







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

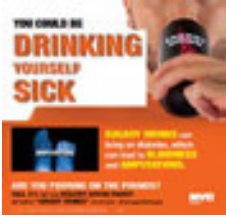


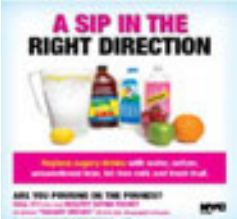
Attachment 3 – Materials for Hispanic Audiences (English-speaking)




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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 3a: CHMC Ads for Hispanic Audiences (English-speaking)										
Healthy Drinks: 14										
Print: 6, TV: 7, Radio: 1										
HE-3		Boston Public Health Commission	MA	Protection Radio	Radio 30 Sec	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2048	English	<p>VO: YOU DO SO MANY THINGS TO PROTECT YOUR KIDS.</p> <p>VO: BUT YOU MAY NEVER HAVE REALIZED ONE OF THE THINGS THAT CAN HURT THEM.</p>	Yes	Yes
HE-4		Boston Public Health Commission	MA	Protection Television	TV 30 Sec	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2055	English		Yes	Yes
HE-5		Boston Public Health Commission	MA	Protection-Babygate-Unhealthy Drink	Print	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2054	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)
HE-6		Los Angeles County Department of Public Health	CA	Choose Health LA: Unhealthy Drink	TV 30 Sec	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2196	English		Yes	Yes
HE-7		Los Angeles County Department of Public Health	CA	Choose Health LA: Unhealthy Drink	Print	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2200	English		Yes	Yes
HE-16		Santa Clara County Public Health Department	CA	ReThinkYourDrink: Drowning English	Print	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2427	English		Yes	Yes
HE-17		Tri-County Health Department	CO	Cut Back on Unhealthy Drinks: Television Eng	TV 30 Sec	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2249	English		No	Yes




ID	Campaign Shaded	Community	State	Ad Title	Medium	Link	Language	Image/Script	Target Audience: African American (from CHMC)	Target Audience: Hispanic (from CHMC)
HE-1		New York City Department of Health and Mental Hygiene	NY	Drinking Yourself Sick: Adult Male_Diabetes	Print	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2558	English		General audiences and adults	General audiences and adults
HE-8		New York City Department of Health and Mental Hygiene	NY	Day :30 English	TV 30 Sec	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2097	English		Yes	Yes
HE-10		New York City Department of Health and Mental Hygiene	NY	Man Walking	TV 45 Sec	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2089	English		Yes	Yes
HE-12		New York City Department of Health and Mental Hygiene	NY	Drinking Yourself Sick: Sip In The Right Direction	Print	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2564	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)
HE-13		New York City Department of Health and Mental Hygiene	NY	Pouring on the Pounds: Are You Drinking Calories? English :30	TV 30 Sec	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2420	English		Yes	Yes
HE-14		San Antonio Metropolitan Health District	TX	Find Your Balance - Dose of Reality: Diabetes - Television	TV 30 Sec	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2259	English		Yes	Yes
HE-15		San Antonio Metropolitan Health District	TX	Find Your Balance- Drinking Fountain- Healthy Drink	Print	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2247	English		Yes	Yes
Physical Activity: 10										
Print: 7, TV: 1, Radio: 2										
HE-30		Miami-Dade County Health Department	FL	Make Healthy Happen Miami: Imagine What We Can Do_ Bikes	Print	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2322	English		Yes	Yes

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HE-31		Miami-Dade County Health Department	FL	Make Healthy Happen Miami: Safe Walkways and Bike Paths	Print	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2326	English		Yes	Yes
HE-37		Miami-Dade County Health Department	FL	Make Healthy Happen Miami: Active Transportation	TV 30 Sec	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2347	English		Yes	Yes
HE-26		Centers for Disease Control and Prevention (CDC)	N/A	CDC National Prevention Media Initiative: Playing Basketball	Print	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2177	English		No	Yes
HE-29		City of Chicago/Children's Memorial Hospital	IL	Chicago Deserves- Healthy Places- Safer Streets	Radio 30 Sec	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2207	English	Safer Streets (30-second PSA) (Music plays throughout) Narrator: Chicagoans deserve to live, work, learn and play in healthy environments. We deserve healthier, people friendly streets for safe walking and biking. So the City	Yes	Yes

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HE-32		Pima County Health Department	AZ	My Healthy-Physical Activity-Solutions that Move	Print	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2139	English		No	Yes
HE-33		Pima County Health Department	AZ	My Healthy-Small Changes-Basketball	Radio 30 Sec	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2149	English	MALE: I TOLD MY SON MARCUS TO PREPARE FOR AN OPPONENT LIKE HES NEVER SEEN AND HE SAID WHO? TO WHICH I ANSWEREDME.	No	Yes
HE-27		Centers for Disease Control and Prevention (CDC)	N/A	Our Community Deserves: Jungle Gym Boys	Print	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2464	English		No	Yes
HE-28		Centers for Disease Control and Prevention (CDC)	N/A	Our Community Deserves: Safer Streets	Print	http://nccd.cdc.gov/chmc/Apps/searchdetails.aspx?CatalogID=2467#text	English		Yes	Yes

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HE-34		San Antonio Metropolitan Health District	TX	Find Your Balance - Walking - Physical Activity	Print	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2245	English		Yes	Yes
Healthy Food: 7										
Print: 5, TV: 1, Radio 1										
HE-21		Miami-Dade County Health Department	FL	Make Healthy Happen Miami: Healthy Vending Machines	Print	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2324	English		Yes	Yes
HE-22		Miami-Dade County Health Department	FL	Make Healthy Happen Miami: Healthy Vending Options	TV 30 Sec	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2364	English		Yes	Yes
HE-18		Centers for Disease Control and Prevention (CDC)	N/A	Our Community Deserves: Family at Market	Print	http://nccd.cdc.gov/chmc/Apps/searchdetails.aspx?CatalogID=2465	English		Yes	Yes

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HE-19		City of Chicago/Children's Memorial Hospital	IL	Chicago Deserves-Healthy Places-Food Options	Radio 30 Sec	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2206	English	Food Options (30-second PSA) (Music plays throughout) Narrator: Chicagoans deserve to live, work, learn and play in healthy environments. We deserve better food options that consist of fresh fruits and vegetables, and lots of	Yes	Yes
HE-23		Pima County Health Department	AZ	My Healthy-Healthy Choices-Community Nutrition	Print	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2135	English		No	Yes
HE-24		Pima County Health Department	AZ	My Healthy-Small Changes-Outdoor Cooking	Print	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2131	English		No	Yes
HE-25		San Antonio Metropolitan Health District	TX	Find Your Balance-Viva Veggies-Nutrition	Print	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2266	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)
Healthy Living: 10										
Print: 5, TV: 3, Radio: 2										
HE-38		Pima County Health Department	AZ	My Healthy-Healthy Choices-Food Desert	Radio 30 Sec	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2150	English	<p>TEEN: OBESITY IS AN EPIDEMIC THAT THREATENS ALL OF US.</p> <p>UNHEALTHY FOOD IS EVERYWHERE ON EVERY CORNER.</p> <p>A NEIGHBORHOOD</p>	No	Yes
HE-39		Pima County Health Department	AZ	My Healthy-Healthy Food-Grapes Basketball	Print	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2128	English	 <p>Sweet Shot!</p> <p><small>SMART FOR A HEALTHY SHOT. A balance of good food and smart choices can keep you at the top of your game—on the court or in the classroom. Find a bunch of ways to stay healthy at myhealthy.org</small></p>	No	Yes
HE-40		Pima County Health Department	AZ	My Healthy-Physical Activity-Soccer	Print	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2133	English	 <p>Small Changes. Smart Choices.</p> <p><small>For a healthy future, choose to eat smart, move smart, and sleep smart. For more information, visit myhealthy.org</small></p>	No	Yes
HE-41		Pima County Health Department	AZ	My Healthy-Small Changes-Walking	Print	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2132	English	 <p>Small Changes. Smart Choices.</p> <p><small>For a healthy future, choose to eat smart, move smart, and sleep smart. For more information, visit myhealthy.org</small></p>	No	Yes

ID	Campaign Shaded	Community	State	Ad Title	Medium	Link	Language	Image/Script	Target Audience: African American (from CHMC)	Target Audience: Hispanic (from CHMC)
HE-42		Pima County Health Department	AZ	This Is My Healthy- Active Living Lifestyle: Television	TV 30 Sec	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2214	English		No	Yes
HE-35		Miami-Dade County Health Department	FL	Make Healthy Happen Miami: Parks	TV 30 Sec	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2363	English		Yes	Yes
HE-36		Centers for Disease Control and Prevention (CDC)	N/A	Our Community Deserves: Michelle	Radio 30 Sec	http://apps.nccd.cdc.gov/chmc/Apps/searchdetails.aspx?CatalogID=2482	English	Narrator: Michelle always wanted to be a mother. And when that day came, she did everything she could to protect her son. Michelle: No trading lunches at school today A.J. Narrator: She volunteered as a room	Yes	Yes
HE-43		Public Health - Seattle & King County	WA	Let's Do This King County Television	TV 30s	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2349	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)
HE-44		San Antonio Metropolitan Health District	TX	Find Your Balance-More Sweet Moments-Nutrition	Print	http://nccd.cdc.gov/CHMC/Apps/searchdetails.aspx?CatalogID=2272	English		Yes	Yes
HE-45		Los Angeles County Department of Public Health	CA	Choose Health LA: Choose Less-Weigh Less: Cheeseburger	Print	http://nccd.cdc.gov/chmc/Apps/searchdetails.aspx?CatalogID=2500	English		No	Yes

**Attachment 3b: Online Eligibility Screener
for Hispanic Audiences (English-speaking)**

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

SA. Thank you for taking the time to complete this survey. Please indicate below if you would prefer to take the survey in English or in Spanish.

Gracias por tomarse el tiempo de participar en esta encuesta. Indique a continuación si prefiere completar la encuesta en inglés o en español.

- 1 English (Inglés)
- 2 Spanish (Español)

IF RESPONSE 2, SEND RESPONDENT TO HISPANIC-SPANISH SURVEY SCREENER. IF RESPONSE 1, CONTINUE TO SB IN ENGLISH]

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).

Notificación al participante sobre el estimado de carga

Se estima que el tiempo de reporte público para esta recopilación de información es un promedio de 3 minutos por respuesta, incluyendo el tiempo para revisar las instrucciones, investigar las fuentes de datos existentes, recopilar y mantener los datos necesarios, completar y revisar la recopilación de información. Una agencia no puede realizar ni patrocinar, y no se requiere de ninguna persona que responda a ninguna recopilación de información, a menos que muestre un número de control actualmente válido de la Oficina de Administración y Presupuesto (OMB por sus siglas en inglés). Envíe los comentarios sobre el estimado de esta carga o sobre cualquier otro aspecto de esta recopilación de información, incluyendo sugerencias para reducir este tiempo, a: CDC/ATSDR, Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, GA 30333, ATTN: PRA (0920-0572).

SB. Which language are you most comfortable speaking with your friends and family?

- 1 English always
- 2 English mostly
- 3 A little more in English
- 4 About the same amount in English and Spanish
- 5 A little more in Spanish
- 6 Spanish mostly
- 7 Spanish always

SC. In what language do you prefer to watch, read, and listen to media (such as TV or radio)?

- 1 English always
- 2 English mostly
- 3 A little more in English
- 4 About the same amount in English and Spanish
- 5 A little more in Spanish
- 6 Spanish mostly
- 7 Spanish always

IF RESPONSES 4-7 IN SC (CONSUMING MEDIA IN SPANISH), ASK SD. OTHERS SKIP TO ENGLISH SCREENER INTRODUCTION.

SD. You mentioned that you watch, read, or listen to media (such as TV or radio) in Spanish, at least sometimes. We are looking for respondents who are comfortable taking this survey in Spanish. Are you willing to take the survey in Spanish?

- 1 Yes, I'll take it in Spanish
- 2 No thank you, I prefer to take it in English

IF RESPONSE 1, SEND RESPONDENT TO HISPANIC-SPANISH SCREENER (STARTING AT INTRODUCTION). IF RESPONSE 2, CONTINUE TO ENGLISH SCREENER INTRODUCTION.

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.

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

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 NOT RESPONSE 1 IN ETHNICITY (HISPANIC OR LATINO), **SCREEN OUT.**

S4-A. You mentioned that you are Hispanic or Latino. What country or countries are you and your family originally from, before coming to the United States? You may choose as many as apply. MULTIPLE RESPONSES ALLOWED, DO NOT ROTATE.

- 1 Argentina
- 2 Bolivia
- 3 Chile
- 4 Colombia
- 5 Costa Rica
- 6 Cuba
- 7 Dominican Republic
- 8 Ecuador
- 9 El Salvador
- 10 Guatemala
- 11 Honduras
- 12 Mexico
- 13 Nicaragua
- 14 Panama
- 15 Paraguay
- 16 Peru
- 17 Puerto Rico
- 18 Spain
- 19 Uruguay
- 20 Venezuela
- 21 Other (Specify:_____)

- 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 (or _____ kilos) Continue
 - 8 Don't know / Not sure..... Terminate
 - 9 Prefer not to answer Terminate

S10. We would like to know approximately how tall you are, without shoes. Are you more comfortable answering in feet/inches or in meters/centimeters?

- 1 Feet/inches Continue
- 2 Meters/centimeters..... Continue

S10-A. About how tall are you without shoes?

- _____ feet and _____ inches (or _____ meter[s] and _____ centimeters)..... 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 3c: Online Eligibility Screener for Hispanic Audiences (English-Speaking)

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

Screenshot – Online Screener Question SA

Survey

surveys.smithgeiger.com/survey/selfserve/bec/141063

0%

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

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English (Inglés)

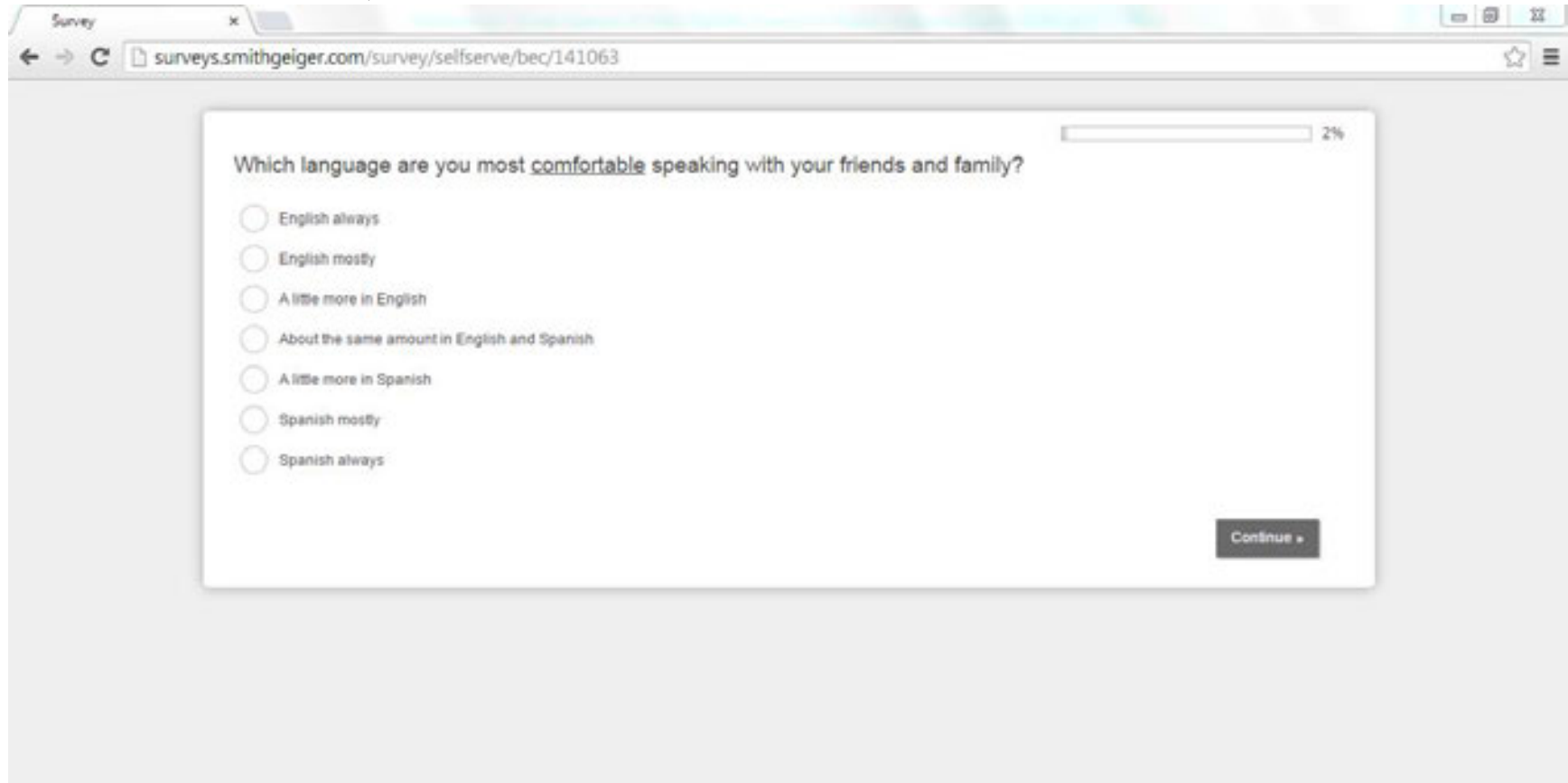
Spanish (Español)

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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).

Notificación al participante sobre el estimado de carga
Se estima que el tiempo de reporte público para esta recopilación de información es un promedio de 3 minutos por respuesta, incluyendo el tiempo para revisar las instrucciones, investigar las fuentes de datos existentes, recopilar y mantener los datos necesarios, completar y revisar la recopilación de información. Una agencia no puede realizar ni patrocinar, y no se requiere de ninguna persona que responda a ninguna recopilación de información, a menos que muestre un número de control actualmente válido de la Oficina de Administración y Presupuesto (OMB por sus siglas en inglés). Envíe los comentarios sobre el estimado de esta carga o sobre cualquier otro aspecto de esta recopilación de información, incluyendo sugerencias para reducir este tiempo, a CDC/ATSDR, Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, GA 30333, ATTN: PRA (0920-0572).

Continue »

Screenshot – Online Screener Question SB



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/141063". The survey question is "Which language are you most comfortable speaking with your friends and family?". There are seven radio button options: "English always", "English mostly", "A little more in English", "About the same amount in English and Spanish", "A little more in Spanish", "Spanish mostly", and "Spanish always". A progress bar in the top right corner of the question box shows "2%". A "Continue" button is located in the bottom right corner of the question box.

Survey

surveys.smithgeiger.com/survey/selfserve/bec/141063

2%

Which language are you most comfortable speaking with your friends and family?

- English always
- English mostly
- A little more in English
- About the same amount in English and Spanish
- A little more in Spanish
- Spanish mostly
- Spanish always

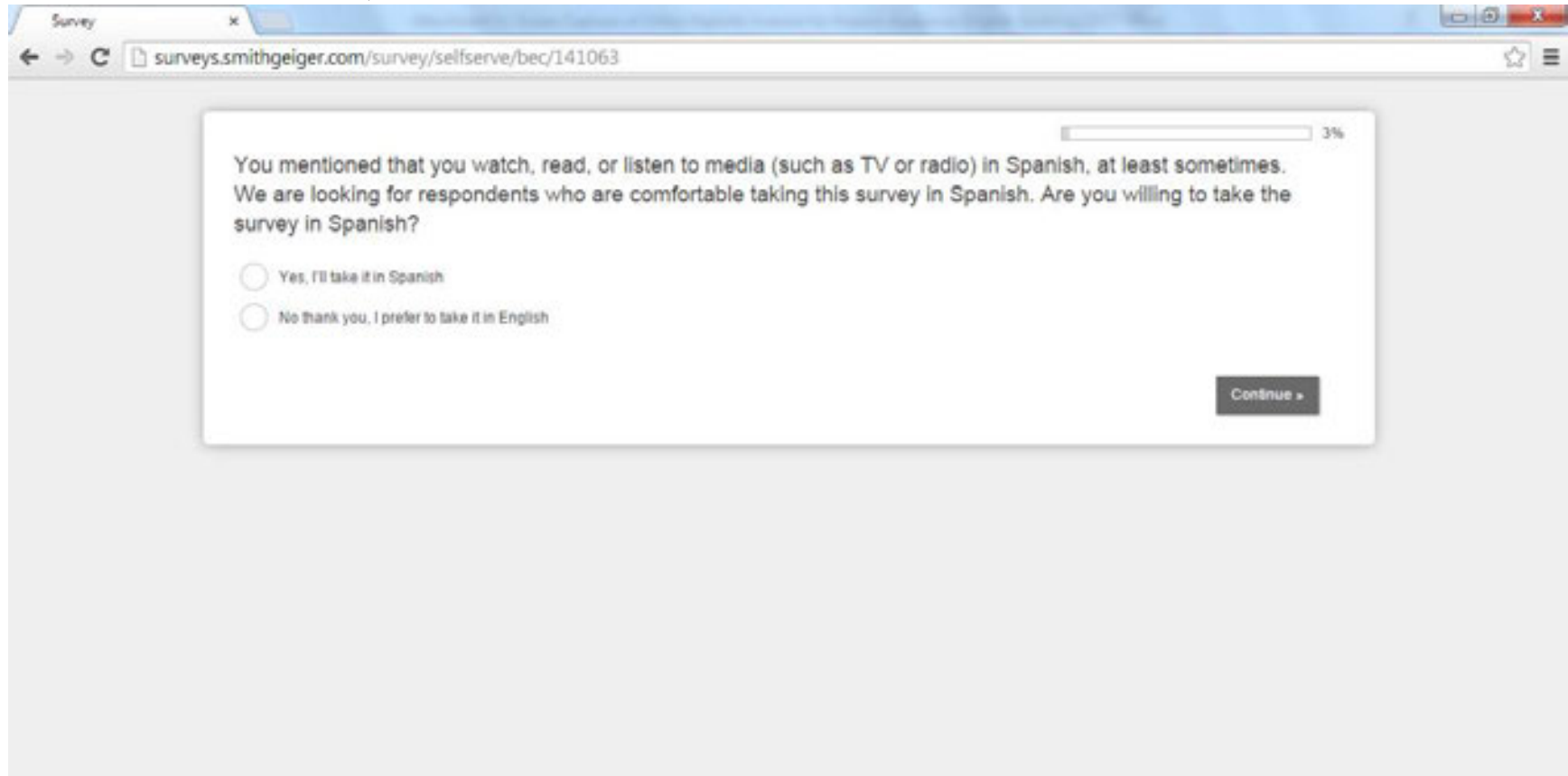
Continue »

Screenshot – Online Screener Question SC

The screenshot shows a web browser window with the address bar displaying "surveys.smithgeiger.com/survey/selfserve/bec/141063". The survey content is displayed in a white box with a progress indicator at the top right showing "3%". The question is: "In what language do you prefer to watch, read, and listen to media (such as TV or radio)?". Below the question are seven radio button options: "English always", "English mostly", "A little more in English", "About the same amount in English and Spanish", "A little more in Spanish", "Spanish mostly", and "Spanish always". A "Continue >" button is located at the bottom right of the question box.

{Note to reviewers: Respondents who indicate “English always,” “English mostly,” or “A little more in English” will continue to the English screener introduction. Respondents who indicate “About the same amount in English and Spanish,” “A little more in Spanish,” “Spanish mostly,” or “Spanish always” in question SC will continue to question SD.}

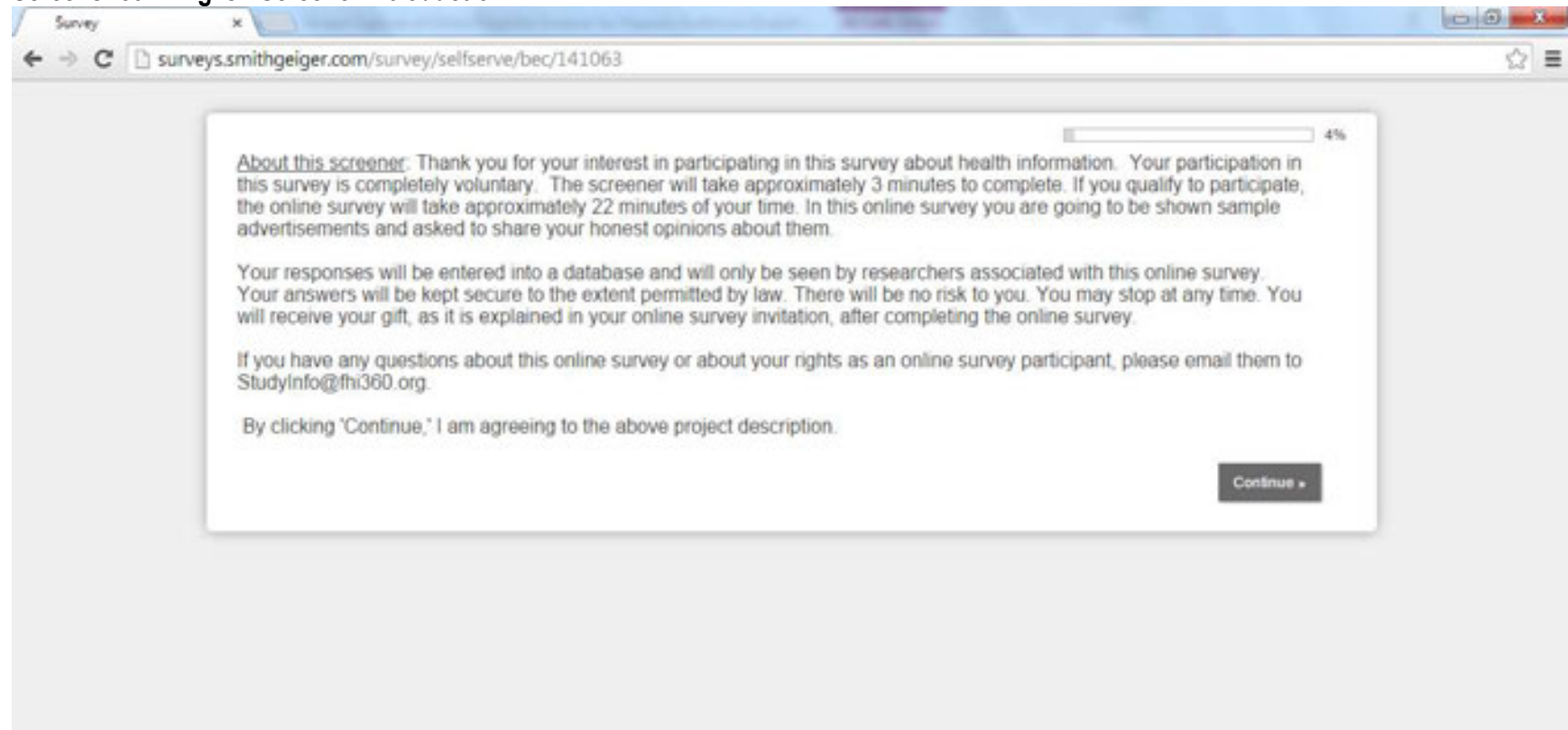
Screenshot – Online Screener Question SD



The screenshot shows a web browser window with the URL `surveys.smithgeiger.com/survey/selfserve/bec/141063`. The survey question is in Spanish and asks if the respondent is willing to take the survey in Spanish. The question text is: "You mentioned that you watch, read, or listen to media (such as TV or radio) in Spanish, at least sometimes. We are looking for respondents who are comfortable taking this survey in Spanish. Are you willing to take the survey in Spanish?". There are two radio button options: "Yes, I'll take it in Spanish" and "No thank you, I prefer to take it in English". A "Continue" button is located at the bottom right of the question box. A progress indicator in the top right corner shows 3% completion.

