retired
- Disabled
- Other (Please specify)
- Prefer not to answer

Continue »

## Screenshot – Online Survey Question C4

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

95%

What is your marital status?

- Separated
- Unmarried living with a partner
- Divorced
- Widowed
- Married
- Single, never been married
- Prefer not to answer

Continue

## Screenshot – Online Survey Question C5

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

How many children (under age 18) live in your household?

Enter number:

Prefer not to answer

Continue »

96%

## Screenshot – Online Survey Question C6

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

97%

What is your household's total income from all sources before taxes?

- Under \$20,000
- \$20,000 to \$29,999
- \$30,000 to \$39,999
- \$40,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$199,999
- \$200,000 or more
- Prefer not to answer

Continue »

## Screenshot – Online Survey Question C7

Survey x Andre

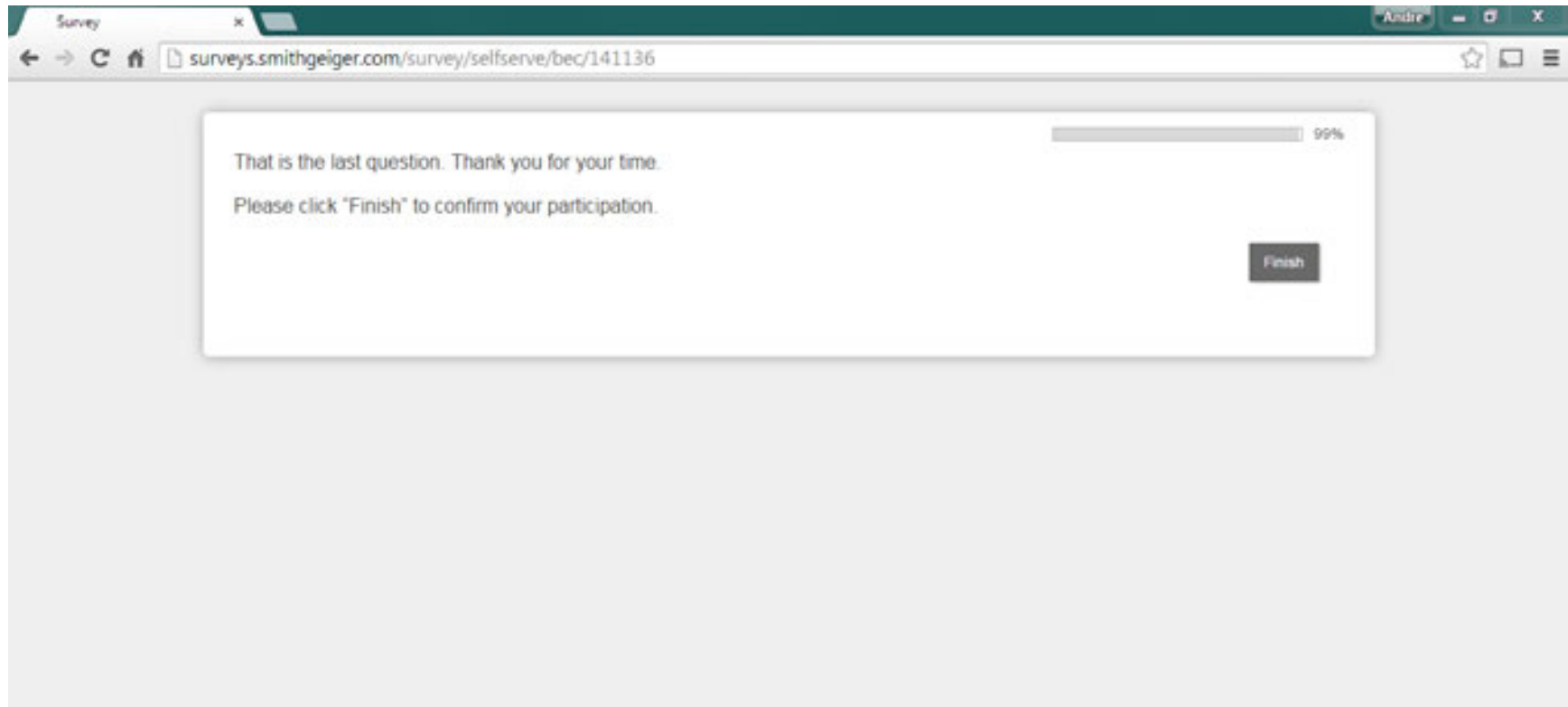
← → ↻ 🏠 [surveys.smithgeiger.com/survey/selfserve/bec/141206](https://surveys.smithgeiger.com/survey/selfserve/bec/141206) ☆ 🗨 ☰

In the following list of items, please indicate which devices you currently use or own. 98%

- A smartphone, such as an iPhone, BlackBerry, Android, Windows phone, etc.
- A laptop computer
- An iPod or other mp3 player
- A desktop computer
- A tablet, such as an iPad, Kindle Fire, Nook Color, Motorola Xoom, etc.
- None of these

[Continue »](#)

## Screenshot – Survey End Page



**Attachment 2h: Online Survey for Healthy Foods  
for African American Audiences**

**Community Health Media Center – Testing Educational Campaign  
Materials with African American and Hispanic Audiences**

**Introduction**

SHOW: 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 Statement**

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).

[BACKGROUND HEALTH BEHAVIORS AND ATTITUDES]

[Contemplation and Behavioral Intentions]

**Pre-Post Questions**

**[CHECK S11. IF S11=1 (YES), ASK Q1. OTHERS SKIP TO Q1\_2]**

Q1. Are you planning to stop drinking regular soft drinks (non-diet) or other sugary drinks within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

**[IF Q1=1 SKIP TO Q1\_2. IF Q1=2 CONTINUE TO Q1\_1]**

Q1\_1. Are you planning to cut back on regular soft drinks (non-diet) or other sugary drinks within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q1\_2. Are you planning to be more physically active within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q1\_3. Are you planning to eat healthier meals and snacks within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q2. Are you planning to do something about your weight within the **next 30 days**? SINGLE RESPONSE, ROTATE 1-3.

- 1 Yes, I plan to try to lose weight..... Continue
- 2 Yes, I plan to try to gain weight..... Continue
- 3 Yes, I plan to try to maintain my current weight..... Continue
- 4 No, I have no plans to do anything about my weight.... Continue



Q3. During the **past 12 months**, did you try to cut back on regular soft drinks (non-diet) or other sugary drinks? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q3\_1. During the **past 12 months**, did you try to be more physically active? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q3\_2. During the **past 12 months**, did you try to eat healthier meals and snacks? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q4. In the past year, have you tried to do any of the following? MULTIPLE RESPONSE, DO NOT ROTATE.

- 1 Lose weight..... Continue
- 2 Gain weight..... Continue
- 3 Maintain your current weight..... Continue

Q4\_1. Compared to a year ago, do you weigh...? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Less..... Continue
- 2 More..... Continue
- 3 About the same..... Continue

Q4\_2. And compared to a year ago, would you say that you are...? SINGLE RESPONSE, DO NOT ROTATE.

- 1 More healthy..... Continue
- 2 Less healthy..... Continue
- 3 About the same ..... Continue

Q5. Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in...? SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

**[CHECK S11. IF S11=1 (YES), INSERT A. INSERT B AND C FOR ALL PERSONS]**

- 1 Not at all interested..... Continue
- 2 A little interested..... Continue
- 3 Somewhat interested..... Continue
- 4 Very interested..... Continue
- 5 Extremely interested ..... Continue

- A Cutting back on regular soft drinks (non-diet) or other sugary drinks
- B Being more physically active
- C Eating healthier meals and snacks

[THERE IS NO Q6.]

Q7. Thinking about the next six months, how likely are you to...? *Please use a scale from 1 to 5, where 1 is not at all likely and 5 is extremely likely.* SINGLE RESPONSE GRID FORMAT, ROTATE LIST.

- |   |                                  |          |
|---|----------------------------------|----------|
| 1 | Not at all likely.....           | Continue |
| 2 | Somewhat unlikely.....           | Continue |
| 3 | Neither likely nor unlikely..... | Continue |
| 4 | Somewhat likely.....             | Continue |
| 5 | Extremely likely .....           | Continue |

- A Look for more information on the health benefits of eating healthier meals and snacks
- B Talk to a friend about the health benefits of eating healthier meals and snacks
- C Participate in community efforts to reduce obesity

[Self-Efficacy Questions]

Q8. On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements. SINGLE RESPONSE GRID FORMAT, ROTATE LIST.

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |

- A I feel as though I can make a difference regarding my risk for being overweight or obese
- B I am confident that I can protect myself from being overweight or obese
- C There are many things I can do to protect myself from being overweight or obese
- D Generally speaking, it is possible to reduce one's risk for being overweight or obese

[Behavioral Beliefs]

Q9. On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements. SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |

Eating healthier meals and snacks several times per week would...

- A ...make me feel that I was doing something good for my health
- B ...give me more energy and stamina
- C ...help me prevent weight gain
- D ...make life more stressful for me
- E ...help me save money
- F ...make me feel more comfortable with the way I look
- G ...help me lose weight
- H ...help me maintain a healthy weight

[Community Attitudes]

Q10. Which of the following statements best describes how you think the problem of obesity should be solved in your community? SINGLE RESPONSE, ROTATE 1-2.

- 1 Obesity is an individual problem that is best solved by people taking personal responsibility for what they eat and how physically active they are..... Continue
- 2 Obesity is a community problem that is best solved by people working together to make it easier for everyone to eat healthy foods and be physically active..... Continue
- 3 Obesity is both an individual and community problem that is best solved by people taking personal responsibility for what they eat and how physically active they are, and the community working together to make these behaviors easier to do..... Continue

## **CAMPAIGN EVALUATIONS**

MOST RESPONDENTS WILL FIRST SEE A SET OF ADS THAT CORRESPOND TO A DISCRETE CAMPAIGN (RANDOMLY CHOSEN). AFTER EACH AD SHOWN, ASK Q12-Q19. AFTER THE ENTIRE CAMPAIGN IS SHOWN, ASK Q20

Q11. CAMPAIGNS SHOWN – CODE, DO NOT DISPLAY

SHOW: 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. Also, please note that the video quality of these ads may vary – please rate them based on the content of the ads, not on the quality of the video.

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.*

NOTE: WHEN THE TV ADS ARE PRESENTED, PLEASE SHOW THE FOLLOWING MESSAGE ABOVE THE SCREEN: ***This ad is a TV ad.*** Please be patient while the 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.

*And remember: even if an ad is from another community or city, please rate it as if it were an ad from your local community.*

NOTE: WHEN THE RADIO ADS ARE PRESENTED, PLEASE SHOW THE FOLLOWING MESSAGE ABOVE THE SCREEN: ***This ad is a radio ad.*** Please be patient while the audio loads; also note that the audio 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.

*And remember: even if an ad is from another community or city, please rate it as if it were an ad from your local community.*

**Questions for Each Ad**

SHOW: Please answer the following questions about the ad you just viewed.

Q12. If you saw or heard this message, would it get your attention? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q13. Why or why not? OPEN ENDED..... Continue

Q14. Is this message believable? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q15. Why or why not? OPEN ENDED..... Continue

Q16. Did you think this ad would be effective to motivate you or someone else to eat healthier meals and snacks to lose weight or be healthier?

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

SINGLE RESPONSE, DO NOT ROTATE

- 1 Not at all effective..... Continue
- 2 Somewhat ineffective..... Continue
- 3 Neither effective nor ineffective..... Continue
- 4 Somewhat effective..... Continue
- 5 Extremely effective ..... Continue

Q17. Who would you say this ad is trying to reach? *Please check all that apply.* MULTIPLE RESPONSE, DO NOT ROTATE.

- 1 You..... Continue
- 2 People like you..... Continue
- 3 Someone else..... Continue

Q18. On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of the following statements about this advertisement. SINGLE RESPONSE GRID FORMAT. RANDOMIZE LIST.

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |
- 
- A Overall, I liked this ad
  - B I am interested in this ad's topic
  - C I trust the information in this ad
  - D This ad was confusing
  - E This ad was convincing
  - F This ad said something important to me
  - G This ad grabbed my attention
  - H I learned something new from this ad
  - I I can do what this ad suggests
  - J This ad was easy to understand
  - K I would notice this ad if I saw/heard it

IF RESPONSE 4 OR 5 TO Q18G, ASK Q19. OTHERS SKIP TO INSTRUCTIONS BEFORE Q20.

Q19. You mentioned that this ad grabbed your attention. What makes it stand out? OPEN ENDED..... Continue

BEFORE THE NEXT AD IS EVALUATED, UNTIL THE LAST AD, SHOW: Now you will see another ad to evaluate. Once again, even if an ad is from another community or city, please rate it as if it were an ad from your local community. Please note that we would like your reaction to each ad individually – we will not ask you to compare one ad to any other.

**[ONLY ASK Q20 ONCE A WHOLE "CAMPAIGN" IS EVALUATED]**

**Campaign Summary Evaluation**

Q20. Considering the impact of these ads together, please indicate how much you agree or disagree with each statement. SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |
- 
- A I trust the information in this set of ads.
  - B This set of ads was convincing.
  - C This set of ads grabbed my attention.
  - D This set of ads told me something I didn't already know.
  - E The message about the health benefits of eating healthier meals and snacks in this set of ads was persuasive.
  - F This set of ads gave me good reasons to eat healthier meals and snacks.
  - G This set of ads gave me good reasons to try to lose weight.

BEFORE THE SECOND CAMPAIGN SEQUENCE IS EVALUATED, SHOW: Now you will see another series of ads to evaluate. Once again, even if an ad is from another community or city, please rate it as if it were an ad from your local community.

## **INDIVIDUAL SPOT EVALUATIONS**

EACH RESPONDENT WILL SEE A SET OF RANDOMLY CHOSEN INDIVIDUAL ADS. AFTER EACH AD SHOWN, ASK Q22-Q29.

Q21. ADS SHOWN – CODE, DO NOT DISPLAY, ADS SHOWN

SHOW: We would now like to show you a few more ads and then gather your reactions to them. If you are watching a television or radio ad, please make sure the volume on your computer is turned up, so that you may both see and hear the video or audio.

Once again, even if an ad is from another community or city, please rate it as if it were an ad from your local community, and please rate the ads based on their content, not on the quality of the video. Please note that we would like your reaction to each ad individually – we are not interested in comparing any of the ads to one another.

*Please click “Next” to continue.*

NOTE: WHEN THE TV ADS ARE PRESENTED, PLEASE SHOW THE FOLLOWING MESSAGE ABOVE THE SCREEN: **This ad is a TV ad.** *Please be patient while the 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.*

*And remember: even if an ad is from another community or city, please rate it as if it were an ad from your local community.*

NOTE: WHEN THE RADIO ADS ARE PRESENTED, PLEASE SHOW THE FOLLOWING MESSAGE ABOVE THE SCREEN: **This ad is a radio ad.** *Please be patient while the audio loads; also note that the audio 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.*

*And remember: even if an ad is from another community or city, please rate it as if it were an ad from your local community.*



**Questions for Each Ad**

SHOW: Please answer the following questions about the ad you just viewed.

Q22. If you saw or heard this message, would it get your attention? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q23. Why or why not? OPEN ENDED..... Continue

Q24. Is this message believable? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q25. Why or why not? OPEN ENDED..... Continue

Q26. Did you think this ad would be effective to motivate you or someone else to eat healthier meals and snacks to be healthier or lose weight?

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

SINGLE RESPONSE, DO NOT ROTATE

- 1 Not at all effective..... Continue
- 2 Somewhat ineffective..... Continue
- 3 Neither effective nor ineffective..... Continue
- 4 Somewhat effective..... Continue
- 5 Extremely effective ..... Continue

Q27. Who would you say this ad is trying to reach? *Please check all that apply.* MULTIPLE RESPONSE, DO NOT ROTATE

- 1 You..... Continue
- 2 People like you..... Continue
- 3 Someone else..... Continue

Q28. On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of the following statements about this advertisement. SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |
- 
- A Overall, I liked this ad
  - B I am interested in this ad's topic
  - C I trust the information in this ad
  - D This ad was confusing
  - E This ad was convincing
  - F This ad said something important to me
  - G This ad grabbed my attention
  - H I learned something new from this ad
  - I I can do what this ad suggests
  - J This ad was easy to understand
  - K I would notice this ad if I saw/heard it

IF RESPONSE 4 OR 5 TO Q28G, ASK Q29. OTHERS SKIP TO INSTRUCTIONS AFTER Q29.

Q29. You mentioned that this ad grabbed your attention. What makes it stand out? OPEN ENDED..... Continue

BEFORE THE NEXT AD IS EVALUATED, UNTIL THE LAST AD, SHOW: Now you will see another ad to evaluate. Once again, even if an ad is from another community or city, please rate it as if it were an ad from your local community. Please note that we would like your reaction to each ad individually – we are not interested in comparing any of the ads to one another.

**Pre-Post Questions**

[Behavioral Intentions]

**[CHECK S11. IF S11=1 (YES), ASK Q30. OTHERS SKIP TO Q30\_2]**

Q30. Are you planning to stop drinking regular soft drinks (non-diet) or other sugary drinks within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE.

- |   |          |          |
|---|----------|----------|
| 1 | Yes..... | Continue |
| 2 | No.....  | Continue |

**[IF Q30=1 SKIP TO Q30\_2. IF Q30=2 CONTINUE TO Q30\_1]**

Q30\_1. Are you planning to cut back on regular soft drinks (non-diet) or other sugary drinks within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Yes..... Continue
- 2 No..... Continue

Q30\_2. Are you planning to be more physically active within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Yes..... Continue
- 2 No..... Continue

Q30\_3. Are you planning to eat healthier meals and snacks within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Yes..... Continue
- 2 No..... Continue

Q31. Are you planning to do something about your weight within the **next 30 days**? SINGLE RESPONSE, ROTATE 1-3.

- 1 Yes, I plan to try to lose weight..... Continue
- 2 Yes, I plan to try to gain weight..... Continue
- 3 Yes, I plan to try to maintain my current weight..... Continue
- 4 No, I have no plans to do anything about my weight..... Continue

**[CHECK S11. IF S11=1 (YES), ASK Q32. OTHERS SKIP TO Q32\_1]**

Q32. Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in cutting back on regular soft drinks (non-diet) or other sugary drinks? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Not at all interested..... Continue
- 2 A little interested..... Continue
- 3 Somewhat interested..... Continue
- 4 Very interested..... Continue
- 5 Extremely interested ..... Continue

Q32\_1. Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in trying to be more physically active? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Not at all interested..... Continue
- 2 A little interested..... Continue
- 3 Somewhat interested..... Continue
- 4 Very interested..... Continue
- 5 Extremely interested ..... Continue

Q32\_2. Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in trying to eat healthier meals and snacks? SINGLE RESPONSE, DO NOT ROTATE.

- |   |                            |          |
|---|----------------------------|----------|
| 1 | Not at all interested..... | Continue |
| 2 | A little interested.....   | Continue |
| 3 | Somewhat interested.....   | Continue |
| 4 | Very interested.....       | Continue |
| 5 | Extremely interested ..... | Continue |

[THERE IS NO Q33]

Q34. Thinking about the next six months, how likely are you to...? *Please use a scale from 1 to 5, where 1 is not at all likely and 5 is extremely likely.* SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST

- |   |                                  |          |
|---|----------------------------------|----------|
| 1 | Not at all likely.....           | Continue |
| 2 | Somewhat unlikely.....           | Continue |
| 3 | Neither likely nor unlikely..... | Continue |
| 4 | Somewhat likely.....             | Continue |
| 5 | Extremely likely .....           | Continue |

- A Look for more information on the health benefits of eating healthier meals and snacks
- B Talk to a friend about the health benefits of eating healthier meals and snacks
- C Participate in community efforts to reduce obesity

[Self-Efficacy Questions]

Q35. On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements. SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |

- A I feel as though I can make a difference regarding my risk for being overweight or obese
- B I am confident that I can protect myself from being overweight or obese
- C There are many things I can do to protect myself from being overweight or obese
- D Generally speaking, it is possible to reduce one's risk for being overweight or obese

Q36. On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements. SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |

Eating healthier meals and snacks several times per week would...

- A ...make me feel that I was doing something good for my health
- B ...give me more energy and stamina
- C ...help me prevent weight gain
- D ...make life more stressful for me
- E ...help me save money
- F ... make me feel more comfortable with the way I look
- G ...help me lose weight
- H ...help me maintain a healthy weight

[Community Attitudes]

Q37. Which of the following statements best describes how you think the problem of obesity should be solved in your community? SINGLE RESPONSE, ROTATE 1-2.

- 1 Obesity is an individual problem that is best solved by people taking personal responsibility for what they eat and how physically active they are..... Continue
- 2 Obesity is a community problem that is best solved by people working together to make it easier for everyone to eat healthy foods and be physically active..... Continue
- 3 Obesity is both an individual and community problem that is best solved by people taking personal responsibility for what they eat and how physically active they are, and the community working together to make these behaviors easier to do..... Continue

**CLASSIFICATION**

SHOW: You're almost done! These last few questions are for classification purposes only and will be used for analyzing the results of the survey in total. They will not be identified with you personally.

C1. Has a healthcare professional ever told you that you are overweight or at risk for being overweight? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue
- 3 Don't know / not sure ..... Continue

C2. Has anyone else in your household been identified by a health care professional as being overweight or at risk for being overweight? SINGLE RESPONSE DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue
- 3 Don't know / not sure ..... Continue

C3. What is your current occupational status? Are you...? *Please select the option that best applies to you.* SINGLE RESPONSE, DO NOT ROTATE.

- 1 Employed full time..... Continue
- 2 Employed part time..... Continue
- 3 Unemployed..... Continue
- 4 Homemaker..... Continue
- 5 Student ..... Continue
- 6 Retired ..... Continue
- 7 Disabled ..... Continue
- 8 Other (Please specify: \_\_\_\_\_)..... Continue
- 10 Prefer not to answer..... Continue

C4. What is your marital status? SINGLE RESPONSE, ROTATE 1-6.

- 1 Married ..... Continue
- 2 Unmarried living with a partner..... Continue
- 3 Divorced ..... Continue
- 4 Widowed ..... Continue
- 5 Separated..... Continue
- 6 Single, never been married ..... Continue
- 8 Prefer not to answer..... Continue

- C5. How many children (under age 18) live in your household?
- 1 Enter number: **[Numeric Response]** ..... Continue
  - 2 Prefer not to answer **[Check Box]**..... Continue

- C6. What is your household's total income from all sources before taxes? SINGLE RESPONSE, DO NOT ROTATE
- 1 Under \$20,000 ..... Continue
  - 2 \$20,000 to \$29,999 ..... Continue
  - 3 \$30,000 to \$39,999 ..... Continue
  - 4 \$40,000 to \$49,999 ..... Continue
  - 5 \$50,000 to \$74,999 ..... Continue
  - 6 \$75,000 to \$99,999 ..... Continue
  - 7 \$100,000 to \$199,999 ..... Continue
  - 8 \$200,000 or more..... Continue
  - 9 Prefer not to answer..... Continue

- C7. In the following list of items, please indicate which devices you currently use or own. MULTIPLE RESPONSE, ROTATE LIST.
- 1 A desktop computer..... Continue
  - 2 A laptop computer..... Continue
  - 3 A smartphone, such as an iPhone, BlackBerry, Android, Windows phone, etc. .... Continue
  - 4 A tablet, such as an iPad, Kindle Fire, Nook Color, Motorola Xoom, etc. .... Continue
  - 5 An iPod or other mp3 player ..... Continue
  - 6 None of these – EXCLUSIVE - ANCHOR

SHOW: That is the last question. Thank you for your time. Please click "OK" to confirm your participation.

## Attachment 2i: Screen Captures of Online Survey for Healthy Food for African American Audiences

### Community Health Media Center – Testing Educational Campaign Materials with African American and Hispanic Audiences

Screenshot – Online Survey Start Screen

Survey x Andre

← → C f surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ □ ≡

19%

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 'Continue,' I am agreeing to the above project description.

**Public Reporting Burden Statement**  
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).

Continue >



{Note to reviewers: Only respondents who selected “yes” for screener QS11, “*did you drink any regular soft drinks (non-diet) or other sugary drinks,?*” will be shown the following screen (Q1). Others will skip to Q1\_2.}

Screenshot – Online Survey Question Q1

Survey

Andre

← → ↻ 🏠 [surveys.smithgeiger.com/survey/selfserve/bec/141136](https://surveys.smithgeiger.com/survey/selfserve/bec/141136) ☆ 🗨 ☰

22%

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

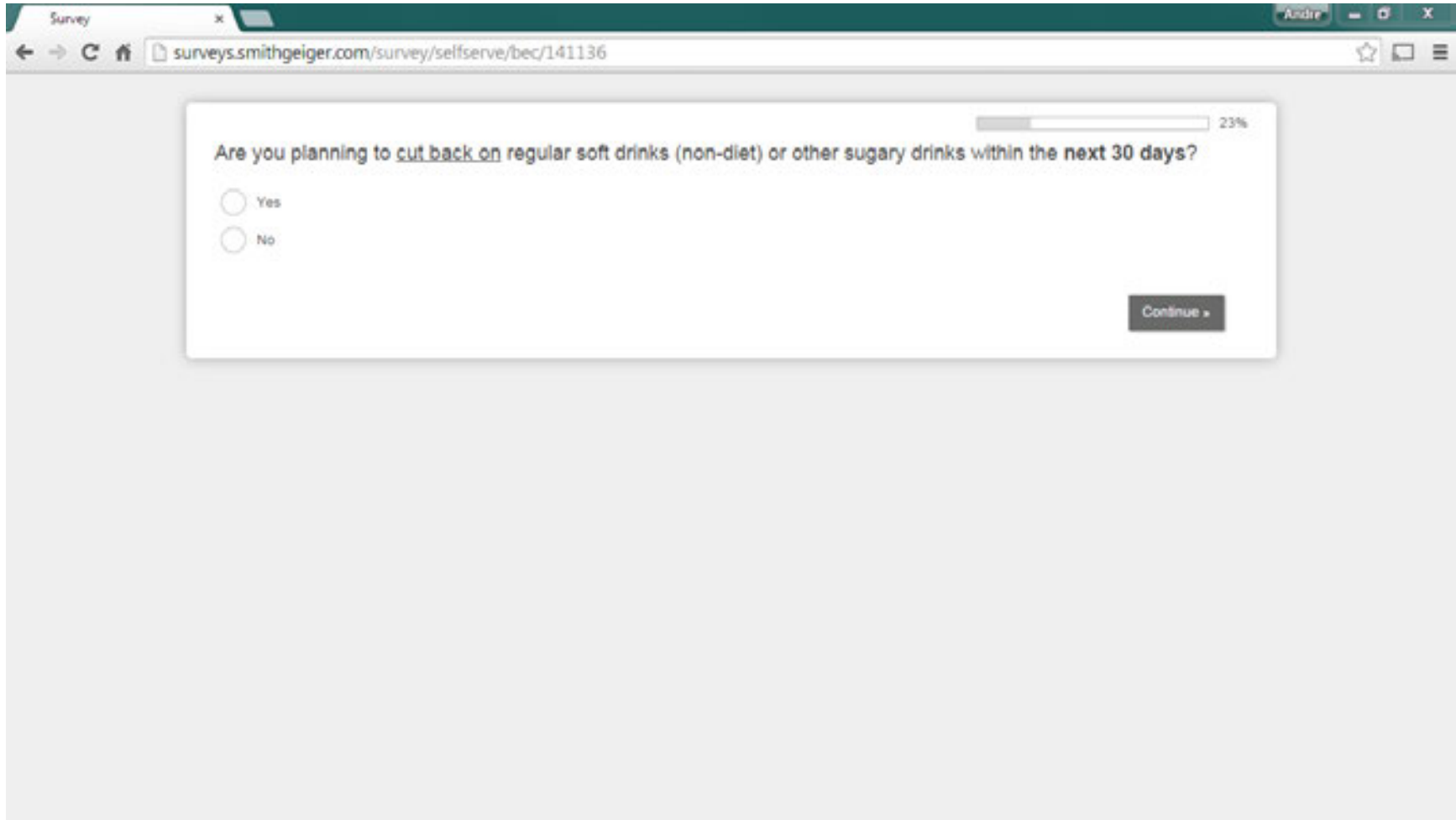
Yes

No

Continue »

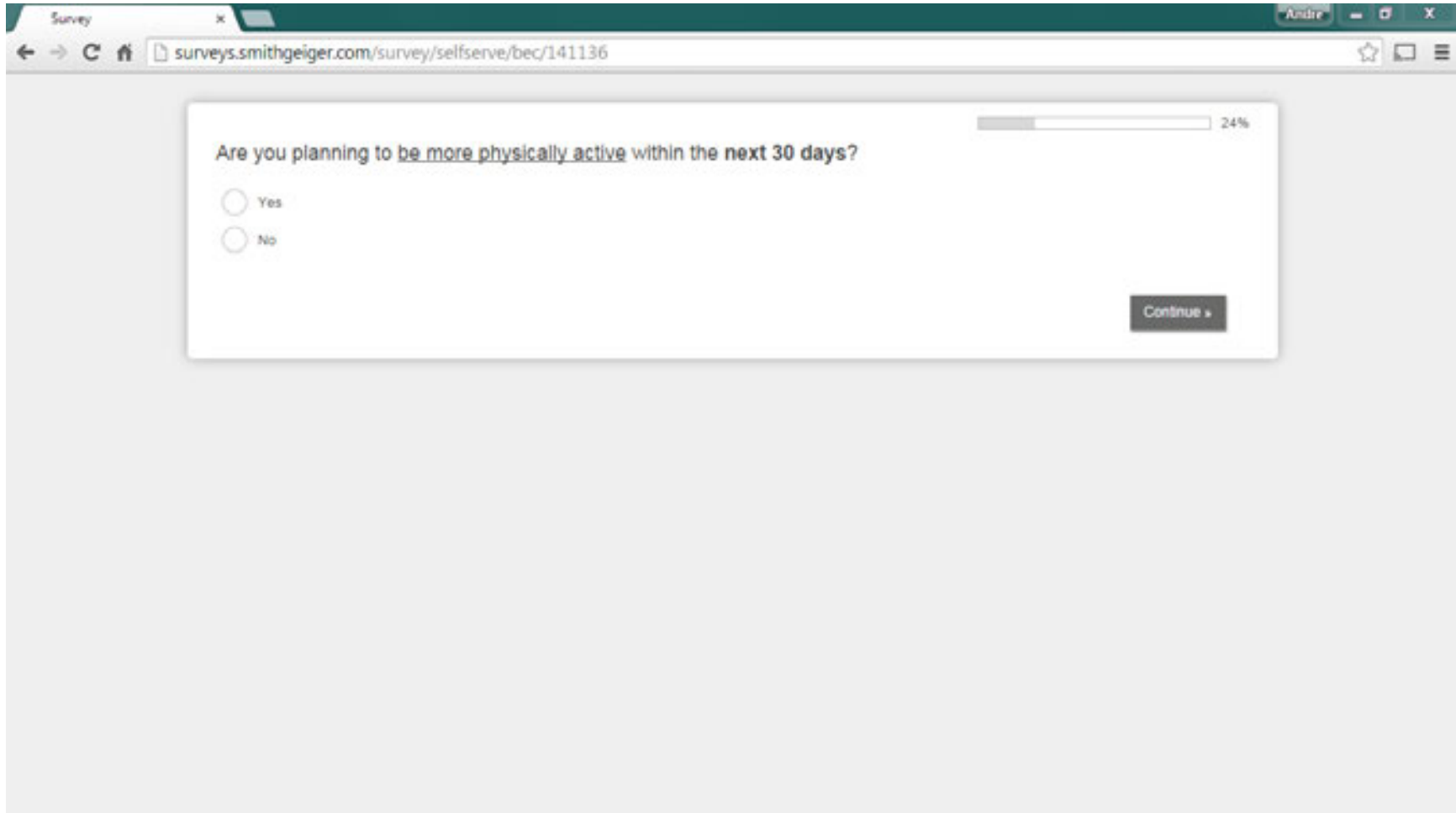
{Note to reviewers: Only respondents who selected “no” for Q1, “are you planning to stop drinking regular soft drinks (non-diet) or other sugary drinks?,” will be shown the following screen (Q1\_1). Others will skip to Q1\_2.}

### Screenshot - Online Survey Question Q1\_1

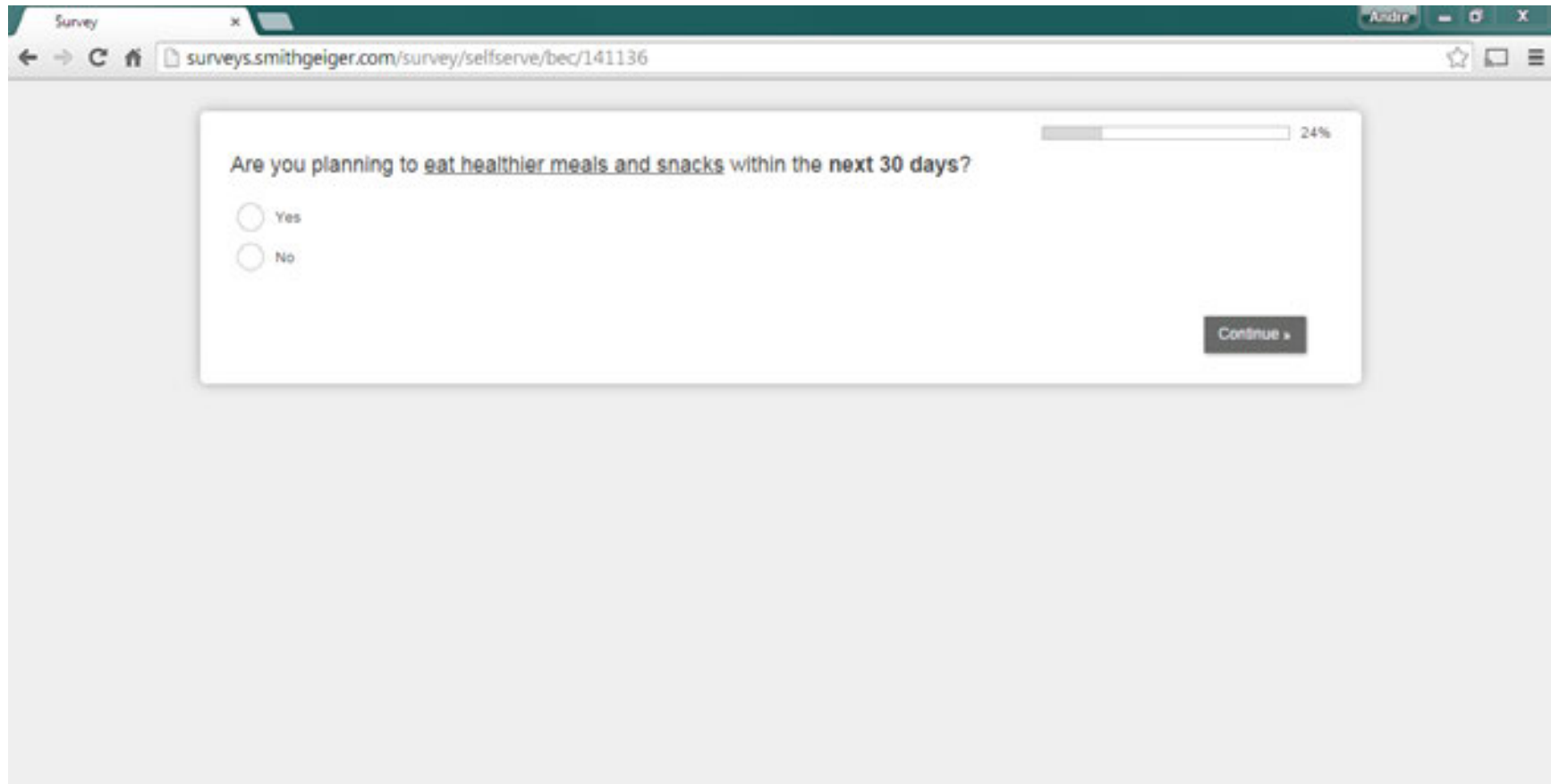


The screenshot shows a web browser window with the URL [surveys.smithgeiger.com/survey/selfserve/bec/141136](https://surveys.smithgeiger.com/survey/selfserve/bec/141136). The survey progress bar indicates 23% completion. The question is: "Are you planning to cut back on regular soft drinks (non-diet) or other sugary drinks within the next 30 days?". The response options are "Yes" and "No", both with unselected radio buttons. A "Continue" button is located at the bottom right of the question box.

Screenshot – Online Survey Question Q1\_2



### Screenshot - Online Survey Question Q1\_3



## Screenshot – Online Survey Question Q2

Survey

Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

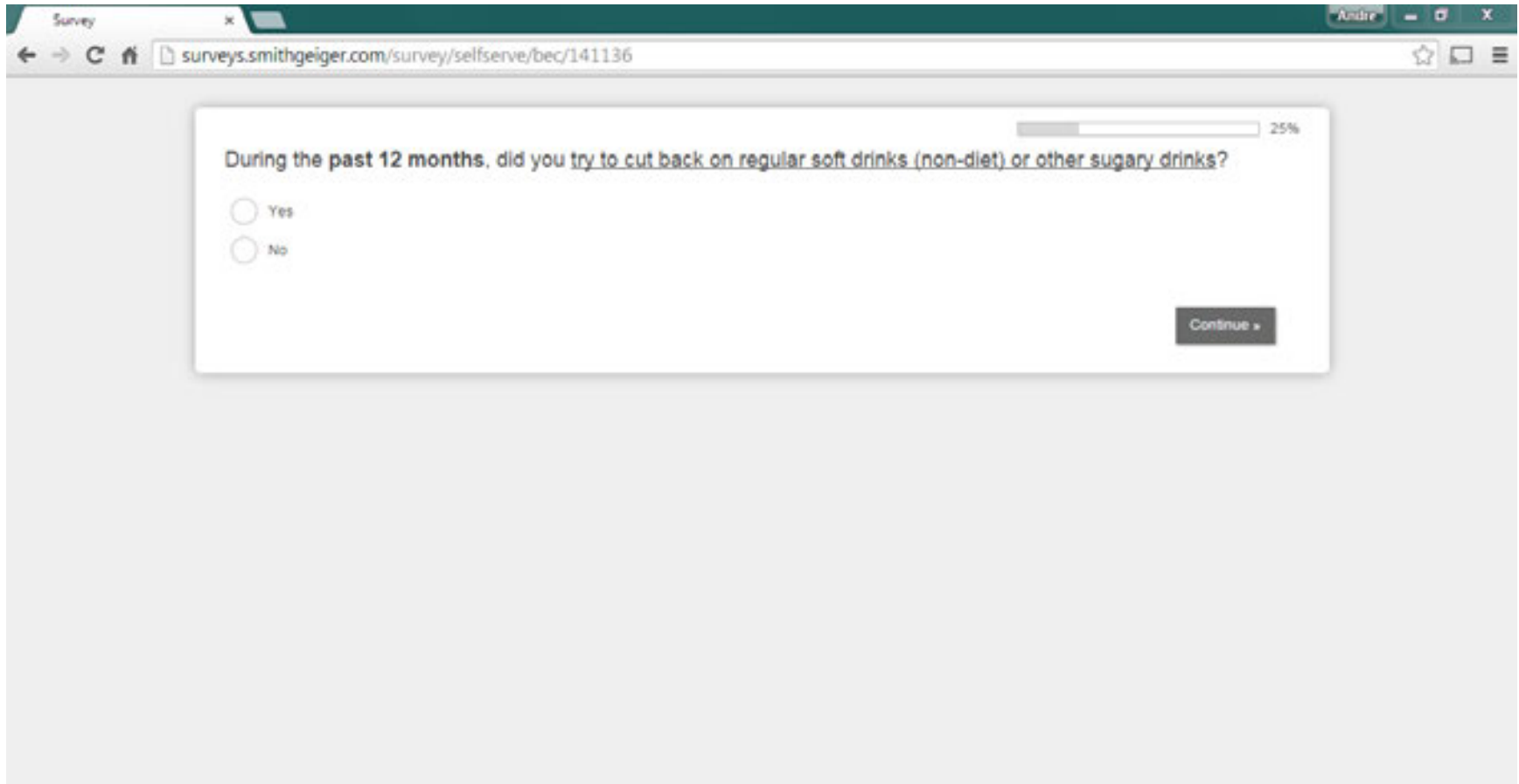
24%

Are you planning to do something about your weight within the next 30 days?

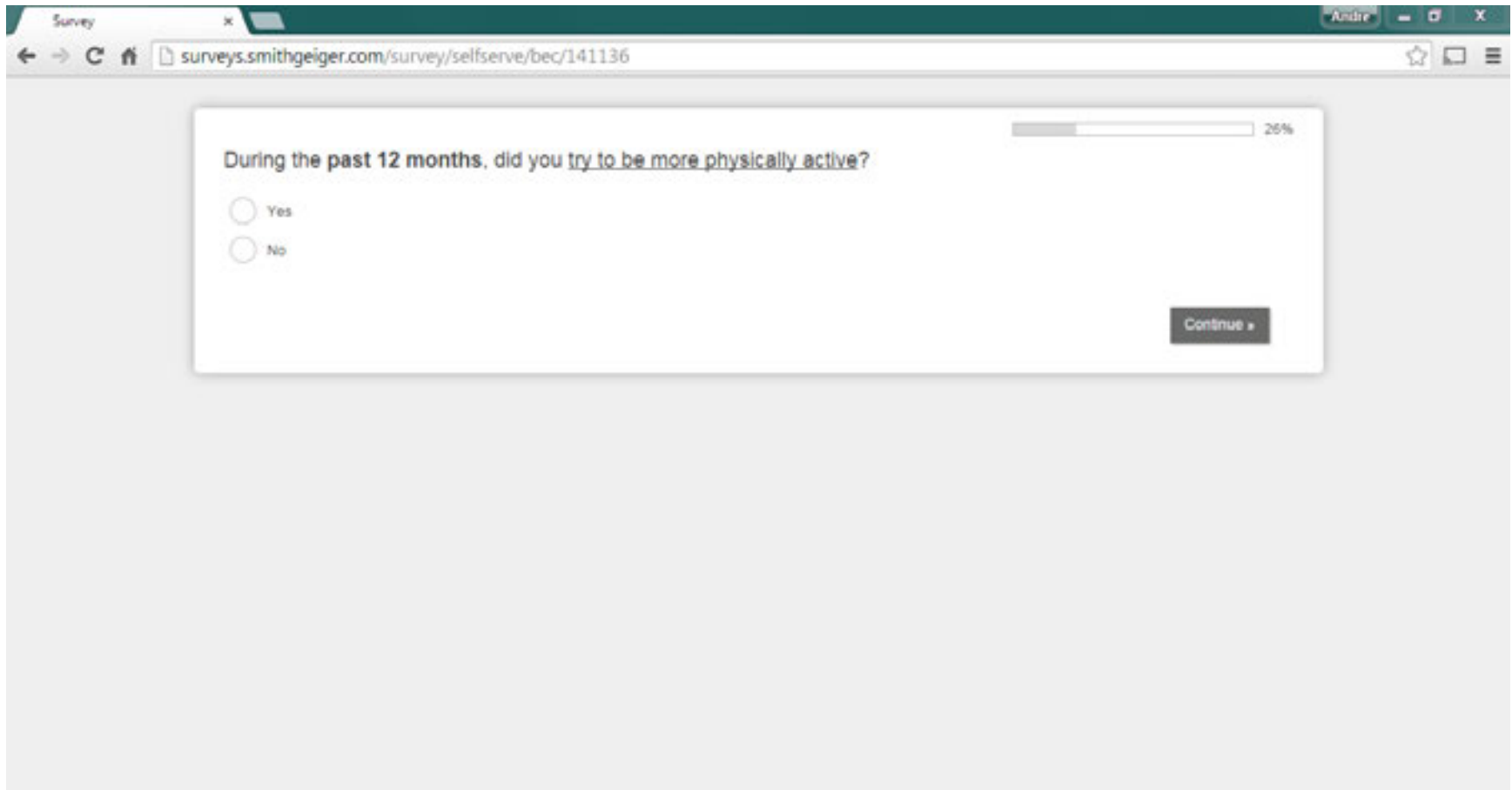
- Yes, I plan to try to lose weight
- Yes, I plan to try to maintain my current weight
- Yes, I plan to try to gain weight
- No, I have no plans to do anything about my weight

Continue »

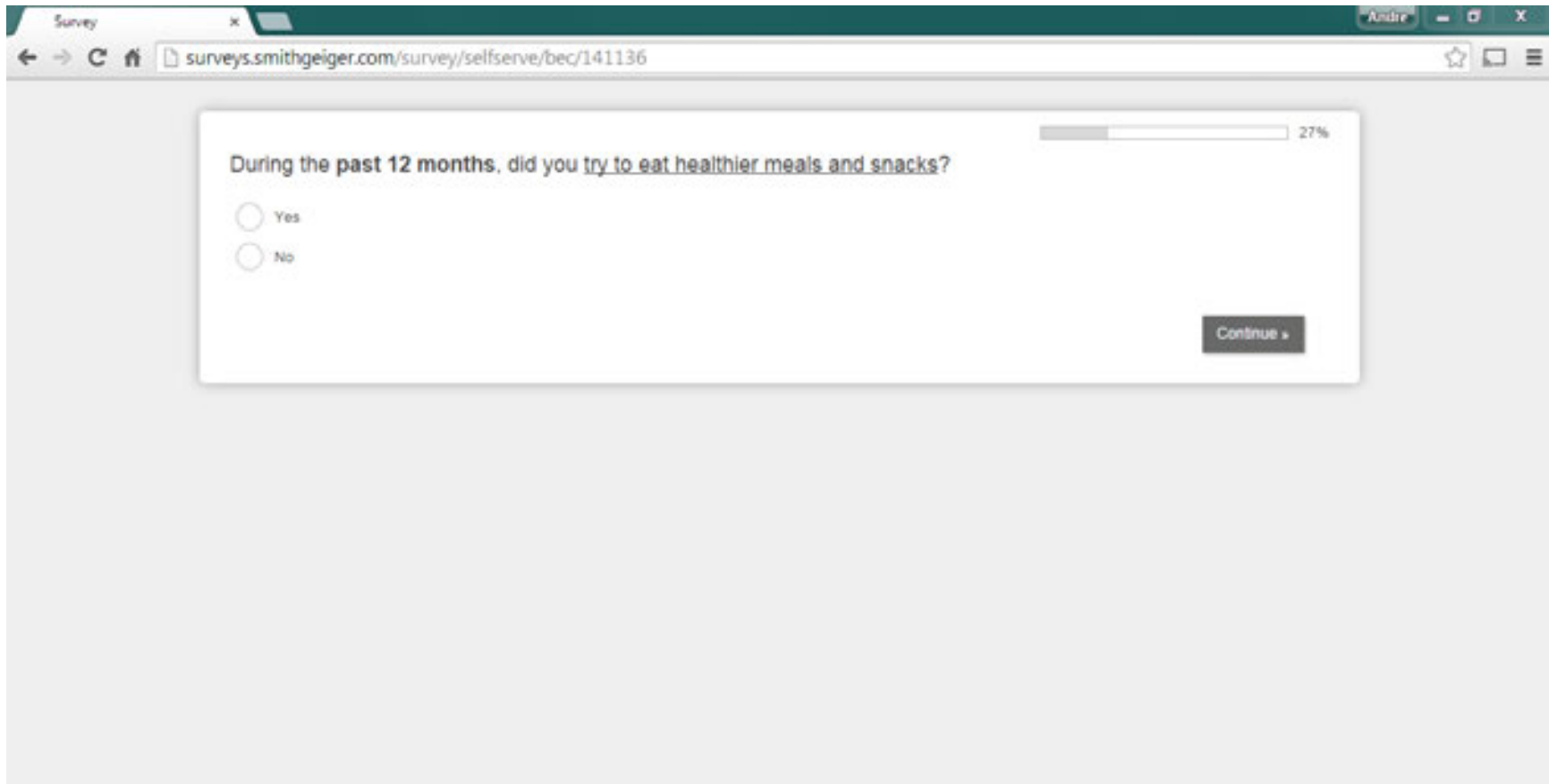
### Screenshot – Online Survey Question Q3



Screenshot – Online Survey Question Q3\_1



### Screenshot – Online Survey Question Q3\_2





## Screenshot – Online Survey Question Q4

Survey x Andre

← → ↻ 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ 🗨 ☰

In the past year, have you tried to do any of the following?

Lose weight

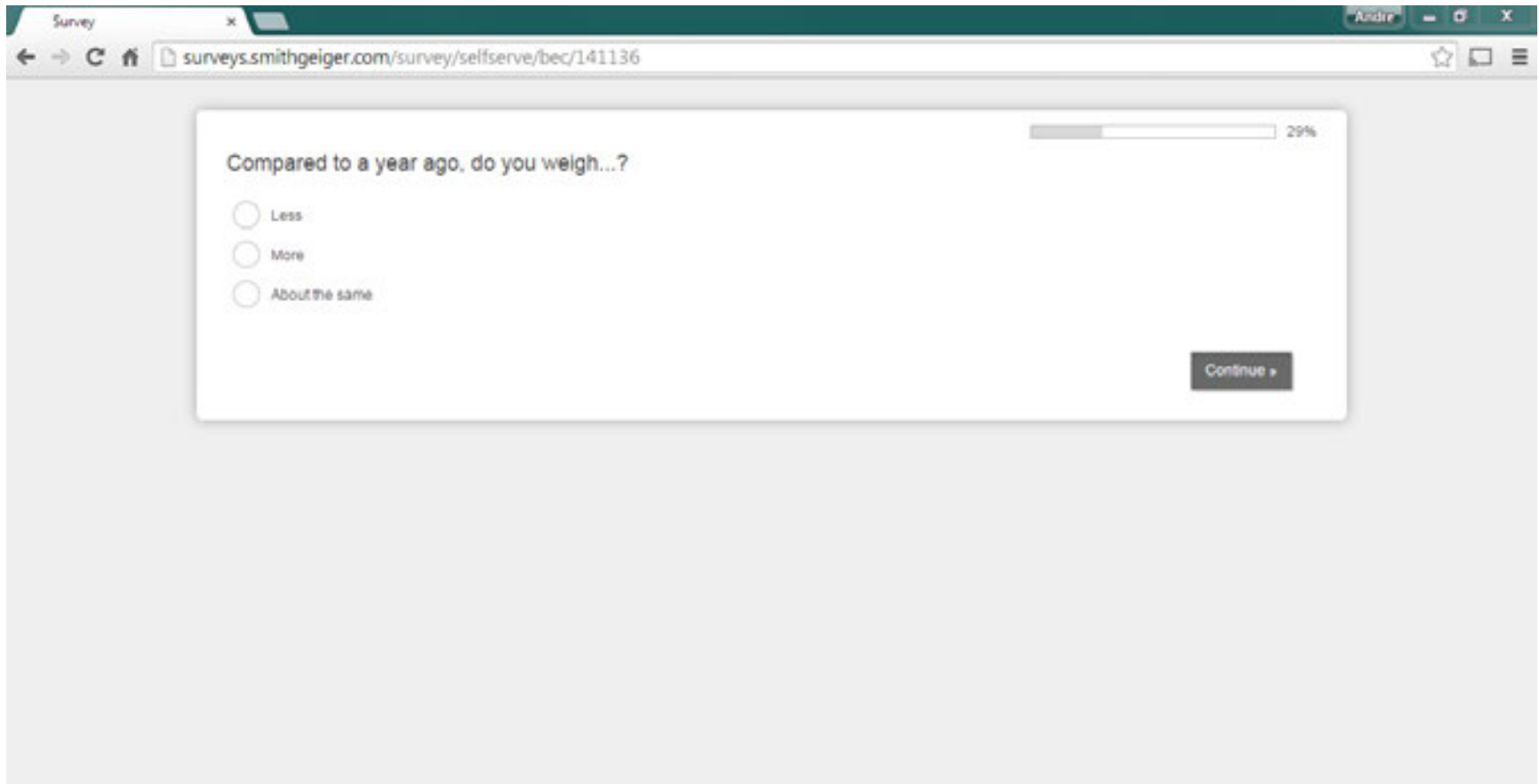
Gain weight

Maintain your current weight

28%

Continue >

Screenshot – Online Survey Question 4\_1



## Screenshot – Online Survey Question Q4\_2

Survey

Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

30%

And compared to a year ago, would you say that you are...?

More healthy

Less healthy

About the same

Continue »

{Note to reviewers: All respondents will be asked Q5. However, respondents who had selected “no” for screener QS11, “did you drink any regular soft drinks (non-diet) or other sugary drinks?,” will not be shown the item in Q5 that asks “how interested are you in cutting back on regular soft drinks (non-diet) or other sugary drinks.”}

### Screenshot – Online Survey Question Q5

Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in... ?

	Not at all interested 1	A little interested 2	Somewhat interested 3	Very interested 4	Extremely interested 5
Eating healthier meals and snacks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being more physically active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cutting 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"/>

Continue »

{Note to reviewers: There is no Q6}

### Screenshot – Online Survey Question Q7

Thinking about the next six months, how likely are you to...? 28%

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

	Not at all likely 1	Somewhat unlikely 2	Neither likely nor unlikely 3	Somewhat likely 4	Extremely likely 5
Participate in community efforts to reduce obesity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to a friend about the health benefits of cutting 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"/>
Look for more information on the health benefits of cutting 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"/>

[Continue >](#)

### Screenshot – Online Survey Question Q8

32%

On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements.

	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
I feel as though I can make a difference regarding my risk for being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Generally speaking, it is possible to reduce one's risk for being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident that I can protect myself from being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are many things I can do to protect myself from being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

### Screenshot – Online Survey Question Q9

33%

On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements.

Eating healthier meals and snacks several times per week would...

	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
...give me more energy and stamina	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me prevent weight gain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make me feel that I was doing something good for my health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me maintain a healthy weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make life more stressful for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make me feel more comfortable with the way I look	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me lose weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me save money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

## Screenshot – Online Survey Question Q10

Survey x Andre

← → ↻ 🏠 [surveys.smithgeiger.com/survey/selfserve/bec/141136](https://surveys.smithgeiger.com/survey/selfserve/bec/141136) ☆ 🗨 ☰

34%

Which of the following statements best describes how you think the problem of obesity should be solved in your community?

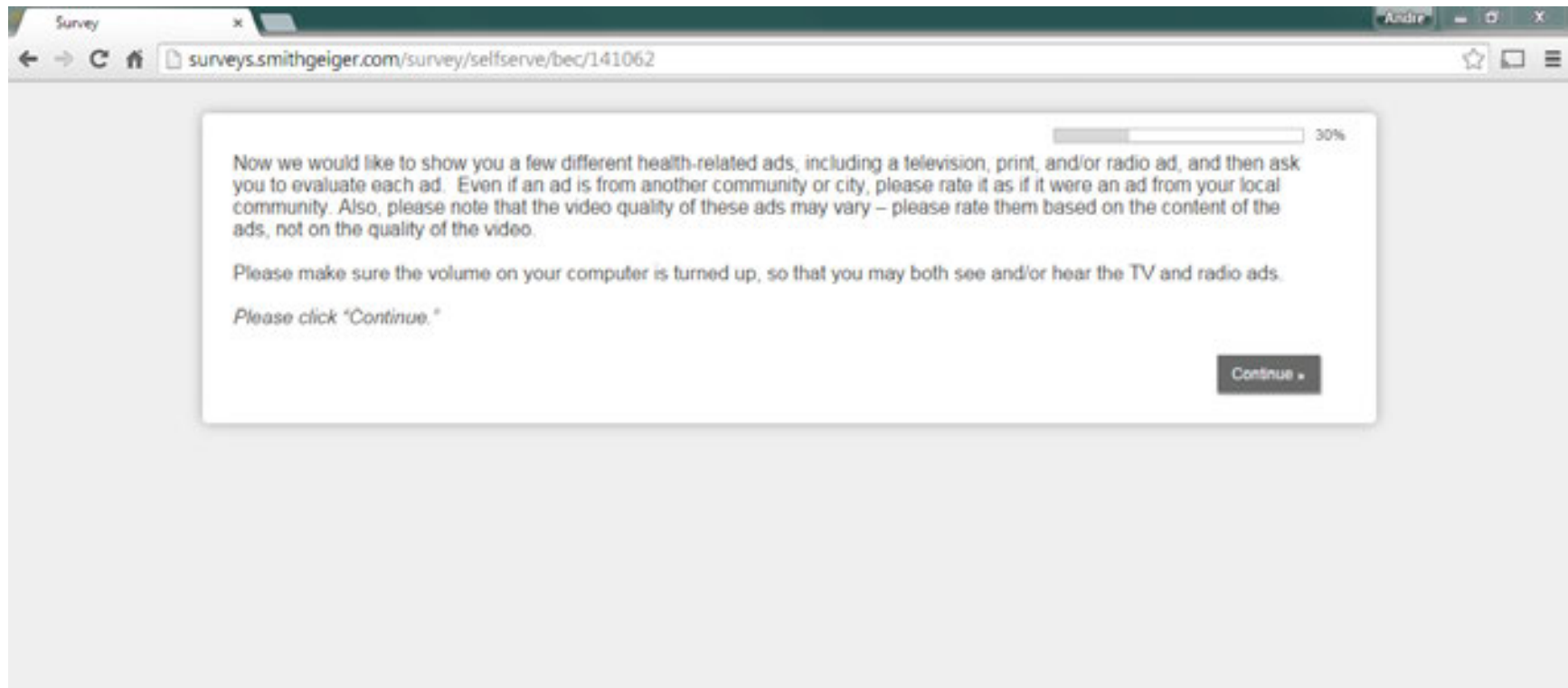
- Obesity is a community problem that is best solved by people working together to make it easier for everyone to eat healthy foods and be physically active
- Obesity is an individual problem that is best solved by people taking personal responsibility for what they eat and how physically active they are
- Obesity is both an individual and community problem that is best solved by people taking personal responsibility for what they eat and how physically active they are, and the community working together to make these behaviors easier to do

Continue »



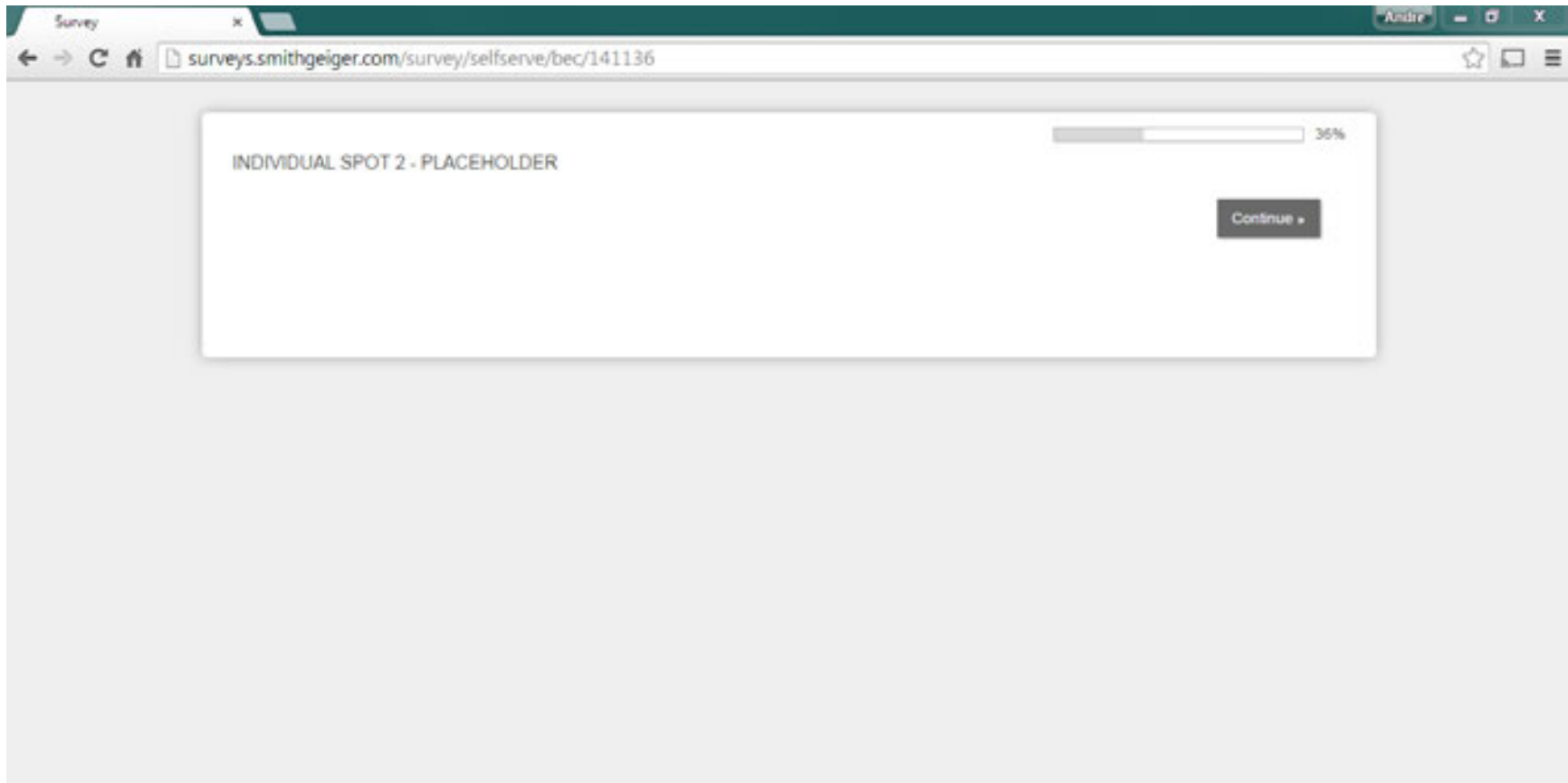
{Note to reviewers: At this point, some respondents will be shown a set of ads (TV, radio and/or print) that correspond to a discrete campaign (randomly chosen). Others will be shown randomly chosen individual ads that do not correspond to a discrete campaign. After each ad is shown, they will be asked Q12-Q19.}