{Note to reviewers: Respondents who indicate *“Yes, I’ll take it in Spanish”* will be sent to the Hispanic-Spanish screener (starting at the introduction). Respondents who indicate *“No thank you, I prefer to take it in English”* continue to the English screener introduction.}

Screenshot – English Screener Introduction



{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/141063". The main content area contains a survey 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 a small bar and the text "4%". A "Continue >" button is located in the bottom right corner of the question box.

What is your gender?

Male

Female

Continue >

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/141063`. The survey question is titled "In what year were you born?" and includes a progress indicator showing 5% completion. The question text is "Record year of birth:" followed by a text input field. Below the input field are 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

surveys.smithgeiger.com/survey/selfserve/bec/141063

In what year were you born?

Record year of birth:

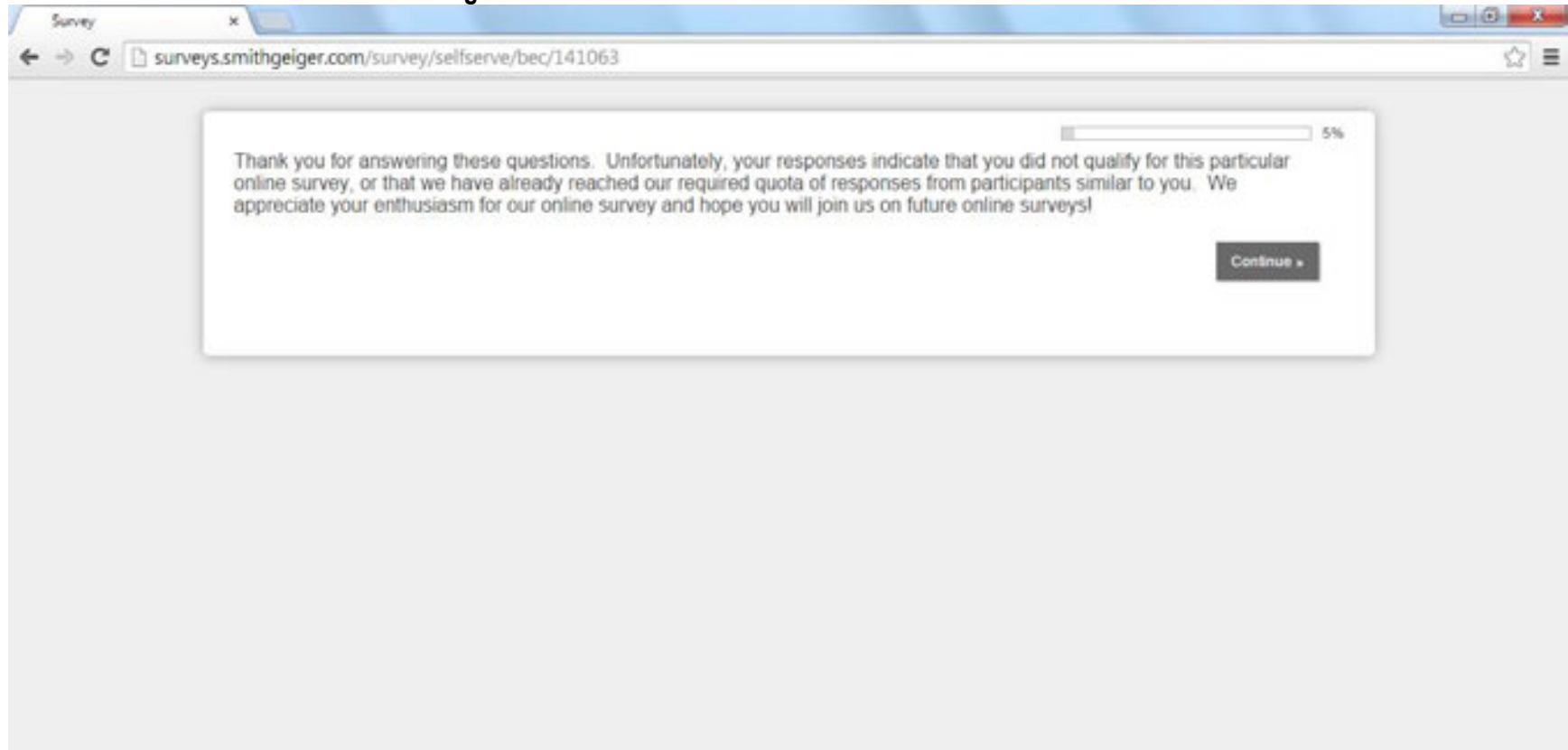
Don't know/Not sure

Prefer not to answer

Continue »

{Note to reviewers: Respondents who prefer not to answer 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

surveys.smithgeiger.com/survey/selfserve/bec/141063

What is the highest level of education you have completed? 5%

- 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

Survey x

← → ↻ surveys.smithgeiger.com/survey/selfserve/bec/141063

Please indicate your race or ethnic background. Are you...? 6%

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

Continue »

Screenshot – Online Screener Question S4-A

Survey

surveys.smithgelger.com/survey/selfserve/bec/141063

7%

You mentioned that you are Hispanic or Latino. What country or countries are you and your family originally from, before coming to the United States?

You may choose as many as apply.

- Argentina
- Bolivia
- Chile
- Colombia
- Costa Rica
- Cuba
- Dominican Republic
- Ecuador
- El Salvador
- Guatemala
- Honduras
- Mexico
- Nicaragua
- Panama
- Paraguay
- Peru
- Puerto Rico
- Spain
- Uruguay
- Venezuela
- Other (Specify):

Continue »

Screenshot – Online Screener Question S5

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/141063`. 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 8% completion. The main question is "In what state, city, and zip code do you currently live?". Below the question are three input fields: a dropdown menu for "State" with "Select one..." selected, a text input field for "City", and a text input field for "Zip code". A dark gray "Continue" button with a right-pointing arrow is located in the bottom right corner of the form area.

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

State:
Select one...

City:

Zip code:

Continue »

Screenshot – Online Screener Question S6

Survey x

surveys.smithgeiger.com/survey/selfserve/bec/141063

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

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.)

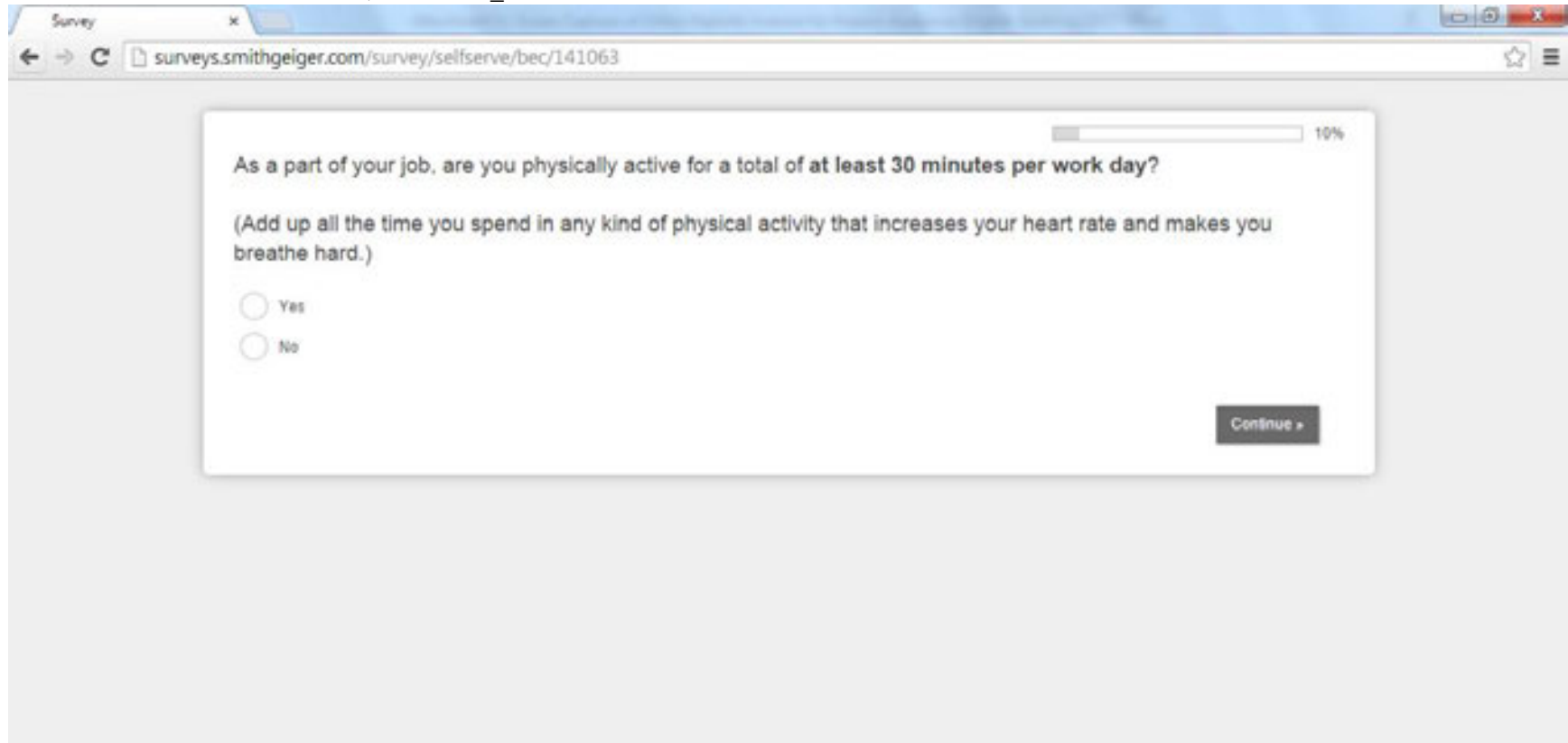
None of the above

9%

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 address bar displaying "surveys.smithgeiger.com/survey/selfserve/bec/141063". The survey content is displayed in a white box with a progress indicator at the top right showing "10%". 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/141063". The main content area contains a survey question: "About how often do you use the Internet?". To the right of the question is a progress bar showing 11%. 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 box.

{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/141207`. The survey question is titled "About how much do you weigh without shoes?" and includes a progress indicator at 11%. Below the question, there is a instruction: "Please respond using the unit of measurement (pounds or kilos) you generally use." The response options are radio buttons for "Pounds" (with a text input field), "Kilos" (with a text input field), "Don't know / Not sure", and "Prefer not to answer". A "Continue" button is located at the bottom right 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 question that follow.}

Screenshot – Online Screener Question S10

The screenshot shows a web browser window with the URL surveys.smithgeiger.com/survey/selfserve/bec/141207. The survey question is displayed in a white box with a progress bar at the top right showing 12%. The question text is: "We would like to know approximately how tall you are, without shoes. Are you more comfortable answering in feet/inches or in meters/centimeters?". Below the question are four radio button options: "Feet/inches", "Meters/centimeters", "Don't know / Not sure", and "Prefer not to answer". A "Continue" button is located at the bottom right of the question box.

{Note to reviewers: Respondents who prefer not to answer, or who respond “Don’t know/Not sure,” to this question will be shown the general screen out message and terminated. All others will continue to the questions that follow.}

Screenshot – Online Screener Question S10-A

The screenshot shows a web browser window with the address bar displaying "surveys.smithgeiger.com/survey/selfserve/bec/141207". The survey content is displayed in a white box on a grey background. At the top right of the box is a progress bar labeled "13%". The question text is "About how tall are you without shoes?". Below the question are two input fields: the first is labeled "Feet and" and the second is labeled "inches". A "Continue" button with a right-pointing arrow is located at the bottom right of the question box.

Survey progress: 13%

Question: About how tall are you without shoes?

Input fields: Feet and inches

Button: Continue »

Screenshot – Online Screener Question S11

The screenshot shows a web browser window with the address bar displaying "surveys.smithgeiger.com/survey/selfserve/bec/141063". The main content area contains a survey question with a progress indicator in the top right corner showing "13%". 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.

{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/141063`. The browser tab is titled "Survey". The main content area contains a question: "During the past 7 days, on how many days would you say you drank any regular soft drinks (non-diet) or other sugary drinks?". A progress bar in the top right corner of the question box is partially filled and labeled "14%". Below the question, there is a text input field with the label "Enter number of days:". A "Continue >" button is located in the bottom right corner of the question box.

Survey

← → ↻ `surveys.smithgeiger.com/survey/selfserve/bec/141063` ☆ ☰

14%

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

Enter number of days:

Continue >

Screenshot – Online Screener Question S11_2

The screenshot shows a web browser window with the address bar displaying "surveys.smithgeiger.com/survey/selfserve/bec/141063". The survey content is displayed in a white box with a progress indicator at the top right showing "15%". The question text is: "On those 3 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 is a text input field labeled "Enter number of drinks:" and a "Continue >" button.

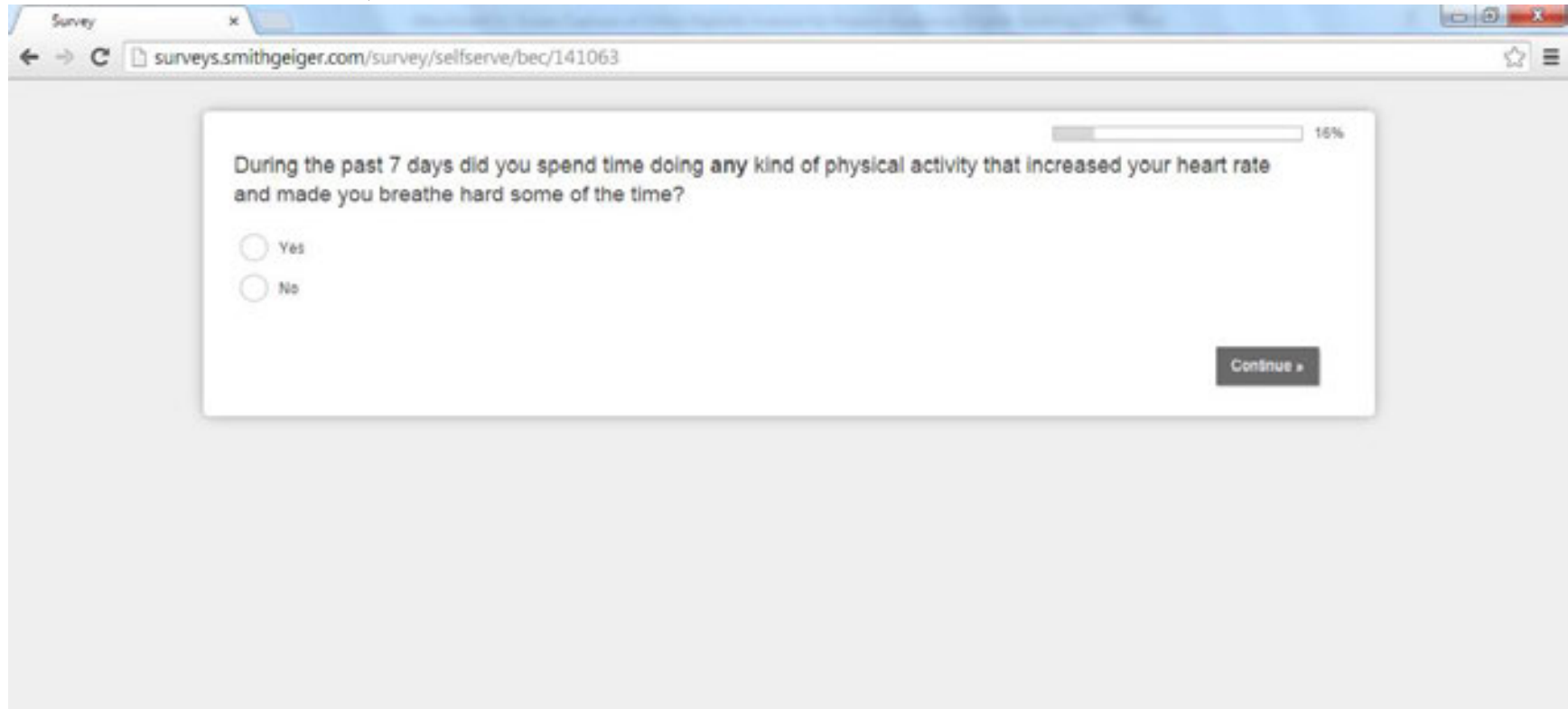
15%

On those 3 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 the URL `surveys.smithgeiger.com/survey/selfserve/bec/141063`. The page displays a survey question S12. At the top right of the question box, there is a progress bar showing 16% completion. The question text is: "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 "Continue" button with a right-pointing arrow is located at the bottom right of the question box.

{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 address bar displaying "surveys.smithgeiger.com/survey/selfserve/bec/141063". The survey content is displayed in a white box with a progress indicator at the top right showing "17%". The question text is: "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 is a text input field labeled "Enter number of days:" and a "Continue" button.

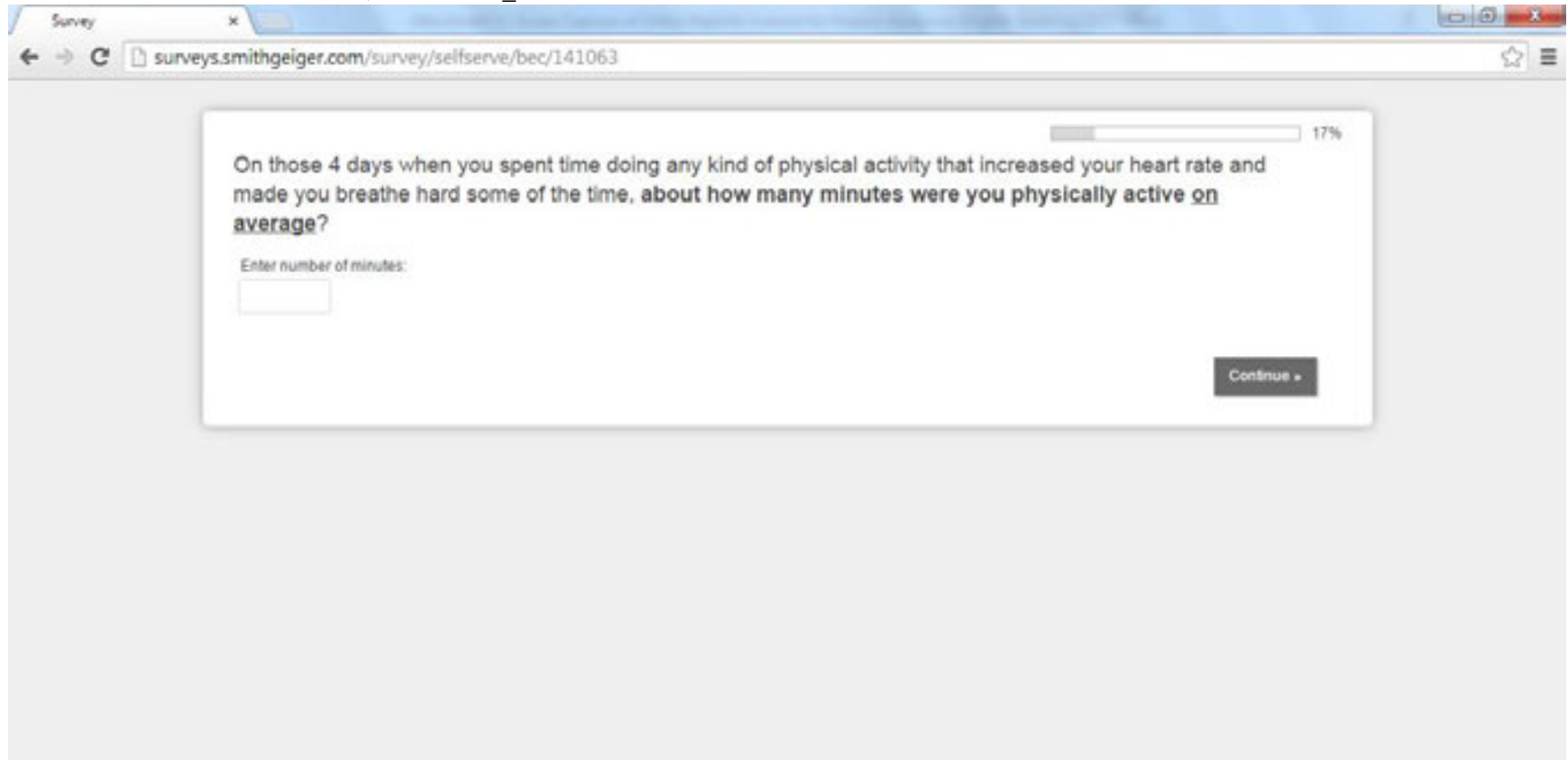
Survey progress: 17%

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?

Enter number of days:

Continue »

Screenshot – Online Screener Question S12_2



The screenshot shows a web browser window with the address bar displaying "surveys.smithgeiger.com/survey/selfserve/bec/141063". 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 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 label "Enter number of minutes:" and a "Continue" button.

17%

On those 4 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

The screenshot shows a web browser window with the address bar displaying "surveys.smithgeiger.com/survey/selfserve/bec/141063". The survey content is contained within a white box on a grey background. At the top right of the box is a progress bar showing 18% completion. The question text is "On average, about how many meals and snacks do you eat in a typical day?". 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.

Survey

← → ↻ surveys.smithgeiger.com/survey/selfserve/bec/141063 ☆ ☰

18%

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 the address bar displaying "surveys.smithgeiger.com/survey/selfserve/bec/141063". The survey content is displayed in a white box with a progress indicator at the top right showing "19%". The question text is "During the past 7 days, on how many days would you say you ate healthy meals or snacks?". Below the question is a text input field with the label "Enter number of days:". A "Continue" button is located at the bottom right of the question box.

{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

Survey x

← → ↻ surveys.smithgeiger.com/survey/selfserve/bec/141063 ☆ ☰

19%

On those 4 days when you ate healthy meals or snacks, about how many healthy meals and snacks did you eat on average?

number of meals

number of snacks

Continue »

**Attachment 3d: Online Survey for Healthy Drinks
for Hispanic Audiences (English-speaking)**
**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.

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 | <u>Look for more information</u> on the health benefits of cutting back on regular soft drinks (non-diet) or other sugary drinks |
| B | <u>Talk to a friend</u> about the health benefits of cutting back on regular soft drinks (non-diet) or other sugary drinks |
| C | <u>Participate</u> 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

SOME 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: Thank you for your time. Please click “OK” to confirm your participation.

Attachment 3e: Screen Captures of Online Survey for Healthy Drinks for Hispanic Audiences (English-speaking)

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

Screenshot – Online Survey Start Screen

Survey x Andre

← → C 🏠 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.

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

22%

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

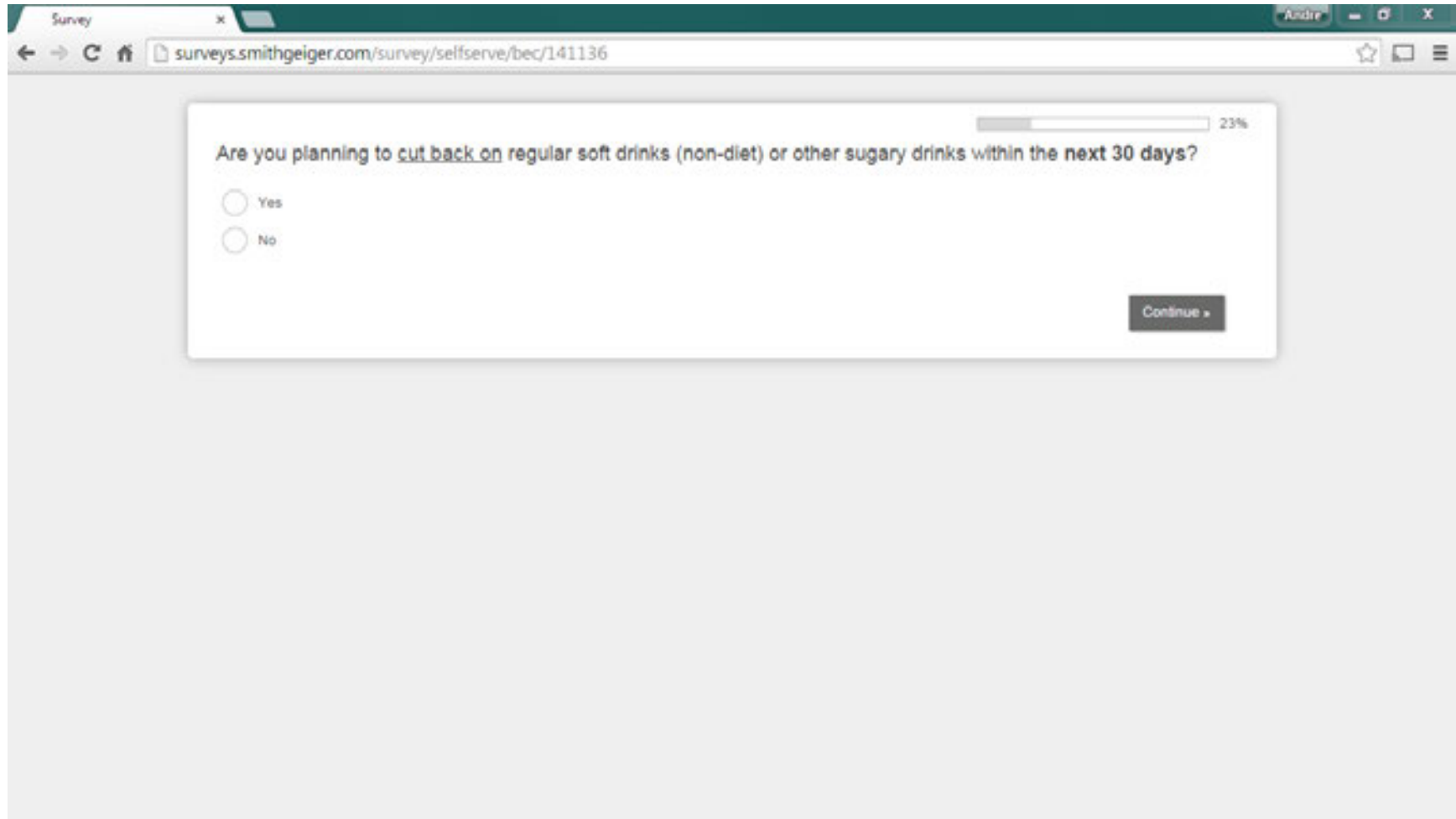
Yes

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



Survey x Andre

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

23%

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 Q1_2

Survey

Andre

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

24%

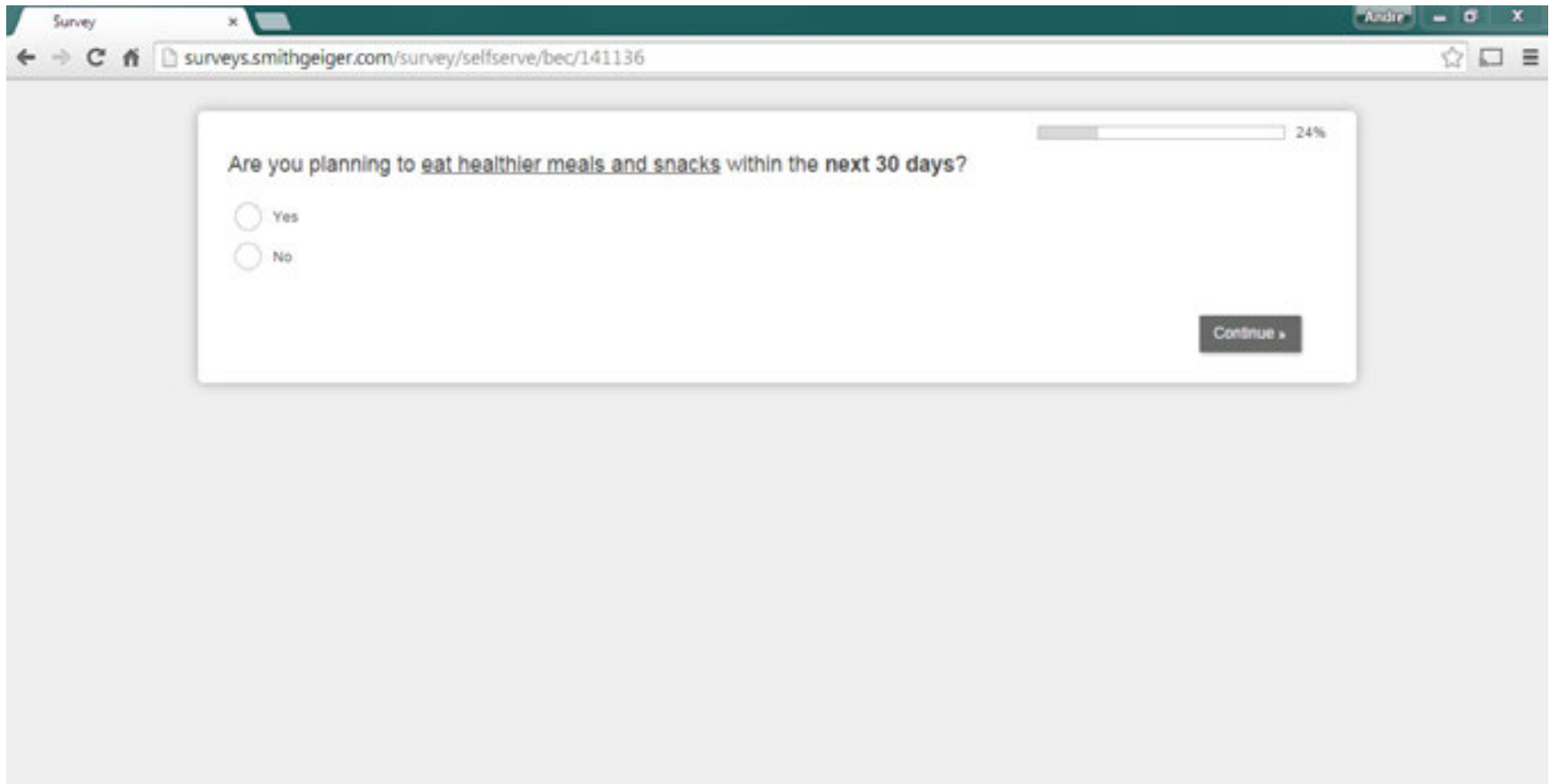
Are you planning to be more physically active within the next 30 days?