### Screenshot: Initial Screen for Ad Evaluations

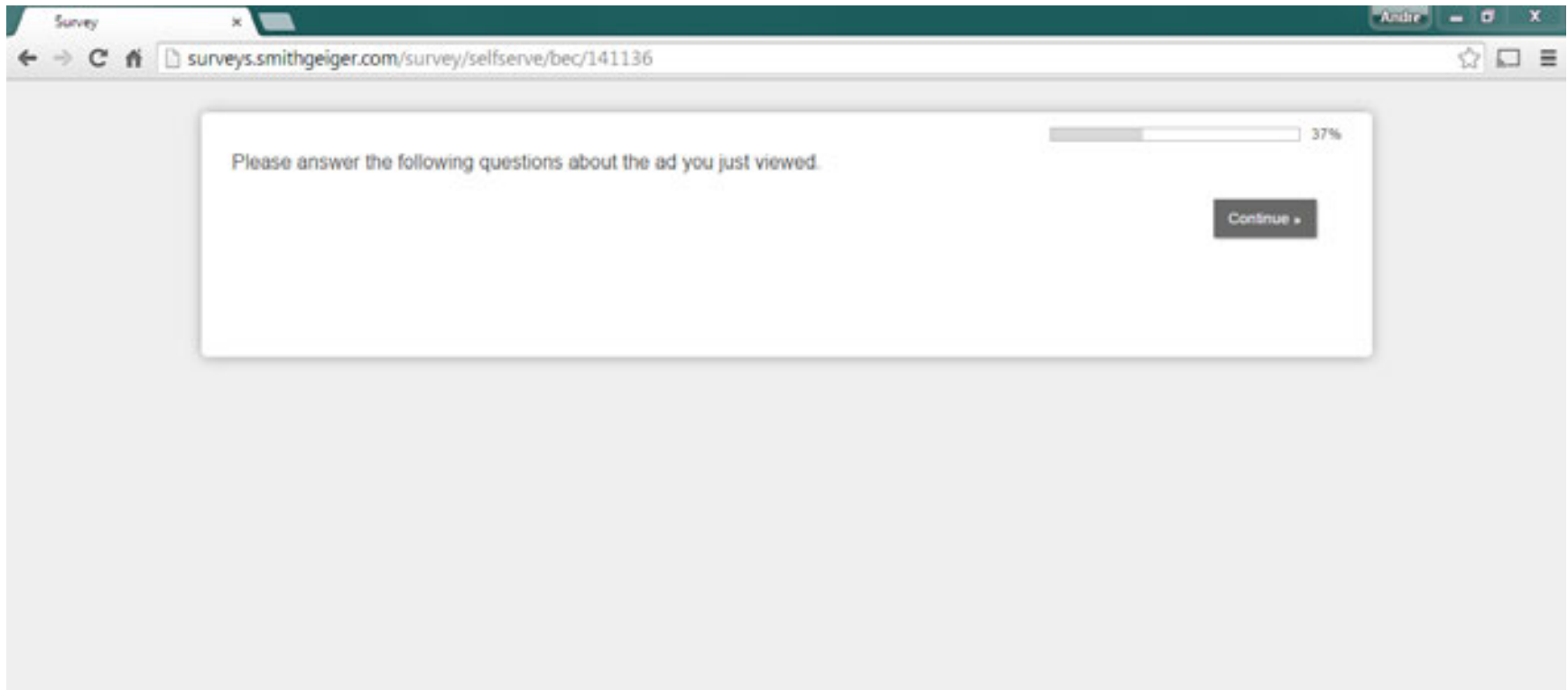


{Note to reviewers: The screen below is a sample of the screen respondents will see when viewing each ad. The questions they will be asked for each ad will be the same, regardless of the ad they see.}

**Screenshot: Sample Screen of Ad Presentation**



## Screenshot: Ad Survey Question Introduction Page



## Screenshot – Online Survey Question Q12

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

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

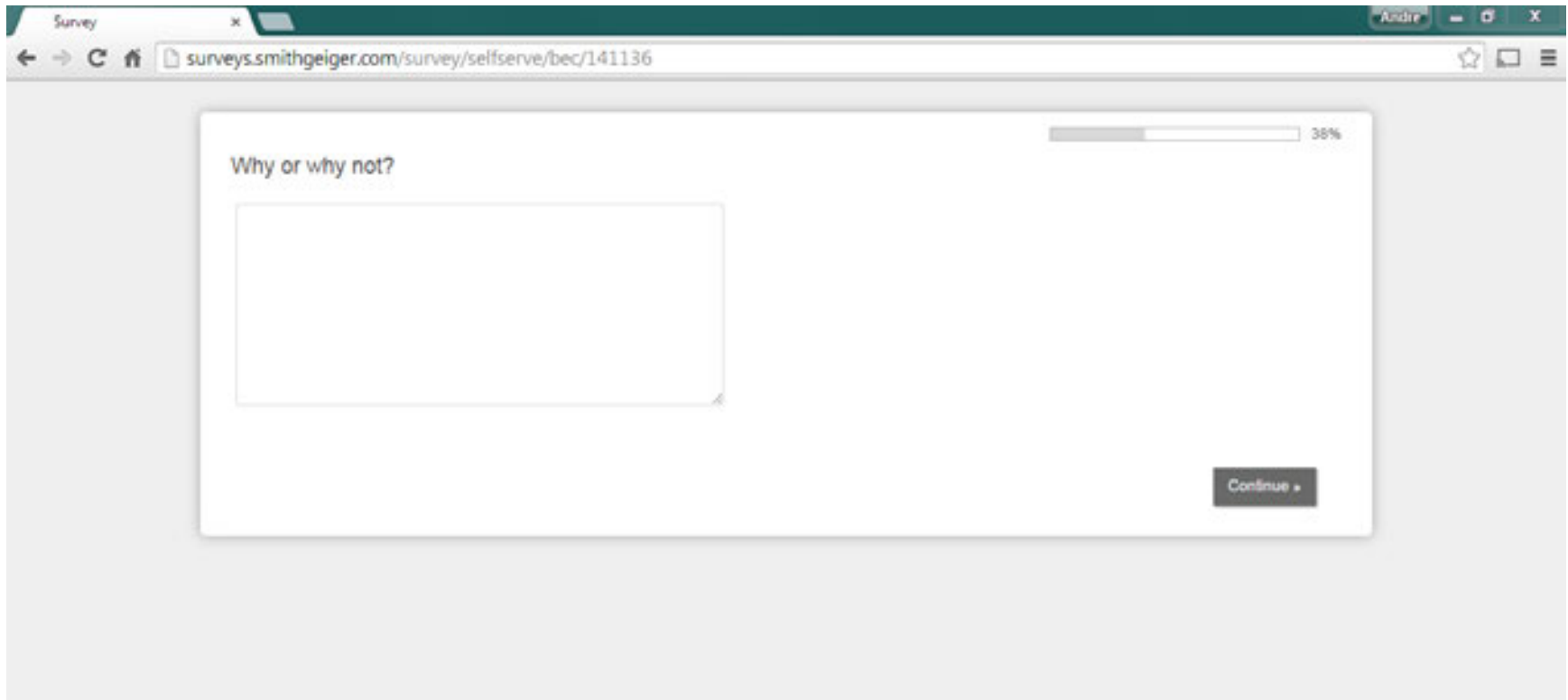
Yes

No

Continue >

37%

### Screenshot – Online Survey Question Q13



## Screenshot – Online Survey Question Q14

Survey x Andre

← → ↻ 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ 🗨️ ☰

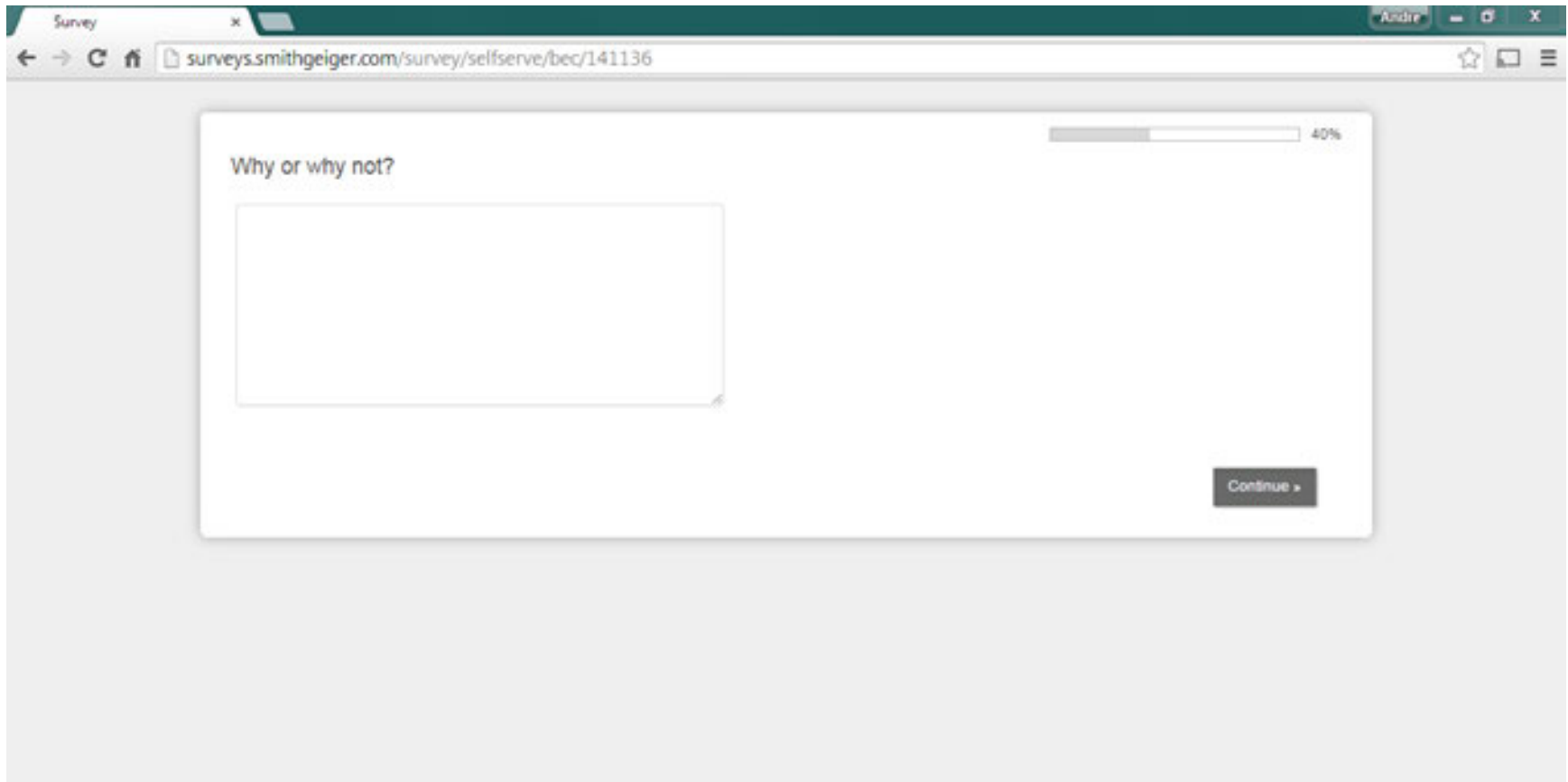
Is this message believable? 39%

Yes

No

Continue »

Screenshot – Online Survey Question Q15



## Screenshot – Online Survey Question Q16

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141141

41%

Did you think this ad would be effective to motivate you or someone else to eat healthier meals and snacks to lose weight or be healthier?

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

- 1 - Not at all effective
- 2 - Somewhat ineffective
- 3 - Neither effective nor ineffective
- 4 - Somewhat effective
- 5 - Extremely effective

Continue »



## Screenshot – Online Survey Question Q17

Survey x Andre

← → ↻ 🏠 [surveys.smithgeiger.com/survey/selfserve/bec/141136](https://surveys.smithgeiger.com/survey/selfserve/bec/141136) ☆ 🗨 ☰

Who would you say this ad is trying to reach? 42%

Please check all that apply:

- You
- People like you
- Someone else

Continue »

### Screenshot – Online Survey Question Q18

On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of the following statements about this advertisement.

	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
This ad grabbed my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the information in this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I learned something new from this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad said something important to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was convincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, I liked this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was easy to understand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can do what this ad suggests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am interested in this ad's topic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would notice this ad if I saw/heard it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was confusing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

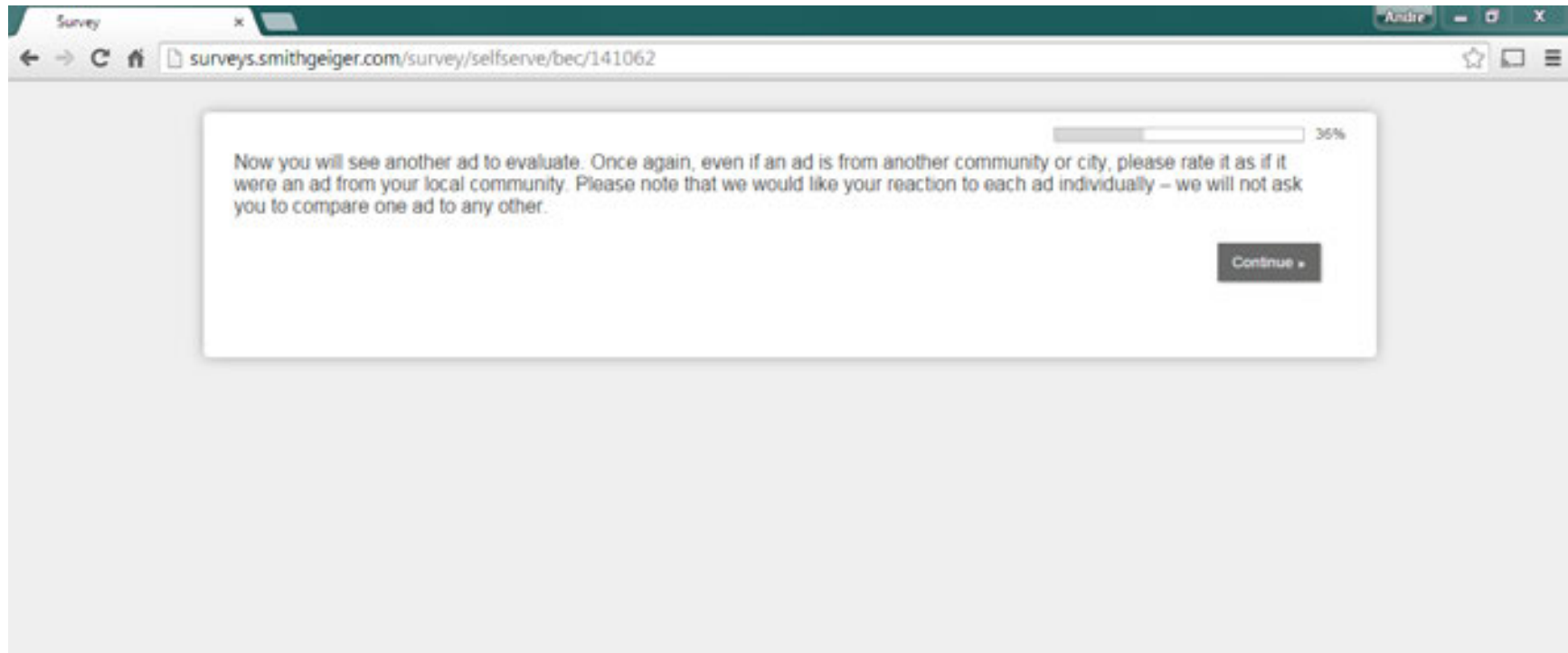
Continue »

{Note to reviewers: Only respondents who selected “somewhat agree” or “strongly agree” on Q18 for the item “This ad grabbed my attention,” will be shown the question below (Q19). Others will skip to next ad or, if appropriate, will be shown Q20.}

### Screenshot – Online Survey Question Q19

The screenshot displays a web browser window with a survey interface. The browser's address bar contains the URL `surveys.smithgeiger.com/survey/selfserve/bec/141136`. The survey content is presented in a white box with a light gray border. At the top right of this box is a progress indicator showing a gray bar and the text "43%". The main text of the question reads: "You mentioned that this ad grabbed your attention. What makes it stand out?". Below this text is a large, empty rectangular text input field. In the bottom right corner of the white box, there is a dark gray button with the text "Continue" and a small right-pointing arrow.

## Screenshot: Transition Page before Each Ad



{Note to reviewers: Q20 below will only be shown if respondents have evaluated individual ads that together comprise a campaign.}

### Screenshot – Online Survey Question Q20

43%

Considering the impact of these ads together, please indicate how much you agree or disagree with each statement.

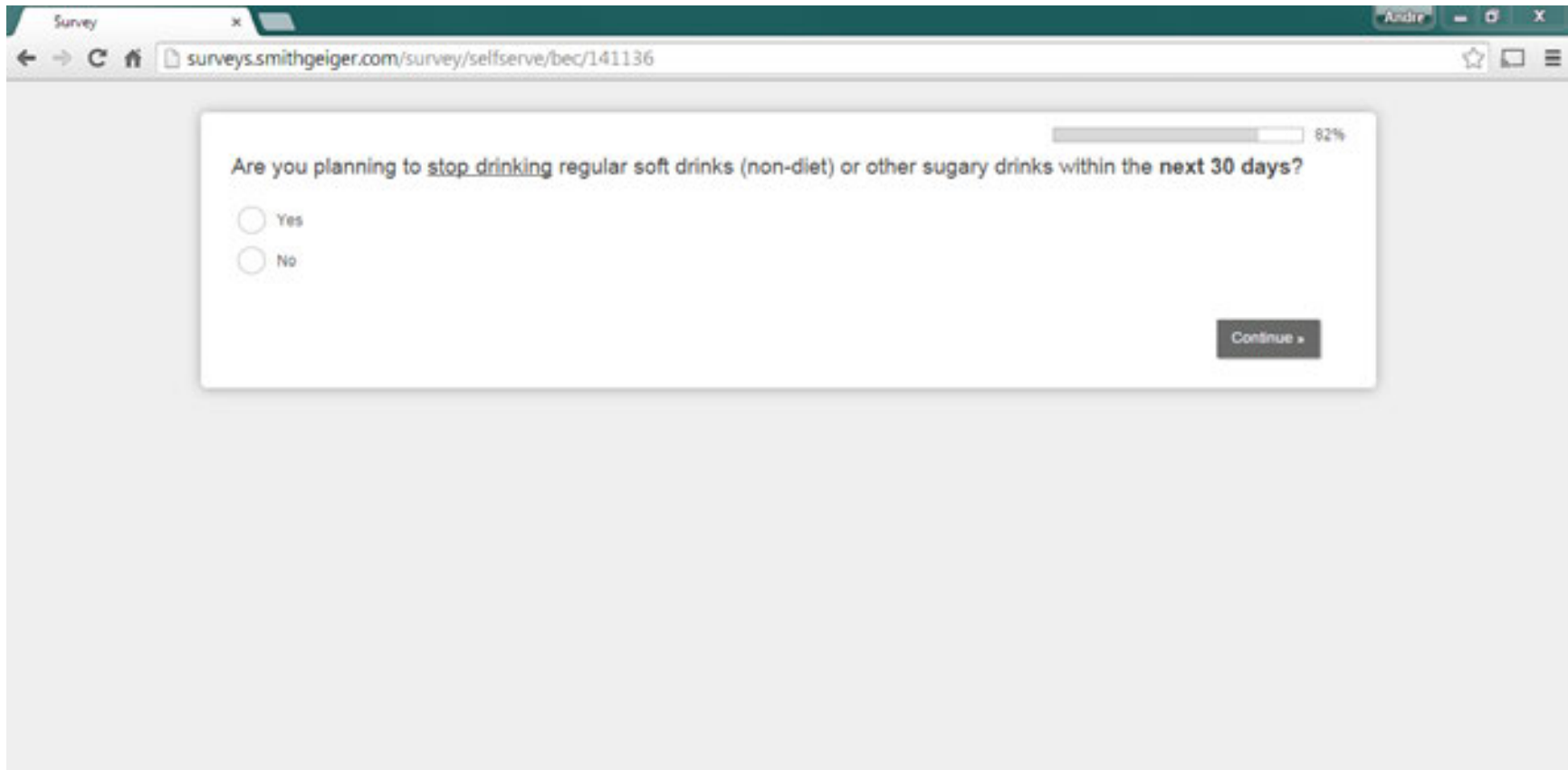
	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
This set of ads grabbed my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This set of ads told me something I didn't already know	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This set of ads was convincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This set of ads gave me good reasons to <u>eat healthier meals and snacks</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This set of ads gave me good reasons to <u>try to lose weight</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message about the health benefits of eating healthier meals and snacks in this set of ads was persuasive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the information in this set of ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

{Note to reviewers: At this point, respondents who were being shown individual ads corresponding to a discrete campaign, will begin seeing a set of randomly chosen individual ads (TV, radio, and/or print) that do not correspond to a campaign. Those who were already being shown individual ads not corresponding to a campaign, will continue to be shown individual spots. After each ad is shown, they will be asked Q22-29 (which are the same as Q12-Q19, presented above). Respondents will then see the questions that follow.}

{Note to reviewers: Only respondents who selected “yes” for screener QS11, “*did you drink any regular soft drinks (non-diet) or other sugary drinks?*,” will be shown the following screen (Q30). Others will skip to Q30\_2.}

### Screenshot – Online Survey Question Q30



Survey

Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

82%

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

Yes

No

Continue »

{Note to reviewers: Only respondents who selected “no” for Q30, “are you planning to stop drinking regular soft drinks (non-diet) or other sugary drinks?,” will be shown the following screen (Q30\_1). Others will skip to Q30\_2.}

### Screenshot – Online Survey Question Q30\_1

Survey

Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

82%

Are you planning to cut back on regular soft drinks (non-diet) or other sugary drinks within the next 30 days?

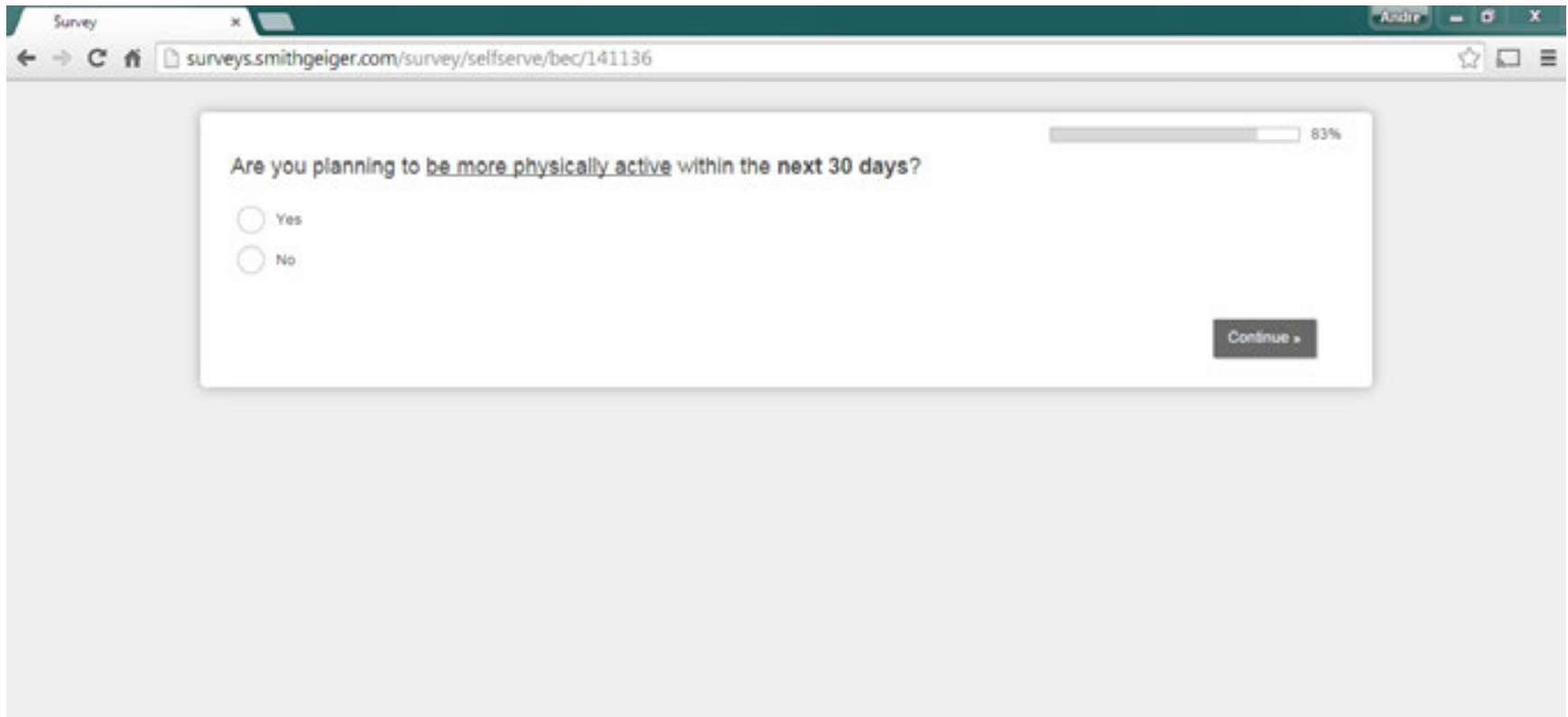
Yes

No

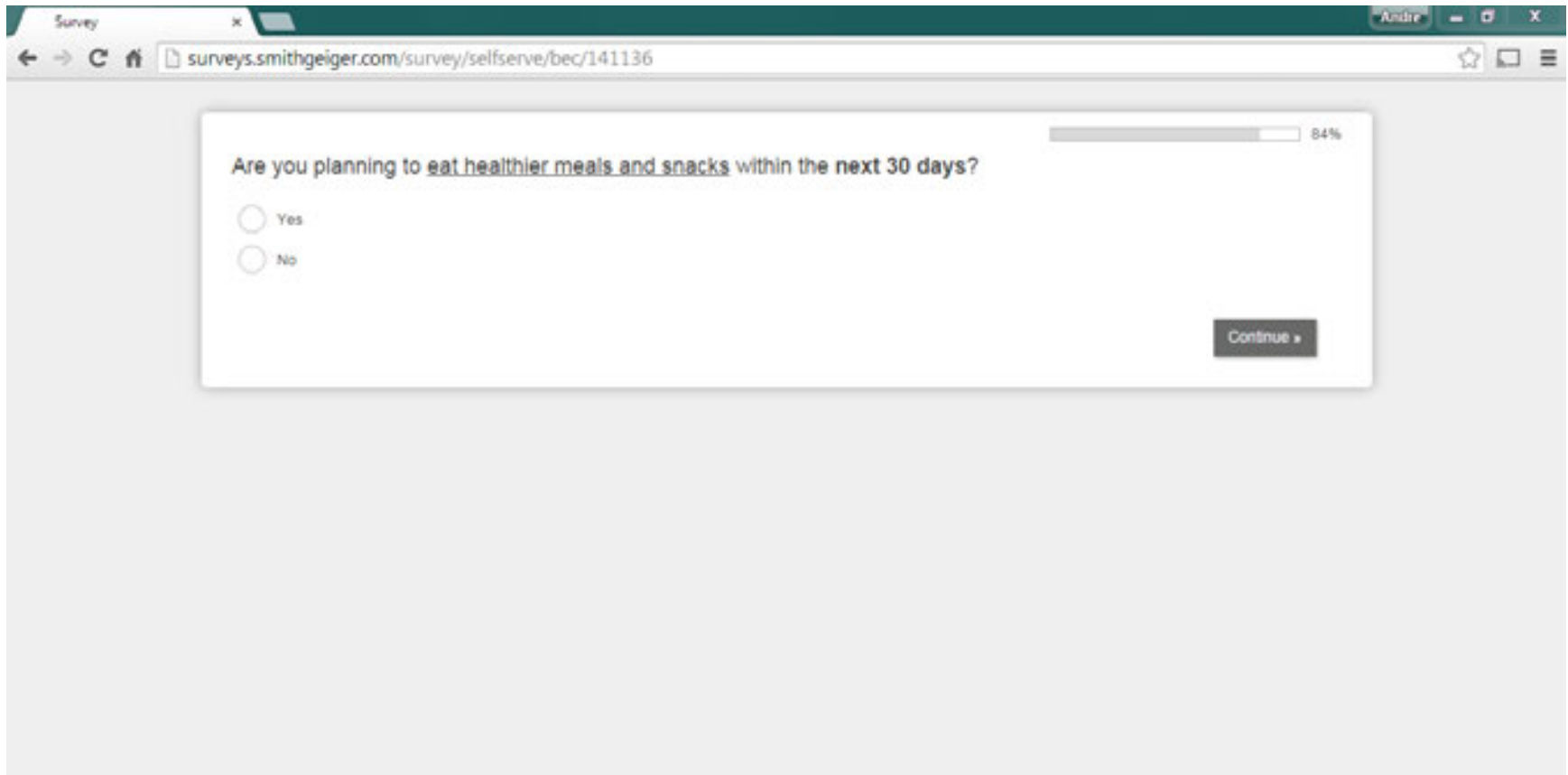
Continue »



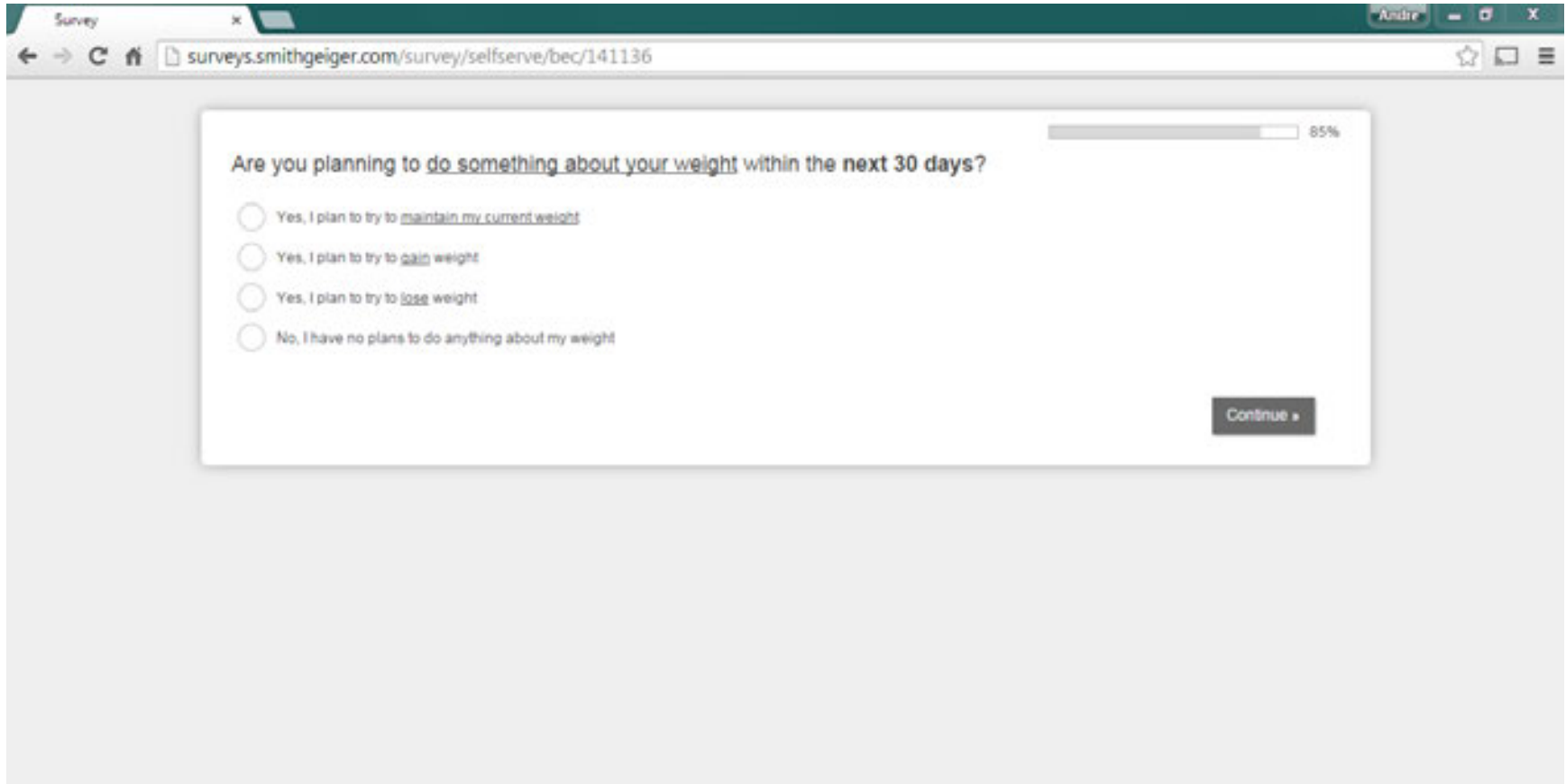
Screenshot – Online Survey Question Q30\_2



Screenshot – Online Survey Question Q30\_3



Screenshot – Online Survey Question Q31



{Note to reviewers: Only respondents who selected “yes” for screener QS11, “*did you drink any regular soft drinks (non-diet) or other sugary drinks?*,” will be shown the following screen (Q32). Those who responded “no” to QS11 on the screener will skip to Q32\_1.}

### Screenshot – Online Survey Question Q32

Survey

surveys.smithgeiger.com/survey/selfserve/bec/141136

86%

Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in cutting back on regular soft drinks (non-diet) or other sugary drinks?

- 1 - Not at all interested
- 2 - A little interested
- 3 - Somewhat interested
- 4 - Very interested
- 5 - Extremely interested

Continue »

Screenshot – Online Survey Question Q32\_1

Survey x Andre

← → ↻ 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ 🗨 ☰

86%

Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in trying to be more physically active?

- 1 - Not at all interested
- 2 - A little interested
- 3 - Somewhat interested
- 4 - Very interested
- 5 - Extremely interested

Continue ▶

## Screenshot – Online Survey Question Q32\_2

Survey x Andre

← → ↻ 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ 🗨 ☰

87%

Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in trying to eat healthier meals and snacks?

- 1 - Not at all interested
- 2 - A little interested
- 3 - Somewhat interested
- 4 - Very interested
- 5 - Extremely interested

Continue »

{Note to reviewers: There is no Q33}

### Screenshot – Online Survey Question Q34

Survey

Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

88%

Thinking about the next six months, how likely are you to...?

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

	Not at all likely 1	Somewhat unlikely 2	Neither likely nor unlikely 3	Somewhat likely 4	Extremely likely 5
<u>Participate</u> in community efforts to reduce obesity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Look for more information</u> on the health benefits of being more physically active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Talk to a friend</u> about the health benefits of being more physically active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

Screenshot – Online Survey Question Q35

Survey x Andre

← → ↻ 🏠 [surveys.smithgeiger.com/survey/selfserve/bec/141136](https://surveys.smithgeiger.com/survey/selfserve/bec/141136) ☆ 🗨️ ☰

89%

On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements.

	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
Generally speaking, it is possible to reduce one's risk for being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident that I can protect myself from being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel as though I can make a difference regarding my risk for being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are many things I can do to protect myself from being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »



Screenshot – Online Survey Question Q36

Survey x Andre

← → ↻ 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141141 ☆ 🗨 ☰

90%

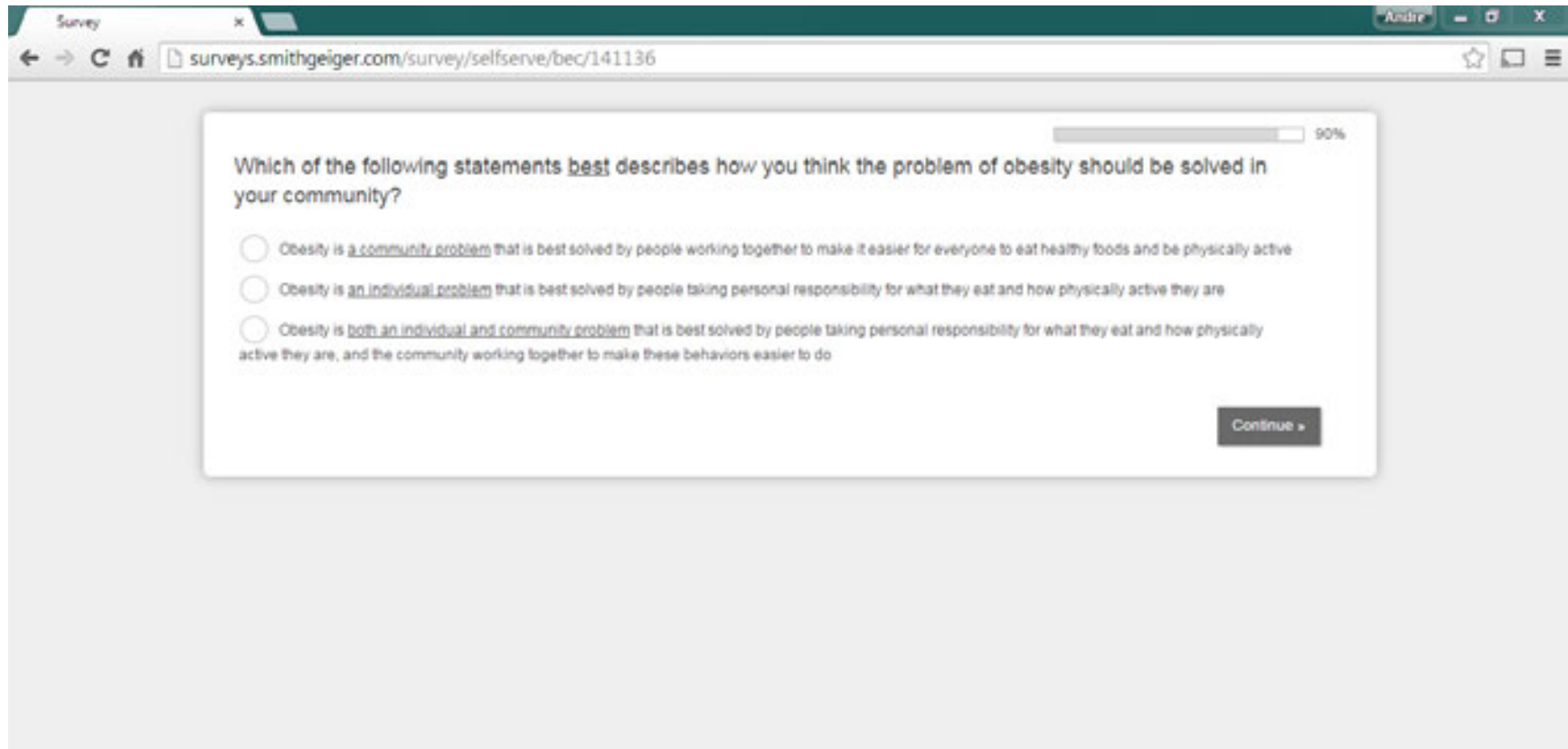
On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements.

Eating healthier meals and snacks several times per week would...

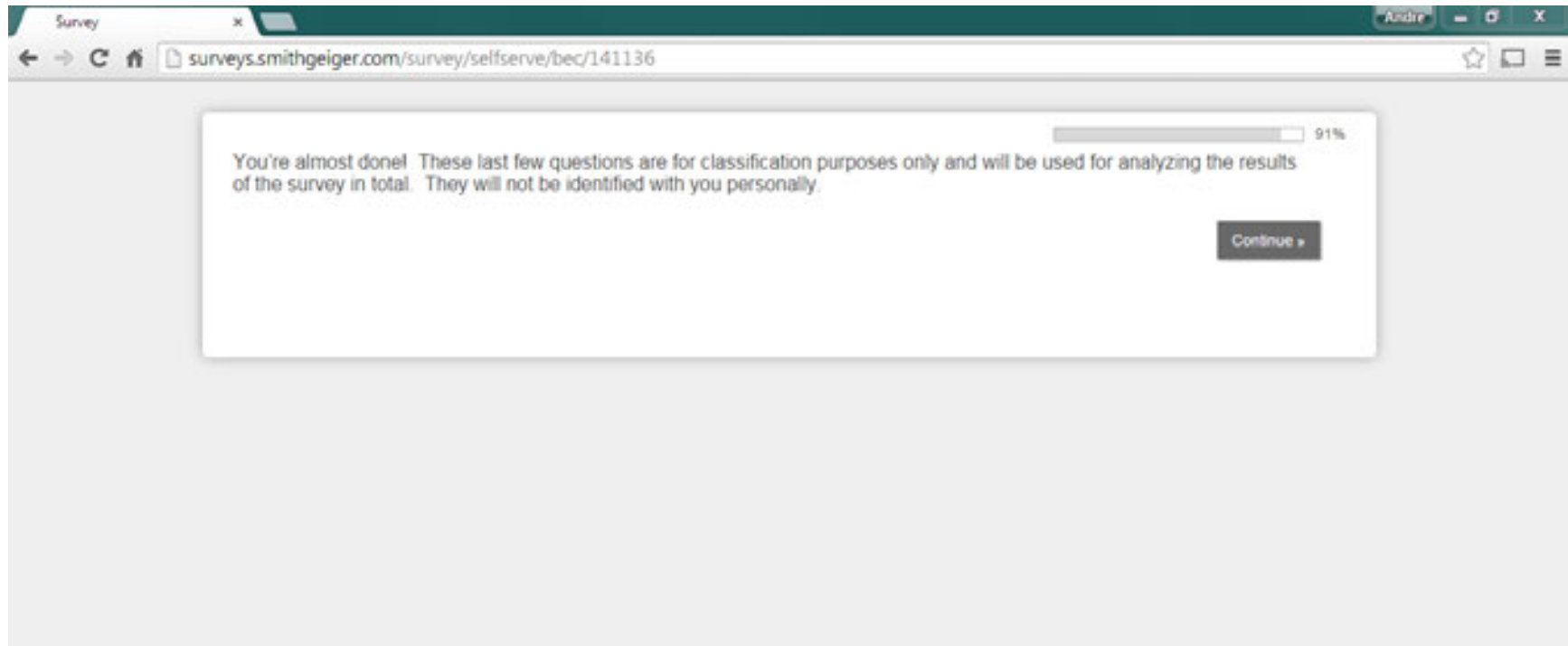
	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
...make me feel that I was doing something good for my health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make life more stressful for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me maintain a healthy weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make me feel more comfortable with the way I look	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me save money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...give me more energy and stamina	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me prevent weight gain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me lose weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue >

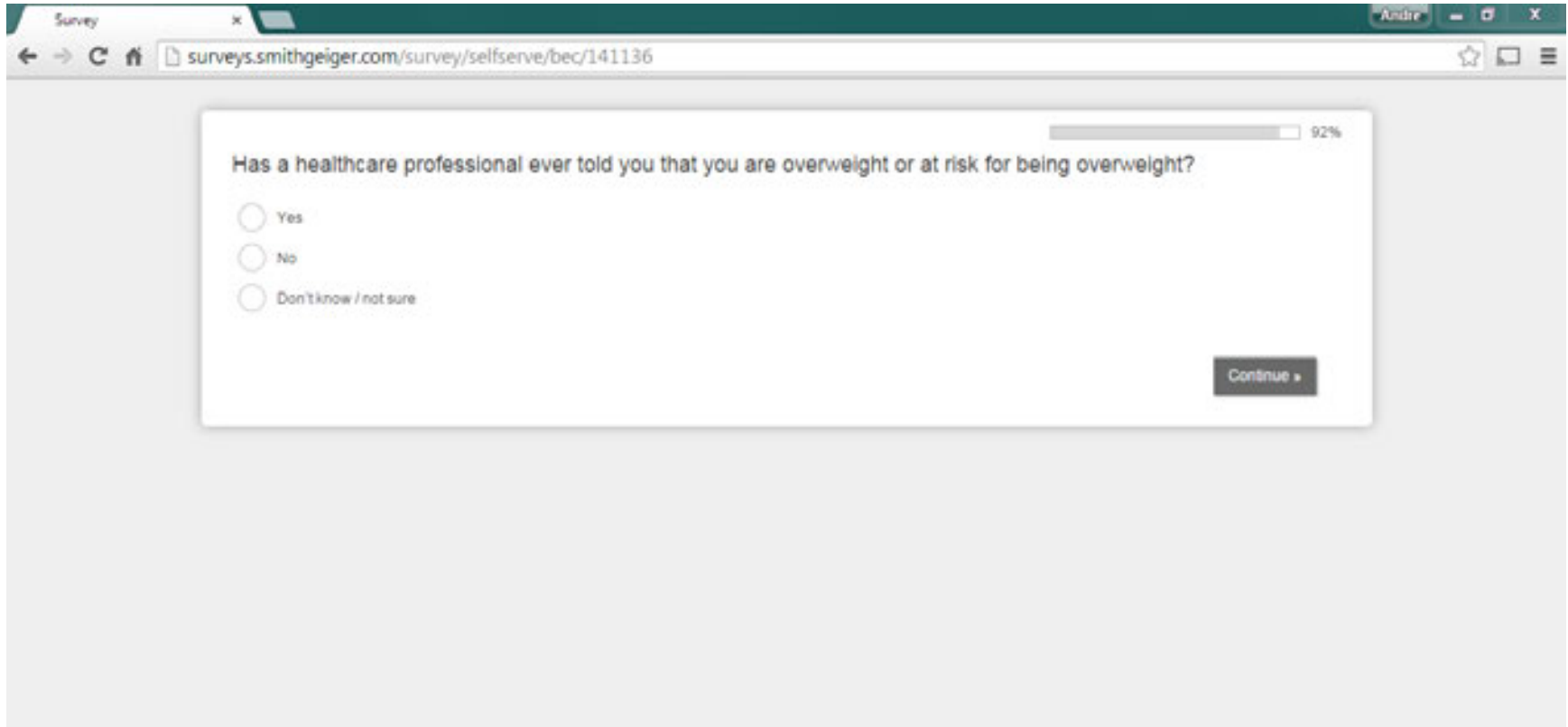
### Screenshot – Online Survey Question Q37



## Screenshot: Initial Screen for Classification Questions



Screenshot – Online Survey Question C1



## Screenshot – Online Survey Question C2

Survey x Andre

← → ↻ 🏠 [surveys.smithgeiger.com/survey/selfserve/bec/141136](https://surveys.smithgeiger.com/survey/selfserve/bec/141136) ☆ 🗨️ ☰

93%

Has anyone else in your household been identified by a health care professional as being overweight or at risk for being overweight?

Yes

No

Don't know / not sure

Continue »

### Screenshot – Online Survey Question C3

Survey x Andre

← → ↻ 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ 🗨 ☰

94%

**What is your current occupational status? Are you...?**

*Please select the option that best applies to you.*

- Employed full time
- Employed part time
- Unemployed
- Homemaker
- Student
- Retired
- Disabled
- Other (Please specify)
- Prefer not to answer

**Continue >**

## Screenshot – Online Survey Question C4

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

95%

What is your marital status?

- Separated
- Unmarried living with a partner
- Divorced
- Widowed
- Married
- Single, never been married
- Prefer not to answer

Continue

## Screenshot – Online Survey Question C5

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

How many children (under age 18) live in your household?

Enter number:

Prefer not to answer

Continue »

96%



## Screenshot – Online Survey Question C6

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

97%

What is your household's total income from all sources before taxes?

- Under \$20,000
- \$20,000 to \$29,999
- \$30,000 to \$39,999
- \$40,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$199,999
- \$200,000 or more
- Prefer not to answer

Continue »

## Screenshot – Online Survey Question C7

Survey x Andre

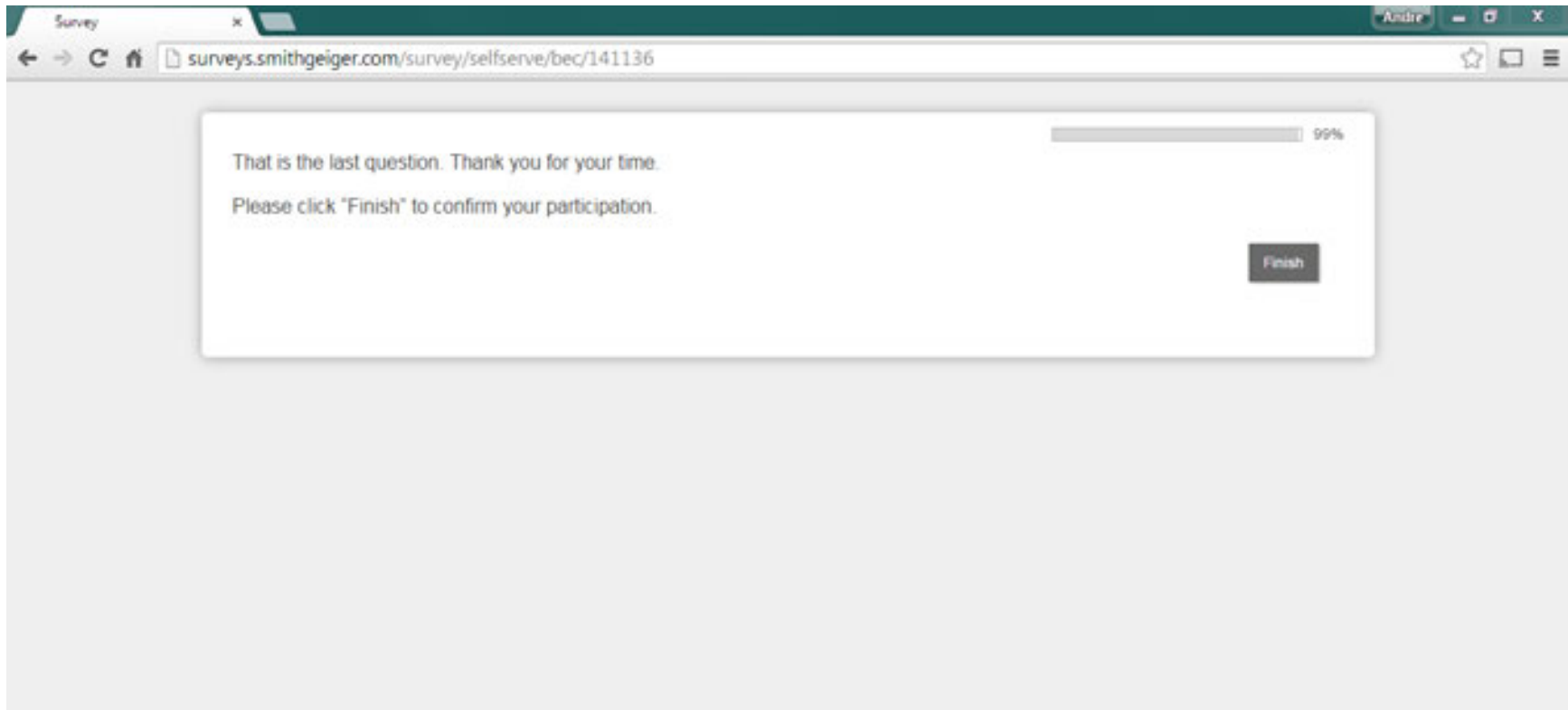
← → ↻ 🏠 [surveys.smithgeiger.com/survey/selfserve/bec/141206](https://surveys.smithgeiger.com/survey/selfserve/bec/141206) ☆ 🗨 ☰

In the following list of items, please indicate which devices you currently use or own. 98%

- A smartphone, such as an iPhone, BlackBerry, Android, Windows phone, etc.
- A laptop computer
- An iPod or other mp3 player
- A desktop computer
- A tablet, such as an iPad, Kindle Fire, Nook Color, Motorola Xoom, etc.
- None of these

[Continue »](#)

## Screenshot – Survey End Page



**Attachment 2j: Online Survey for Healthy Living  
for African American Audiences**  
**Community Health Media Center – Testing Educational Campaign  
Materials with African American and Hispanic Audiences**

**Introduction**

SHOW: 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 Statement**

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).

[BACKGROUND HEALTH BEHAVIORS AND ATTITUDES]

[Contemplation and Behavioral Intentions]

**Pre-Post Questions**

**[CHECK S11. IF S11=1 (YES), ASK Q1. OTHERS SKIP TO Q1\_2]**

Q1. Are you planning to stop drinking regular soft drinks (non-diet) or other sugary drinks within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Yes..... Continue
- 2 No..... Continue

**[IF Q1=1 SKIP TO Q1\_2. IF Q1=2 CONTINUE TO Q1\_1]**

Q1\_1. Are you planning to cut back on regular soft drinks (non-diet) or other sugary drinks within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Yes..... Continue
- 2 No..... Continue

Q1\_2. Are you planning to be more physically active within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Yes..... Continue
- 2 No..... Continue

Q1\_3. Are you planning to eat healthier meals and snacks within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Yes..... Continue
- 2 No..... Continue

Q2. Are you planning to do something about your weight within the **next 30 days**? SINGLE RESPONSE, ROTATE 1-3.

- 1 Yes, I plan to try to lose weight..... Continue
- 2 Yes, I plan to try to gain weight..... Continue
- 3 Yes, I plan to try to maintain my current weight..... Continue
- 4 No, I have no plans to do anything about my weight.... Continue

Q3. During the **past 12 months**, did you try to cut back on regular soft drinks (non-diet) or other sugary drinks? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Yes..... Continue
- 2 No..... Continue

Q3\_1. During the **past 12 months**, did you try to be more physically active? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Yes..... Continue
- 2 No..... Continue

Q3\_2. During the **past 12 months**, did you try to eat healthier meals and snacks? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Yes..... Continue
- 2 No..... Continue

Q4. In the past year, have you tried to do any of the following? MULTIPLE RESPONSE, DO NOT ROTATE.

- 1 Lose weight..... Continue
- 2 Gain weight..... Continue
- 3 Maintain your current weight..... Continue

Q4\_1. Compared to a year ago, do you weigh...? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Less..... Continue
- 2 More..... Continue
- 3 About the same..... Continue

Q4\_2. And compared to a year ago, would you say that you are...? SINGLE RESPONSE, DO NOT ROTATE.

- 1 More healthy..... Continue
- 2 Less healthy..... Continue
- 3 About the same ..... Continue

Q5. Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in...? SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

**[CHECK S11. IF S11=1 (YES), INSERT A. INSERT B AND C FOR ALL PERSONS]**

- |   |                            |          |
|---|----------------------------|----------|
| 1 | Not at all interested..... | Continue |
| 2 | A little interested.....   | Continue |
| 3 | Somewhat interested.....   | Continue |
| 4 | Very interested.....       | Continue |
| 5 | Extremely interested ..... | Continue |

- A Cutting back on regular soft drinks (non-diet) or other sugary drinks
- B Being more physically active
- C Eating healthier meals and snacks

[THERE IS NO Q6.]

Q7. Thinking about the next six months, how likely are you to...? *Please use a scale from 1 to 5, where 1 is not at all likely and 5 is extremely likely.* SINGLE RESPONSE GRID FORMAT, ROTATE A-C AND D-F.

- |   |                                  |          |
|---|----------------------------------|----------|
| 1 | Not at all likely.....           | Continue |
| 2 | Somewhat unlikely.....           | Continue |
| 3 | Neither likely nor unlikely..... | Continue |
| 4 | Somewhat likely.....             | Continue |
| 5 | Extremely likely .....           | Continue |

- A Look for more information on the health benefits of cutting back on regular soft drinks (non-diet) or other sugary drinks
- B Look for more information on the health benefits of being more physically active
- C Look for more information on the health benefits of eating healthier meals and snacks
- D Talk to a friend about the health benefits of cutting back on regular soft drinks (non-diet) or other sugary drinks
- E Talk to a friend about the health benefits of being more physically active
- F Talk to a friend about the health benefits of eating healthier meals and snacks
- G Participate in community efforts to reduce obesity

[Self-Efficacy Questions]

Q8. On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements. SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |

- A I feel as though I can make a difference regarding my risk for being overweight or obese
- B I am confident that I can protect myself from being overweight or obese
- C There are many things I can do to protect myself from being overweight or obese
- D Generally speaking, it is possible to reduce one's risk for being overweight or obese

[Behavioral Beliefs]

Q9. On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements. SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |

Eliminating regular soft drinks (non-diet) and other sugary drinks during meals every day would...

- A ...make me feel that I was doing something good for my health
- B ...make eating meals less enjoyable for me
- C ...help me prevent weight gain
- D ...make life more stressful for me
- E ...help me save money
- F ...make it easier for me to drink milk or water at mealtimes
- G ...help me lose weight
- H ...help me maintain a healthy weight

Q9\_1. On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements. SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |



- 4 Somewhat agree..... Continue
- 5 Strongly agree..... Continue

Being more physically active several times per week would...

- A ...make me feel that I was doing something good for my health
- B ...give me more energy and stamina
- C ...help me prevent weight gain
- D ...make life more stressful for me
- E ...help me save money
- F ... make me feel more comfortable with the way I look
- G ...help me lose weight
- H ...help me maintain a healthy weight

Q9\_2. On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements. SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

- 1 Strongly disagree..... Continue
- 2 Somewhat disagree..... Continue
- 3 Neither agree nor disagree..... Continue
- 4 Somewhat agree..... Continue
- 5 Strongly agree..... Continue

Eating healthier meals and snacks several times per week would...

- A ...make me feel that I was doing something good for my health
- B ... give me more energy and stamina
- C ...help me prevent weight gain
- D ...make life more stressful for me
- E ...help me save money
- F ... make me feel more comfortable with the way I look
- G ...help me lose weight
- H ...help me maintain a healthy weight

[Community Attitudes]

Q10. Which of the following statements best describes how you think the problem of obesity should be solved in your community? SINGLE RESPONSE, ROTATE 1-2.

- 1 Obesity is an individual problem that is best solved by people taking personal responsibility for what they eat and how physically active they are..... Continue
- 2 Obesity is a community problem that is best solved by people working together to make it easier for everyone to eat healthy foods and be physically active..... Continue
- 3 Obesity is both an individual and community problem that is best solved by people taking personal responsibility for what they eat and how physically active they are, and the community working together to make these behaviors easier to do..... Continue

## **CAMPAIGN EVALUATIONS**

MOST RESPONDENTS WILL FIRST SEE A SET OF ADS THAT CORRESPOND TO A DISCRETE CAMPAIGN (RANDOMLY CHOSEN). AFTER EACH AD SHOWN, ASK Q12-Q19. AFTER THE ENTIRE CAMPAIGN IS SHOWN, ASK Q20.