Yes

No

Continue »

Screenshot - Online Survey Question Q1_3



Screenshot – Online Survey Question Q2

Survey x

← → ↻ surveys.smithgeiger.com/survey/selfserve/bec/141063

25%

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

Yes, I plan to try to lose weight

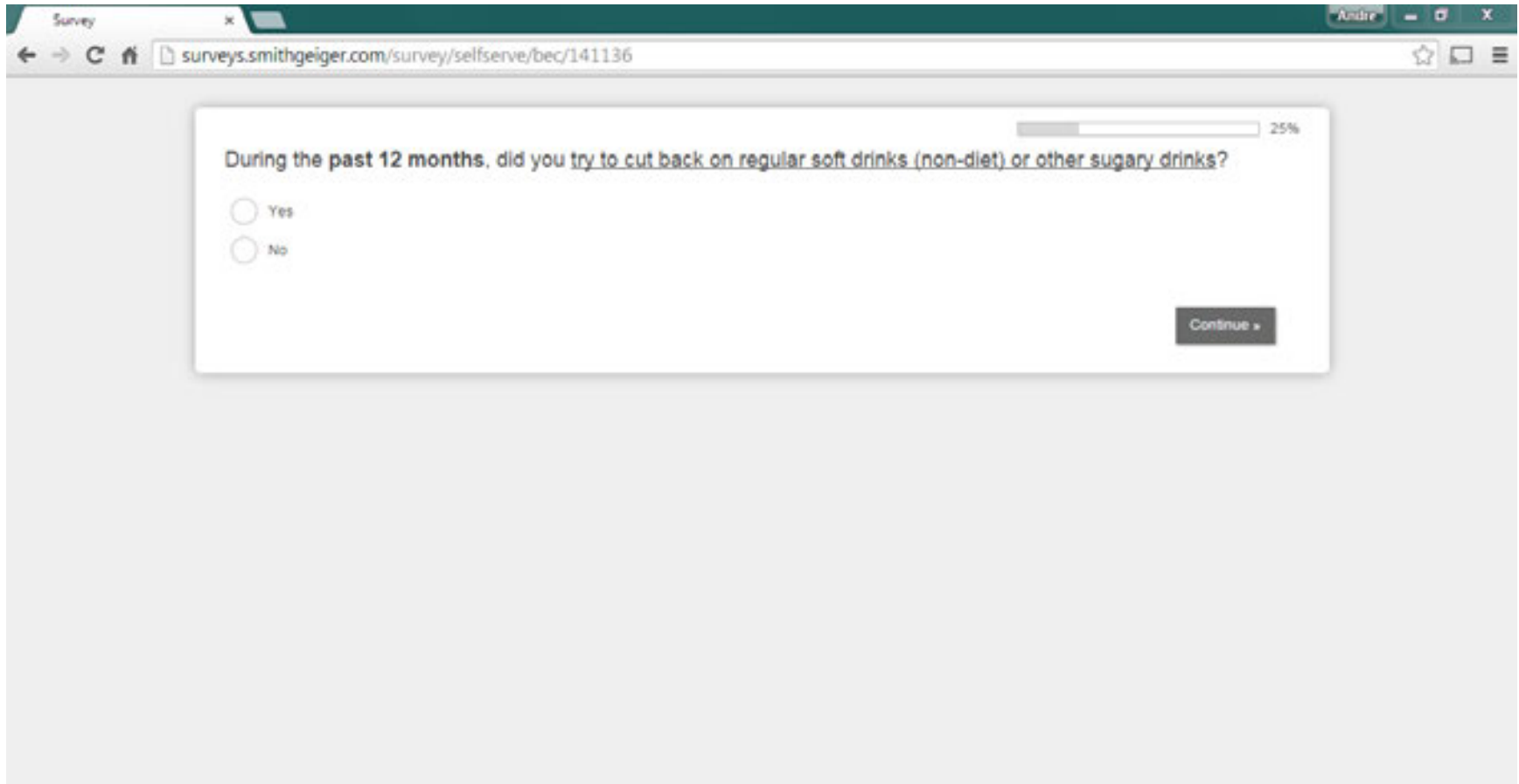
Yes, I plan to try to gain weight

Yes, I plan to try to maintain my current weight

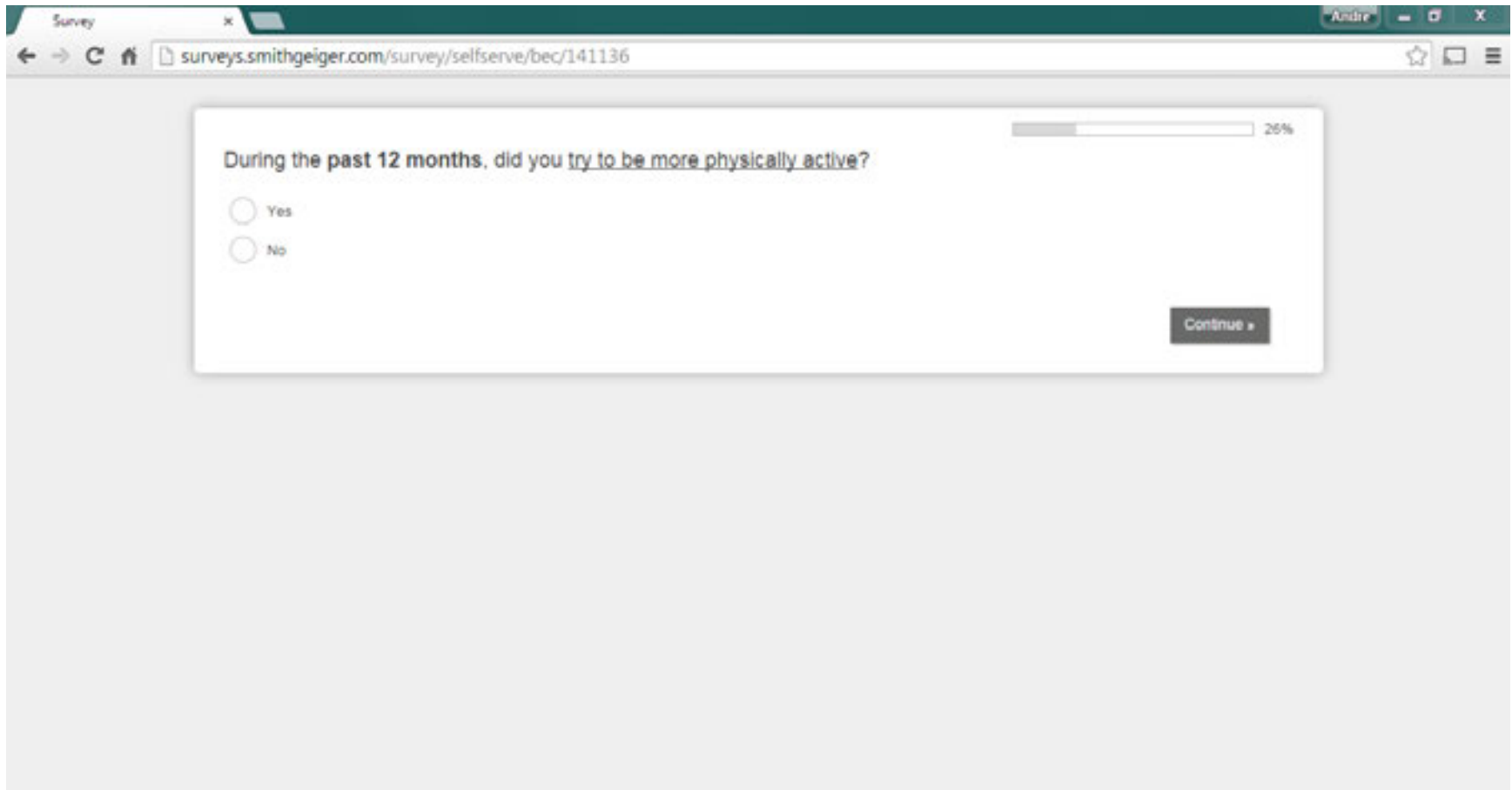
No, I have no plans to do anything about my weight

Continue »

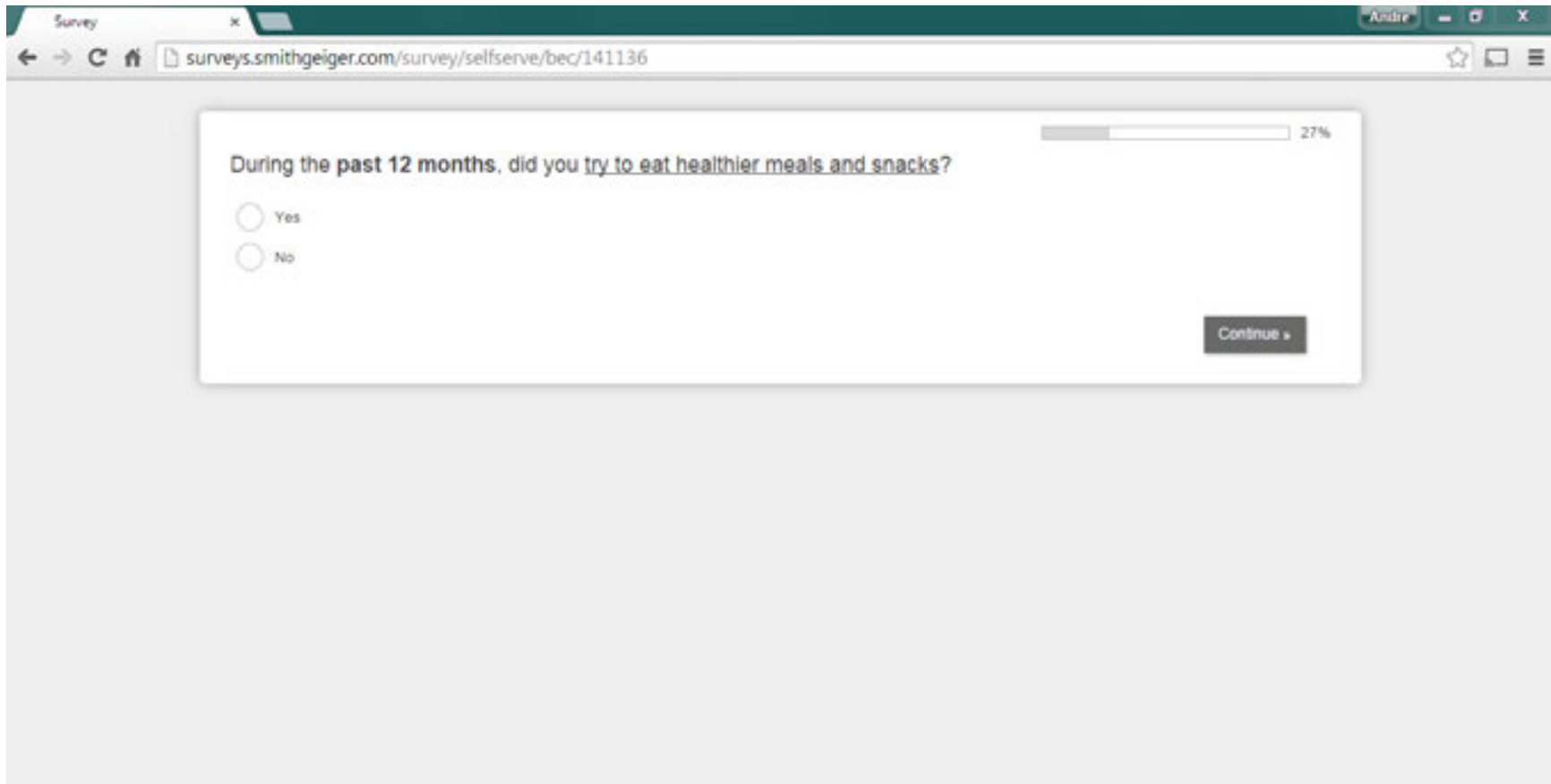
Screenshot – Online Survey Question Q3



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

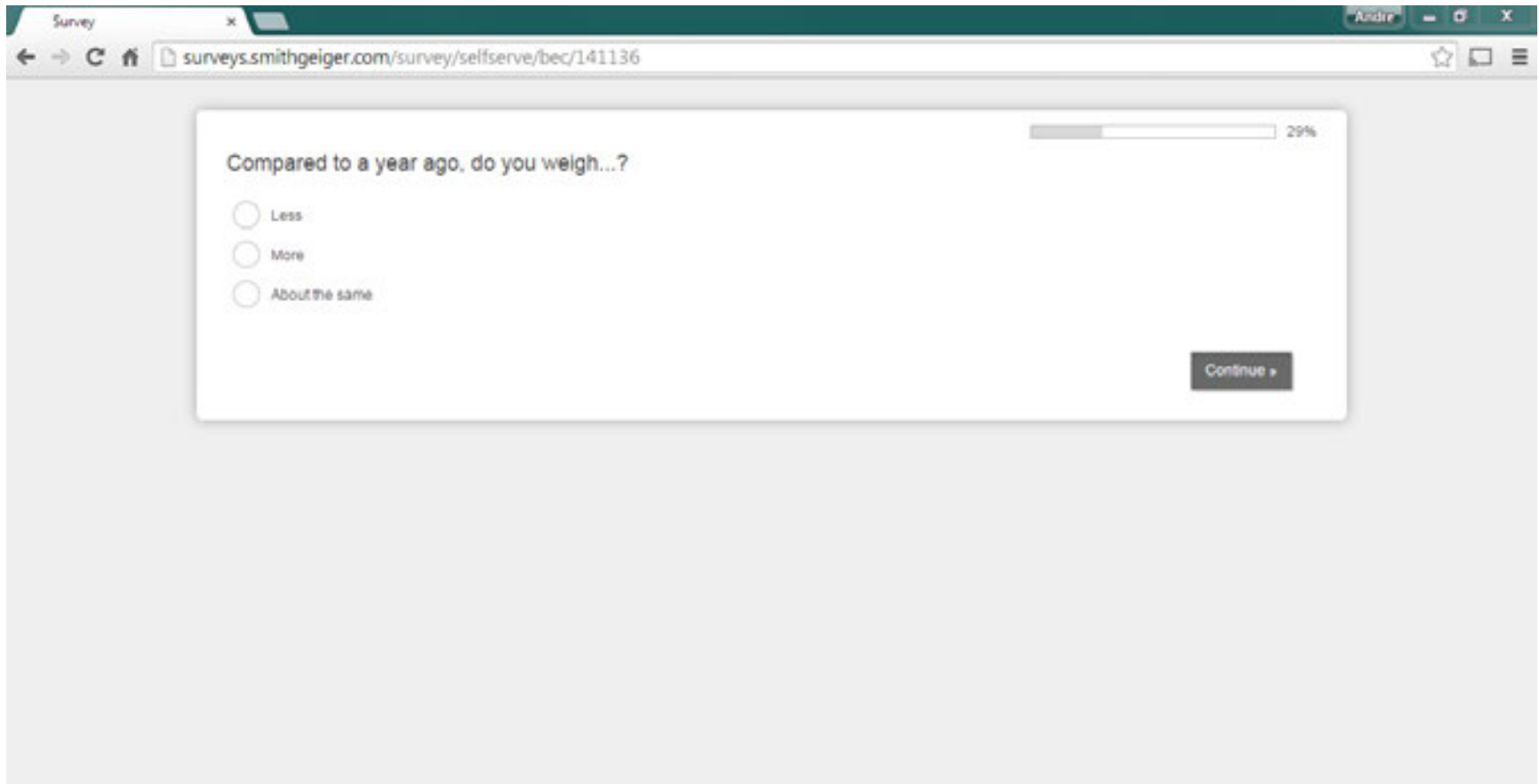
Gain weight

Maintain your current weight

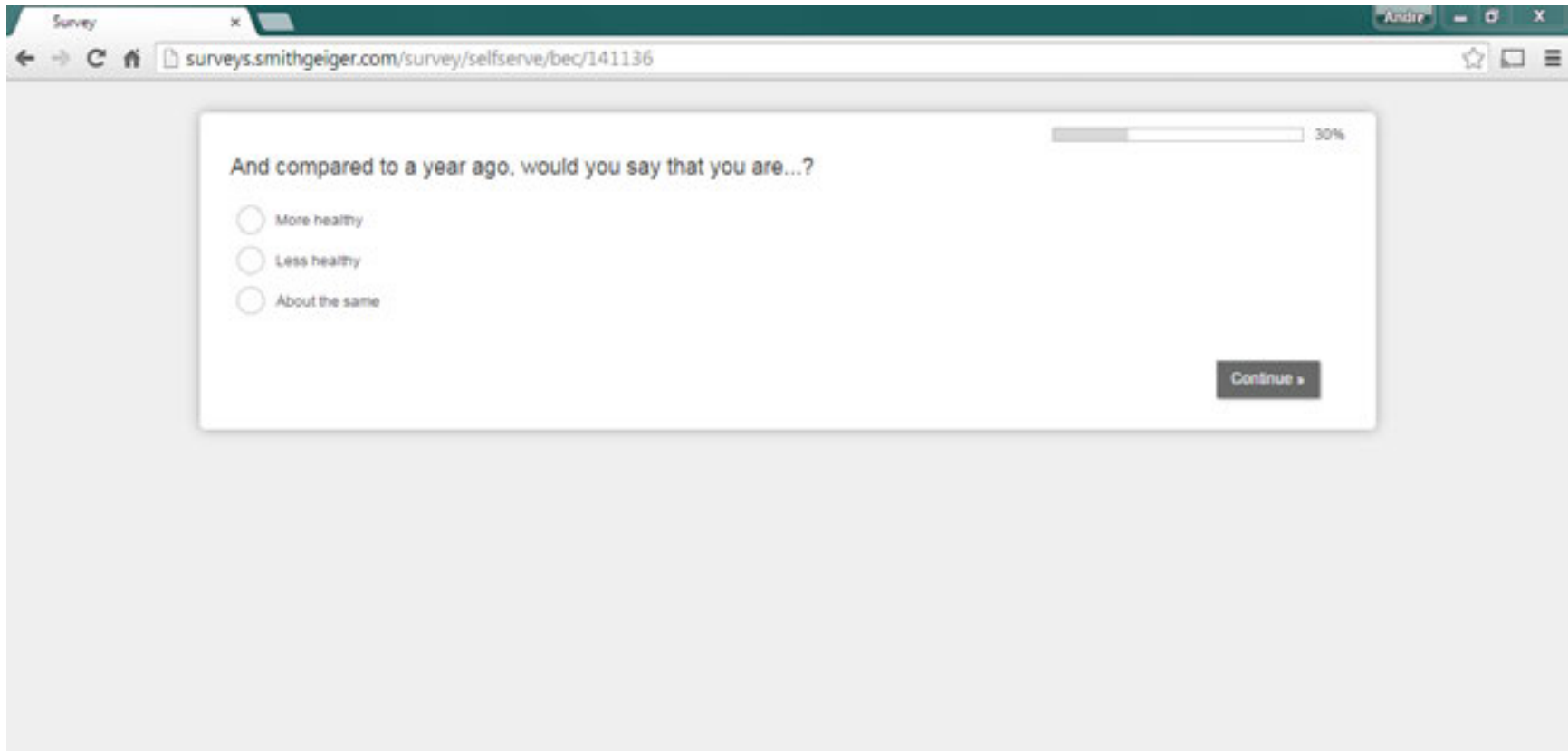
28%

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
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"/>
Being more physically active	<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 x Andre

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

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

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

surveys.smithgeiger.com/survey/selfserve/bec/141063

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.

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 eating meals less enjoyable 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"/>
...help me prevent weight gain	<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 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 save money	<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"/>

Continue >

Screenshot – Online Survey Question Q10

Survey x Andre

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

34%

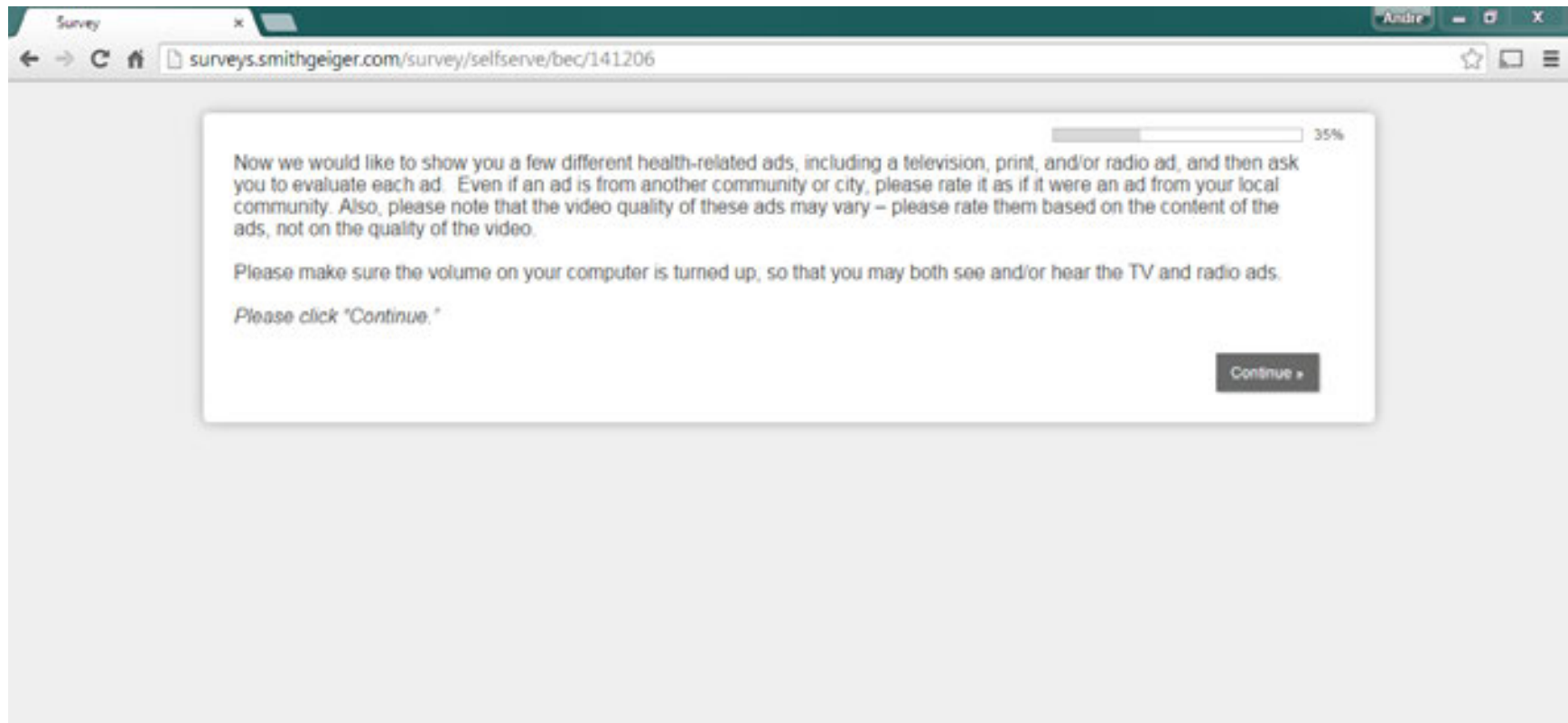
Which of the following statements best describes how you think the problem of obesity should be solved in your community?

- 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 »

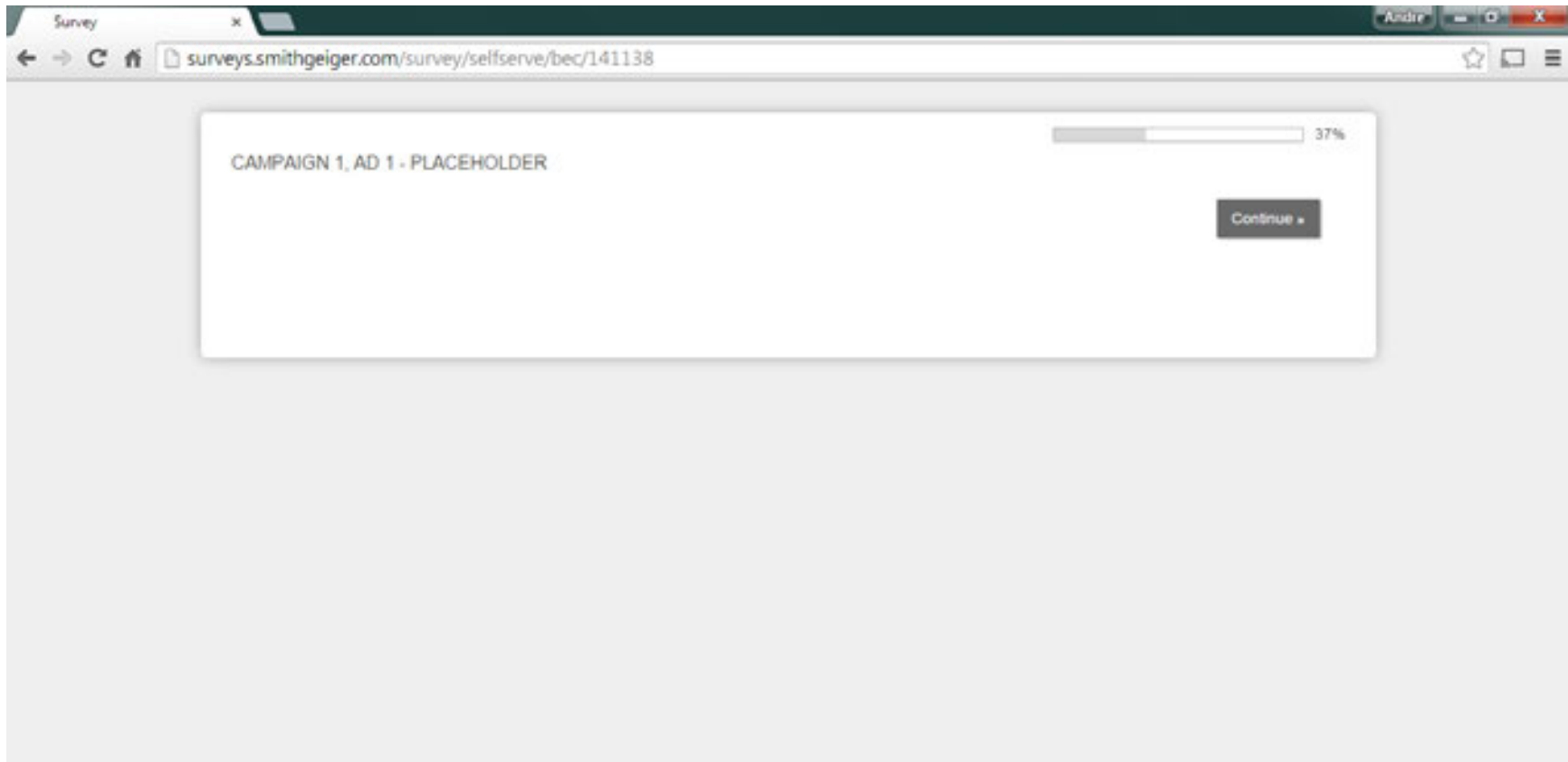
{Note to reviewers: At this point, some respondents will be shown a set of ads (TV, radio and/or print) that correspond to a discrete campaign (randomly chosen). Others will be shown randomly chosen individual ads that do not correspond to a discrete campaign. After each ad is shown, they will be asked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

Screenshot: Initial Screen for Ad Evaluations

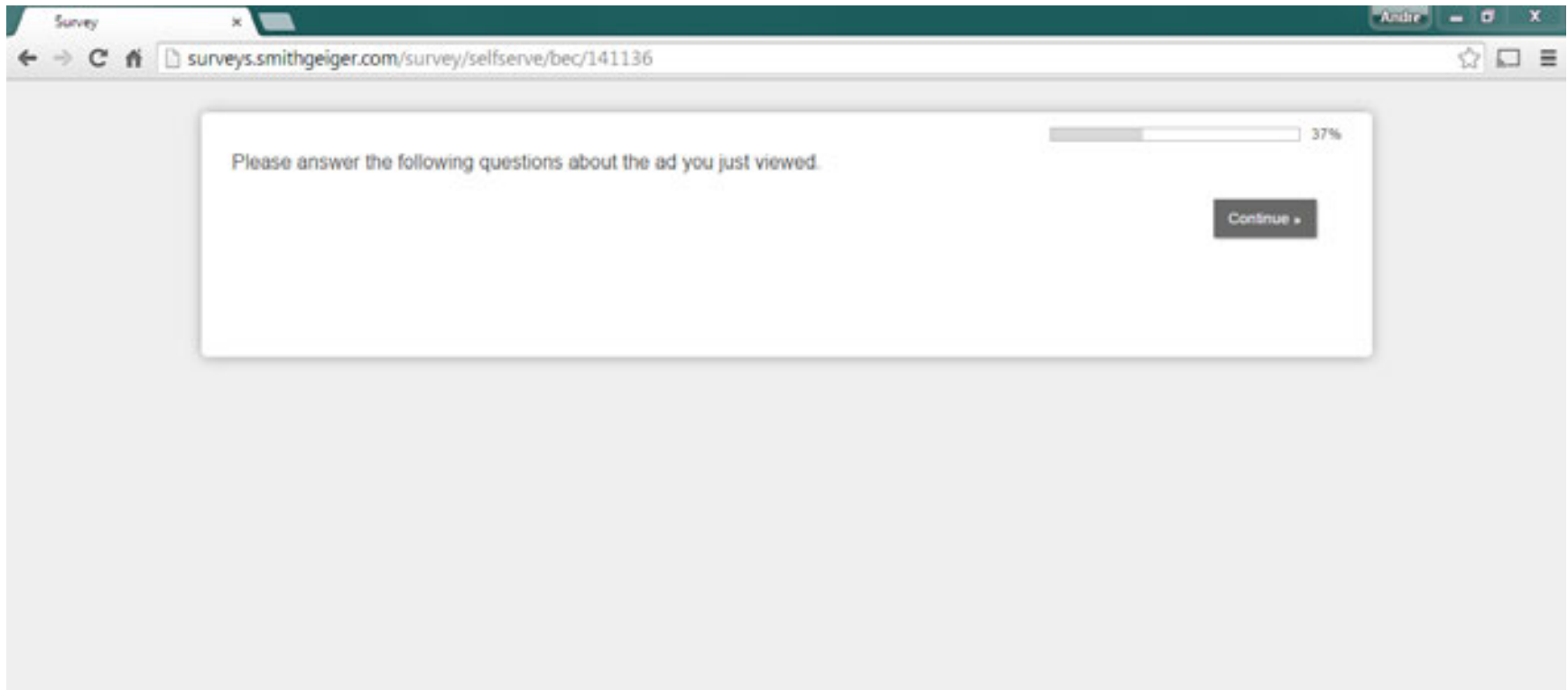


{Note to reviewers: The screen below is a sample of the screen respondents will see when viewing each ad. The questions they will be asked for each ad will be the same, regardless of the ad they see.}

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?

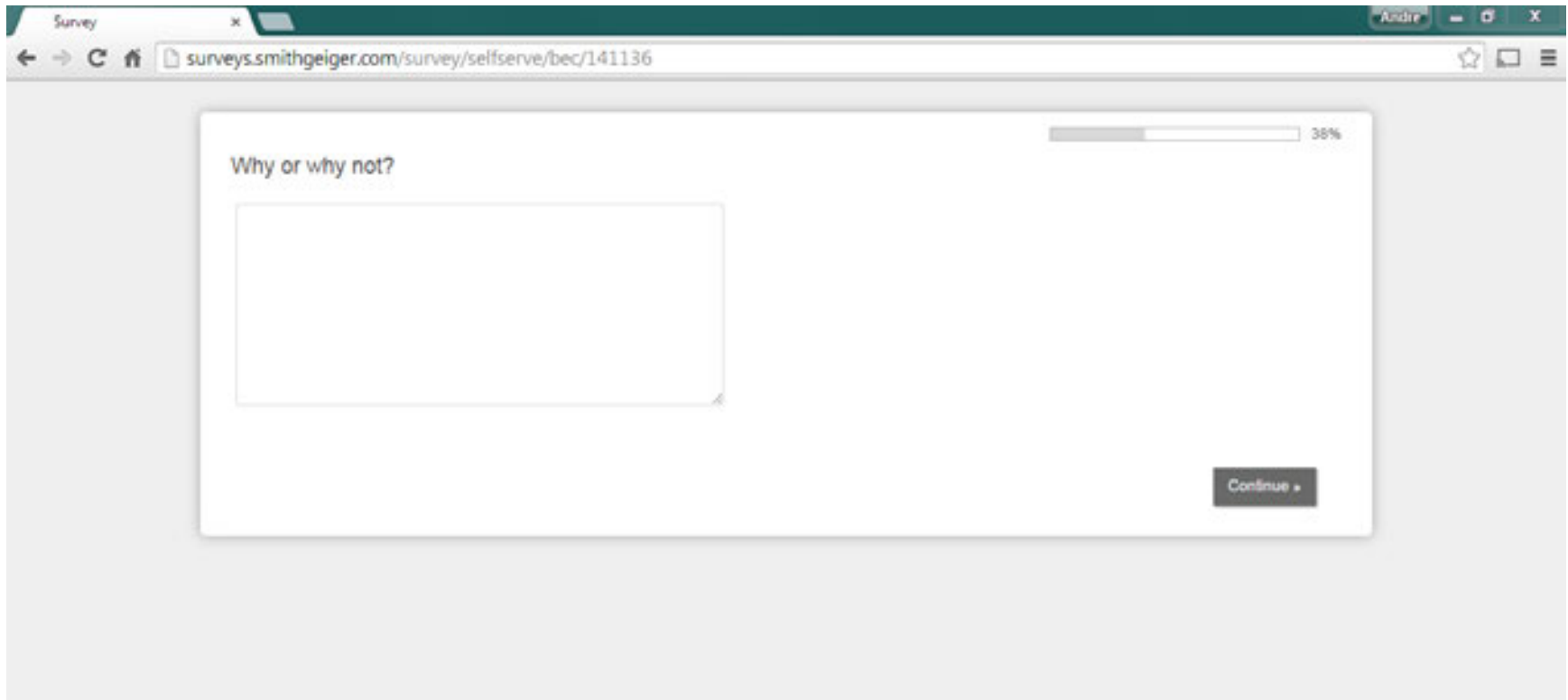
Yes

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

Survey x Andre

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

Why or why not?

40%

Continue »

Screenshot – Online Survey Question Q16

Survey

← → ↻ surveys.smithgeiger.com/survey/selfserve/bec/141063

40%

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, this includes 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.

- 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 ☆ 🗨 ☰

42%

Who would you say this ad is trying to reach?

Please check all that apply:

- You
- People like you
- Someone else

Continue »

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"/>

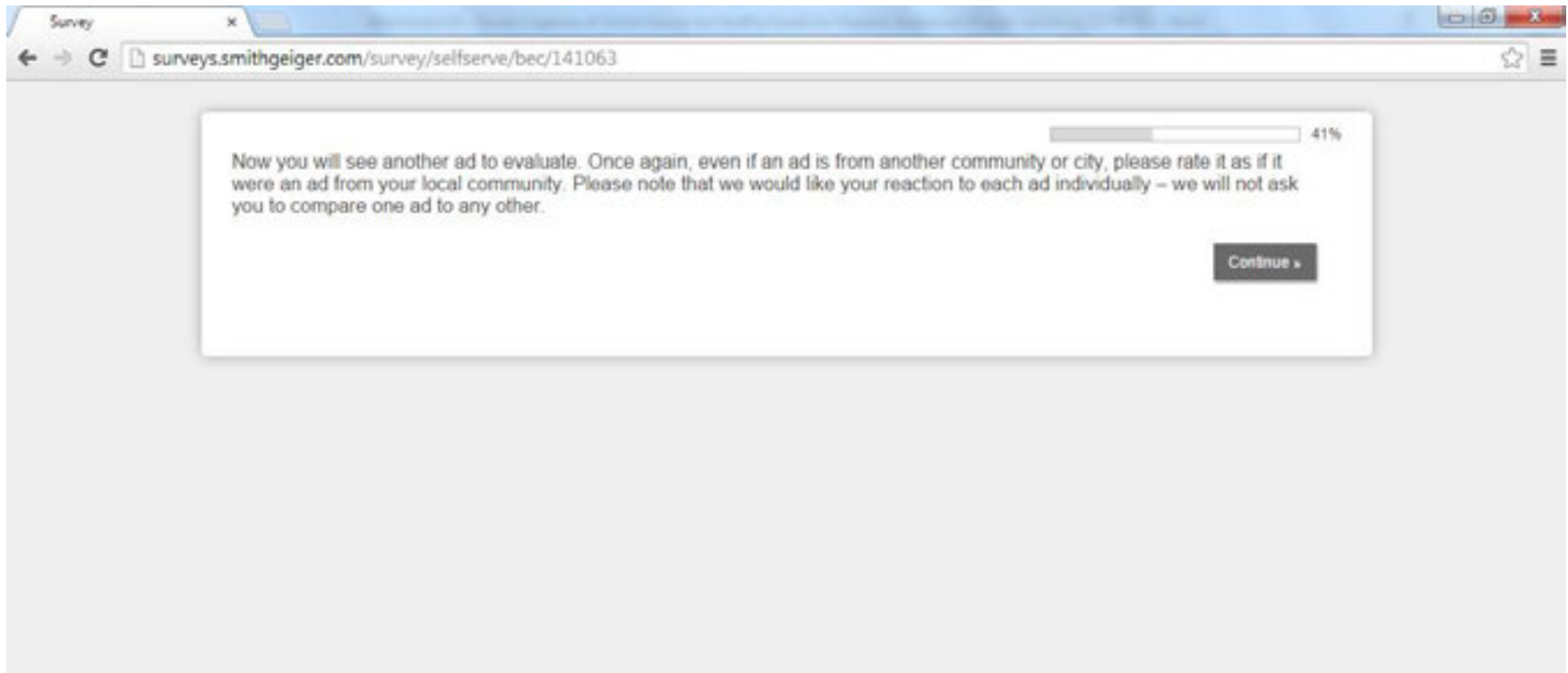
Continue »

{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 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 bar showing 43% completion. 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 labeled "Continue".

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/141063

58%

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>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"/>
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 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 was convincing.	<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 grabbed my attention.	<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

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

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

82%

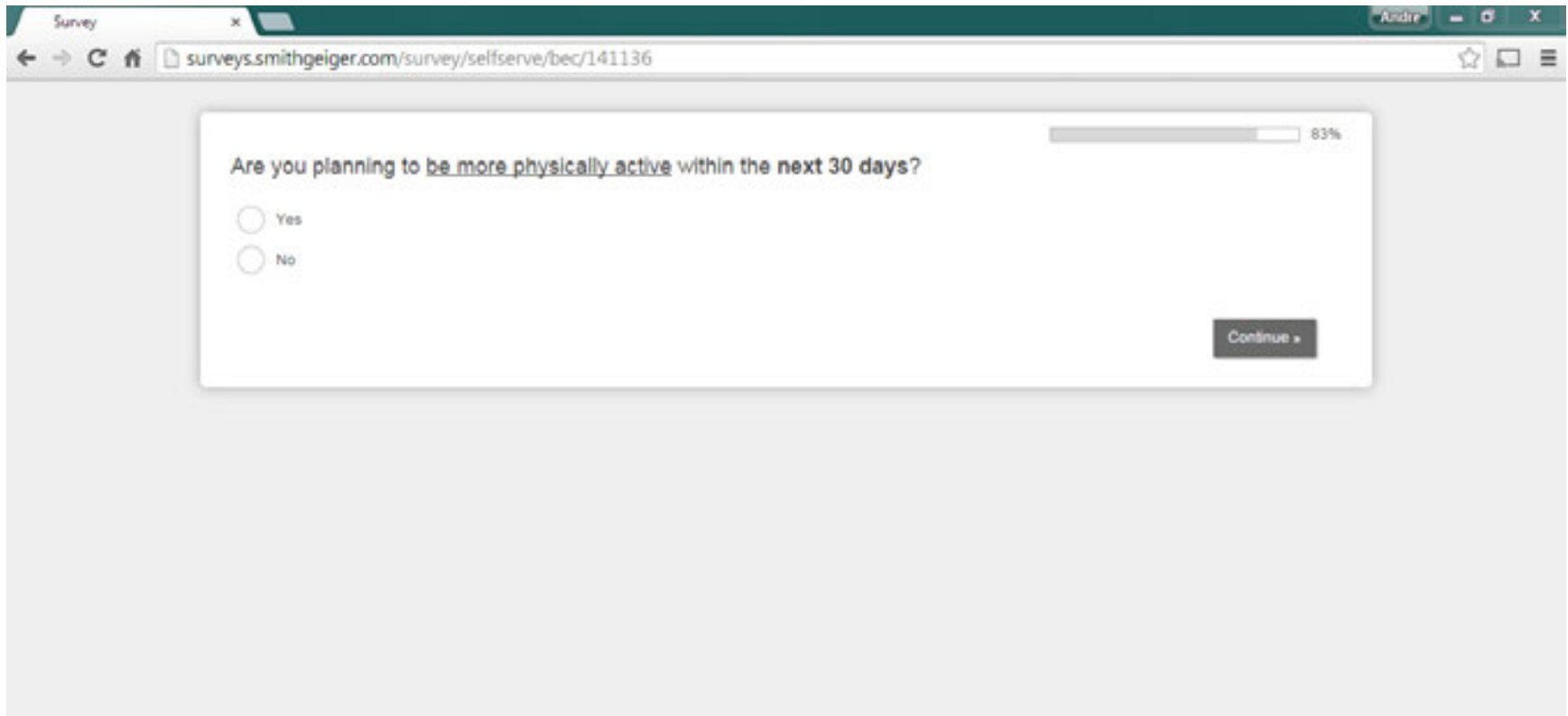
Are you planning to cut back on regular soft drinks (non-diet) or other sugary drinks within the next 30 days?

Yes

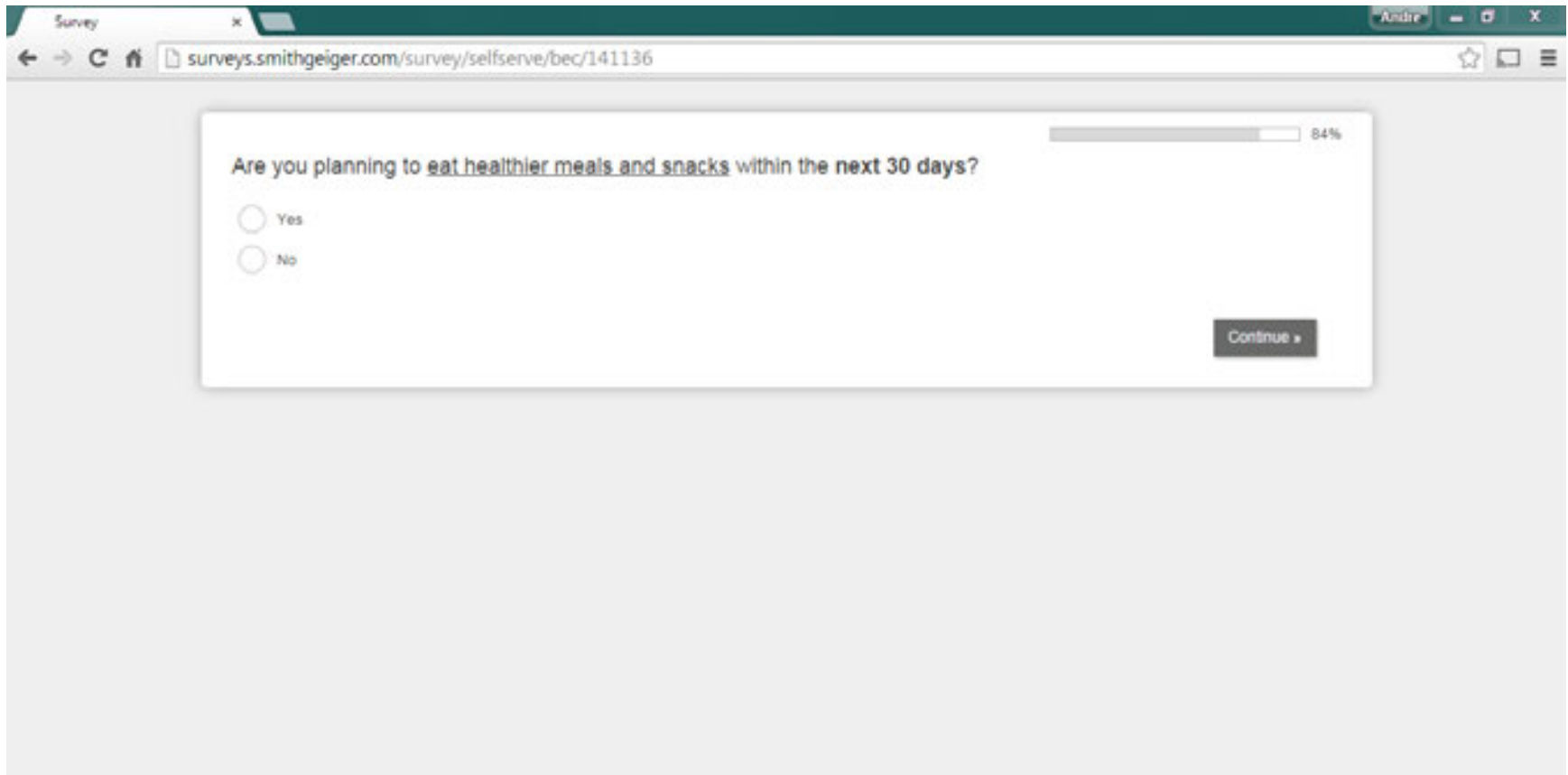
No

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

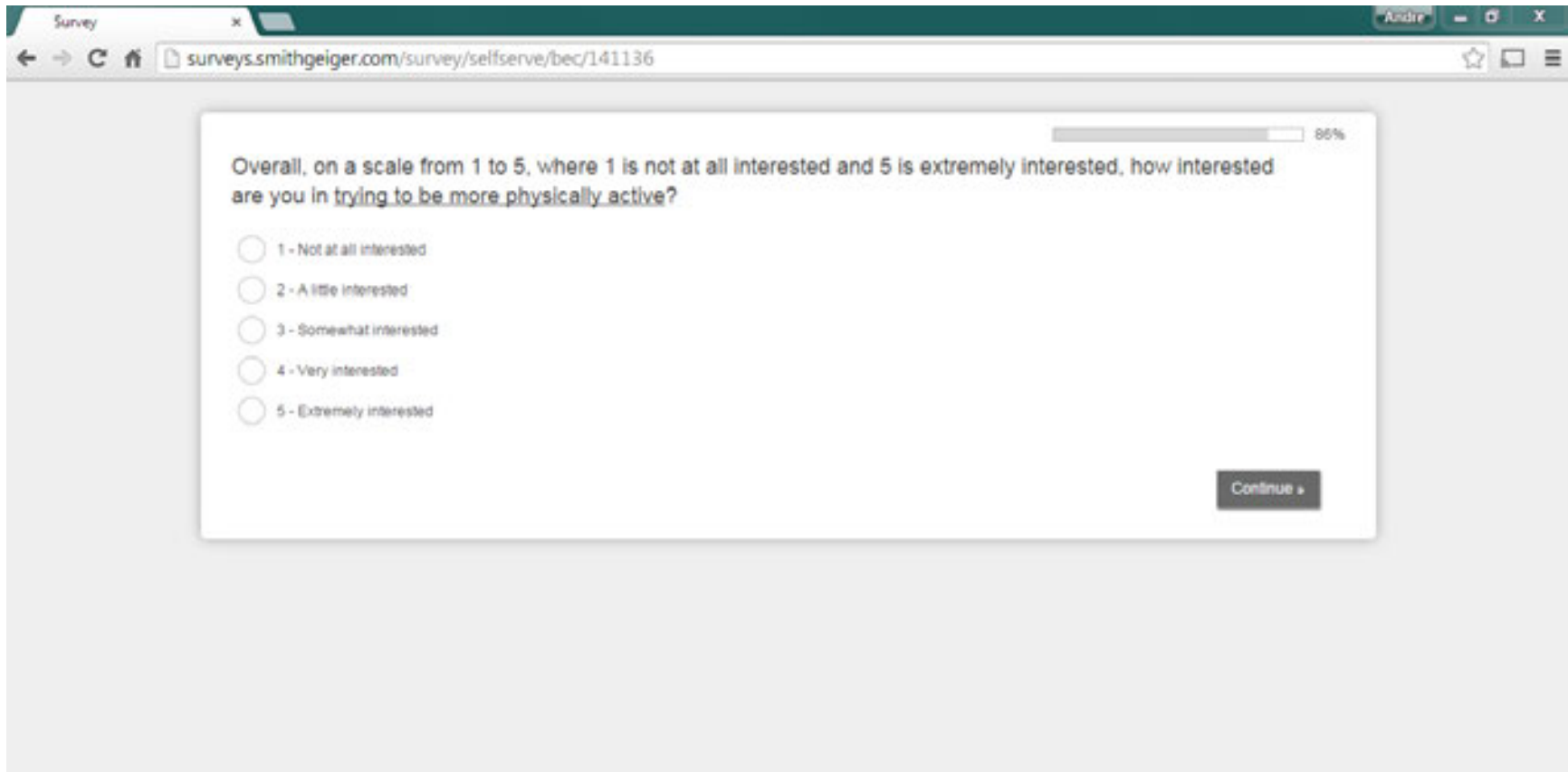
86%

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



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 »

Screenshot – Online Survey Question Q34

Thinking about the next six months, how likely are you to...? 88%

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 ☆ 🗨️ ☰

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

← → ↻ surveys.smithgeiger.com/survey/selfserve/bec/141063 ☆ ☰

91%

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 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"/>
...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"/>
...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"/>
...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