Q11. CAMPAIGNSHOWN – CODE, DO NOT DISPLAY, FIRST

SHOW: 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. Also, please note that the video quality of these ads may vary – please rate them based on the content of the ads, not on the quality of the video.

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.*

NOTE: WHEN THE TV ADS ARE PRESENTED, PLEASE SHOW THE FOLLOWING MESSAGE ABOVE THE SCREEN: ***This ad is a TV ad.*** Please be patient while the 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.

*And remember: even if an ad is from another community or city, please rate it as if it were an ad from your local community.*

NOTE: WHEN THE RADIO ADS ARE PRESENTED, PLEASE SHOW THE FOLLOWING MESSAGE ABOVE THE SCREEN: ***This ad is a radio ad.*** Please be patient while the audio loads; also note that the audio 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.

*And remember: even if an ad is from another community or city, please rate it as if it were an ad from your local community.*

**Questions for Each Ad**

SHOW: Please answer the following questions about the ad you just viewed.

Q12. If you saw or heard this message, would it get your attention? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Yes..... Continue
- 2 No..... Continue

Q13. Why or why not? OPEN ENDED..... Continue

Q14. Is this message believable? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Yes..... Continue
- 2 No..... Continue

Q15. Why or why not? OPEN ENDED..... Continue

Q16. Did you think this ad would be effective to motivate you or someone else to...? SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

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

- 1 Not at all effective..... Continue
- 2 Somewhat ineffective..... Continue
- 3 Neither effective nor ineffective..... Continue
- 4 Somewhat effective..... Continue
- 5 Extremely effective ..... Continue

- A Cut back on regular soft drinks (non-diet) or other sugary drinks
- B Be more physically active
- C Eat healthier meals and snacks

Q17. Who would you say this ad is trying to reach? *Please check all that apply.* MULTIPLE RESPONSE, DO NOT ROTATE.

- 1 You..... Continue
- 2 People like you..... Continue
- 3 Someone else..... Continue

Q18. On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of the following statements about this advertisement. SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |
- 
- A Overall, I liked this ad
  - B I am interested in this ad's topic
  - C I trust the information in this ad
  - D This ad was confusing
  - E This ad was convincing
  - F This ad said something important to me
  - G This ad grabbed my attention
  - H I learned something new from this ad
  - I I can do what this ad suggests
  - J This ad was easy to understand
  - K I would notice this ad if I saw/heard it

IF RESPONSE 4 OR 5 TO Q18G, ASK Q19. OTHERS SKIP TO INSTRUCTIONS BEFORE Q20.

Q19. You mentioned that this ad grabbed your attention. What makes it stand out? OPEN ENDED..... Continue

BEFORE THE NEXT AD IS EVALUATED, UNTIL THE LAST AD, SHOW: Now you will see another ad to evaluate. Once again, even if an ad is from another community or city, please rate it as if it were an ad from your local community. Please note that we would like your reaction to each ad individually – we will not ask you to compare one ad to any other.

**[ONLY ASK Q20 ONCE A WHOLE "CAMPAIGN" IS EVALUATED]**

### Campaign Summary Evaluation

Q20. Considering the impact of these ads together, please indicate how much you agree or disagree with each statement. SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |

- A I trust the information in this set of ads.
- B This set of ads was convincing.
- C This set of ads grabbed my attention.
- D This set of ads told me something I didn't already know.
- E THERE IS NO E
- F The message about the health benefits of being more physically active in this set of ads was persuasive.
- G The message about the health benefits of eating healthier meals and snacks in this set of ads was persuasive.
- H This set of ads gave me good reasons to cut back on regular soft drinks (non-diet) or other sugary drinks.
- I This set of ads gave me good reasons to stop drinking regular soft drinks (non-diet) or other sugary drinks.
- J This set of ads gave me good reasons to be more physically active.
- K This set of ads gave me good reasons to eat healthier meals and snacks.
- L This set of ads gave me good reasons to try to lose weight.

## **INDIVIDUAL SPOT EVALUATIONS**

EACH RESPONDENT WILL SEE A SET OF RANDOMLY CHOSEN INDIVIDUAL ADS. AFTER EACH AD SHOWN, ASK Q22-Q29.

Q21. ADS SHOWN – CODE, DO NOT DISPLAY, ADS SHOWN

SHOW: We would now like to show you a few more ads and then gather your reactions to them. If you are watching a television or radio ad, please make sure the volume on your computer is turned up, so that you may both see and hear the video or audio.

Once again, even if an ad is from another community or city, please rate it as if it were an ad from your local community, and please rate the ads based on their content, not on the quality of the video. Please note that we would like your reaction to each ad individually – we are not interested in comparing any of the ads to one another.

*Please click “Next” to continue.*

NOTE: WHEN THE TV ADS ARE PRESENTED, PLEASE SHOW THE FOLLOWING MESSAGE ABOVE THE SCREEN: **This ad is a TV ad.** *Please be patient while the 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.*

*And remember: even if an ad is from another community or city, please rate it as if it were an ad from your local community.*

NOTE: WHEN THE RADIO ADS ARE PRESENTED, PLEASE SHOW THE FOLLOWING MESSAGE ABOVE THE SCREEN: **This ad is a radio ad.** *Please be patient while the audio loads; also note that the audio 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.*

*And remember: even if an ad is from another community or city, please rate it as if it were an ad from your local community.*

**Questions for Each Ad**

SHOW: Please answer the following questions about the ad you just viewed.

Q22. If you saw or heard this message, would it get your attention? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q23. Why or why not? OPEN ENDED..... Continue

Q24. Is this message believable? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue

Q25. Why or why not? OPEN ENDED..... Continue

Q26. Did you think this ad would be 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.*  
SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

- 1 Not at all effective..... Continue
- 2 Somewhat ineffective..... Continue
- 3 Neither effective nor ineffective..... Continue
- 4 Somewhat effective..... Continue
- 5 Extremely effective ..... Continue

- A Cut back on regular soft drinks (non-diet) or other sugary drinks
- B Be more physically active
- C Eat healthier meals and snacks

Q27. Who would you say this ad is trying to reach? *Please check all that apply.* SINGLE RESPONSE, DO NOT ROTATE

- 1 You..... Continue
- 2 People like you..... Continue
- 3 Someone else..... Continue

Q28. On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of the following statements about this advertisement. SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |
- 
- A Overall, I liked this ad
  - B I am interested in this ad's topic
  - C I trust the information in this ad
  - D This ad was confusing
  - E This ad was convincing
  - F This ad said something important to me
  - G This ad grabbed my attention
  - H I learned something new from this ad
  - I I can do what this ad suggests
  - J This ad was easy to understand
  - K I would notice this ad if I saw/heard it

IF RESPONSE 4 OR 5 TO Q28G, ASK Q29. OTHERS SKIP TO INSTRUCTIONS AFTER Q29.

Q29. You mentioned that this ad grabbed your attention. What makes it stand out? OPEN ENDED..... Continue

BEFORE THE NEXT AD IS EVALUATED, UNTIL THE LAST AD, SHOW: Now you will see another ad to evaluate. Once again, even if an ad is from another community or city, please rate it as if it were an ad from your local community. Please note that we would like your reaction to each ad individually – we are not interested in comparing any of the ads to one another.



**Summary Evaluation**

Q29\_1. Considering the impact of these ads together, please indicate how much you agree or disagree with each statement. SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |

- A I trust the information in this set of ads.
- B This set of ads was convincing.
- C This set of ads grabbed my attention.
- D This set of ads told me something I didn't already know.
- E THERE IS NO E
- F The message about the health benefits of being more physically active in this set of ads was persuasive.
- G The message about the health benefits of eating healthier meals and snacks in this set of ads was persuasive.
- H This set of ads gave me good reasons to cut back on regular soft drinks (non-diet) or other sugary drinks.
- I This set of ads gave me good reasons to stop drinking regular soft drinks (non-diet) or other sugary drinks.
- J This set of ads gave me good reasons to be more physically active.
- K This set of ads gave me good reasons to eat healthier meals and snacks.
- L This set of ads gave me good reasons to try to lose weight.

**Pre-Post Questions**

[Behavioral Intentions]

**[CHECK S11. IF S11=1 (YES), ASK Q30. OTHERS SKIP TO Q30\_2]**

Q30. Are you planning to stop drinking regular soft drinks (non-diet) or other sugary drinks within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Yes..... Continue
- 2 No..... Continue

**[IF Q30=1 SKIP TO Q30\_2. IF Q30=2 CONTINUE TO Q30\_1]**

Q30\_1. Are you planning to cut back on regular soft drinks (non-diet) or other sugary drinks within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Yes..... Continue
- 2 No..... Continue

Q30\_2. Are you planning to be more physically active within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Yes..... Continue
- 2 No..... Continue

Q30\_3. Are you planning to eat healthier meals and snacks within the **next 30 days**? SINGLE RESPONSE, DO NOT ROTATE.

- 1 Yes..... Continue
- 2 No..... Continue

Q31. Are you planning to do something about your weight within the **next 30 days**? SINGLE RESPONSE, ROTATE 1-3.

- 1 Yes, I plan to try to lose weight..... Continue
- 2 Yes, I plan to try to gain weight..... Continue
- 3 Yes, I plan to try to maintain my current weight..... Continue
- 4 No, I have no plans to do anything about my weight..... Continue

**[CHECK S11. IF S11=1 (YES), ASK Q32. OTHERS SKIP TO INSTRUCTIONS BEFORE Q32\_1]**

Q32. Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in cutting back on regular soft drinks (non-diet) or other sugary drinks? SINGLE RESPONSE, DO NOT ROTATE.

- |   |                            |          |
|---|----------------------------|----------|
| 1 | Not at all interested..... | Continue |
| 2 | A little interested.....   | Continue |
| 3 | Somewhat interested.....   | Continue |
| 4 | Very interested.....       | Continue |
| 5 | Extremely interested ..... | Continue |

Q32\_1 Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in trying to be more physically active? SINGLE RESPONSE, DO NOT ROTATE.

- |   |                            |          |
|---|----------------------------|----------|
| 1 | Not at all interested..... | Continue |
| 2 | A little interested.....   | Continue |
| 3 | Somewhat interested.....   | Continue |
| 4 | Very interested.....       | Continue |
| 5 | Extremely interested ..... | Continue |

Q32\_2 Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in trying to eat healthier meals and snacks? SINGLE RESPONSE, DO NOT ROTATE.

- |   |                            |          |
|---|----------------------------|----------|
| 1 | Not at all interested..... | Continue |
| 2 | A little interested.....   | Continue |
| 3 | Somewhat interested.....   | Continue |
| 4 | Very interested.....       | Continue |
| 5 | Extremely interested ..... | Continue |

[THERE IS NO Q33]

Q34. Thinking about the next six months, how likely are you to...? Please use a scale from 1 to 5, where 1 is not at all likely and 5 is extremely likely. SINGLE RESPONSE GRID  
 FORMAT ROTATE A-C AND D-F.

- |   |                                  |          |
|---|----------------------------------|----------|
| 1 | Not at all likely.....           | Continue |
| 2 | Somewhat unlikely.....           | Continue |
| 3 | Neither likely nor unlikely..... | Continue |
| 4 | Somewhat likely.....             | Continue |
| 5 | Extremely likely .....           | Continue |
- 
- A Look for more information on the health benefits of cutting back on regular soft drinks (non-diet) or other sugary drinks
- B Look for more information on the health benefits of being more physically active
- C Look for more information on the health benefits of eating healthier meals and snacks
- D Talk to a friend about the health benefits of cutting back on regular soft drinks (non-diet) or other sugary drinks
- E Talk to a friend about the health benefits of being more physically active
- F Talk to a friend about the health benefits of eating healthier meals and snacks
- G Participate in community efforts to reduce obesity

[Self-Efficacy Questions]

Q35. On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements. SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |
- 
- A I feel as though I can make a difference regarding my risk for being overweight or obese
- B I am confident that I can protect myself from being overweight or obese
- C There are many things I can do to protect myself from being overweight or obese
- D Generally speaking, it is possible to reduce one's risk for being overweight or obese

Q36. On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements. SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |

Eliminating regular soft drinks (non-diet) and other sugary drinks during meals every day would...

- A ...make me feel that I was doing something good for my health
- B ...make eating meals less enjoyable for me
- C ...help me prevent weight gain
- D ...make life more stressful for me
- E ...help me save money
- F ...make it easier for me to drink milk or water at mealtimes
- G ...help me lose weight
- H ...help me maintain a healthy weight

Q36\_1. On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements. SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |

Being more physically active several times per week would...

- A ...make me feel that I was doing something good for my health
- B ...give me more energy and stamina
- C ...help me prevent weight gain
- D ...make life more stressful for me
- E ...help me save money
- F ... make me feel more comfortable with the way I look
- G ...help me lose weight
- H ...help me maintain a healthy weight

Q36\_2. On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements. SINGLE RESPONSE GRID FORMAT, RANDOMIZE LIST.

- |   |                                 |          |
|---|---------------------------------|----------|
| 1 | Strongly disagree.....          | Continue |
| 2 | Somewhat disagree.....          | Continue |
| 3 | Neither agree nor disagree..... | Continue |
| 4 | Somewhat agree.....             | Continue |
| 5 | Strongly agree.....             | Continue |

Eating healthier meals and snacks several times per week would...

- A ...make me feel that I was doing something good for my health
- B ...give me more energy and stamina
- C ...help me prevent weight gain
- D ...make life more stressful for me
- E ...help me save money
- F ... make me feel more comfortable with the way I look
- G ...help me lose weight
- H ...help me maintain a healthy weight

[Community Attitudes]

Q37. Which of the following statements best describes how you think the problem of obesity should be solved in your community? SINGLE RESPONSE, ROTATE 1-2.

- 1 Obesity is an individual problem that is best solved by people taking personal responsibility for what they eat and how physically active they are..... Continue
- 2 Obesity is a community problem that is best solved by people working together to make it easier for everyone to eat healthy foods and be physically active..... Continue
- 3 Obesity is both an individual and community problem that is best solved by people taking personal responsibility for what they eat and how physically active they are, and the community working together to make these behaviors easier to do..... Continue

**CLASSIFICATION**

SHOW: You're almost done! These last few questions are for classification purposes only and will be used for analyzing the results of the survey in total. They will not be identified with you personally.

C1. Has a healthcare professional ever told you that you are overweight or at risk for being overweight? SINGLE RESPONSE, DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue
- 3 Don't know / not sure ..... Continue

C2. Has anyone else in your household been identified by a health care professional as being overweight or at risk for being overweight? SINGLE RESPONSE DO NOT ROTATE

- 1 Yes..... Continue
- 2 No..... Continue
- 3 Don't know / not sure ..... Continue

C3. What is your current occupational status? Are you...? *Please select the option that best applies to you.* SINGLE RESPONSE, DO NOT ROTATE.

- 1 Employed full time..... Continue
- 2 Employed part time..... Continue
- 3 Unemployed..... Continue
- 4 Homemaker..... Continue
- 5 Student ..... Continue
- 6 Retired ..... Continue
- 7 Disabled ..... Continue
- 8 Other (Please specify: \_\_\_\_\_)..... Continue
- 10 Prefer not to answer..... Continue

C4. What is your marital status? SINGLE RESPONSE, ROTATE 1-6.

- 1 Married ..... Continue
- 2 Unmarried living with a partner..... Continue
- 3 Divorced ..... Continue
- 4 Widowed ..... Continue
- 5 Separated..... Continue
- 6 Single, never been married ..... Continue
- 8 Prefer not to answer..... Continue

- C5. How many children (under age 18) live in your household?
- 1 Enter number: **[Numeric Response]** ..... Continue
  - 2 Prefer not to answer **[Check Box]**..... Continue

- C6. What is your household’s total income from all sources before taxes? SINGLE RESPONSE, DO NOT ROTATE
- 1 Under \$20,000..... Continue
  - 2 \$20,000 to \$29,999 ..... Continue
  - 3 \$30,000 to \$39,999 ..... Continue
  - 4 \$40,000 to \$49,999 ..... Continue
  - 5 \$50,000 to \$74,999 ..... Continue
  - 6 \$75,000 to \$99,999 ..... Continue
  - 7 \$100,000 to \$199,999 ..... Continue
  - 8 \$200,000 or more..... Continue
  - 9 Prefer not to answer..... Continue

- C7. In the following list of items, please indicate which devices you currently use or own. MULTIPLE RESPONSE, ROTATE LIST.
- 1 A desktop computer..... Continue
  - 2 A laptop computer..... Continue
  - 3 A smartphone, such as an iPhone, BlackBerry, Android, Windows phone, etc.  
..... Continue
  - 4 A tablet, such as an iPad, Kindle Fire, Nook Color, Motorola Xoom, etc.  
..... Continue
  - 5 An iPod or other mp3 player ..... Continue
  - 6 None of these – EXCLUSIVE - ANCHOR

SHOW: That is the last question. Thank you for your time. Please click “OK” to confirm your participation.



## Attachment 2k: Screen Captures of Online Survey for Healthy Living for African American Audiences

### Community Health Media Center – Testing Educational Campaign Materials with African American and Hispanic Audiences

Screenshot – Online Survey Start Screen

Survey x Andre

← → C f surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ □ ≡

19%

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).

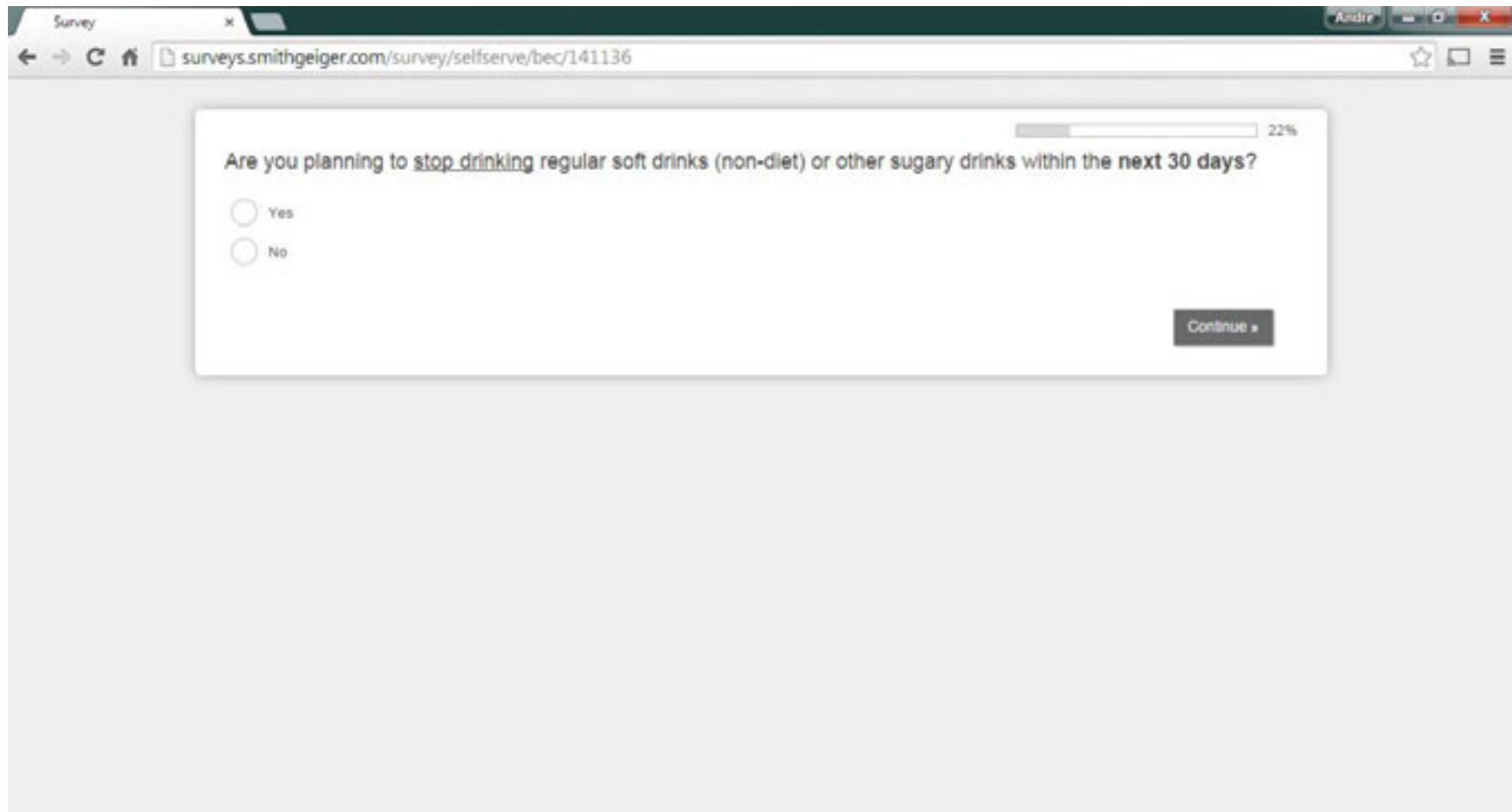
By clicking 'Continue,' I am agreeing to the above project description.

**Public Reporting Burden Statement**  
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).

Continue >

{Note to reviewers: Only respondents who selected “yes” for screener QS11, “*did you drink any regular soft drinks (non-diet) or other sugary drinks,?*” will be shown the following screen (Q1). Others will skip to Q1\_2.}

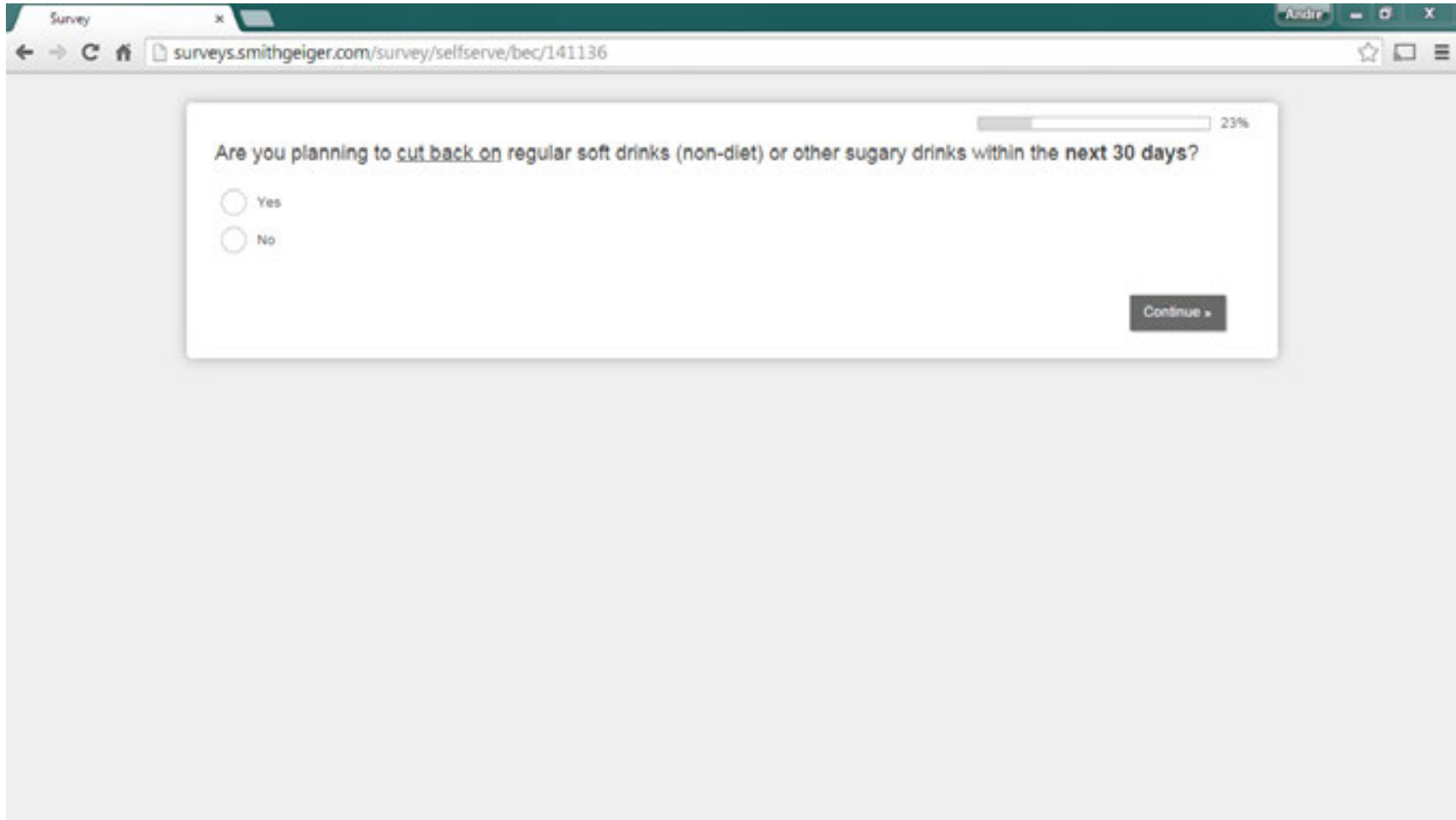
Screenshot – Online Survey Question Q1



The screenshot shows a web browser window with the address bar displaying "surveys.smithgeiger.com/survey/selfserve/bec/141136". The survey content is displayed in a white box with a progress indicator at the top right showing "22%". The question text 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 "Continue" button with a right-pointing arrow is located at the bottom right of the question box.

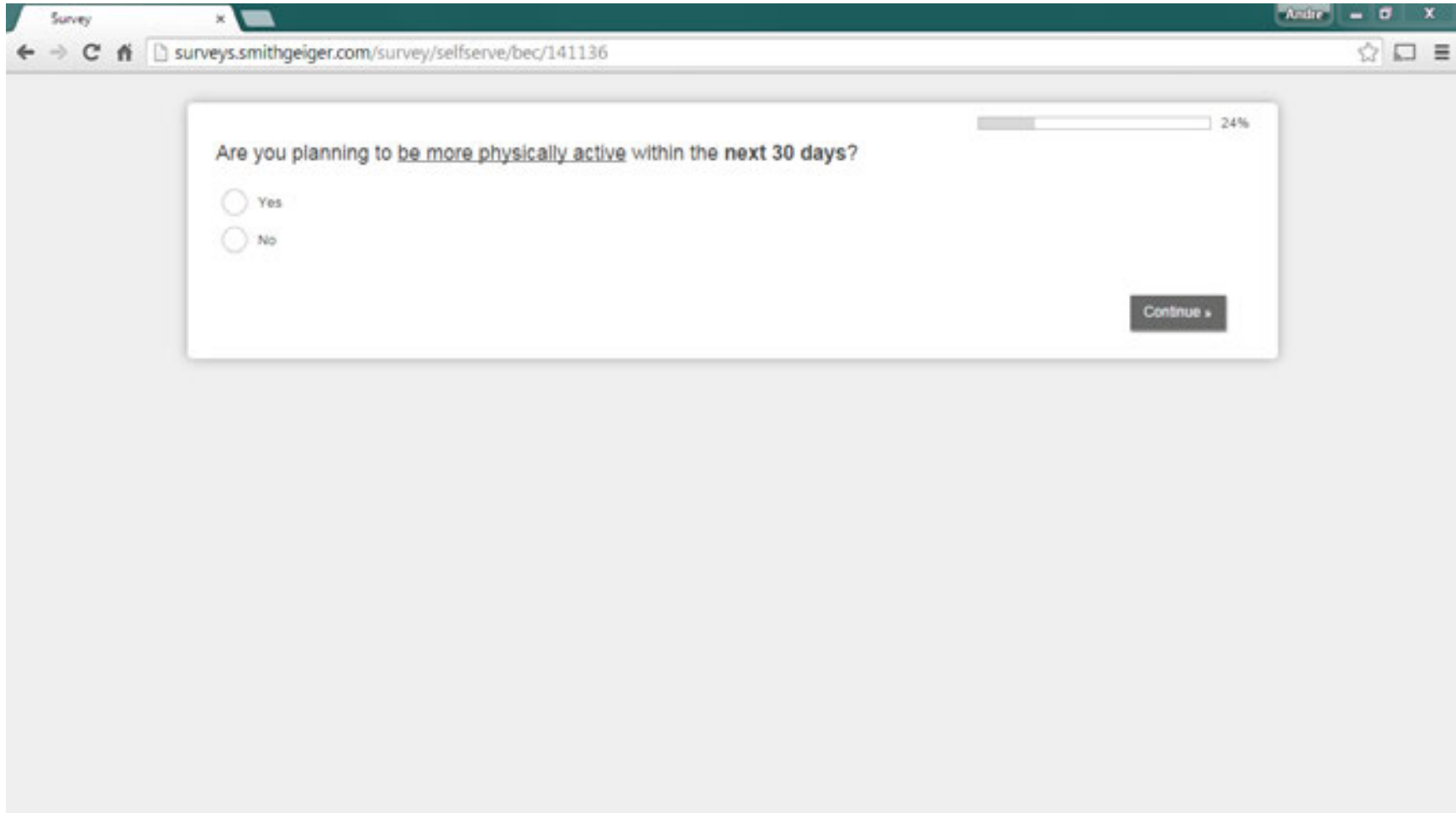
{Note to reviewers: Only respondents who selected “no” for Q1, “are you planning to stop drinking regular soft drinks (non-diet) or other sugary drinks?,” will be shown the following screen (Q1\_1). Others will skip to Q1\_2.}

### Screenshot - Online Survey Question Q1\_1

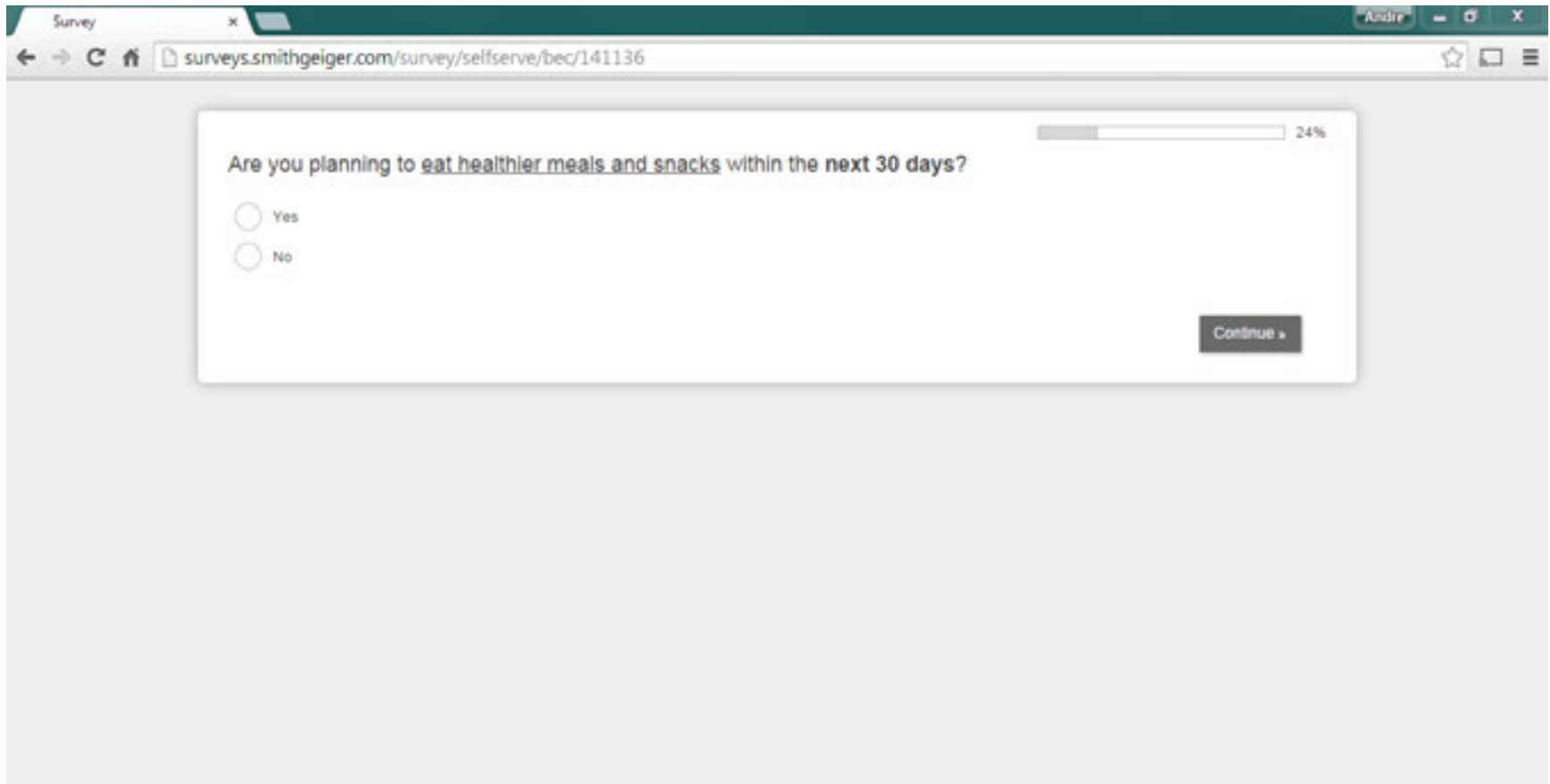


The screenshot shows a web browser window with the URL [surveys.smithgeiger.com/survey/selfserve/bec/141136](https://surveys.smithgeiger.com/survey/selfserve/bec/141136). The survey question is: "Are you planning to cut back on regular soft drinks (non-diet) or other sugary drinks within the next 30 days?". There are two radio button options: "Yes" and "No". A progress bar in the top right corner indicates 23% completion. A "Continue" button is located at the bottom right of the question box.

Screenshot – Online Survey Question Q1\_2



Screenshot - Online Survey Question Q1\_3



## Screenshot – Online Survey Question Q2

Survey

Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

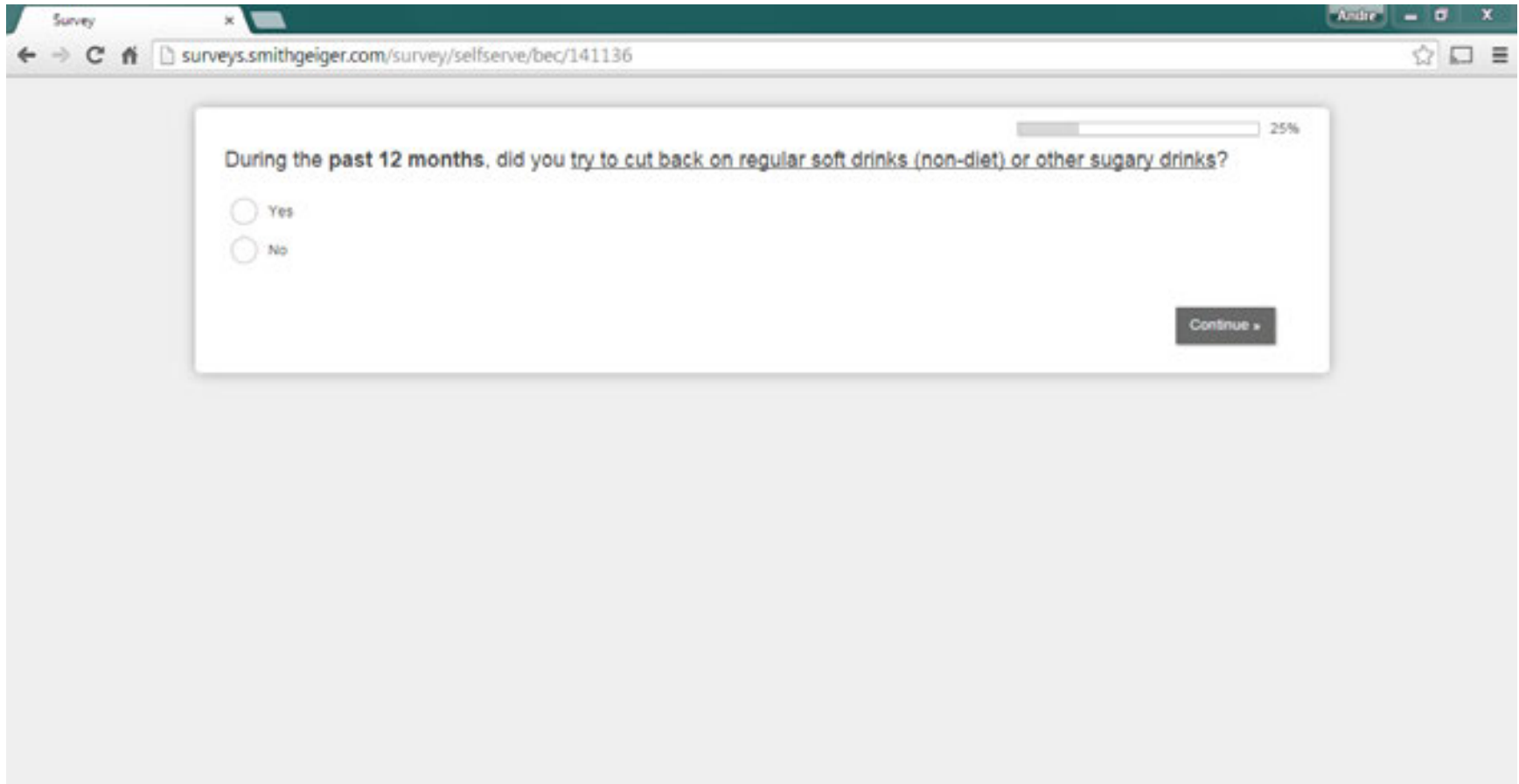
24%

Are you planning to do something about your weight within the next 30 days?

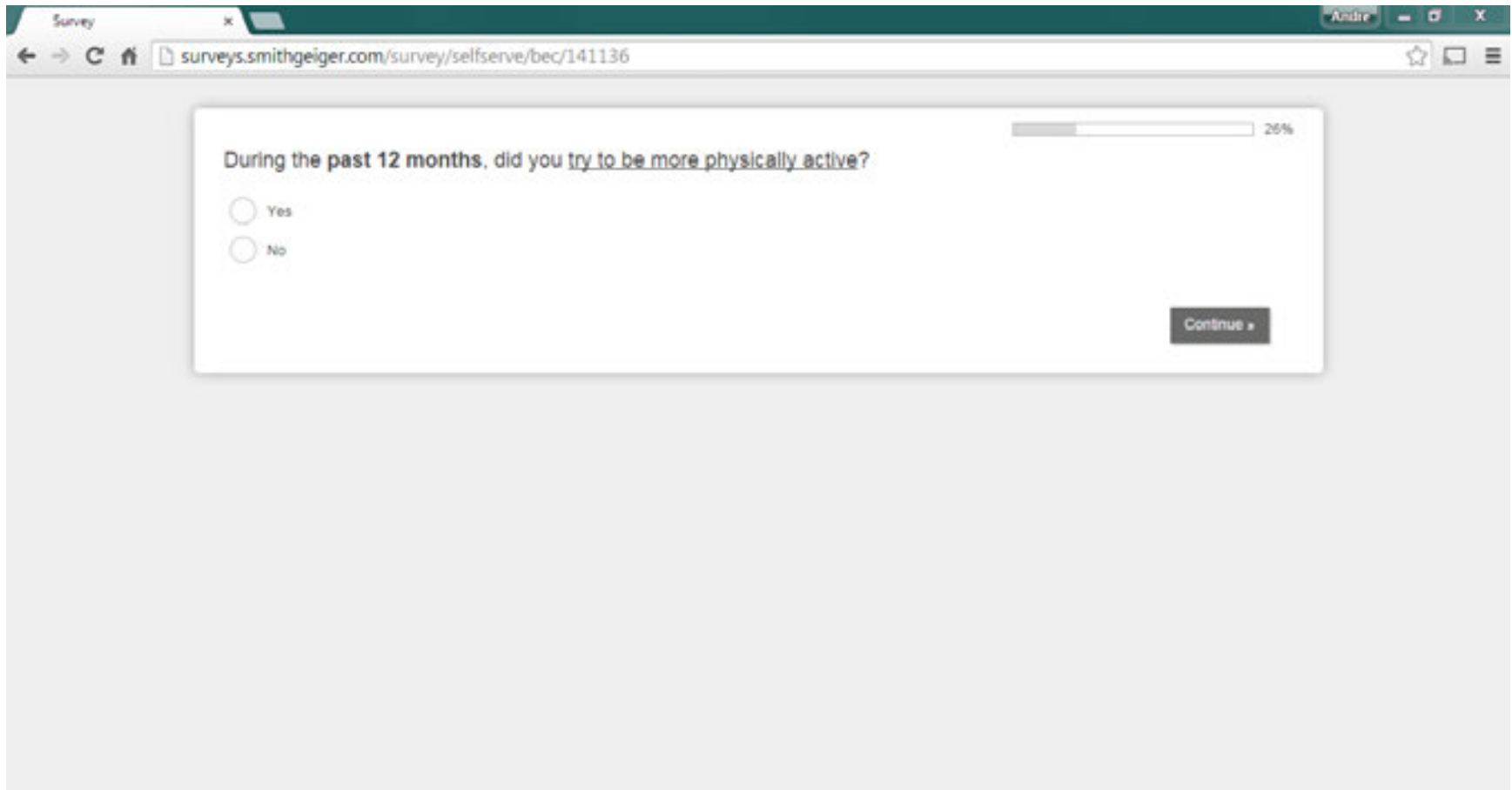
- Yes, I plan to try to lose weight
- Yes, I plan to try to maintain my current weight
- Yes, I plan to try to gain weight
- No, I have no plans to do anything about my weight

Continue »

### Screenshot – Online Survey Question Q3

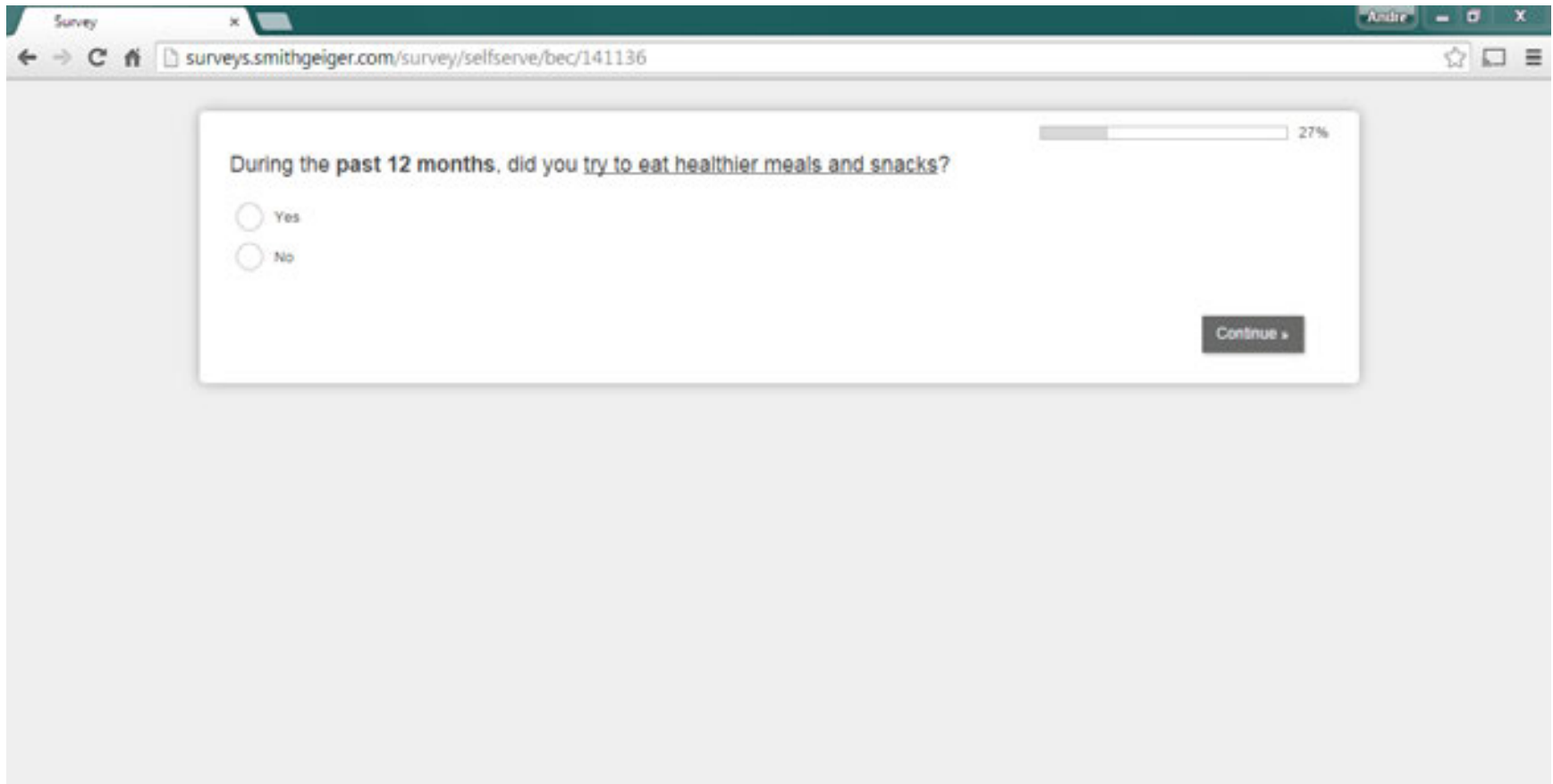


Screenshot – Online Survey Question Q3\_1





Screenshot – Online Survey Question Q3\_2



## Screenshot – Online Survey Question Q4

Survey x Andre

← → ↻ 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ 🗨 ☰

In the past year, have you tried to do any of the following?

Lose weight

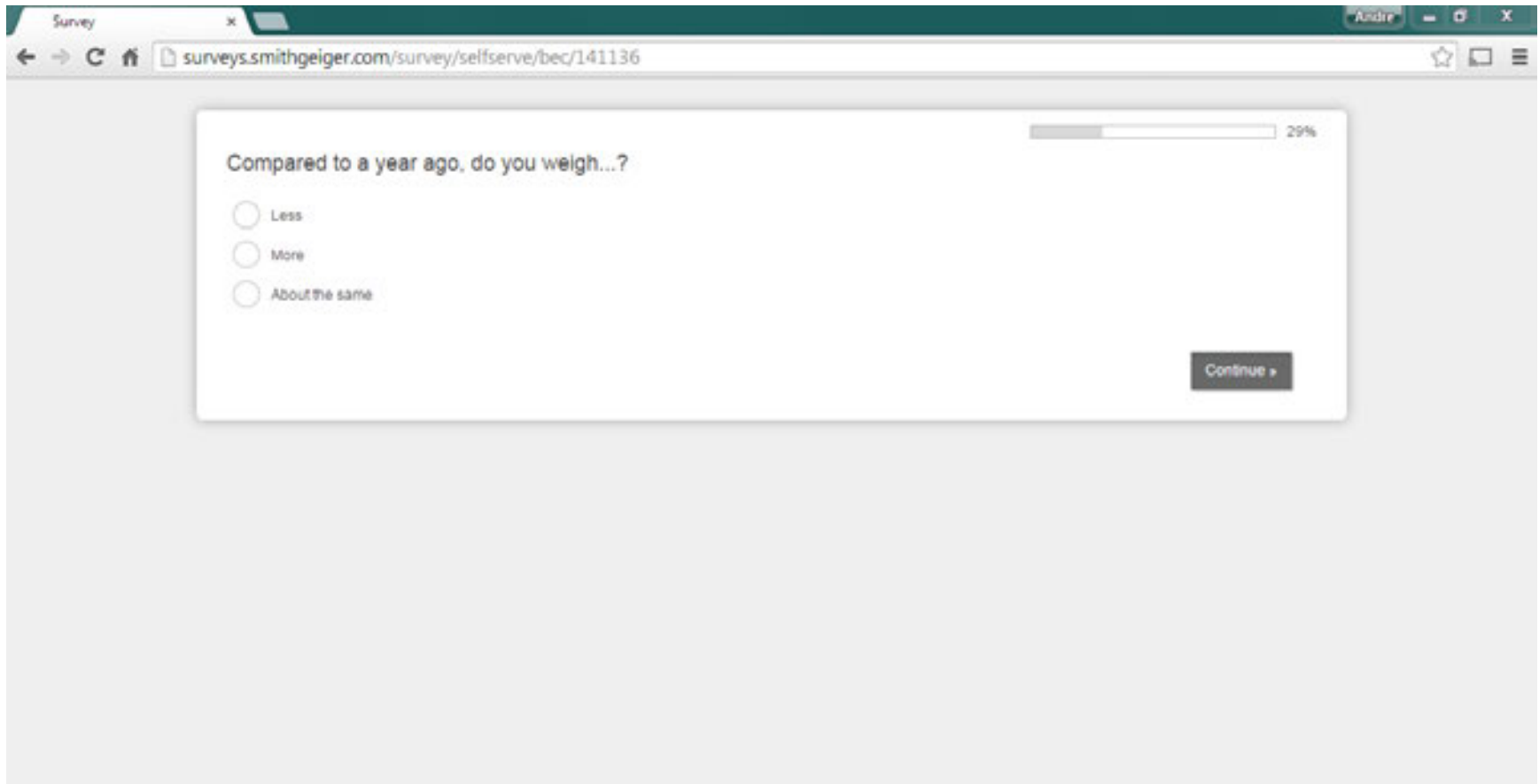
Gain weight

Maintain your current weight

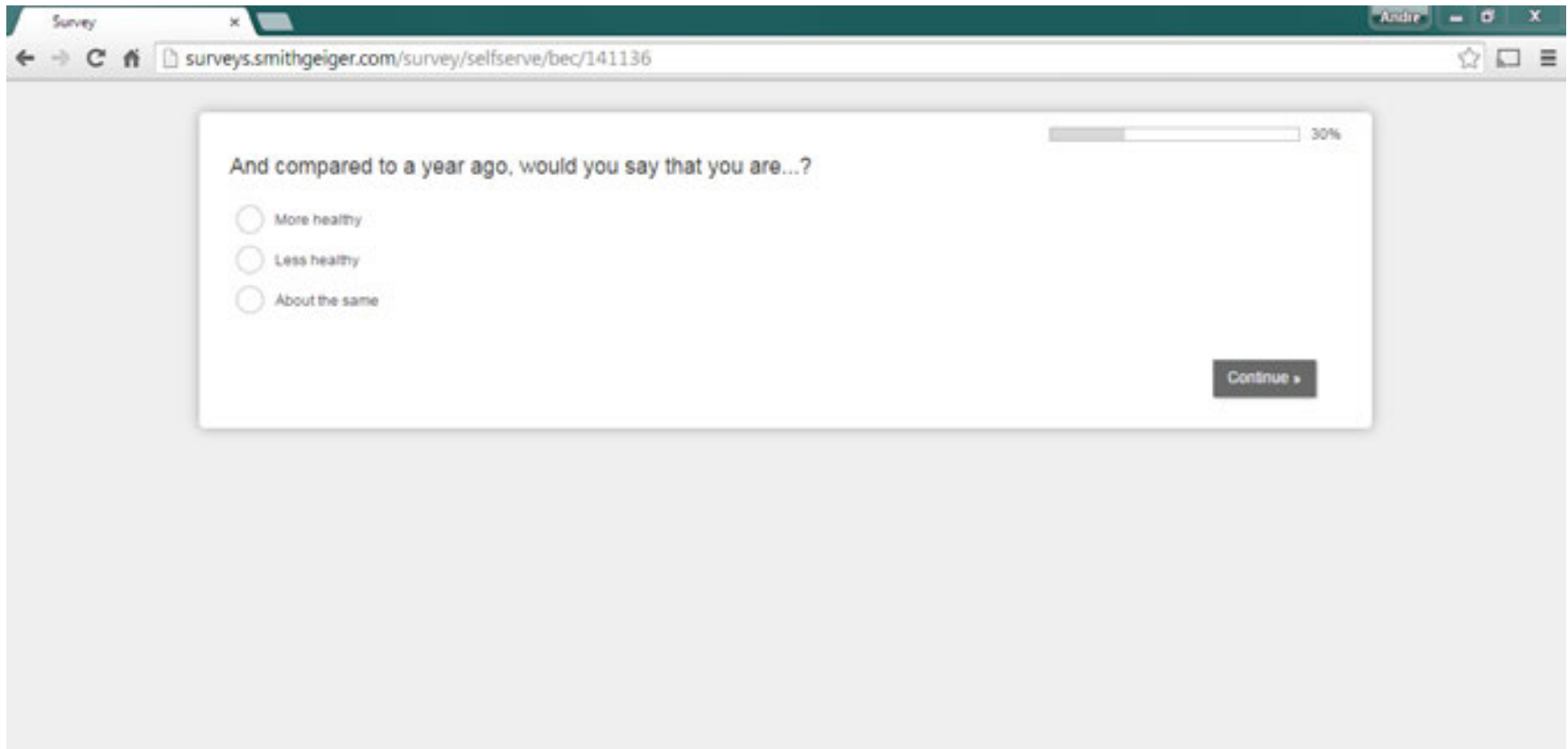
28%

Continue >

Screenshot – Online Survey Question 4\_1



Screenshot – Online Survey Question Q4\_2



{Note to reviewers: All respondents will be asked Q5. However, respondents who had selected “no” for screener QS11, “did you drink any regular soft drinks (non-diet) or other sugary drinks?,” will not be shown the item in Q5 that asks “how interested are you in cutting back on regular soft drinks (non-diet) or other sugary drinks.”}

### Screenshot – Online Survey Question Q5

Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in... ?

	Not at all interested 1	A little interested 2	Somewhat interested 3	Very interested 4	Extremely interested 5
Being more physically active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cutting 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"/>
Eating healthier meals and snacks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

{Note to reviewers: There is no Q6}

### Screenshot – Online Survey Question Q7

Thinking about the next six months, how likely are you to...? 30%

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

	Not at all likely 1	Somewhat unlikely 2	Neither likely nor unlikely 3	Somewhat likely 4	Extremely likely 5
Look for more information on the health benefits of being more physically active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Look for more information on the health benefits of cutting 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"/>
Look for more information on the health benefits of eating healthier meals and snacks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participate in community efforts to reduce obesity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to a friend about the health benefits of cutting 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"/>
Talk to a friend about the health benefits of being more physically active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to a friend about the health benefits of eating healthier meals and snacks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Continue »](#)

### Screenshot – Online Survey Question Q8

31%

On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements.

	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
I feel as though I can make a difference regarding my risk for being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident that I can protect myself from being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Generally speaking, it is possible to reduce one's risk for being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are many things I can do to protect myself from being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

### Screenshot – Online Survey Question Q9

32%

On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements.

Eliminating regular soft drinks (non-diet) and other sugary drinks during meals every day would...

	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
...make it easier for me to drink milk or water at mealtimes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make me feel that I was doing something good for my health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me maintain a healthy weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me save money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make life more stressful for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me lose weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make eating meals less enjoyable for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me prevent weight gain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »



Screenshot – Online Survey Question Q9\_1

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141206

32%

On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements.

Being more physically active several times per week would...

	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
...help me maintain a healthy weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me prevent weight gain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make me feel more comfortable with the way I look	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...give me more energy and stamina	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me save money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me lose weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make me feel that I was doing something good for my health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make life more stressful for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

Screenshot – Online Survey Question 9\_2

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141206

33%

On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements.

Eating healthier meals and snacks several times per week would...

	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
...make me feel that I was doing something good for my health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me prevent weight gain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make life more stressful for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me save money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make me feel more comfortable with the way I look	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me maintain a healthy weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...give me more energy and stamina	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me lose weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

## Screenshot – Online Survey Question Q10

Survey x Andre

← → ↻ 🏠 [surveys.smithgeiger.com/survey/selfserve/bec/141136](https://surveys.smithgeiger.com/survey/selfserve/bec/141136) ☆ 🗨 ☰

34%

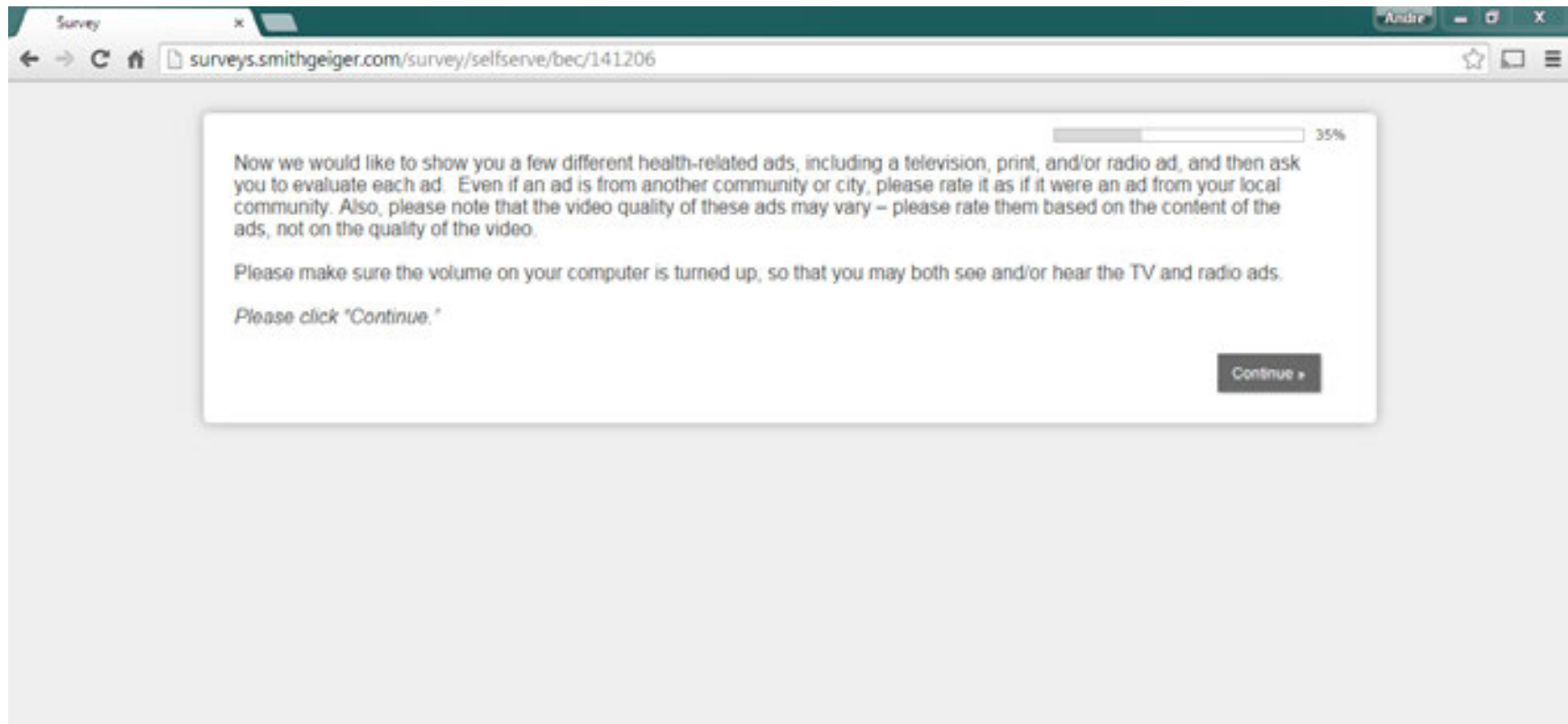
Which of the following statements best describes how you think the problem of obesity should be solved in your community?