Survey x Andre

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

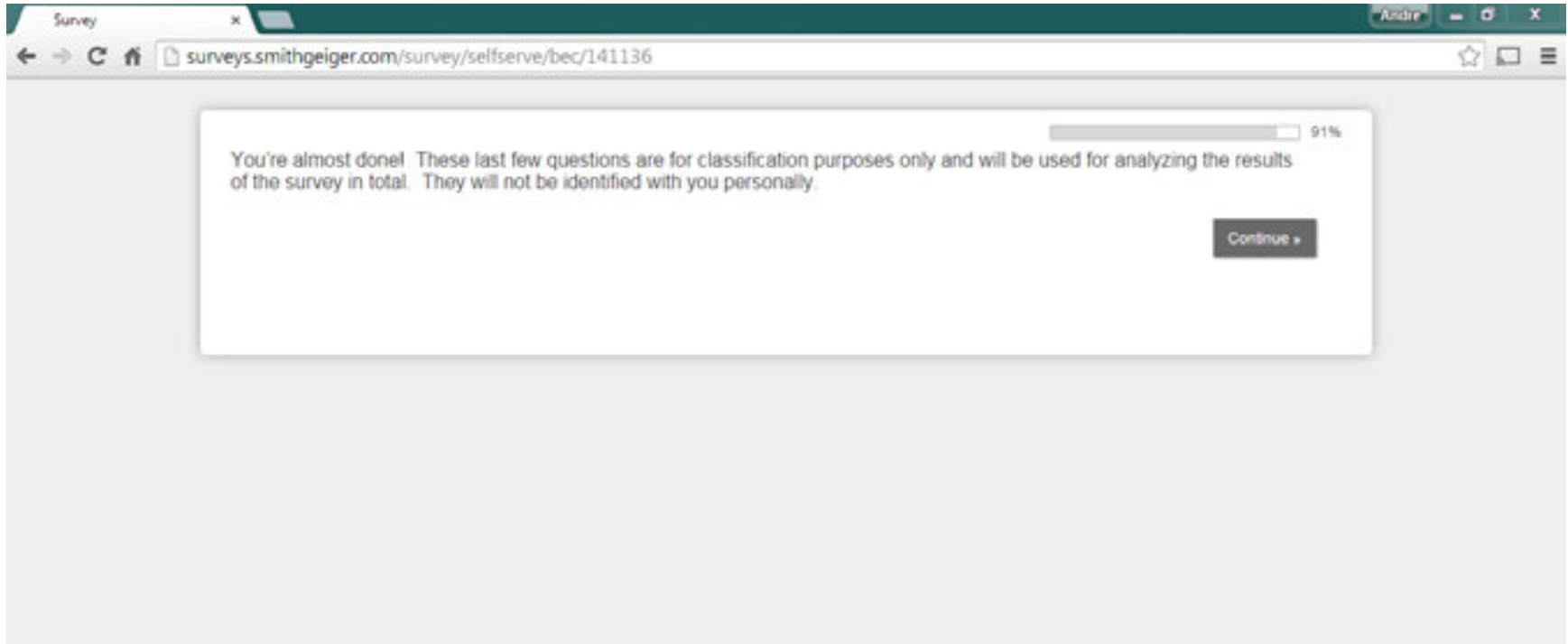
90%

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

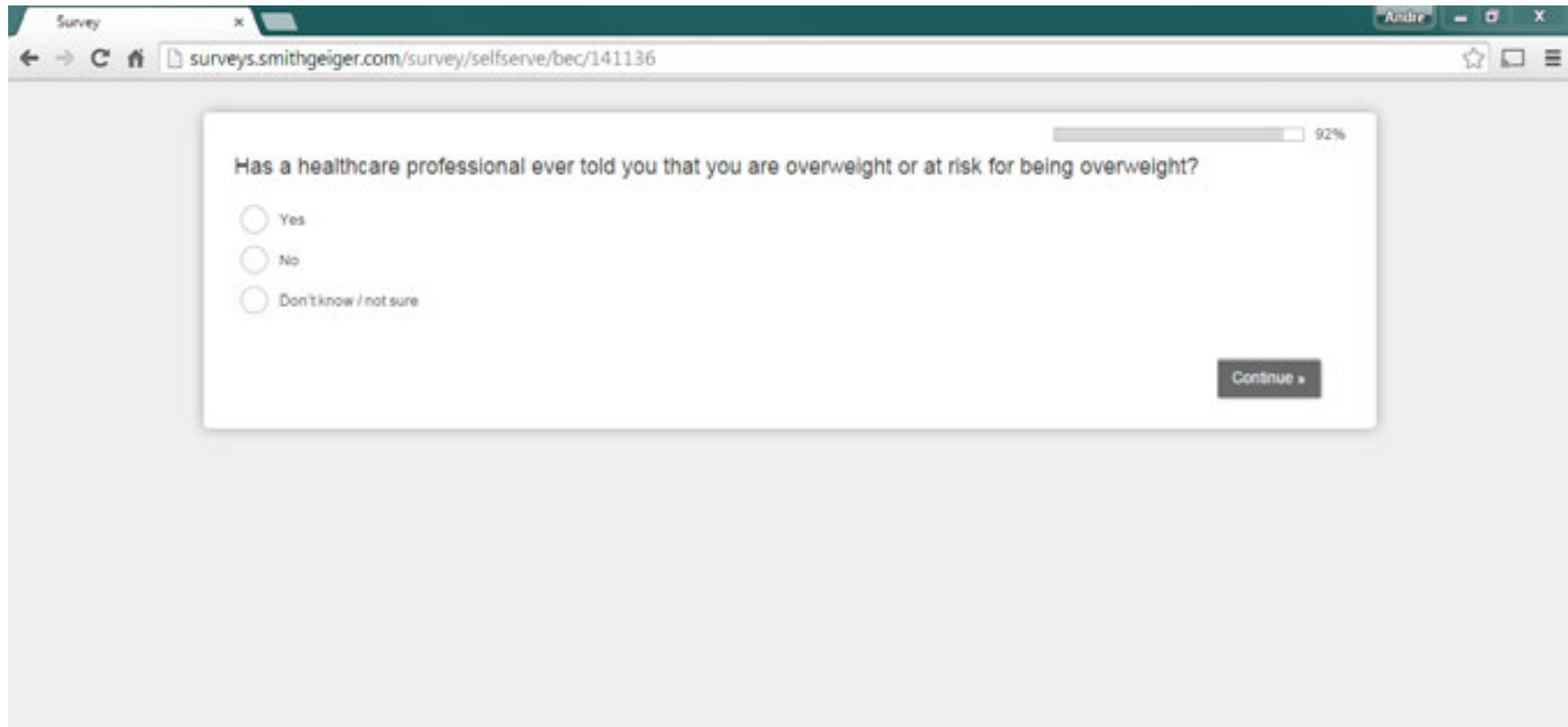
- Obesity is a community problem that is best solved by people working together to make it easier for everyone to eat healthy foods and be physically active
- Obesity is an individual problem that is best solved by people taking personal responsibility for what they eat and how physically active they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

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?

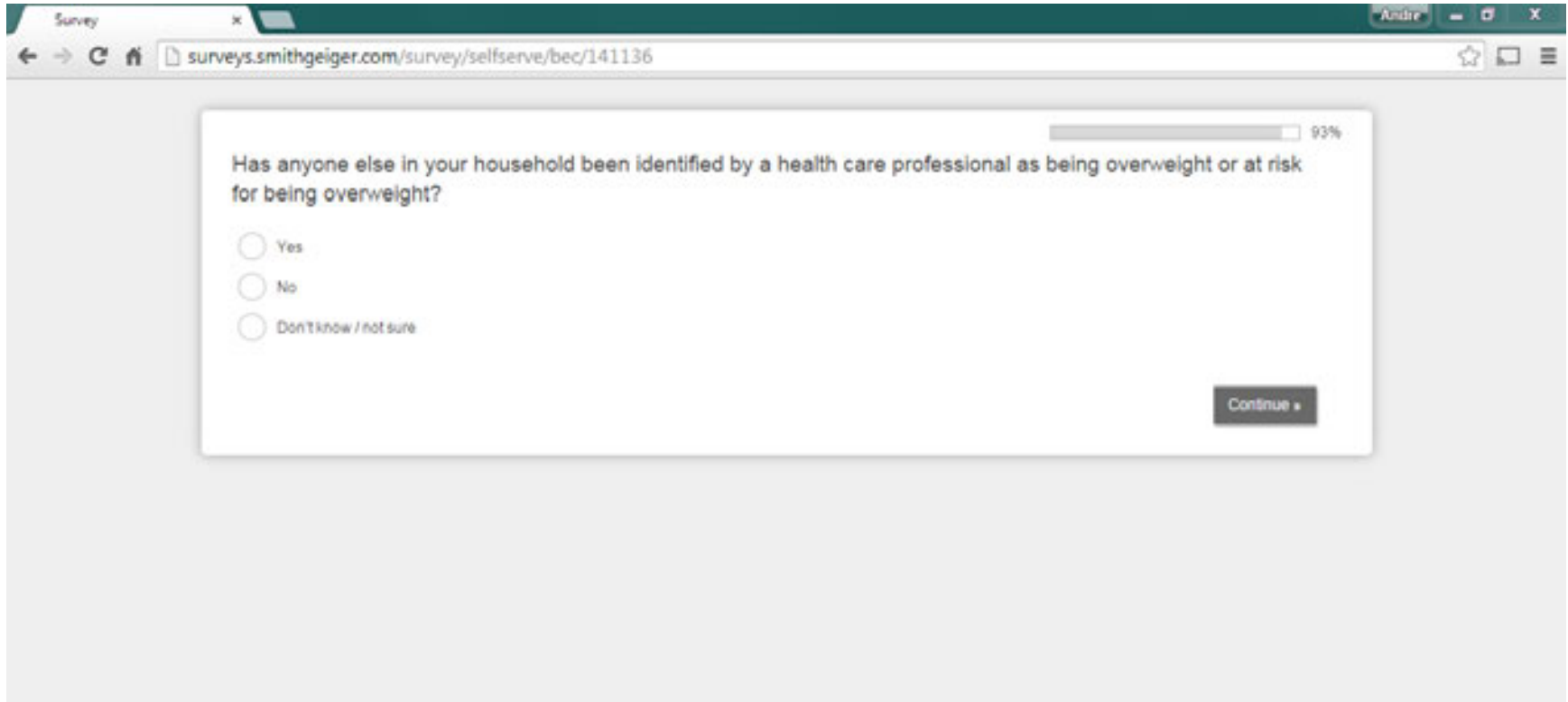
Yes

No

Don't know / not sure

Continue »

Screenshot – Online Survey Question C2



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

← → ↻ surveys.smithgeiger.com/survey/selfserve/bec/141063

95%

What is your marital status?

- Separated
- Married
- Single, never been married
- Widowed
- Divorced
- Unmarried living with a partner
- Don't Know/Not Sure
- 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

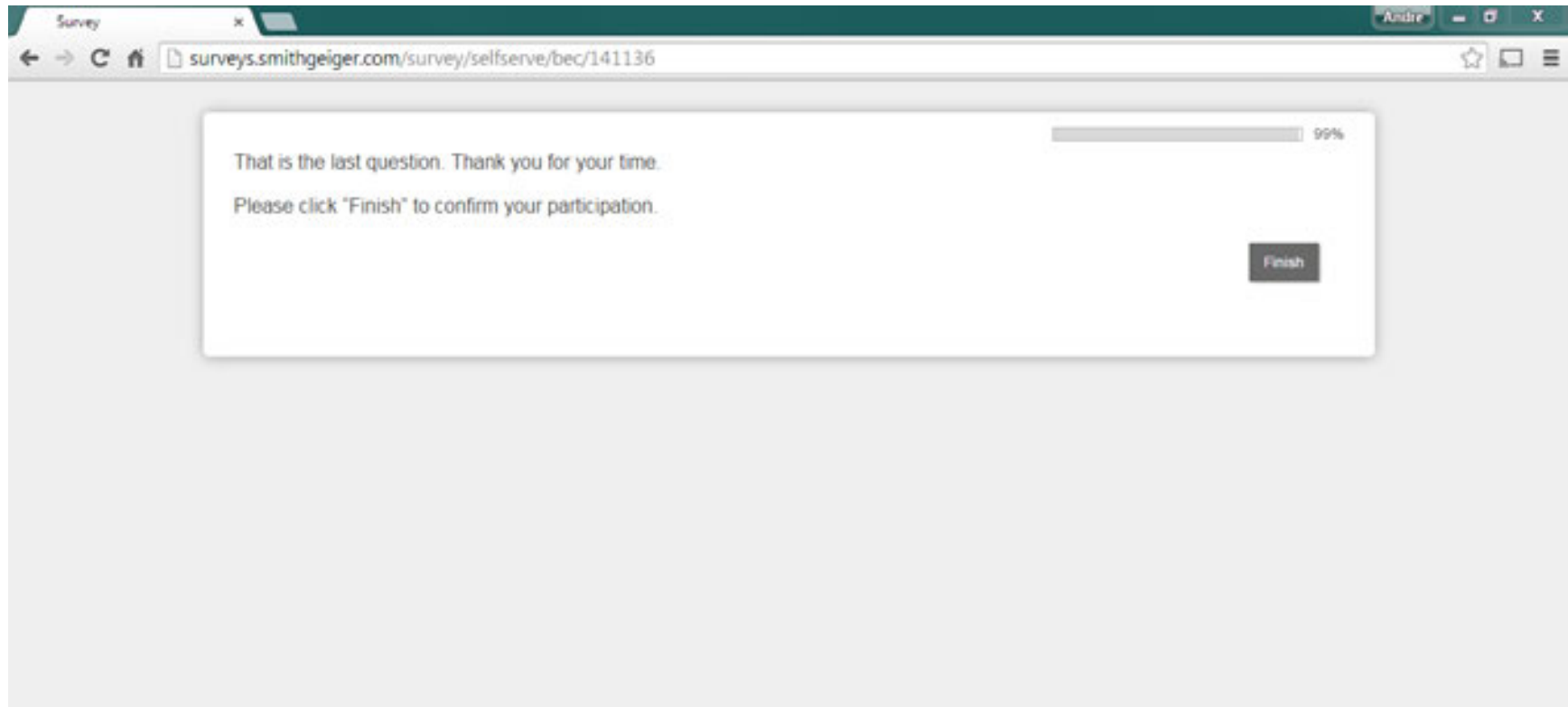
← → ↻ surveys.smithgeiger.com/survey/selfserve/bec/141063 ☆ ☰

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

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

[Continue >](#)

Screenshot – Survey End Page



**Attachment 3f: Online Survey for Physical Activity
for Hispanic Audiences (English-speaking)**
**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.

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

SOME 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: Thank you for your time. Please click "OK" to confirm your participation.

Attachment 3g: Screen Captures of Online Survey for Physical Activity for Hispanic Audiences (English-speaking)

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

Screenshot – Online Survey Start Screen

Survey x Andre

← → C 🏠 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.

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 ☆ 🗨 ☰

Andre

22%

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

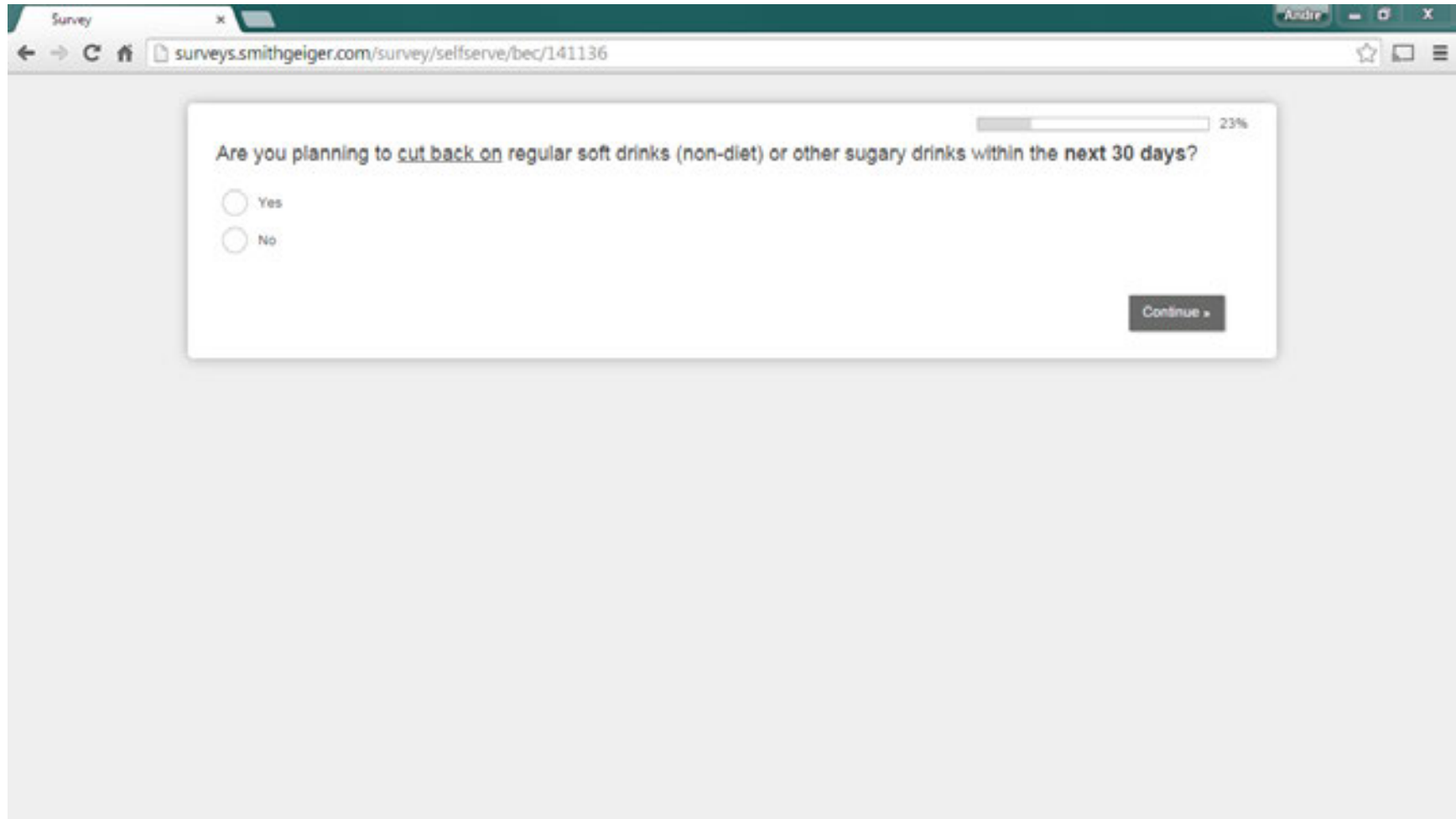
Yes

No

Continue »

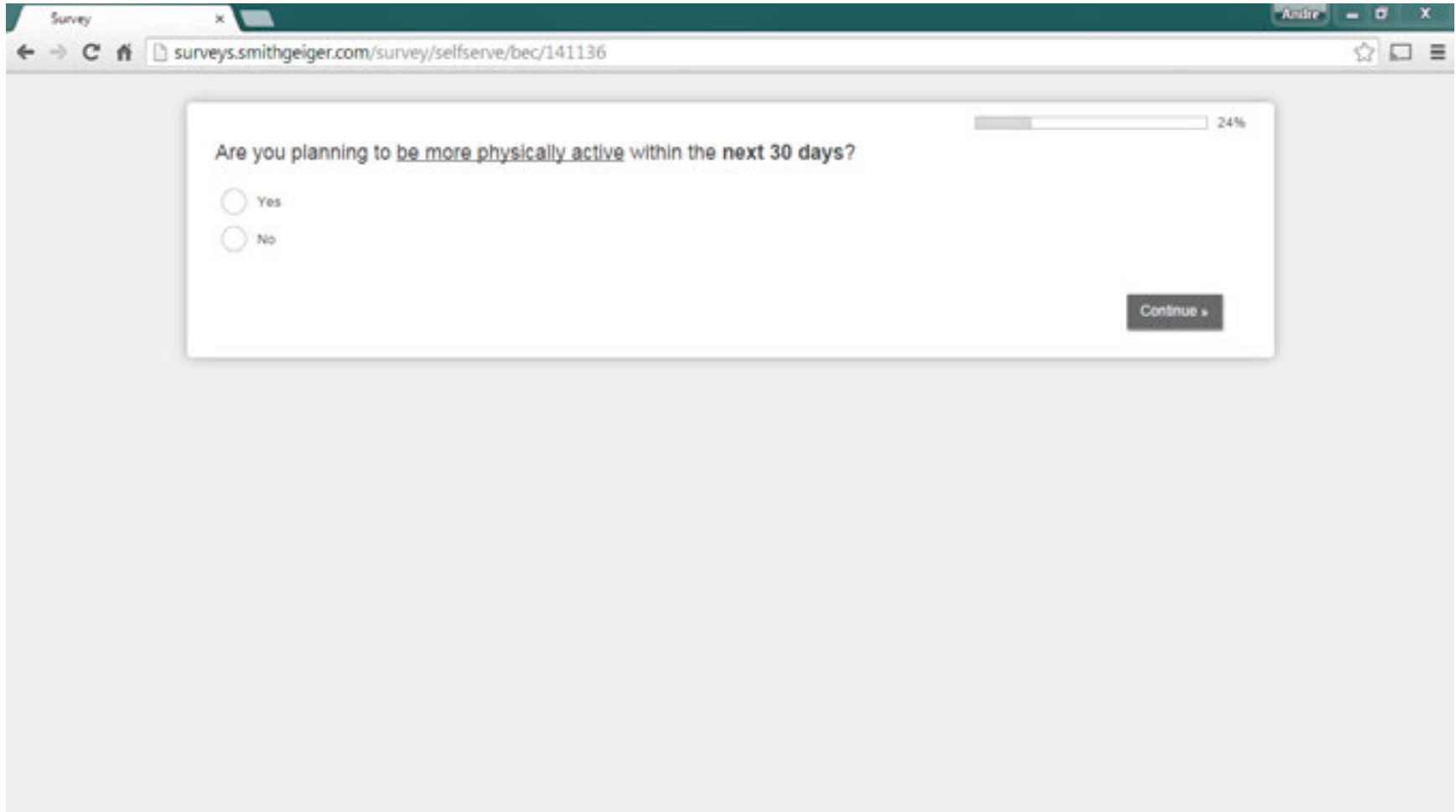
{Note to reviewers: Only respondents who selected “no” for Q1, “are you planning to stop drinking regular soft drinks (non-diet) or other sugary drinks?,” will be shown the following screen (Q1_1). Others will skip to Q1_2.}

Screenshot - Online Survey Question Q1_1

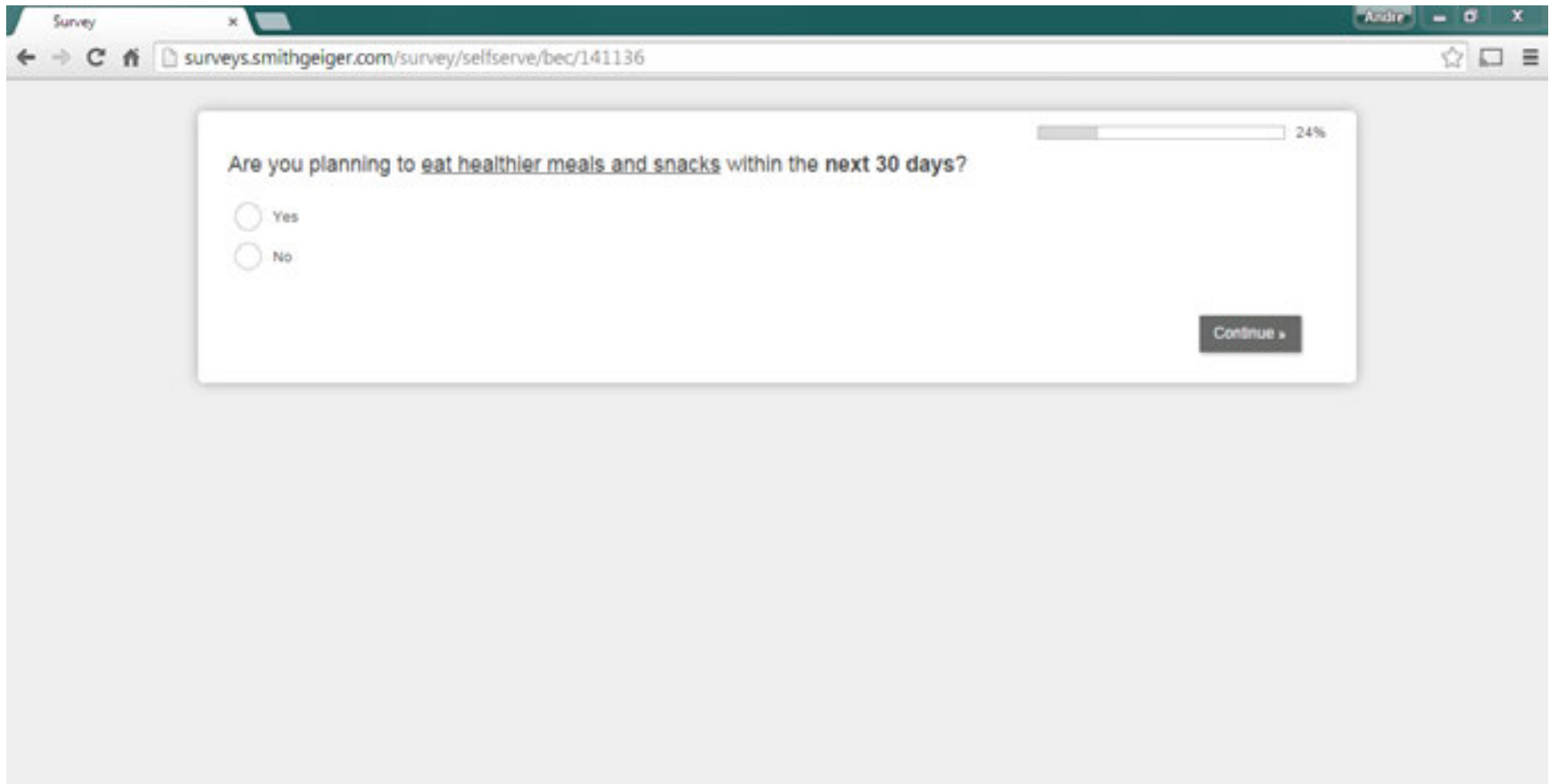


The screenshot shows a web browser window with a survey page. The browser's address bar displays the URL: surveys.smithgeiger.com/survey/selfserve/bec/141136. The survey content is displayed in a white box with a progress indicator at the top right showing 23%. The question text is: "Are you planning 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 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

Survey x Andre

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

25%

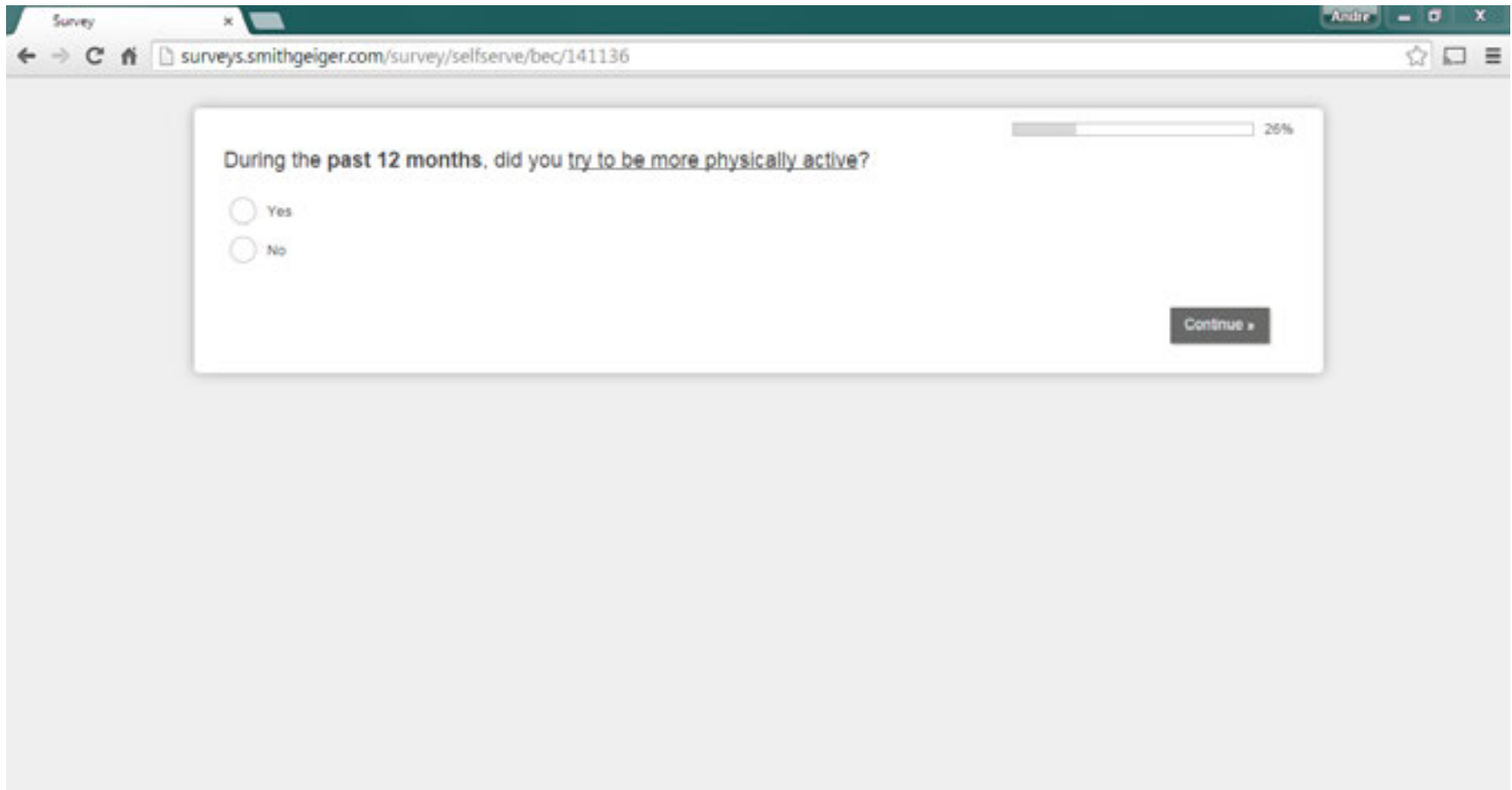
During the past 12 months, did you try to cut back on regular soft drinks (non-diet) or other sugary drinks?