- Obesity is a community problem that is best solved by people working together to make it easier for everyone to eat healthy foods and be physically active
- Obesity is an individual problem that is best solved by people taking personal responsibility for what they eat and how physically active they are
- Obesity is both an individual and community problem that is best solved by people taking personal responsibility for what they eat and how physically active they are, and the community working together to make these behaviors easier to do

Continue »

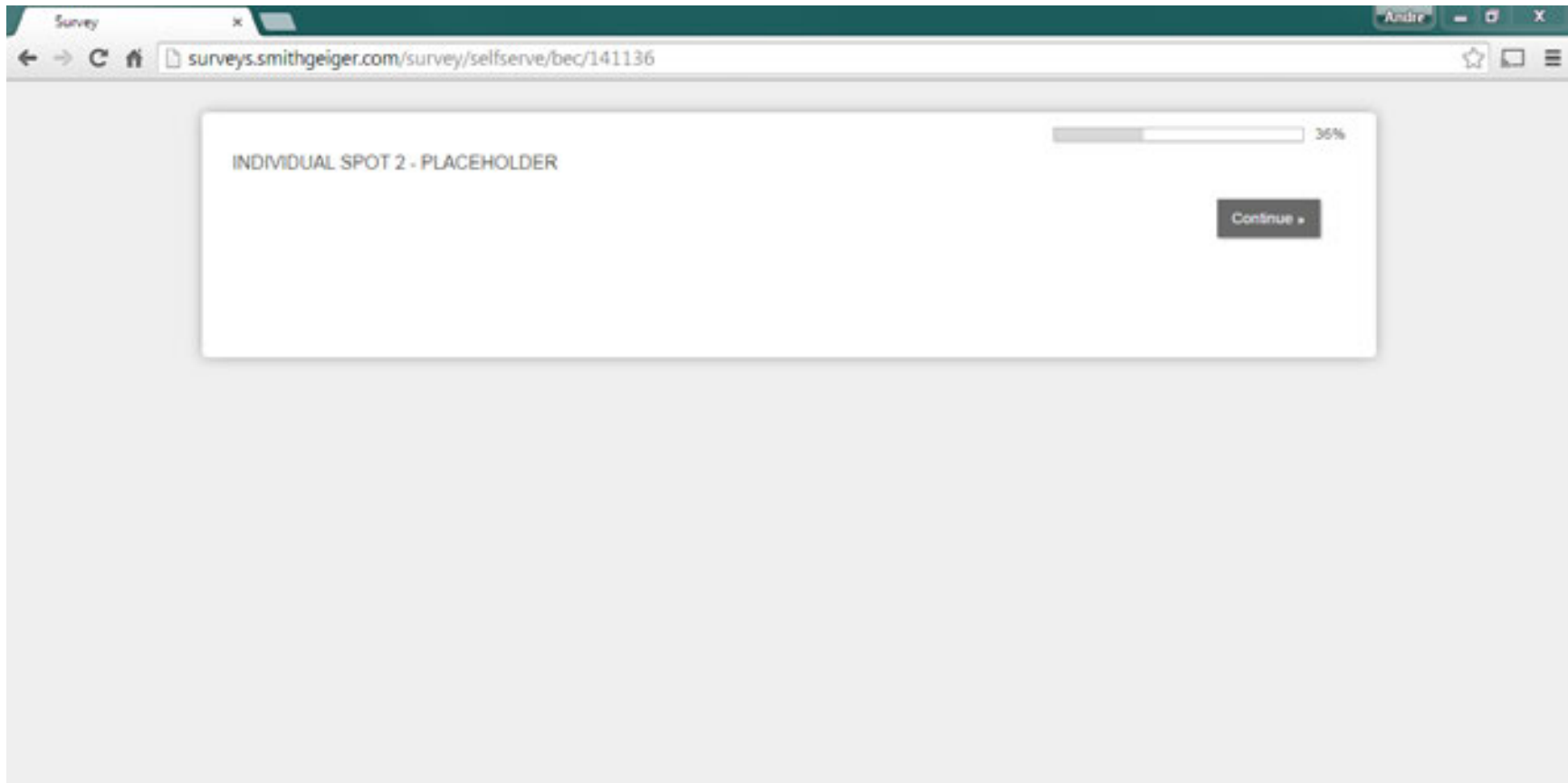
{Note to reviewers: At this point, some respondents will be shown a set of ads (TV, radio and/or print) that correspond to a discrete campaign (randomly chosen). Others will be shown randomly chosen individual ads that do not correspond to a discrete campaign. After each ad is shown, they will be asked Q12-Q19.}

### Screenshot: Initial Screen for Ad Evaluations

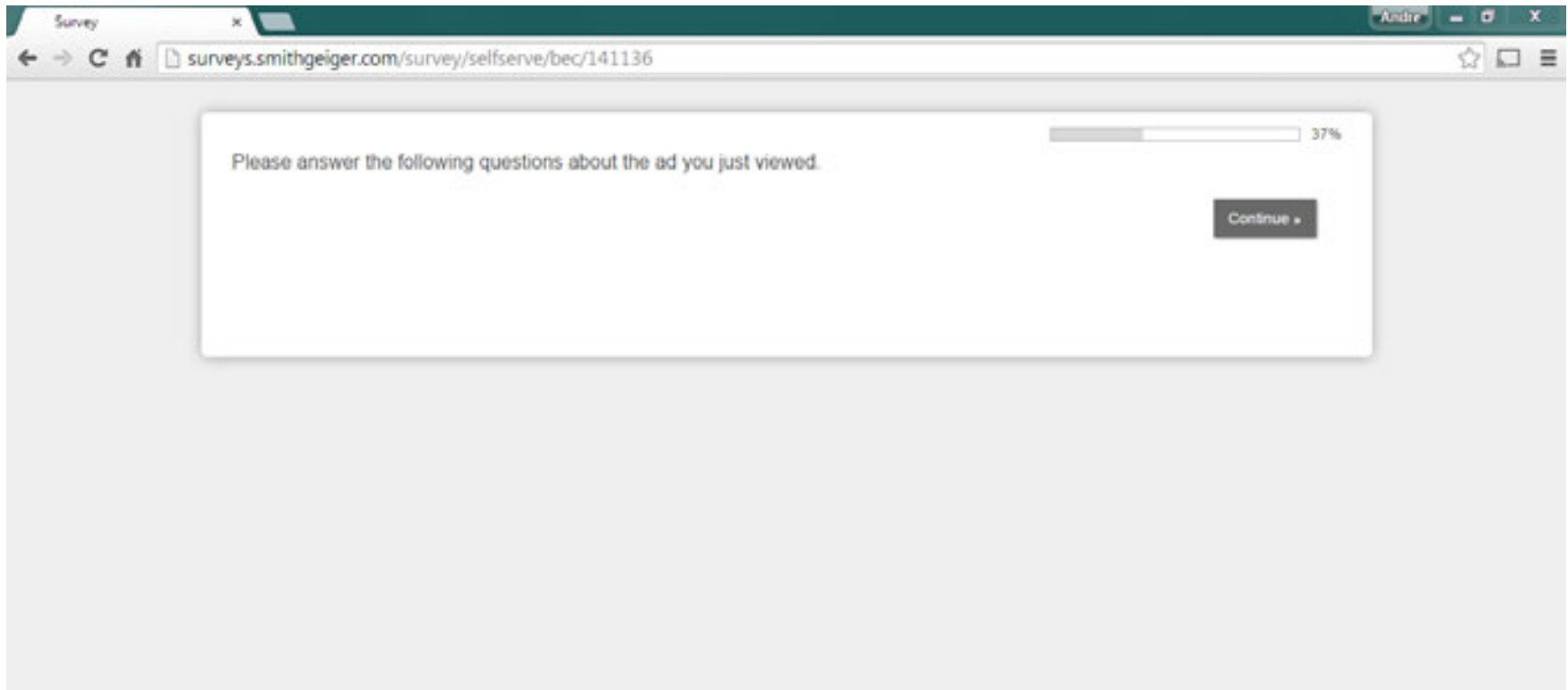


{Note to reviewers: The screen below is a sample of the screen respondents will see when viewing each ad. The questions they will be asked for each ad will be the same, regardless of the ad they see.}

**Screenshot: Sample Screen of Ad Presentation**



## Screenshot: Ad Survey Question Introduction Page



## Screenshot – Online Survey Question Q12

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

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

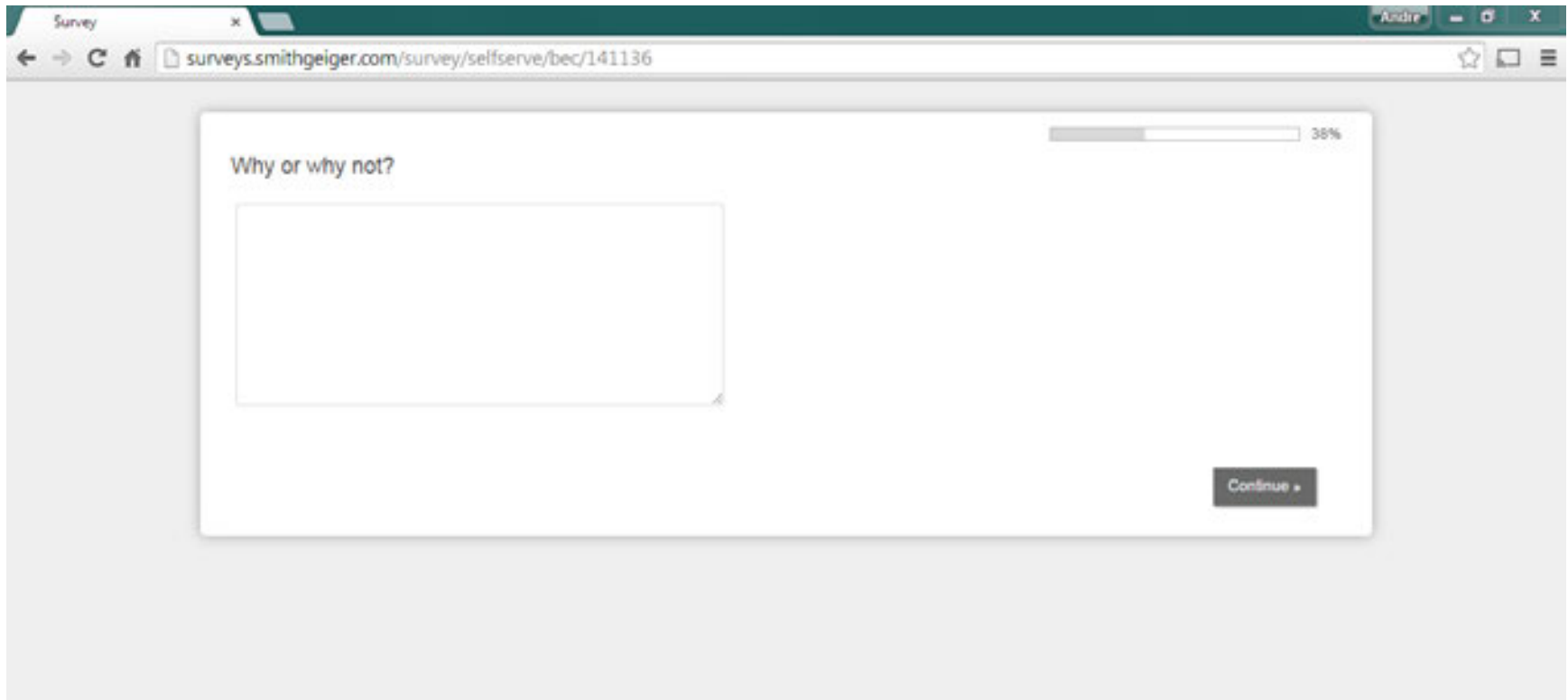
Yes

No

Continue >

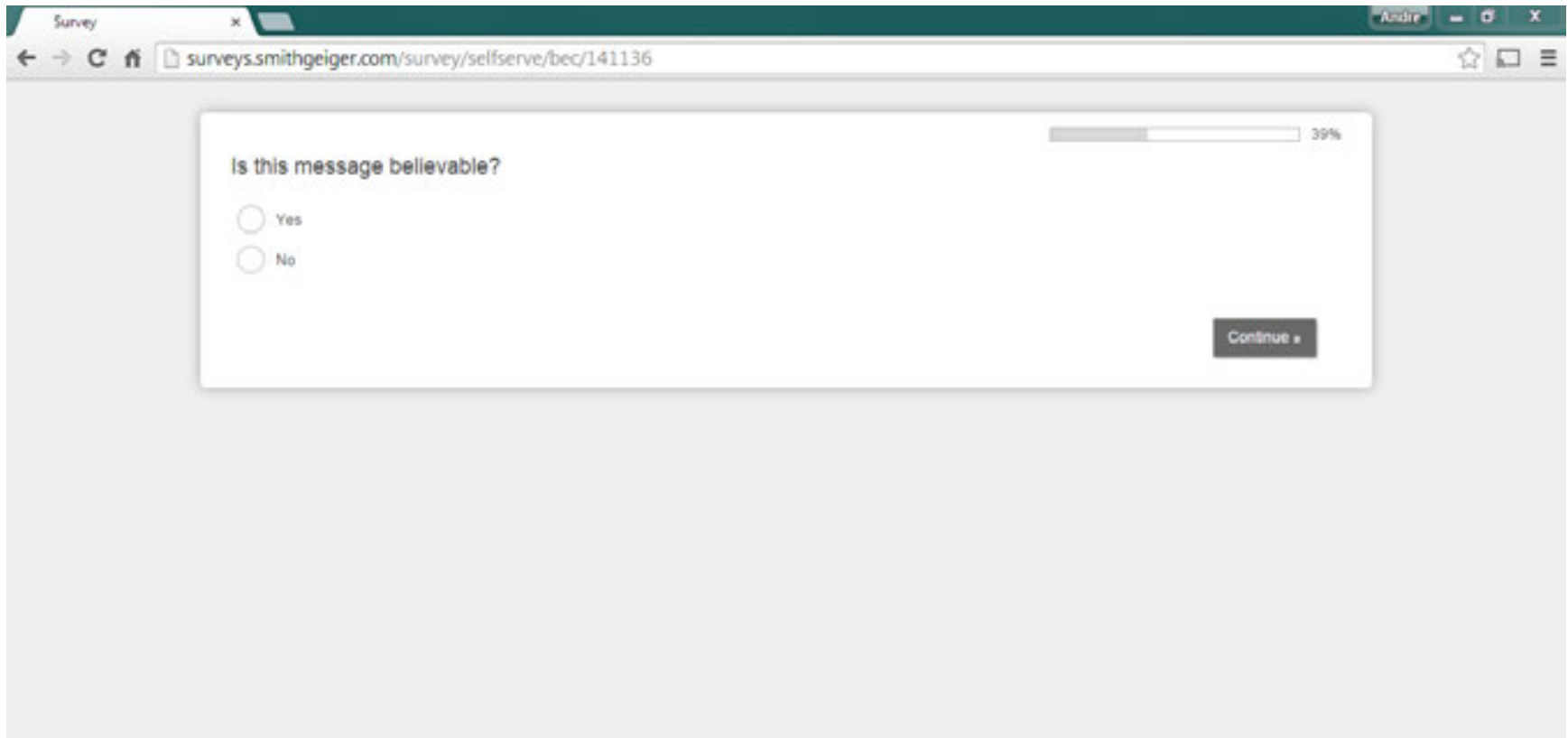
37%

Screenshot – Online Survey Question Q13

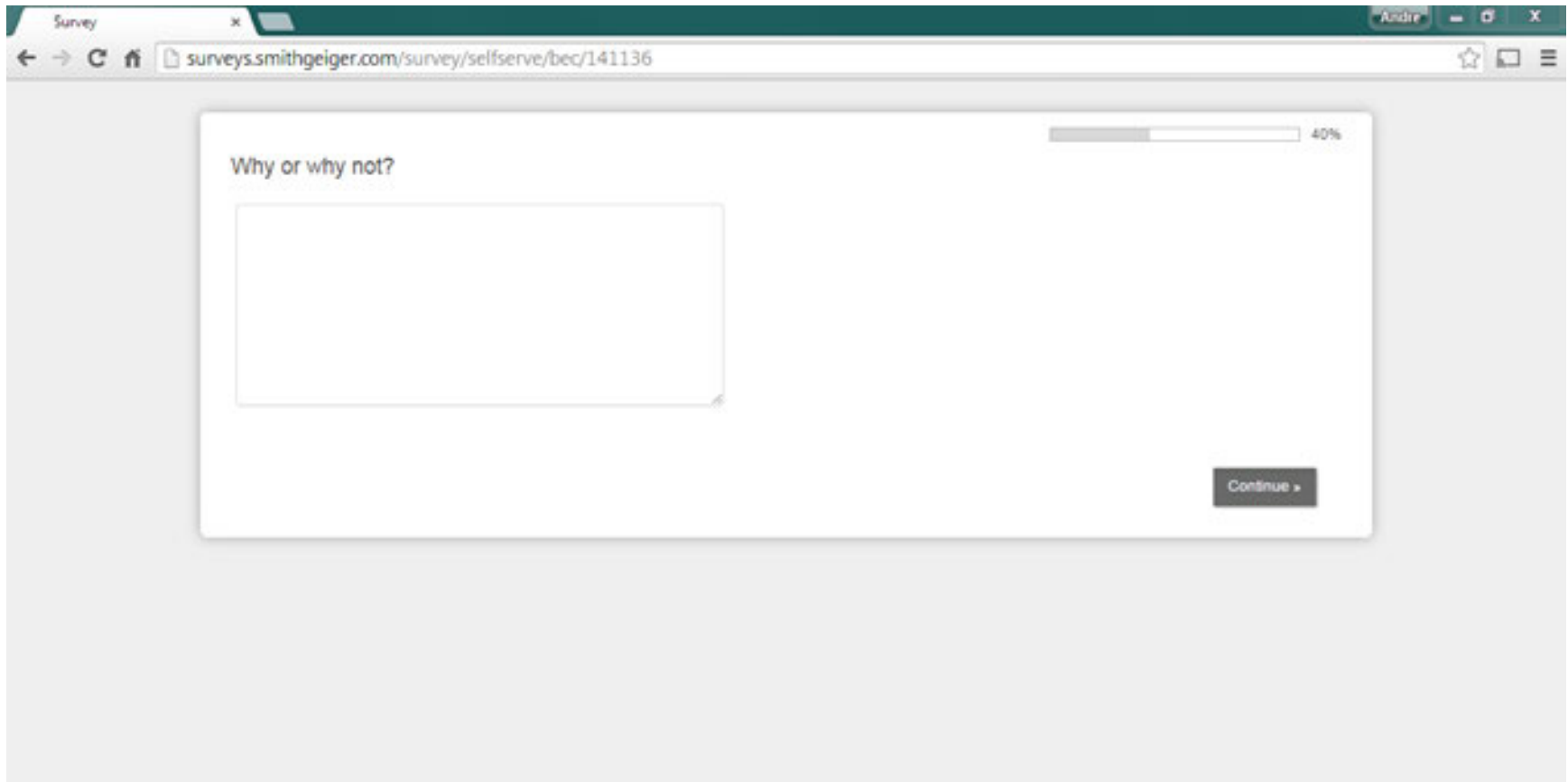




Screenshot – Online Survey Question Q14



Screenshot – Online Survey Question Q15



### Screenshot – Online Survey Question Q16

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141206

41%

Did you think this ad would be 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 1	Somewhat ineffective 2	Neither effective nor ineffective 3	Somewhat effective 4	Extremely effective 5
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"/>
Be more physically active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eat healthier meals and snacks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

## Screenshot – Online Survey Question Q17

Survey x Andre

← → ↻ 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ 🗨 ☰

Who would you say this ad is trying to reach? 42%

*Please check all that apply.*

- You
- People like you
- Someone else

[Continue »](#)

### Screenshot – Online Survey Question Q18

42%

On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of the following statements about this advertisement.

	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
This ad grabbed my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the information in this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I learned something new from this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad said something important to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was convincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, I liked this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was easy to understand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can do what this ad suggests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am interested in this ad's topic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would notice this ad if I saw/heard it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was confusing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

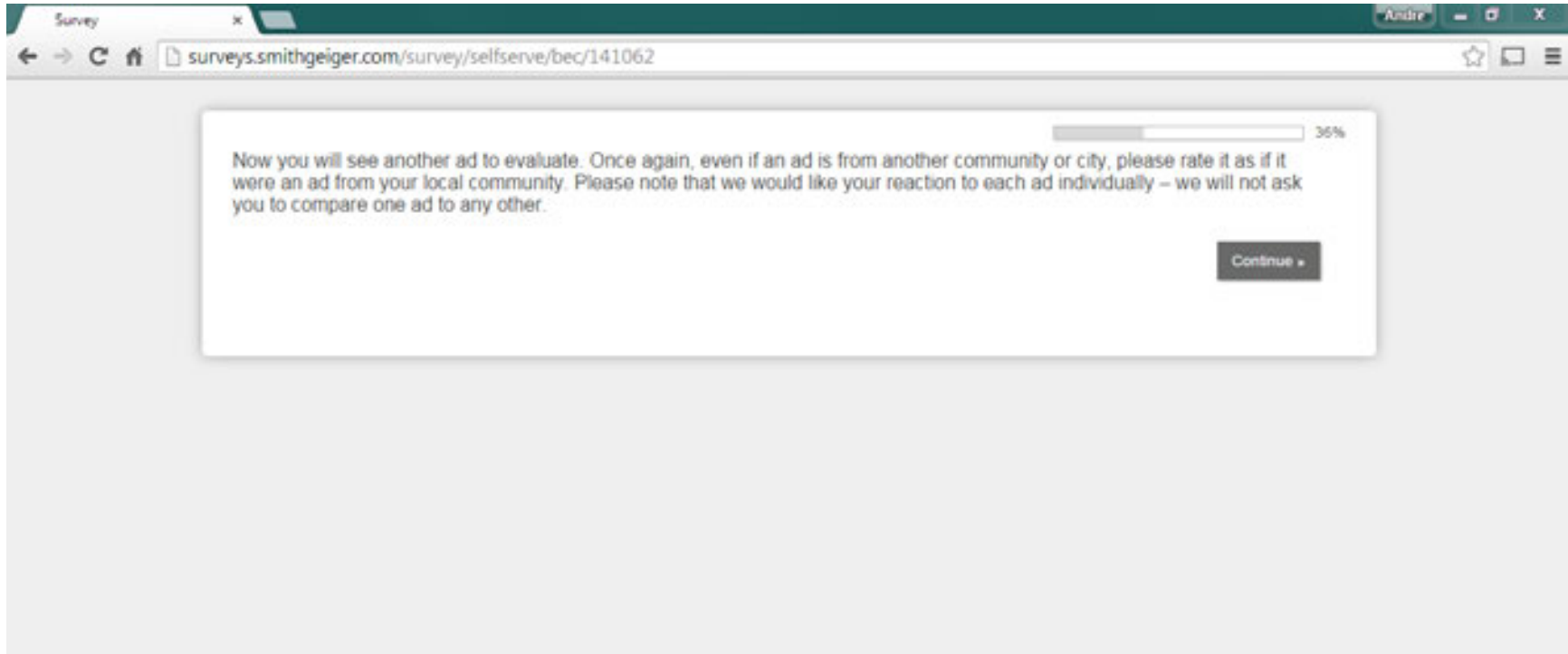
Continue »

{Note to reviewers: Only respondents who selected “somewhat agree” or “strongly agree” on Q18 for the item “This ad grabbed my attention,” will be shown the question below (Q19). Others will skip to next ad or, if appropriate, will be shown Q20.}

### Screenshot – Online Survey Question Q19

The screenshot displays a web browser window with a survey interface. The browser's address bar contains the URL `surveys.smithgeiger.com/survey/selfserve/bec/141136`. The survey content is presented in a white box with a light gray border. At the top right of this box is a progress indicator showing a gray bar and the text "43%". The main text of the question reads: "You mentioned that this ad grabbed your attention. What makes it stand out?". Below this text is a large, empty rectangular text input field. In the bottom right corner of the white box, there is a dark gray button with the text "Continue" and a small right-pointing arrow.

### Screenshot: Transition Page before Each Ad



{Note to reviewers: Q20 below will only be shown if respondents have evaluated individual ads that together comprise a campaign.}

### Screenshot – Online Survey Question Q20

Survey

← → ↻ surveys.smithgeiger.com/survey/selfserve/bec/141207

47%

Considering the impact of these ads together, please indicate how much you agree or disagree with each statement.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
This set of ads gave me good reasons to <u>be more physically active</u> .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message about <u>the health benefits of eating healthier meals and snacks</u> in this set of ads was persuasive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This set of ads was convincing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This set of ads grabbed my attention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This set of ads gave me good reasons to <u>eat healthier meals and snacks</u> .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This set of ads gave me good reasons to <u>try to lose weight</u> .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the information in this set of ads.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This set of ads told me something I didn't already know.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This set of ads gave me good reasons to <u>stop drinking</u> regular soft drinks (non-diet) or other sugary drinks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message about <u>the health benefits of being more physically active</u> in this set of ads was persuasive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This set of ads gave me good reasons to <u>cut back on</u> regular soft drinks (non-diet) or other sugary drinks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

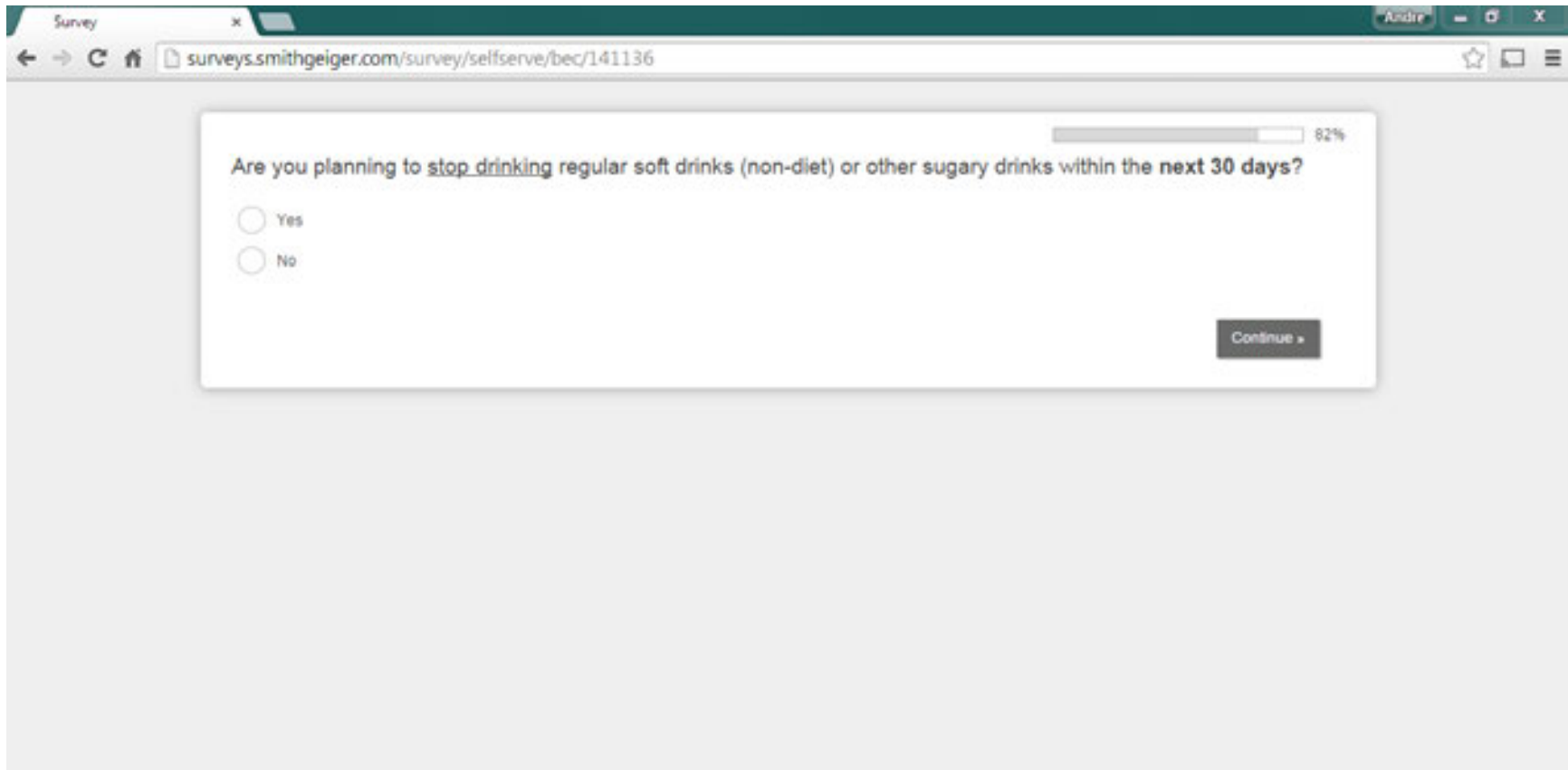
Continue »



{Note to reviewers: At this point, respondents who were being shown individual ads corresponding to a discrete campaign, will begin seeing a set of randomly chosen individual ads (TV, radio, and/or print) that do not correspond to a campaign. Those who were already being shown individual ads not corresponding to a campaign, will continue to be shown individual spots. After each ad is shown, they will be asked Q22-29 (which are the same as Q12-Q19, presented above). Respondents will then see the questions that follow.}

{Note to reviewers: Only respondents who selected “yes” for screener QS11, “*did you drink any regular soft drinks (non-diet) or other sugary drinks?*,” will be shown the following screen (Q30). Others will skip to Q30\_2.}

### Screenshot – Online Survey Question Q30



The screenshot shows a web browser window with the URL `surveys.smithgeiger.com/survey/selfserve/bec/141136`. The browser's address bar and navigation icons are visible. The survey content is displayed in a white box with a grey border. At the top right of the box is a progress indicator showing 82%. The question text 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 "Continue" button with a right-pointing arrow is located in the bottom right corner of the question box.