Yes

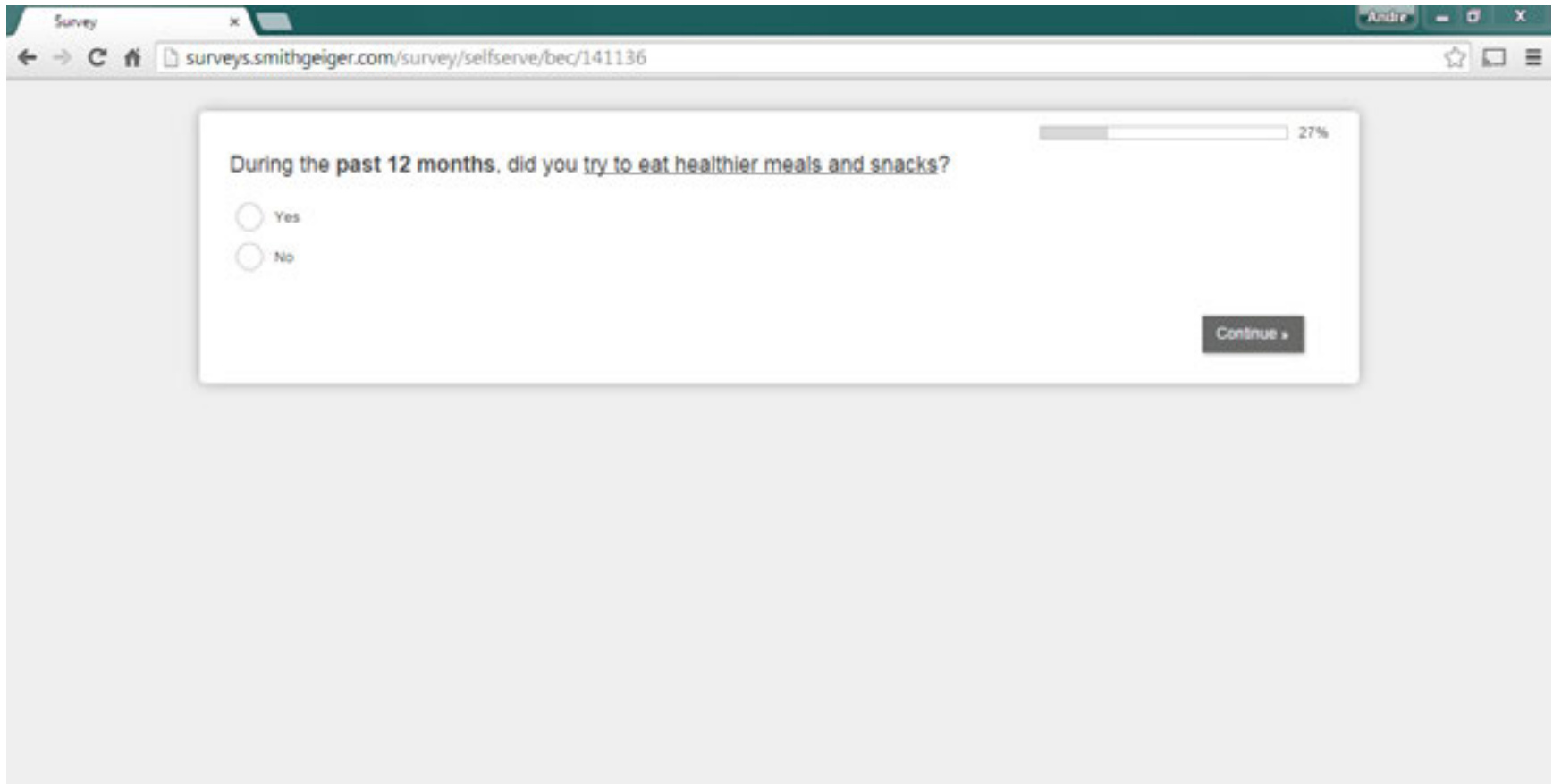
No

Continue »

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? 28%

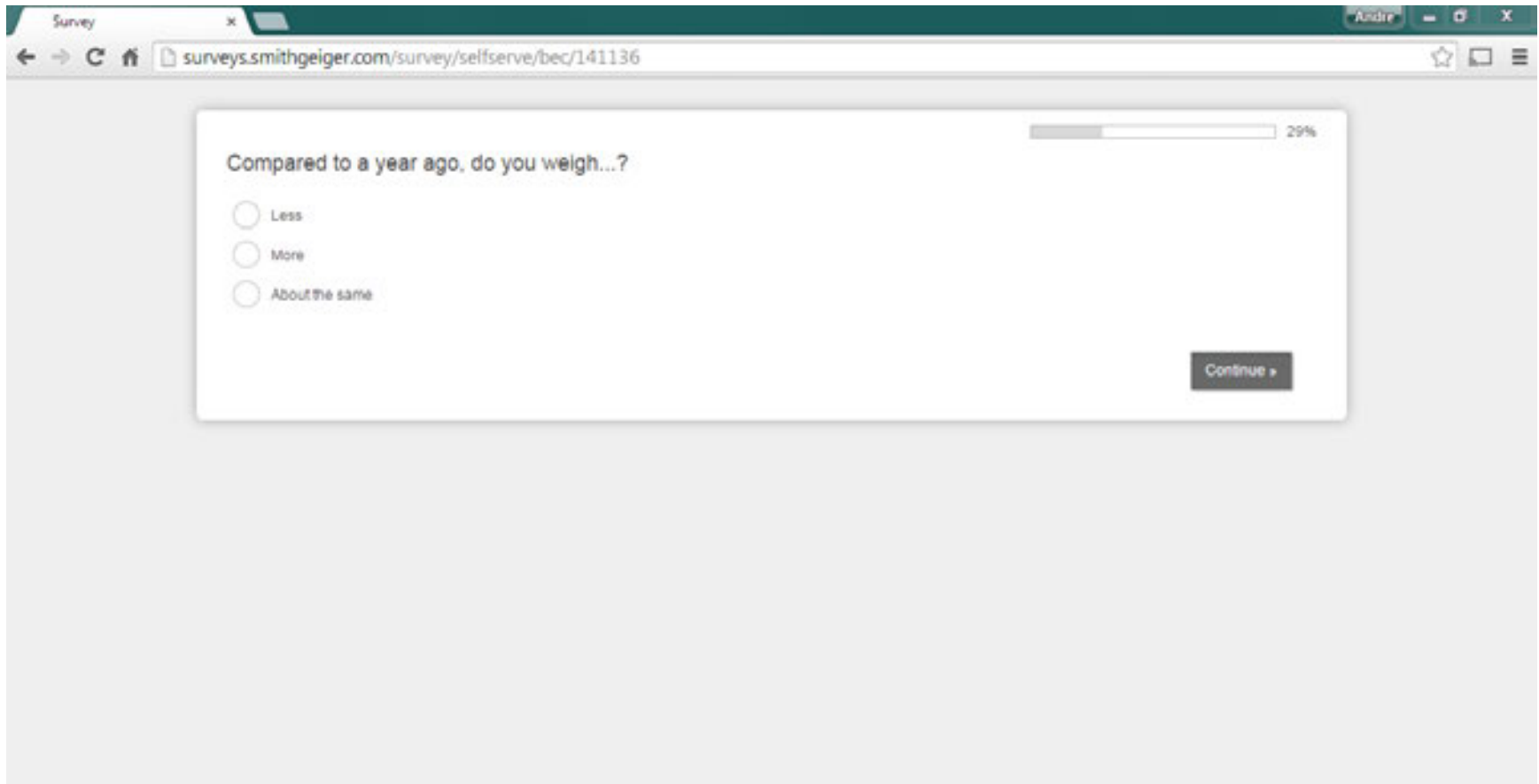
Lose weight

Gain weight

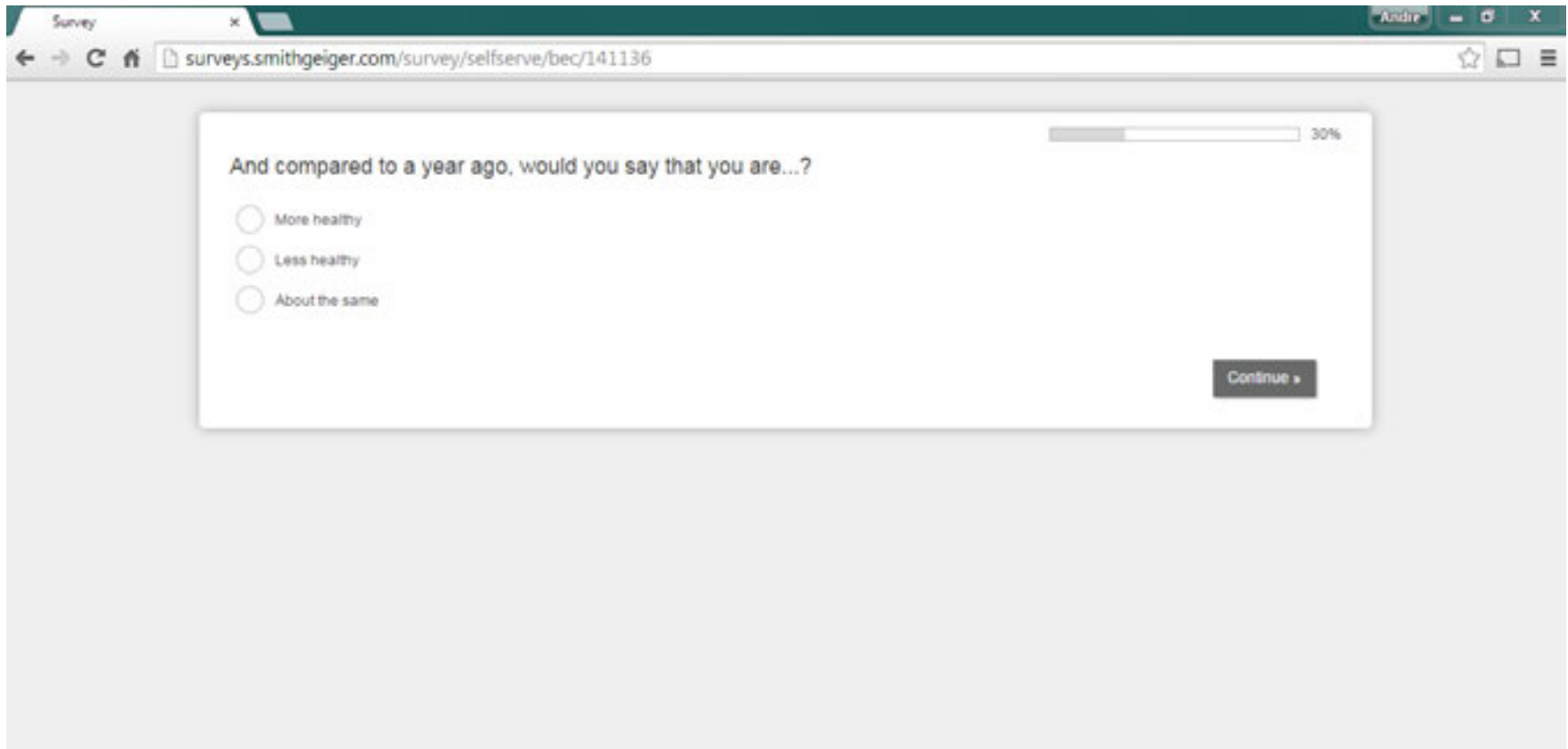
Maintain your current weight

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
Eating healthier meals and snacks	<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"/>
Being more physically active	<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 x Andre

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

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

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 ☆ 🗨️ ☰

34%

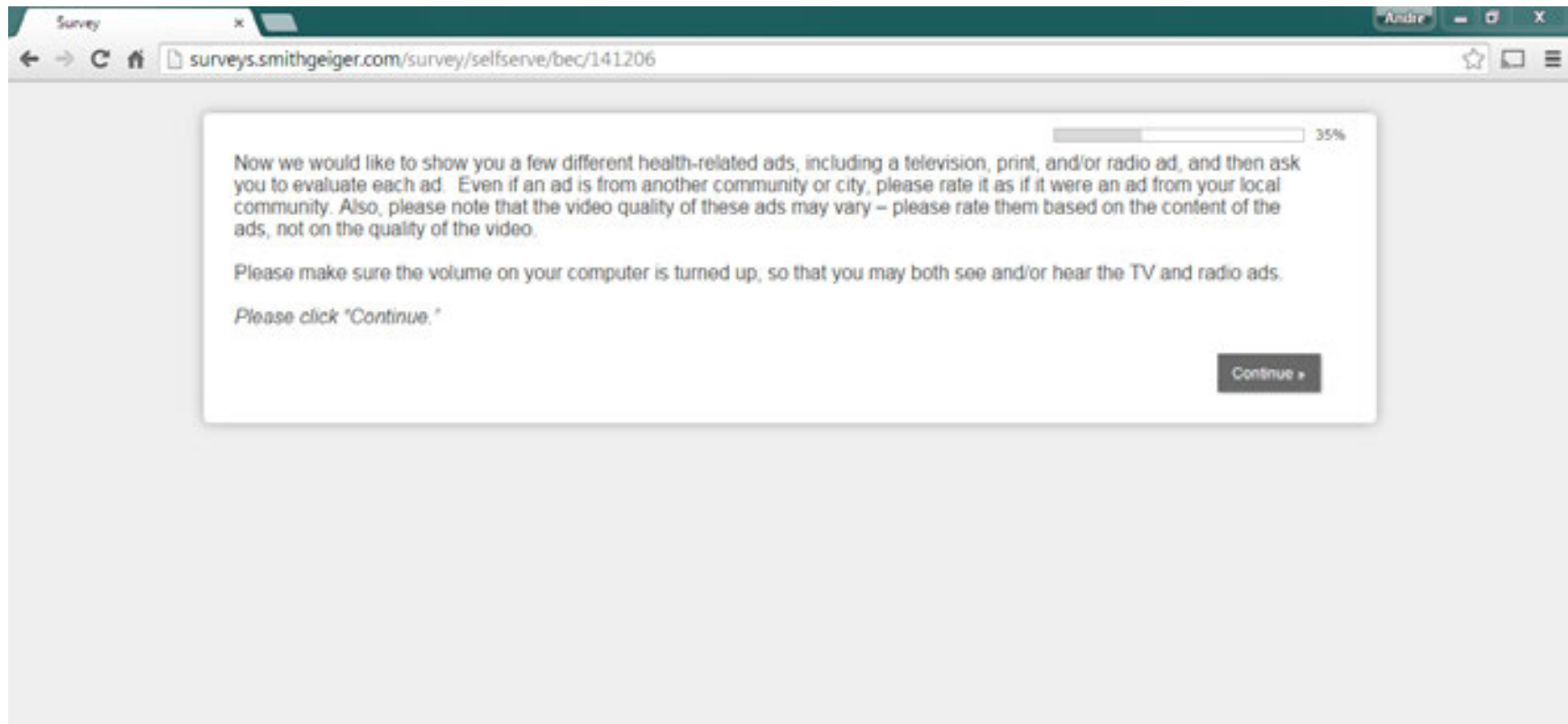
Which of the following statements best describes how you think the problem of obesity should be solved in your community?

- 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 »

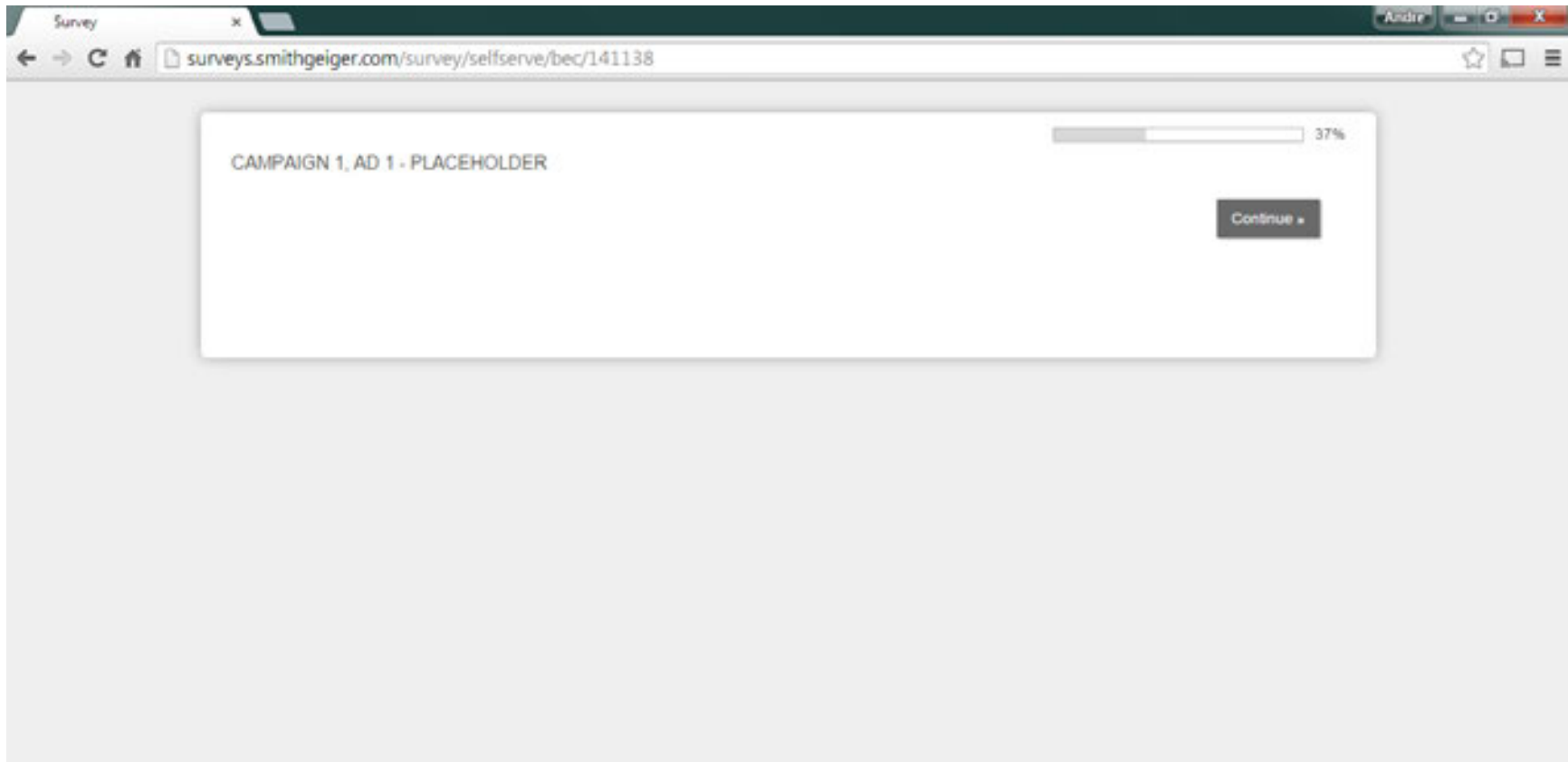
{Note to reviewers: At this point, most respondents will be shown a set of ads (TV, radio and/or print) that correspond to a discrete campaign (randomly chosen). Others will be shown randomly chosen individual ads that do not correspond to a discrete campaign. After each ad is shown, they will be asked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

Screenshot: Initial Screen for Ad Evaluations

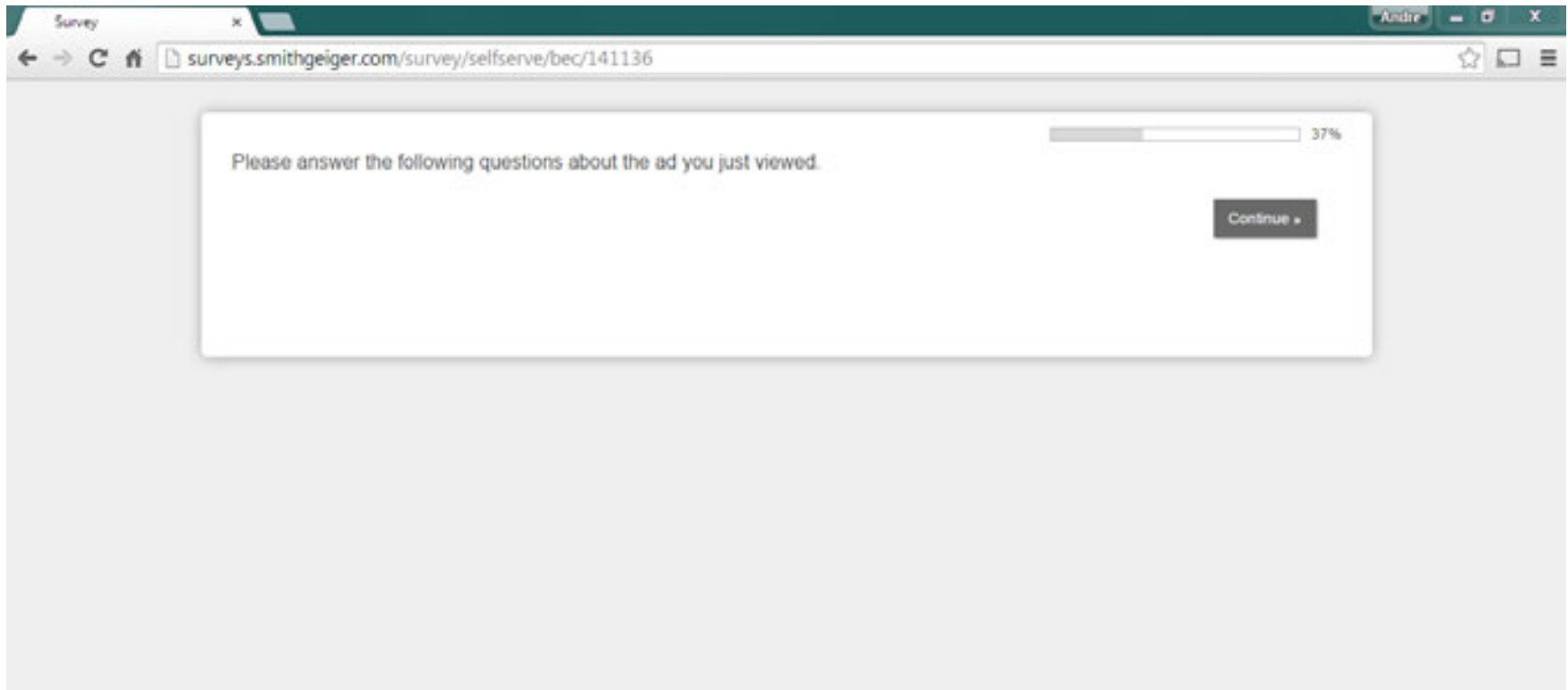


{Note to reviewers: The screen below is a sample of the screen respondents will see when viewing each ad. The questions they will be asked for each ad will be the same, regardless of the ad they see.}

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 ☆ 🗨 ☰

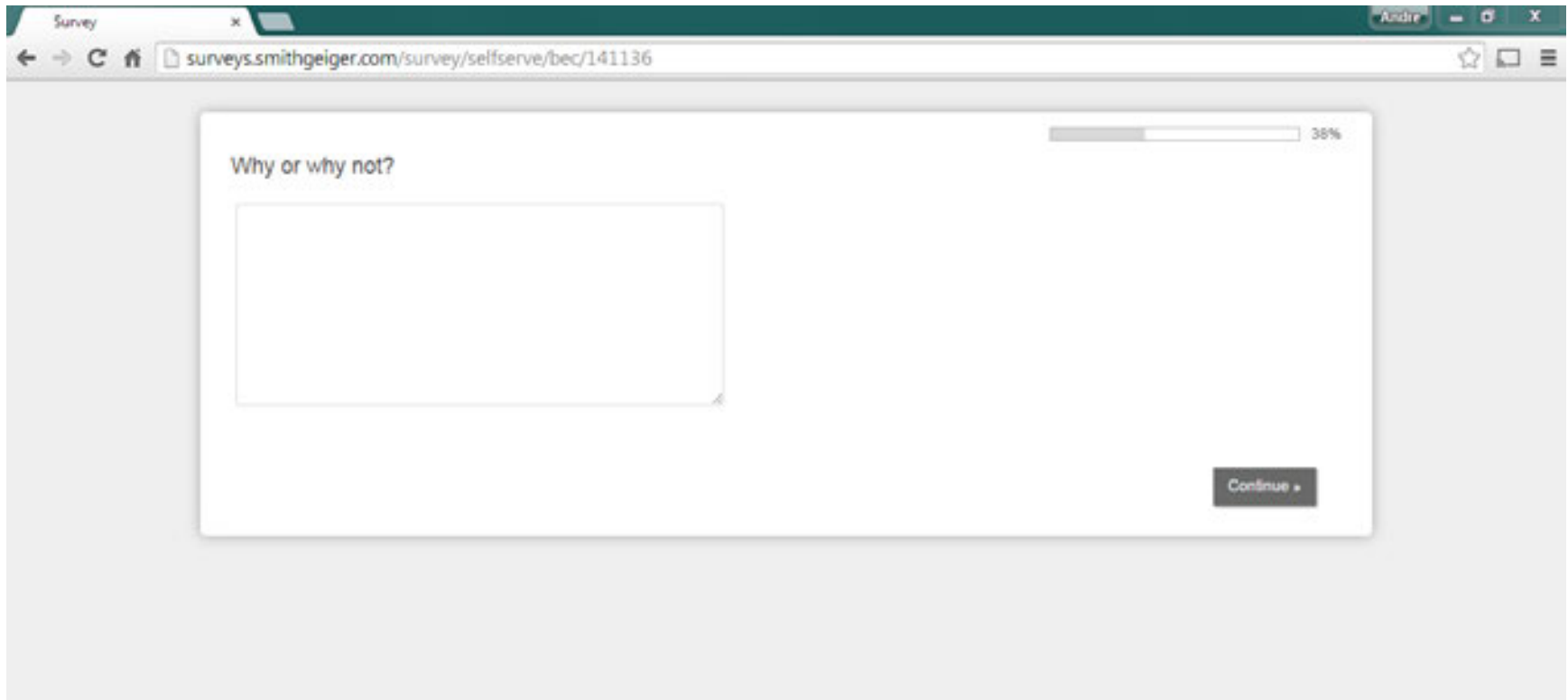
If you saw or heard this message, would it get your attention? 37%

Yes

No

Continue »

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

Survey x Andre

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

Why or why not?

40%

Continue »

Screenshot – Online Survey Question Q16

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 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%

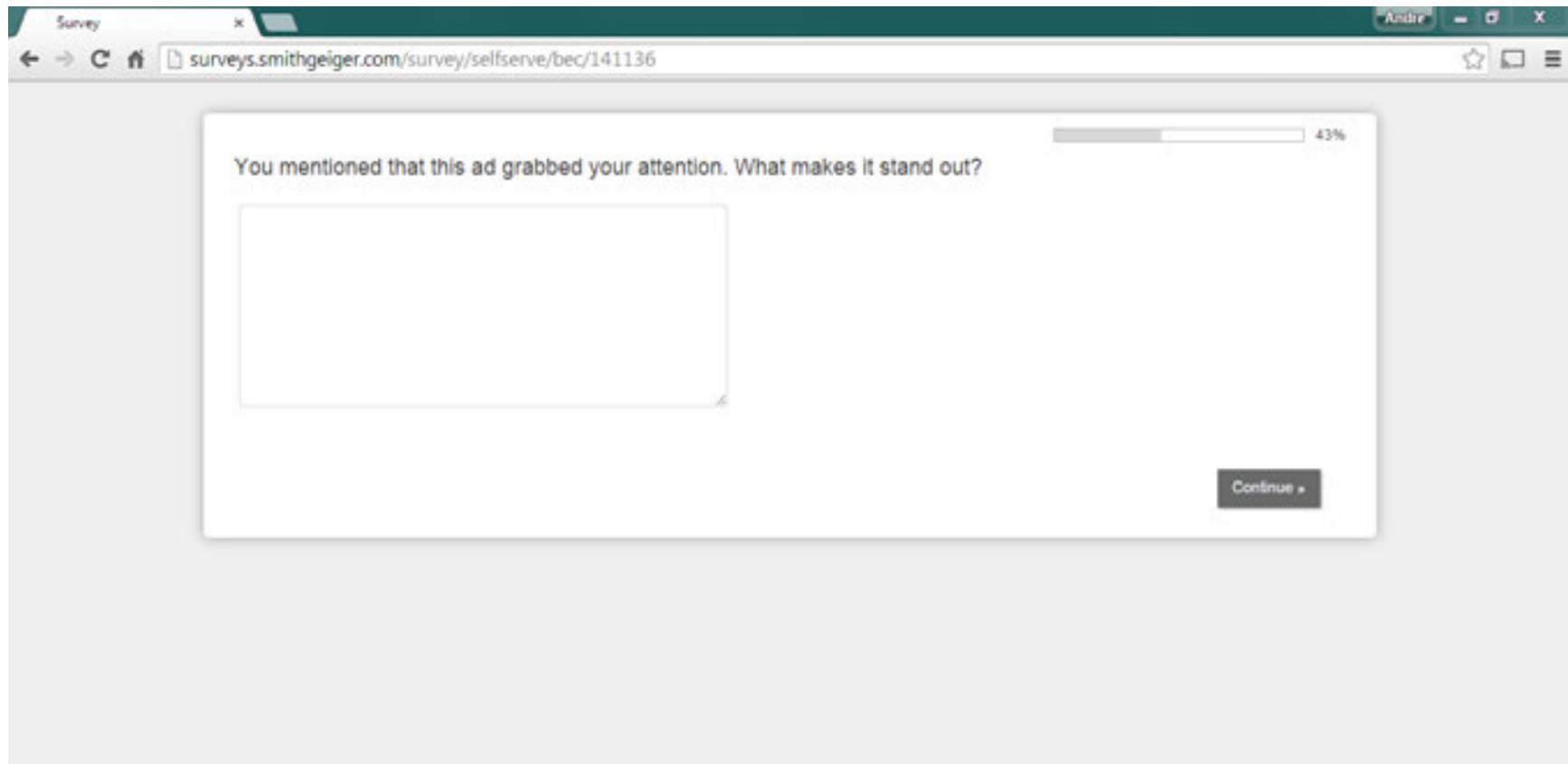
On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of the following statements about this advertisement.

	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 »

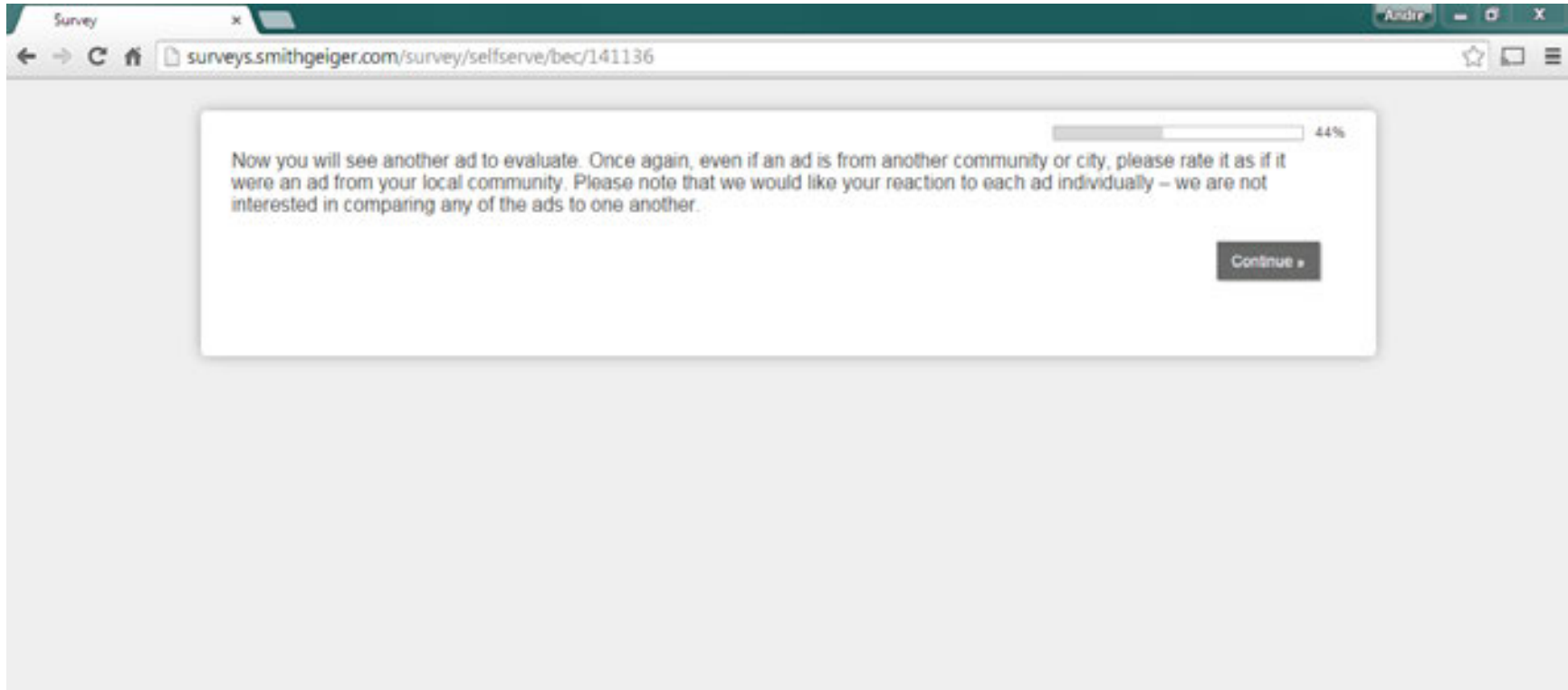
{Note to reviewers: Only respondents who selected “somewhat agree” or “strongly agree” on Q18 for the item “This ad grabbed my attention,” will be shown the question below (Q19). Others will skip to next ad or, if appropriate, will be shown Q20.}

Screenshot – Online Survey Question Q19



The screenshot shows a web browser window with the URL 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, empty text input box. In the top right corner of the question area, there is a progress indicator showing 43%. A "Continue" button is located in the bottom right corner of the question area.

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
surveys.smithgeiger.com/survey/selfserve/bec/141138

50%

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

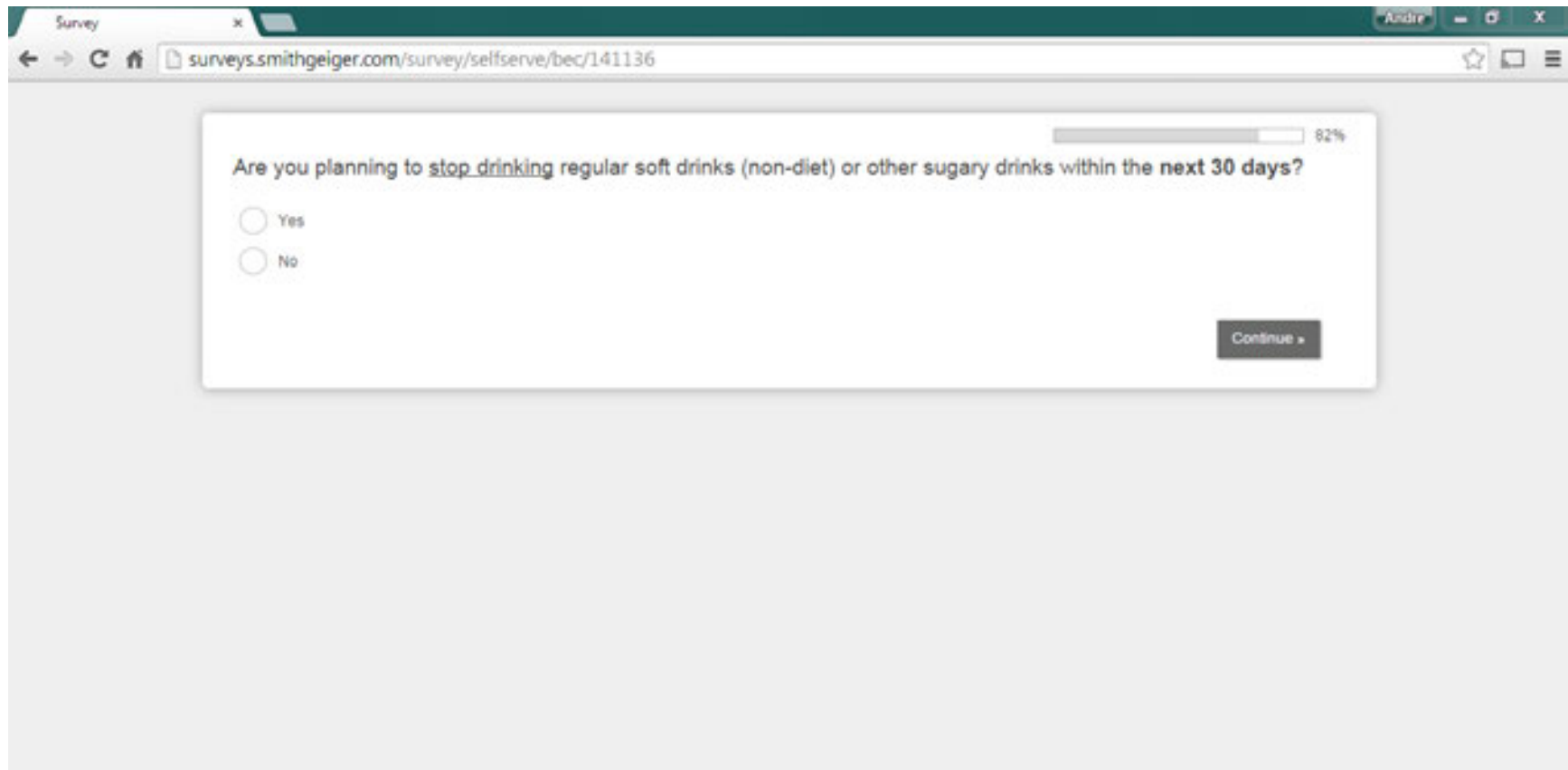
	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
The message about the health benefits of being more physically active in this set of ads was persuasive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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 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"/>
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>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"/>

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 tab is titled "Survey" and the user's name "Andre" is visible in the top right corner. The survey content is displayed in a white box with a progress indicator at the top right 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

Survey

Andre

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

82%

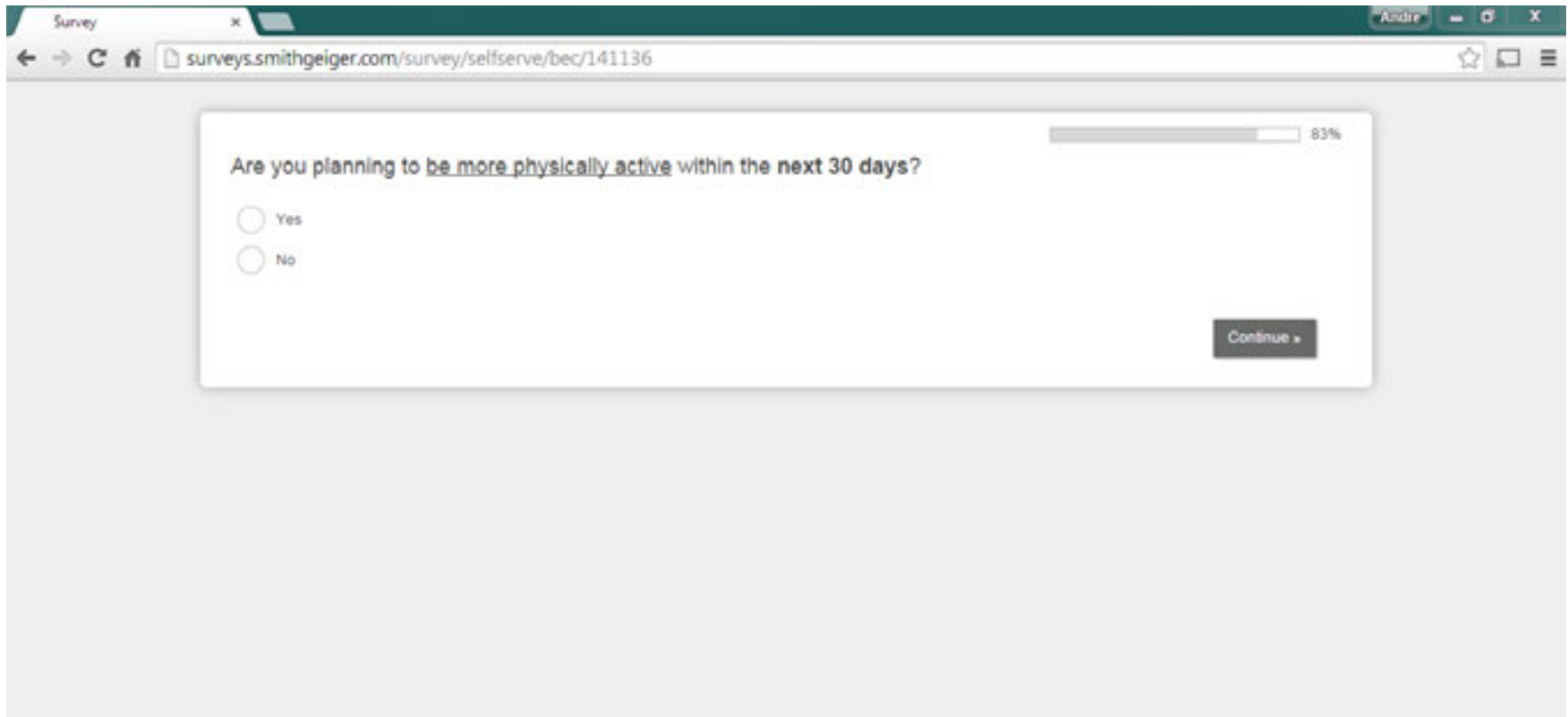
Are you planning to cut back on regular soft drinks (non-diet) or other sugary drinks within the next 30 days?

Yes

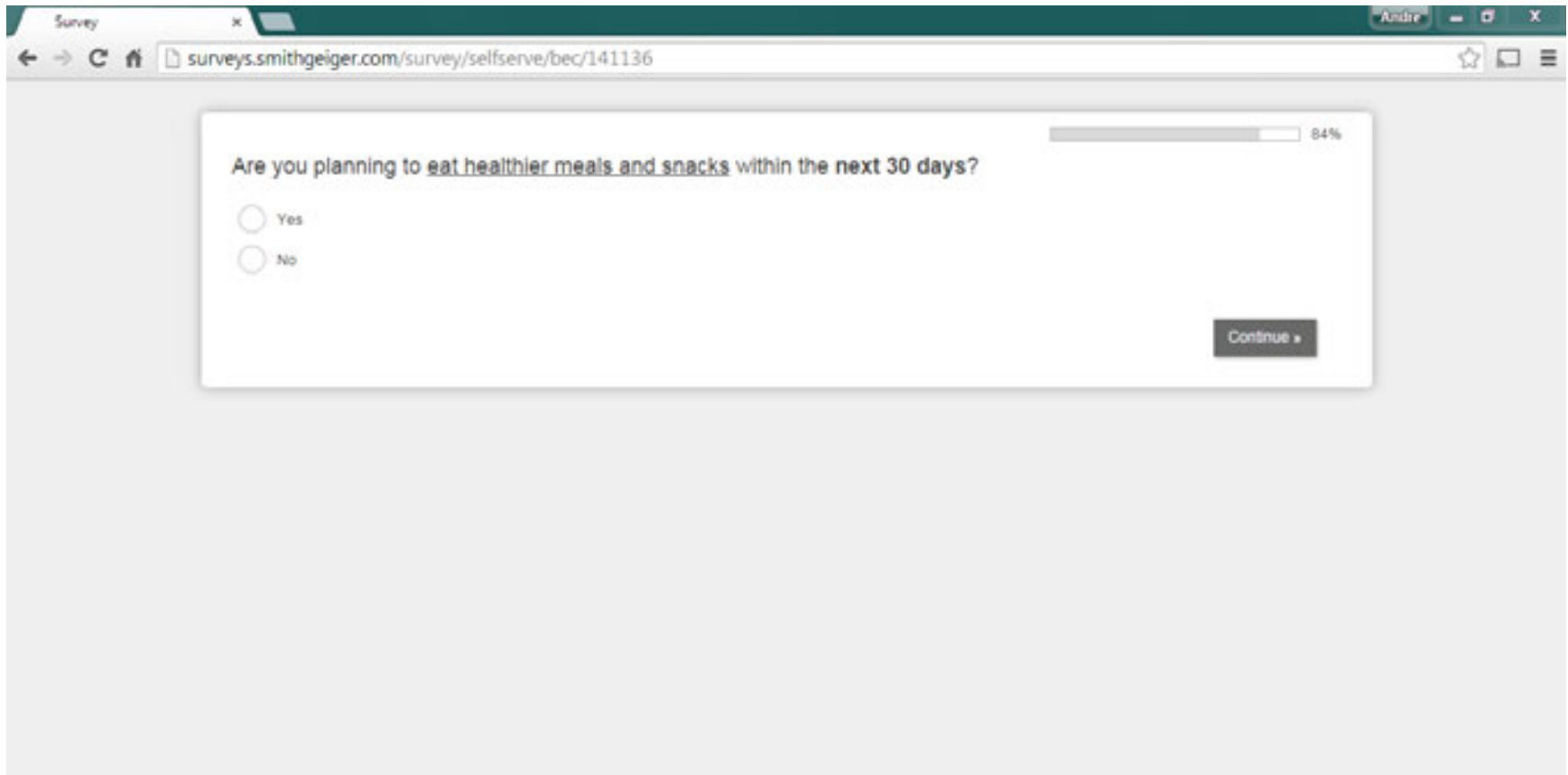
No

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 »

Screenshot – Online Survey Question Q34

Survey x 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 ☆ 🗨️ ☰

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%

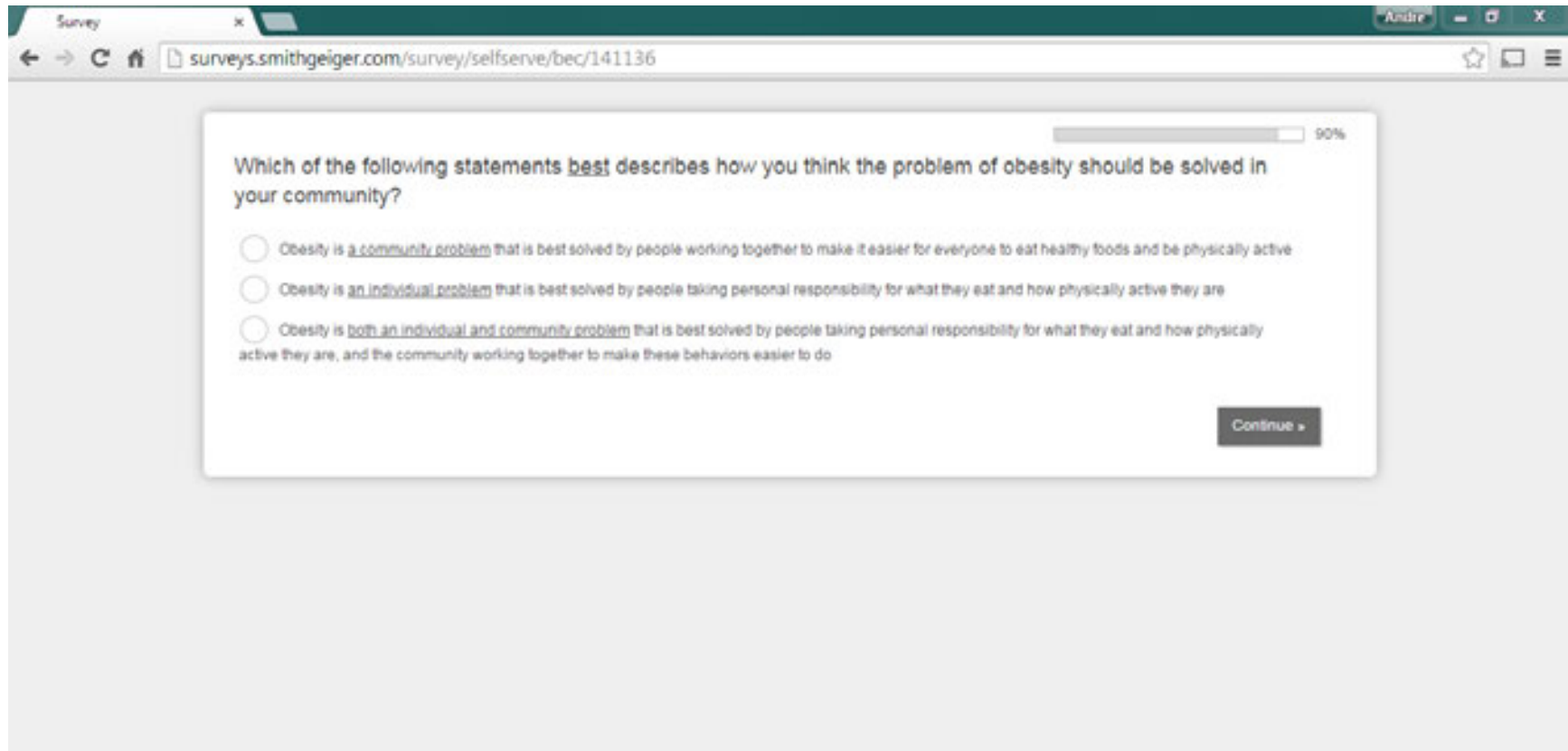
On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements.