{Note to reviewers: Only respondents who selected “no” for Q30, “are you planning to stop drinking regular soft drinks (non-diet) or other sugary drinks?,” will be shown the following screen (Q30\_1). Others will skip to Q30\_2.}

### Screenshot – Online Survey Question Q30\_1

Survey

Andre

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82%

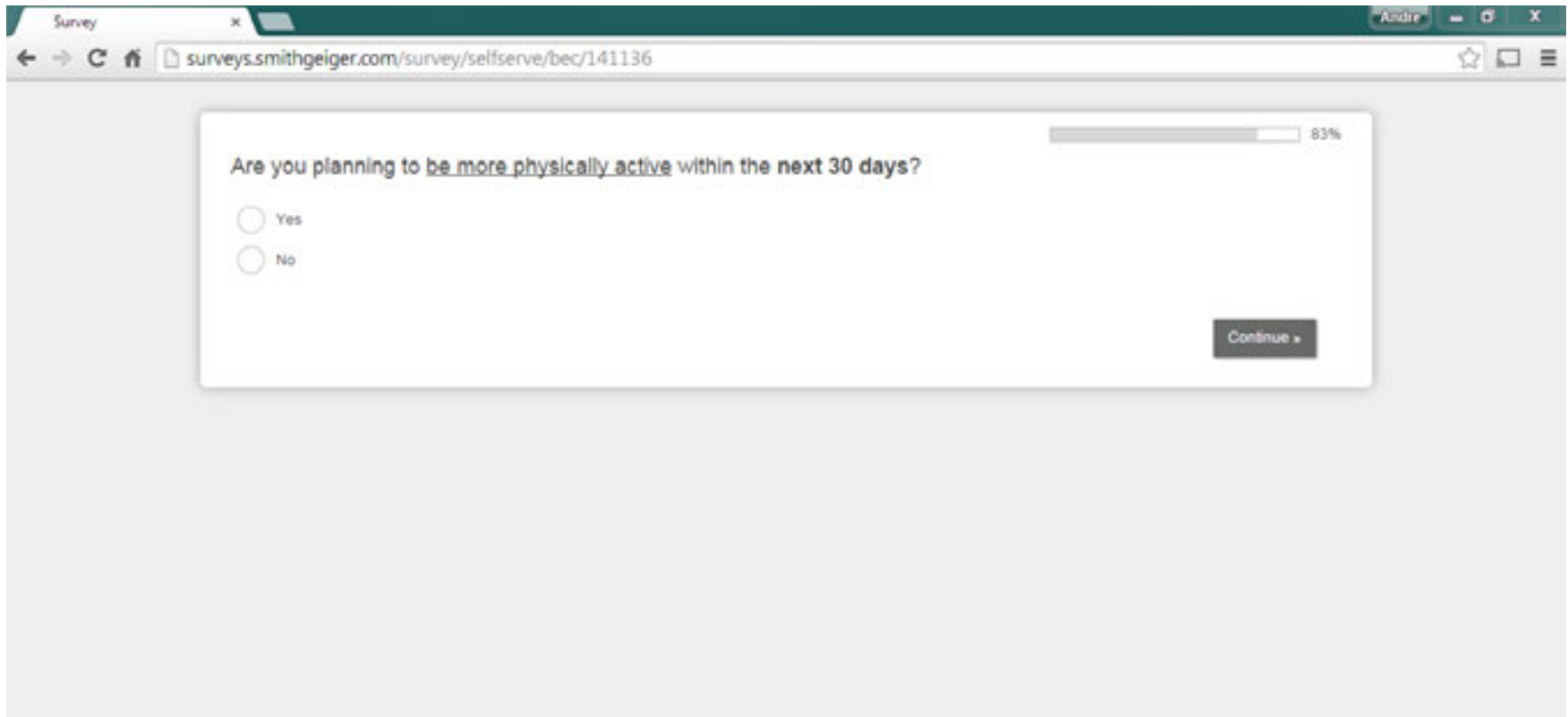
Are you planning to cut back on regular soft drinks (non-diet) or other sugary drinks within the next 30 days?

Yes

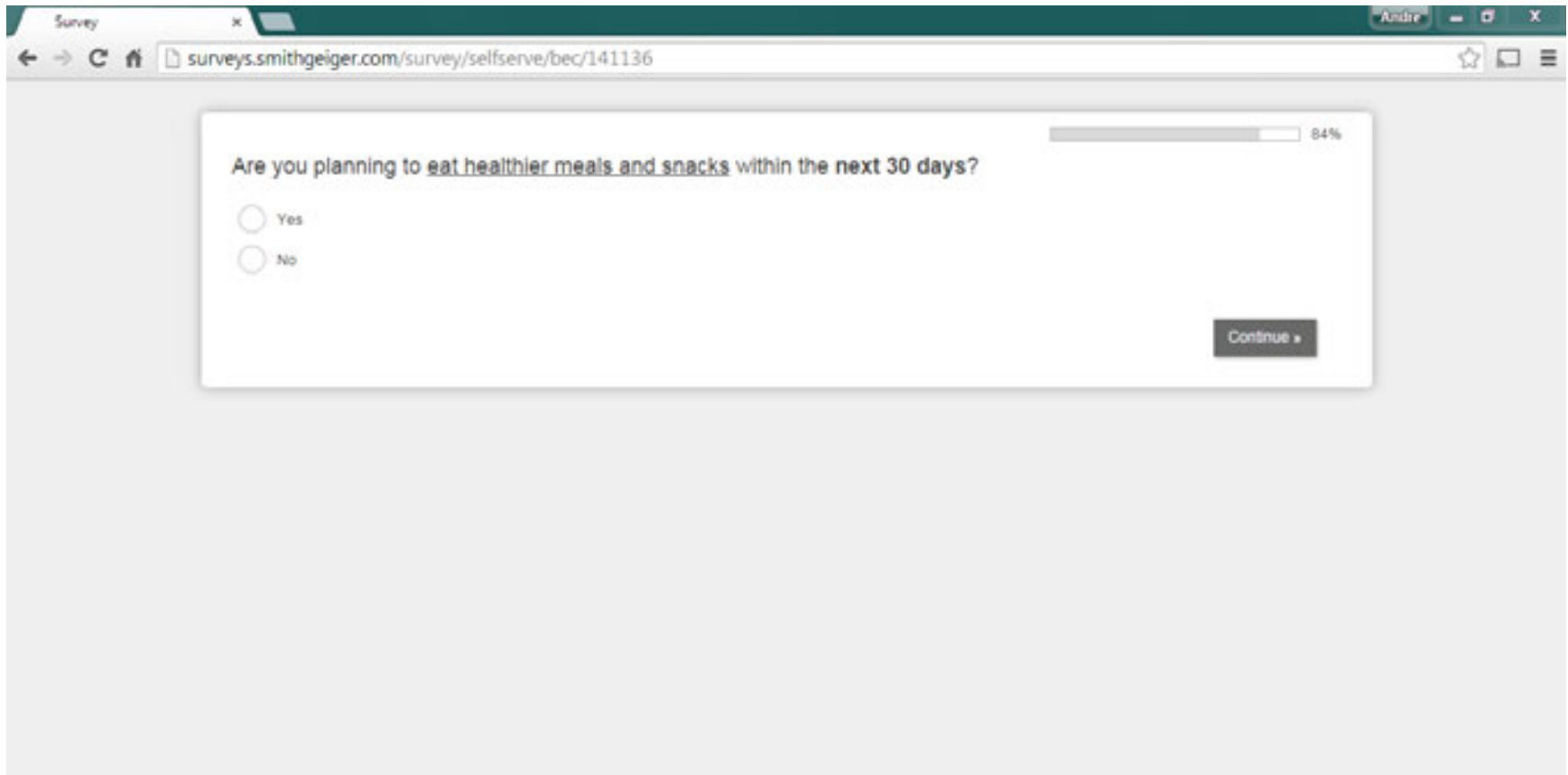
No

Continue »

Screenshot – Online Survey Question Q30\_2



Screenshot – Online Survey Question Q30\_3



## Screenshot – Online Survey Question Q31

Survey x Andre

← → ↻ 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ 🗨 ☰

85%

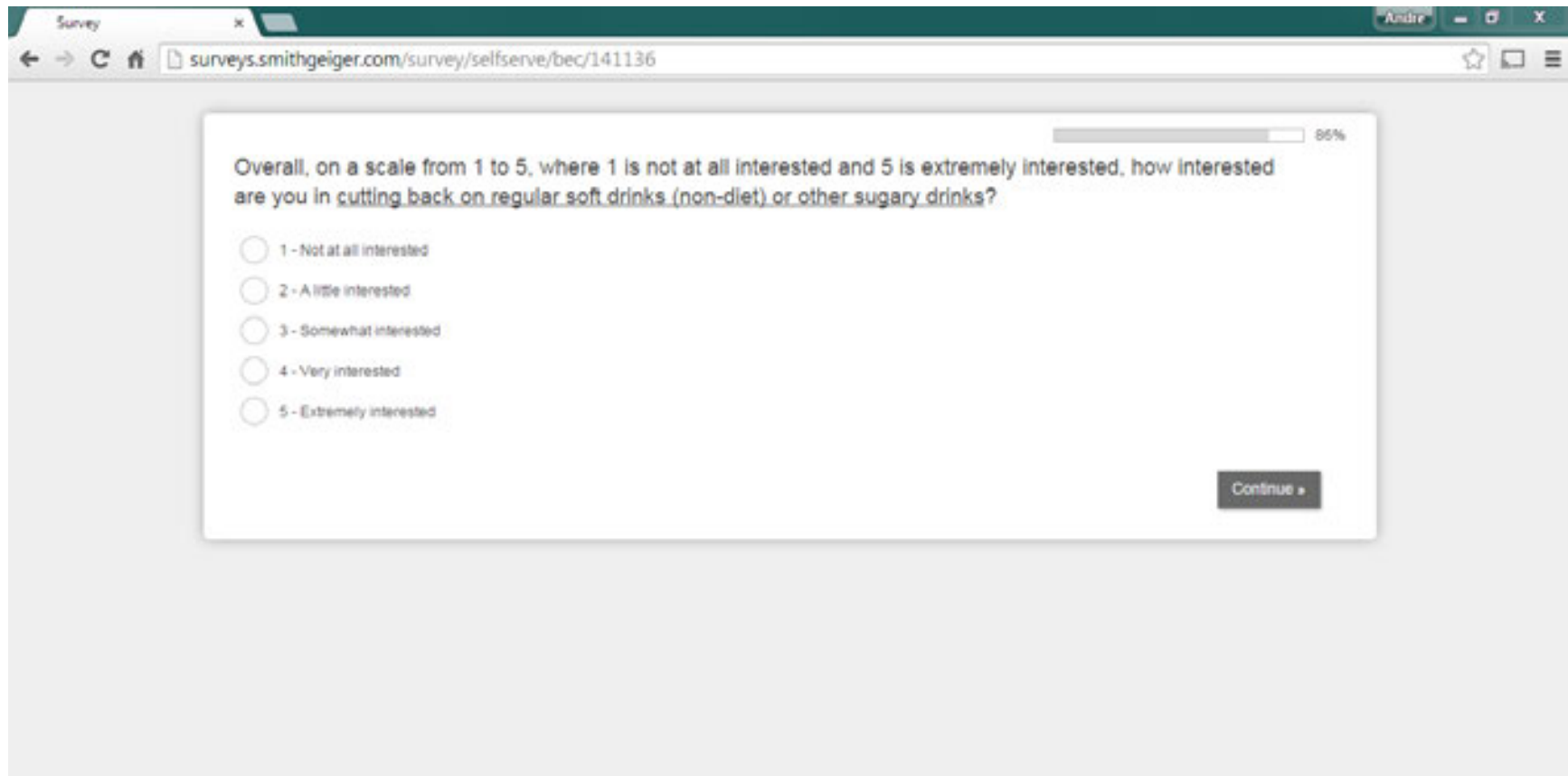
Are you planning to do something about your weight within the next 30 days?

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

Continue »

{Note to reviewers: Only respondents who selected “yes” for screener QS11, “*did you drink any regular soft drinks (non-diet) or other sugary drinks?*,” will be shown the following screen (Q32). Those who responded “no” to QS11 on the screener will skip to Q32\_1.}

### Screenshot – Online Survey Question Q32



Survey

surveys.smithgeiger.com/survey/selfserve/bec/141136

86%

Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in cutting back on regular soft drinks (non-diet) or other sugary drinks?

- 1 - Not at all interested
- 2 - A little interested
- 3 - Somewhat interested
- 4 - Very interested
- 5 - Extremely interested

Continue »

Screenshot – Online Survey Question Q32\_1

Survey x Andre

← → ↻ 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ 🗨 ☰

86%

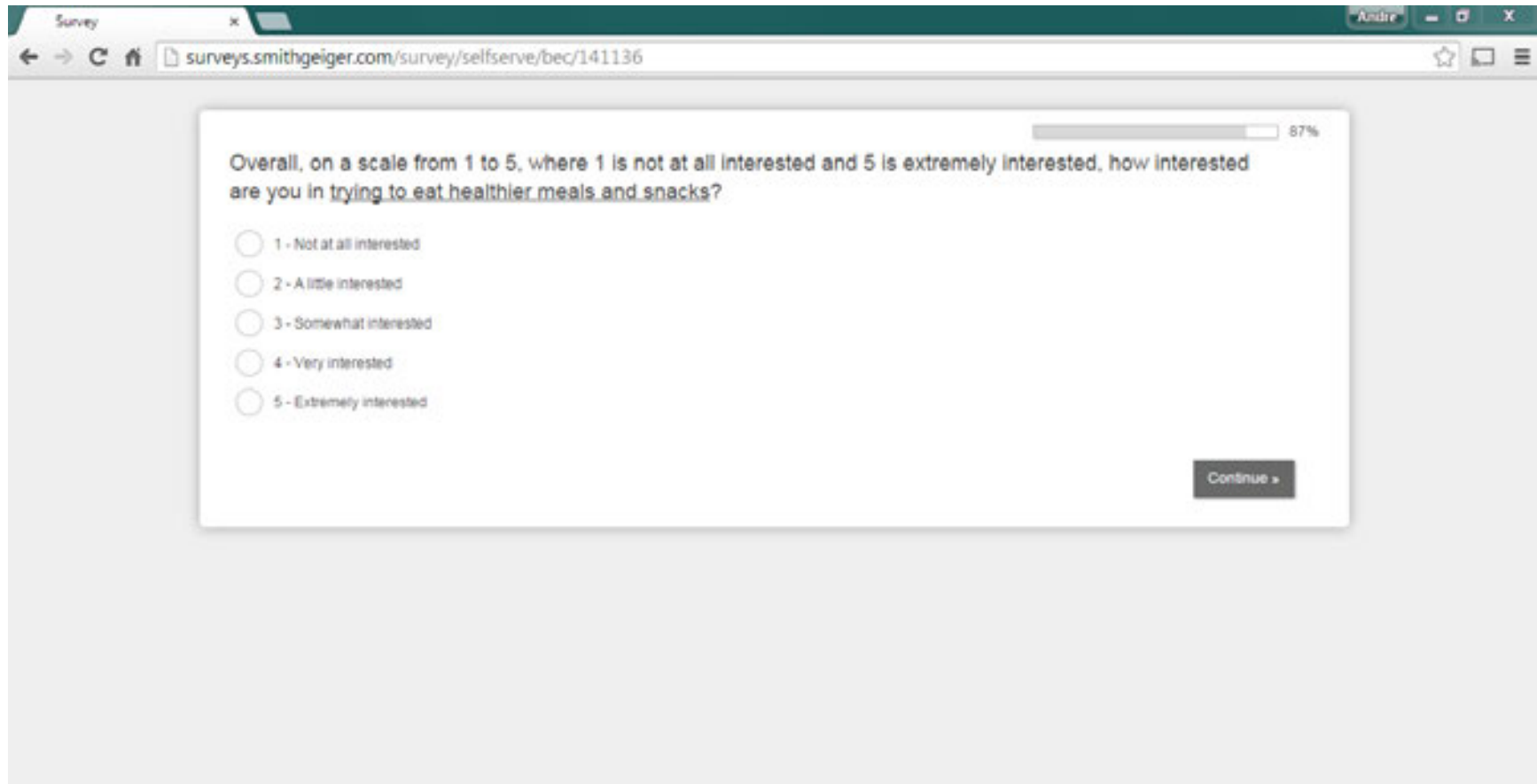
Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in trying to be more physically active?

- 1 - Not at all interested
- 2 - A little interested
- 3 - Somewhat interested
- 4 - Very interested
- 5 - Extremely interested

Continue ▶



## Screenshot – Online Survey Question Q32\_2



Survey x Andre

← → ↻ 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ 🗨 ☰

87%

Overall, on a scale from 1 to 5, where 1 is not at all interested and 5 is extremely interested, how interested are you in trying to eat healthier meals and snacks?

- 1 - Not at all interested
- 2 - A little interested
- 3 - Somewhat interested
- 4 - Very interested
- 5 - Extremely interested

Continue »

{Note to reviewers: There is no Q33}

### Screenshot – Online Survey Question Q34

Thinking about the next six months, how likely are you to...?

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

	Not at all likely 1	Somewhat unlikely 2	Neither likely nor unlikely 3	Somewhat likely 4	Extremely likely 5
Talk to a friend about the health benefits of eating healthier meals and snacks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to a friend about the health benefits of cutting 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"/>
Talk to a friend about the health benefits of being more physically active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Look for more information on the health benefits of being more physically active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Look for more information on the health benefits of cutting 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"/>
Look for more information on the health benefits of eating healthier meals and snacks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participate in community efforts to reduce obesity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

Screenshot – Online Survey Question Q35

Survey x Andre

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89%

On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements.

	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
Generally speaking, it is possible to reduce one's risk for being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident that I can protect myself from being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel as though I can make a difference regarding my risk for being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are many things I can do to protect myself from being overweight or obese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

### Screenshot – Online Survey Question Q36

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141206

88%

On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements.

Eliminating regular soft drinks (non-diet) and other sugary drinks during meals every day would...

	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
...make it easier for me to drink milk or water at mealtimes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
...make eating meals less enjoyable for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
...help me maintain a healthy weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
...help me prevent weight gain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
...make me feel that I was doing something good for my health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
...help me lose weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
...make life more stressful for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
...help me save money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Continue »

Screenshot – Online Survey Question Q36\_1

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141206

89%

On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements.

Being more physically active several times per week would...

	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
...help me lose weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make me feel that I was doing something good for my health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...give me more energy and stamina	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make me feel more comfortable with the way I look	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me prevent weight gain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me maintain a healthy weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make life more stressful for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me save money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

Screenshot – Online Survey Question Q36\_2

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141206

90%

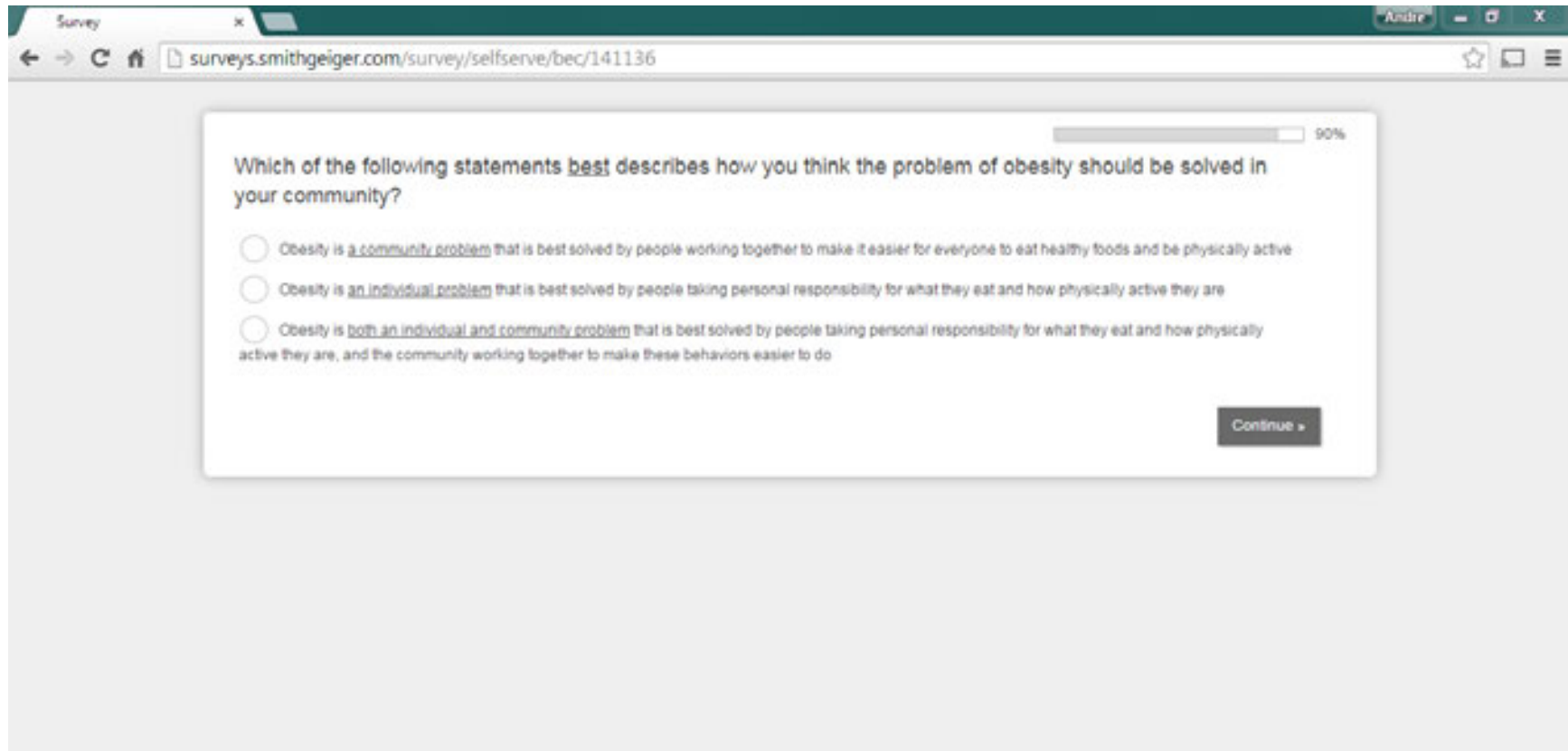
On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements.

Eating healthier meals and snacks several times per week would...

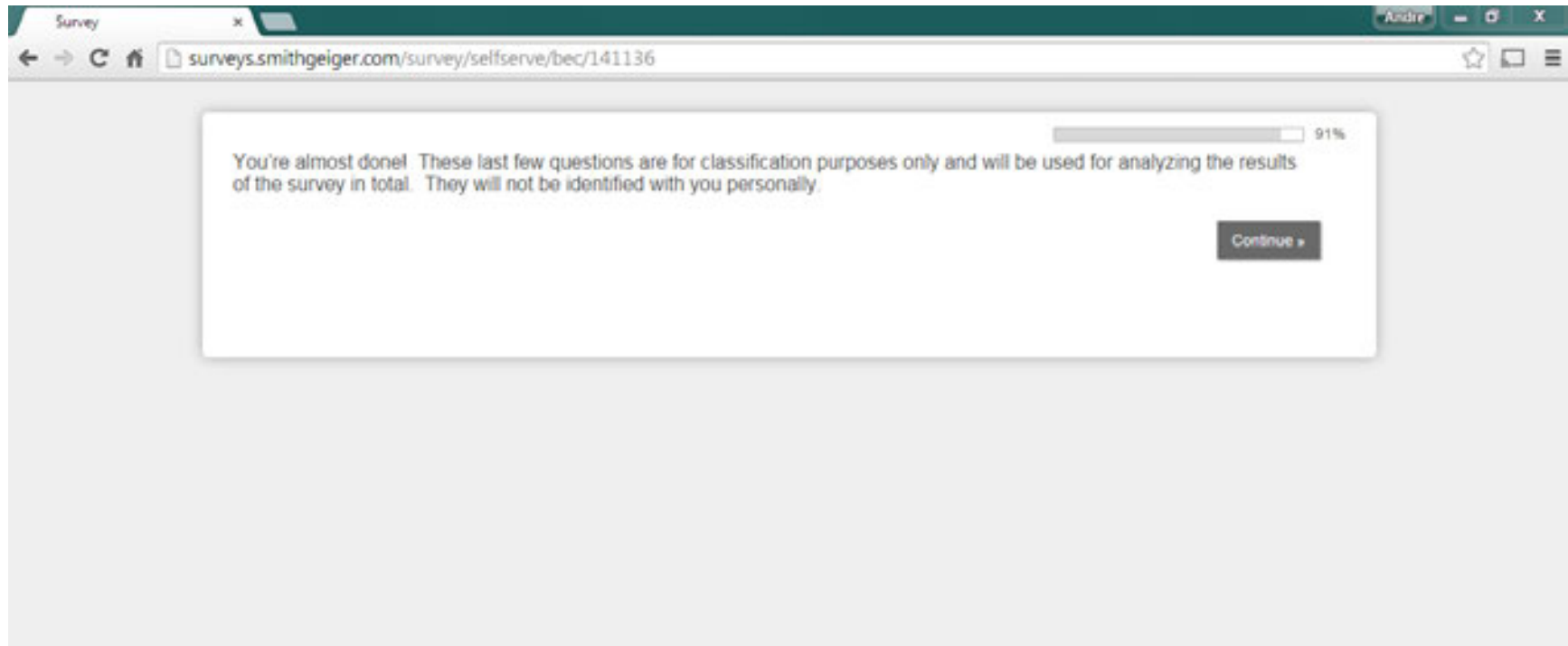
	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
...make me feel more comfortable with the way I look	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me maintain a healthy weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me lose weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make life more stressful for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me prevent weight gain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me save money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...give me more energy and stamina	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make me feel that I was doing something good for my health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

### Screenshot – Online Survey Question Q37



## Screenshot: Initial Screen for Classification Questions





## Screenshot – Online Survey Question C1

Survey x Andre

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92%

Has a healthcare professional ever told you that you are overweight or at risk for being overweight?

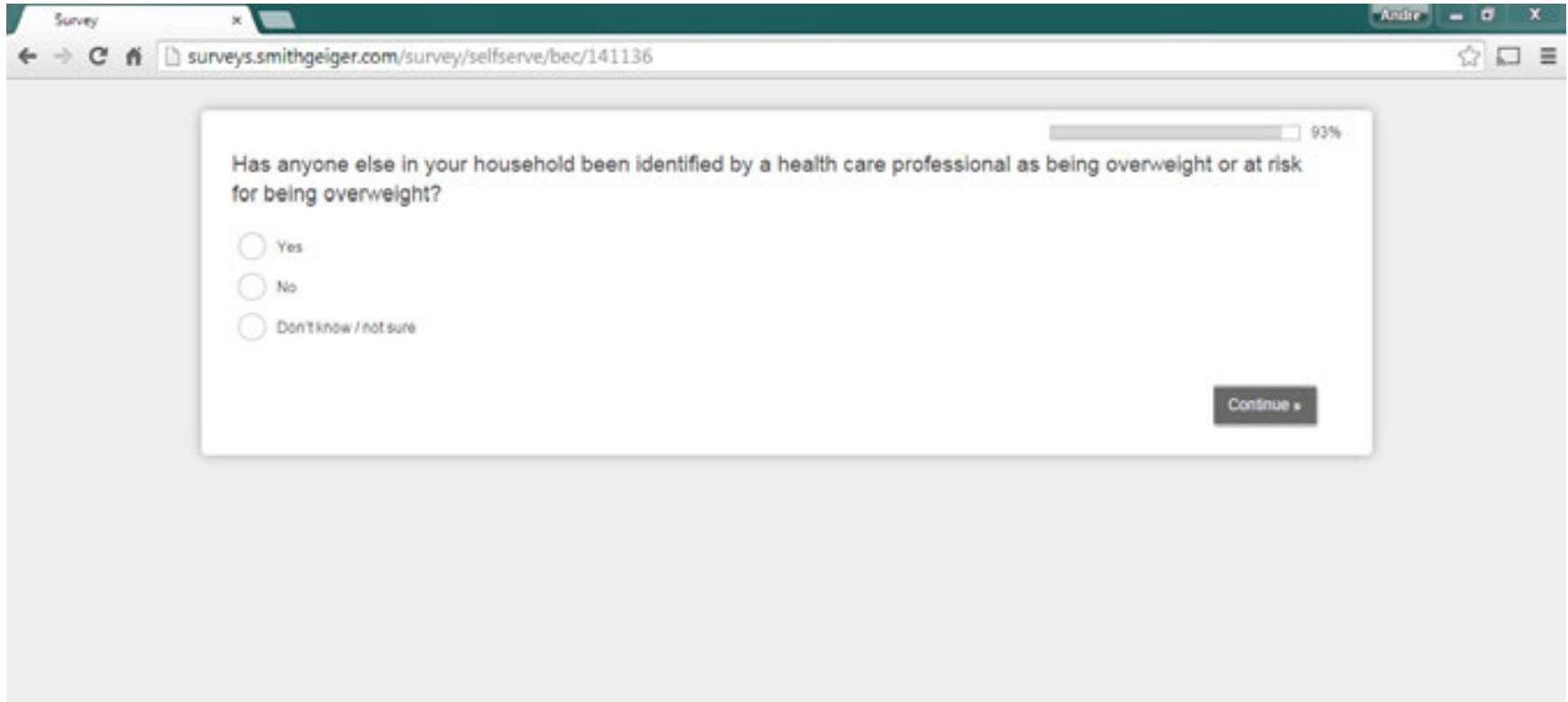
Yes

No

Don't know / not sure

Continue »

Screenshot – Online Survey Question C2



### Screenshot – Online Survey Question C3

Survey x Andre

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94%

**What is your current occupational status? Are you...?**

*Please select the option that best applies to you.*

- Employed full time
- Employed part time
- Unemployed
- Homemaker
- Student
- Retired
- Disabled
- Other (Please specify)
- Prefer not to answer

[Continue >](#)

## Screenshot – Online Survey Question C4

Survey x Andre

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95%

What is your marital status?

- Separated
- Unmarried living with a partner
- Divorced
- Widowed
- Married
- Single, never been married
- Prefer not to answer

Continue

## Screenshot – Online Survey Question C5

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

96%

How many children (under age 18) live in your household?

Enter number:

Prefer not to answer

Continue »

## Screenshot – Online Survey Question C6

Survey x Andre

surveys.smithgeiger.com/survey/selfserve/bec/141136

97%

What is your household's total income from all sources before taxes?

- Under \$20,000
- \$20,000 to \$29,999
- \$30,000 to \$39,999
- \$40,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$199,999
- \$200,000 or more
- Prefer not to answer

Continue »

## Screenshot – Online Survey Question C7

Survey x Andre

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In the following list of items, please indicate which devices you currently use or own. 98%

- A smartphone, such as an iPhone, BlackBerry, Android, Windows phone, etc.
- A laptop computer
- An iPod or other mp3 player
- A desktop computer
- A tablet, such as an iPad, Kindle Fire, Nook Color, Motorola Xoom, etc.
- None of these

[Continue »](#)

## Screenshot – Survey End Page