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

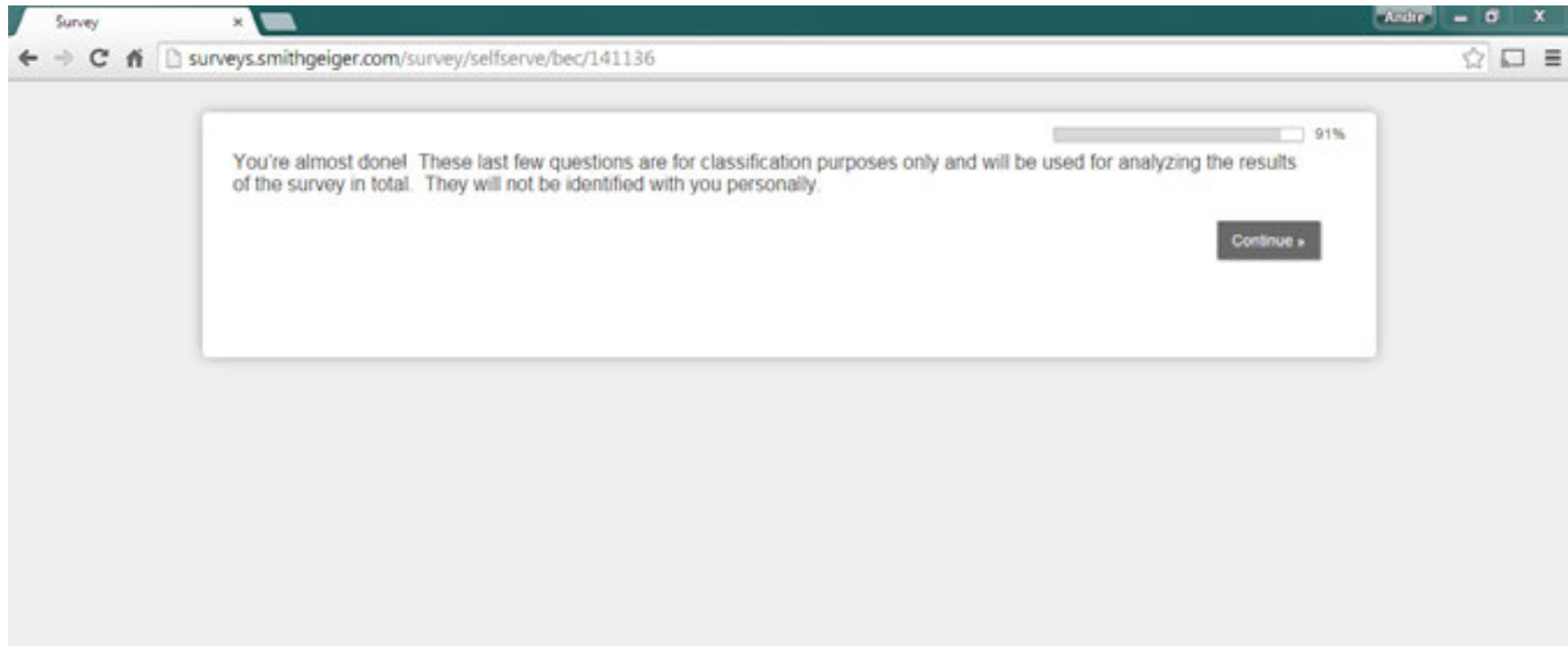
	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
...make me feel that I was doing something good for my health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me lose weight	<input 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

← → ↻ surveys.smithgeiger.com/survey/selfserve/bec/141063 ☆ ☰

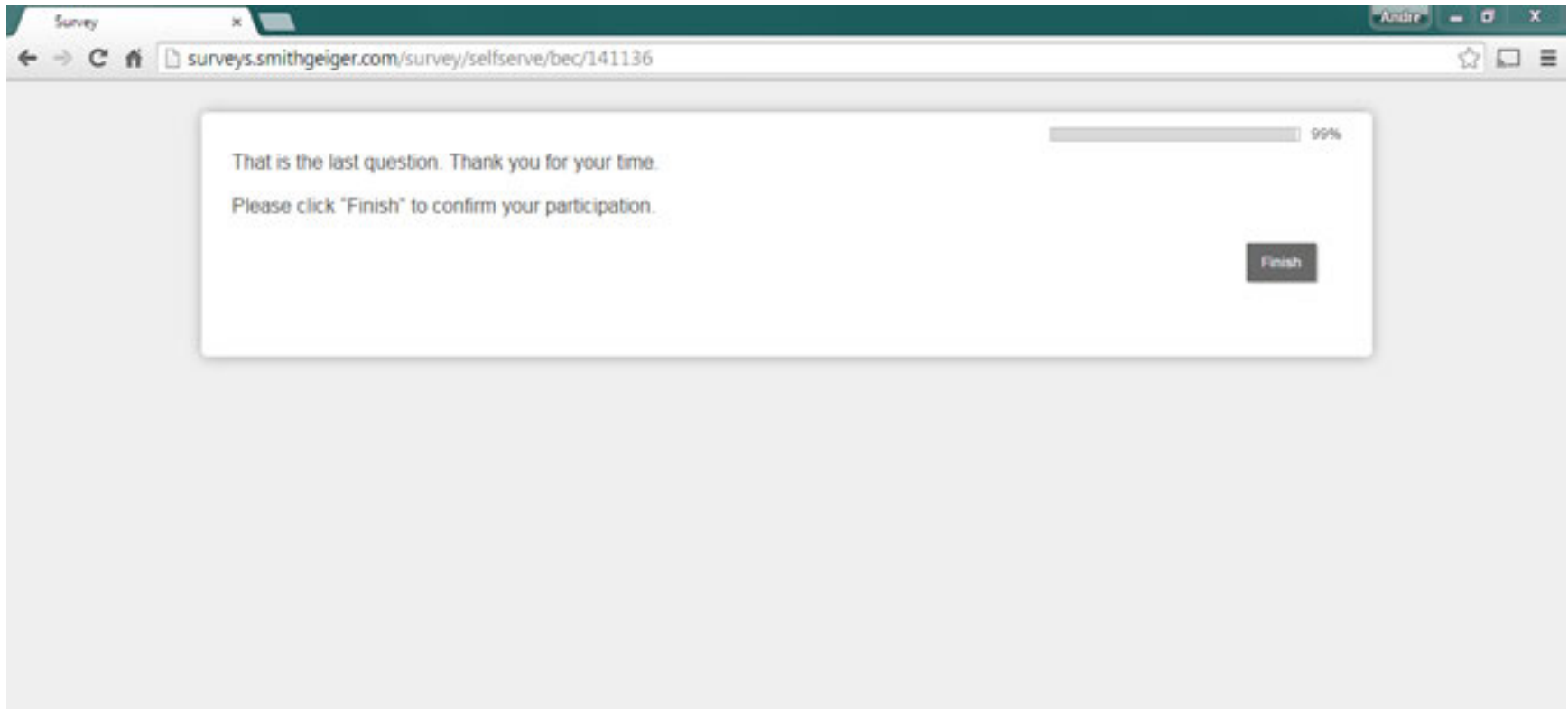
98%

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

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

Continue »

Screenshot – Survey End Page



**Attachment 3h: Online Survey for Healthy Foods
for Hispanic Audiences (English-speaking)**

**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.

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

SOME 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: Thank you for your time. Please click "OK" to confirm your participation.

Attachment 3i: Screen Captures of Online Survey for Healthy Food for Hispanic Audiences (English-speaking)

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.

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 ☆ 🗨 ☰

Andre

22%

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

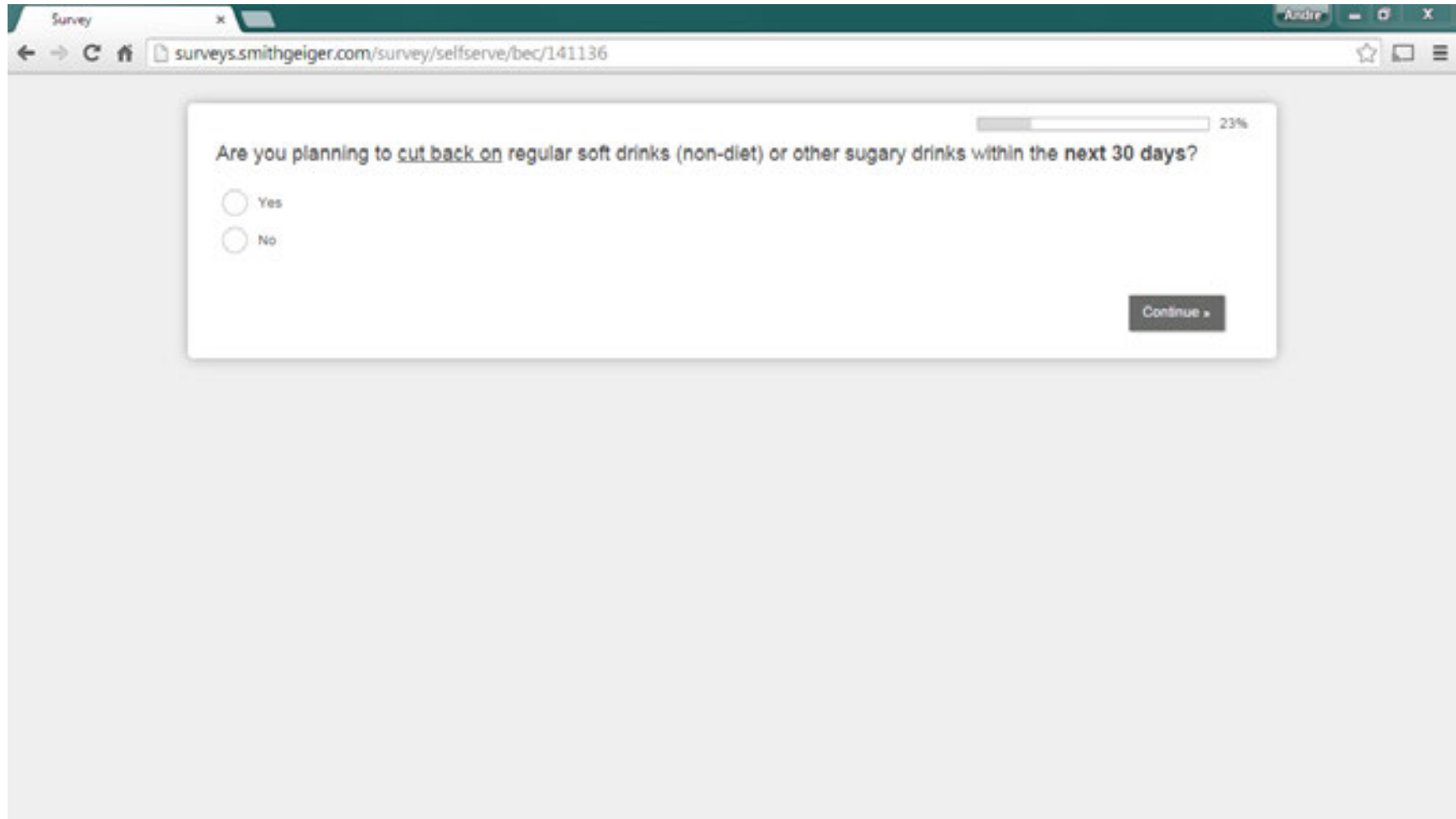
Yes

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



Survey

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

23%

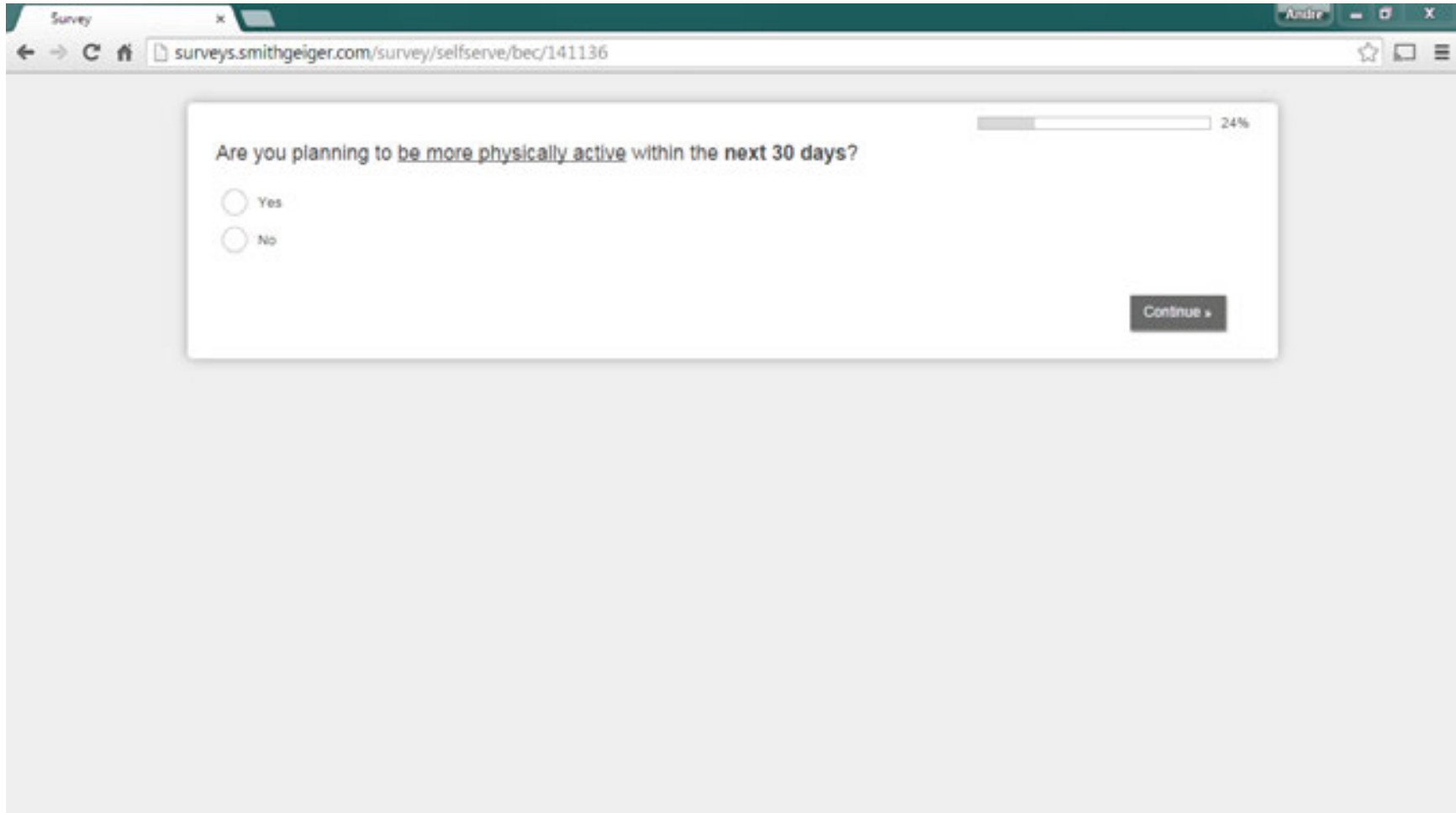
Are you planning to cut back on regular soft drinks (non-diet) or other sugary drinks within the next 30 days?

Yes

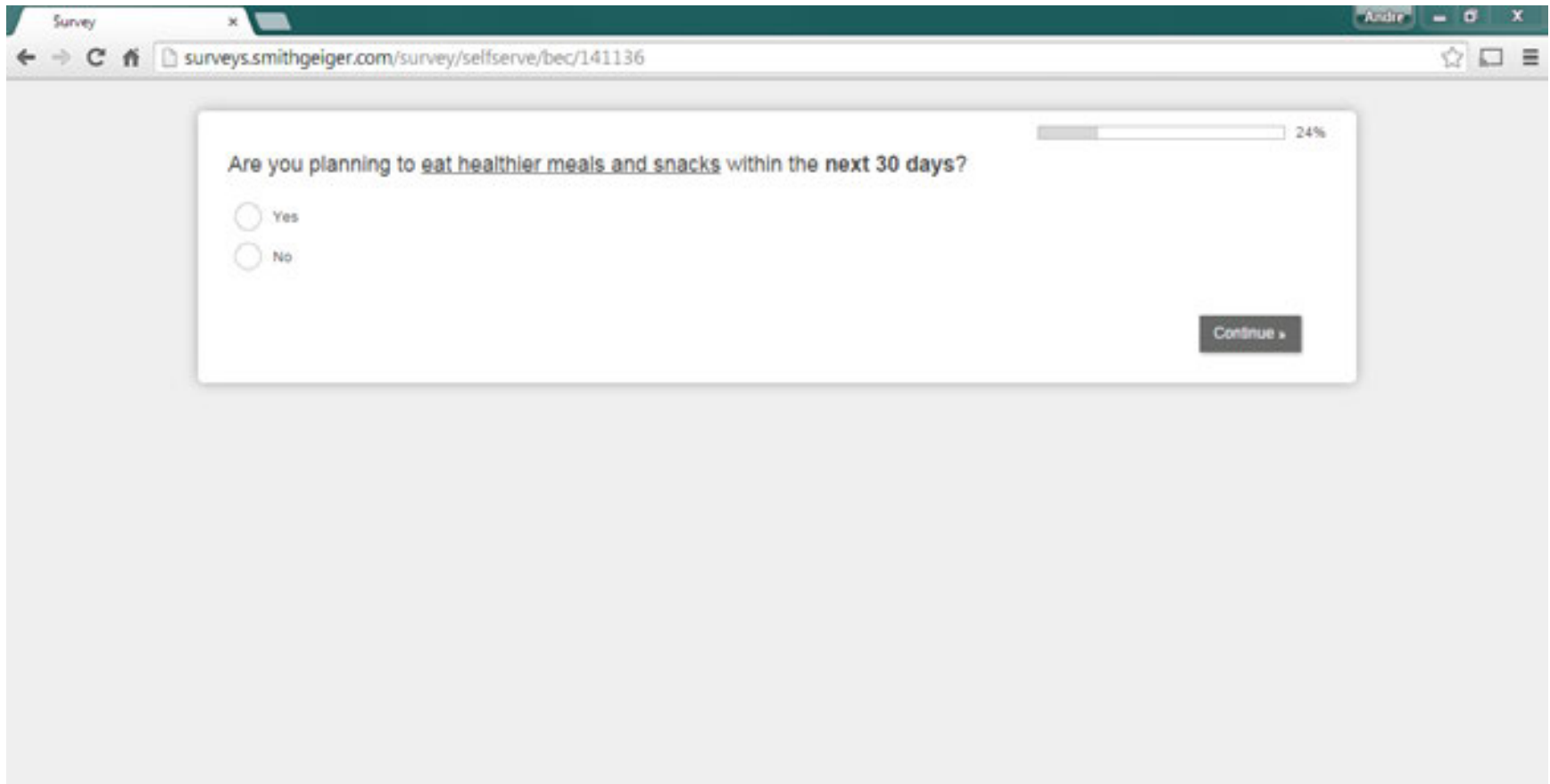
No

Continue »

Screenshot – Online Survey Question Q1_2



Screenshot - Online Survey Question Q1_3



Screenshot – Online Survey Question Q2

Survey

← → ↻ surveys.smithgeiger.com/survey/selfserve/bec/141063

25%

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

Yes, I plan to try to lose weight

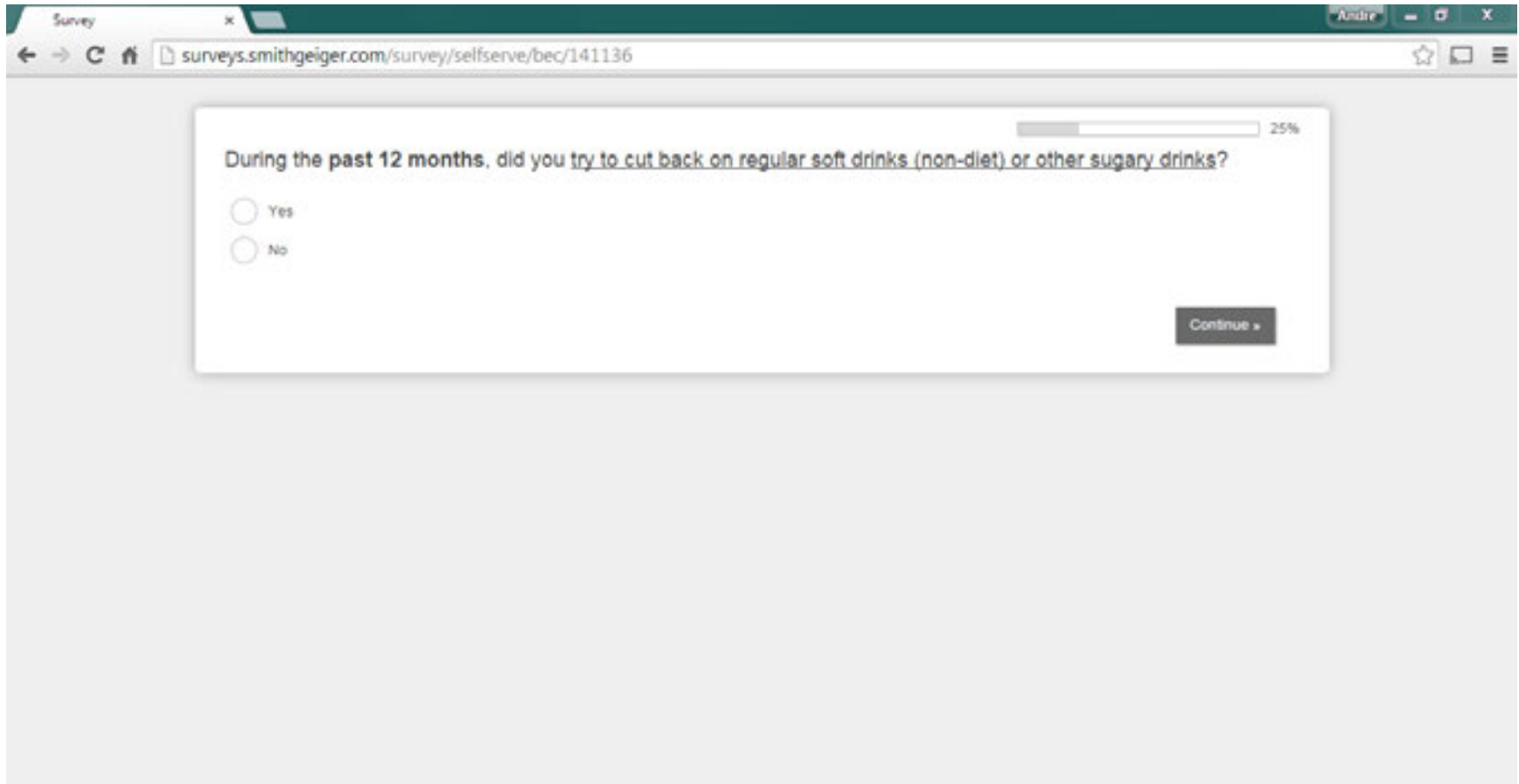
Yes, I plan to try to gain weight

Yes, I plan to try to maintain my current weight

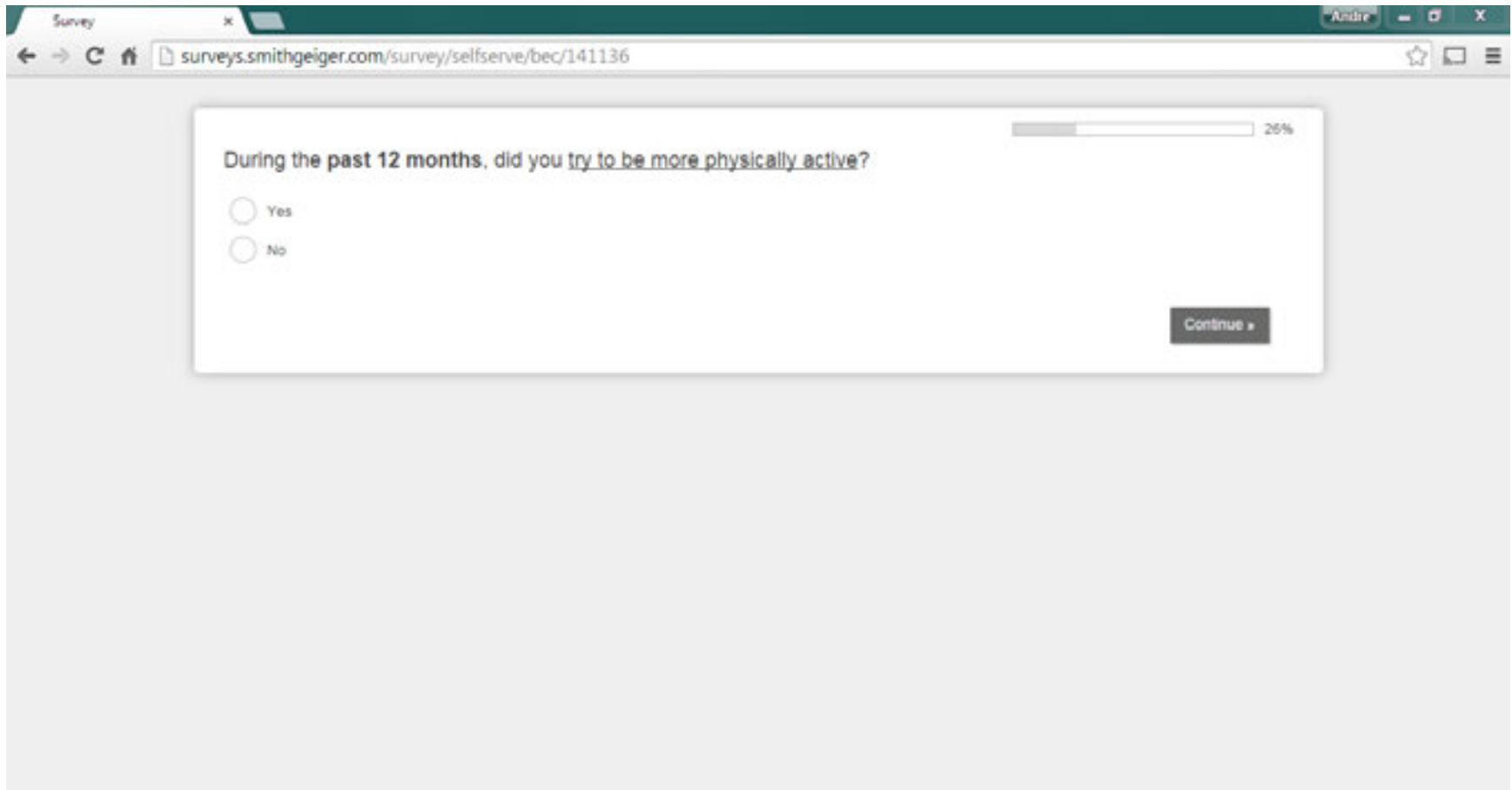
No, I have no plans to do anything about my weight

Continue »

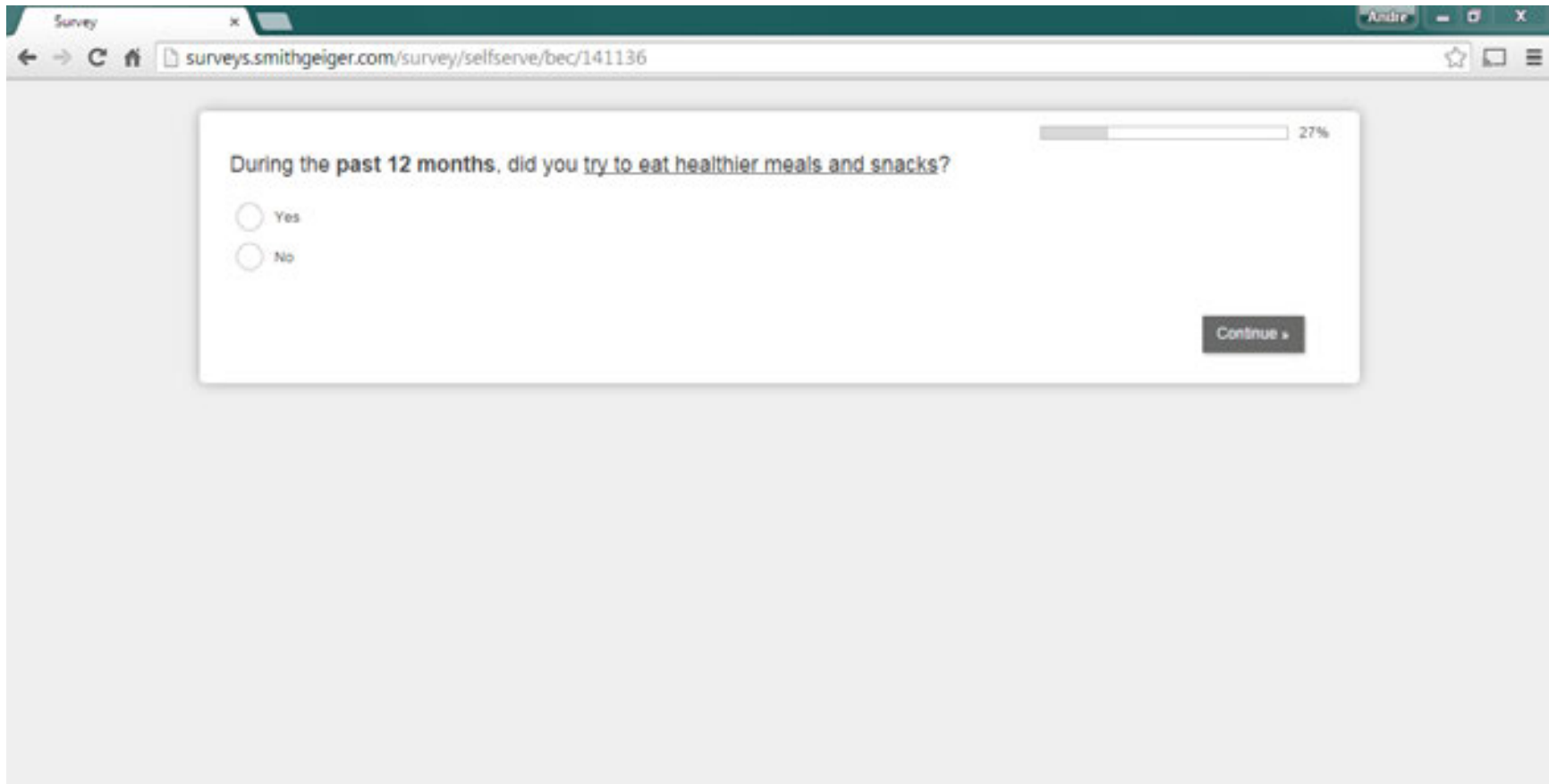
Screenshot – Online Survey Question Q3



Screenshot – Online Survey Question Q3_1



Screenshot – Online Survey Question Q3_2



Screenshot – Online Survey Question Q4

Survey x Andre

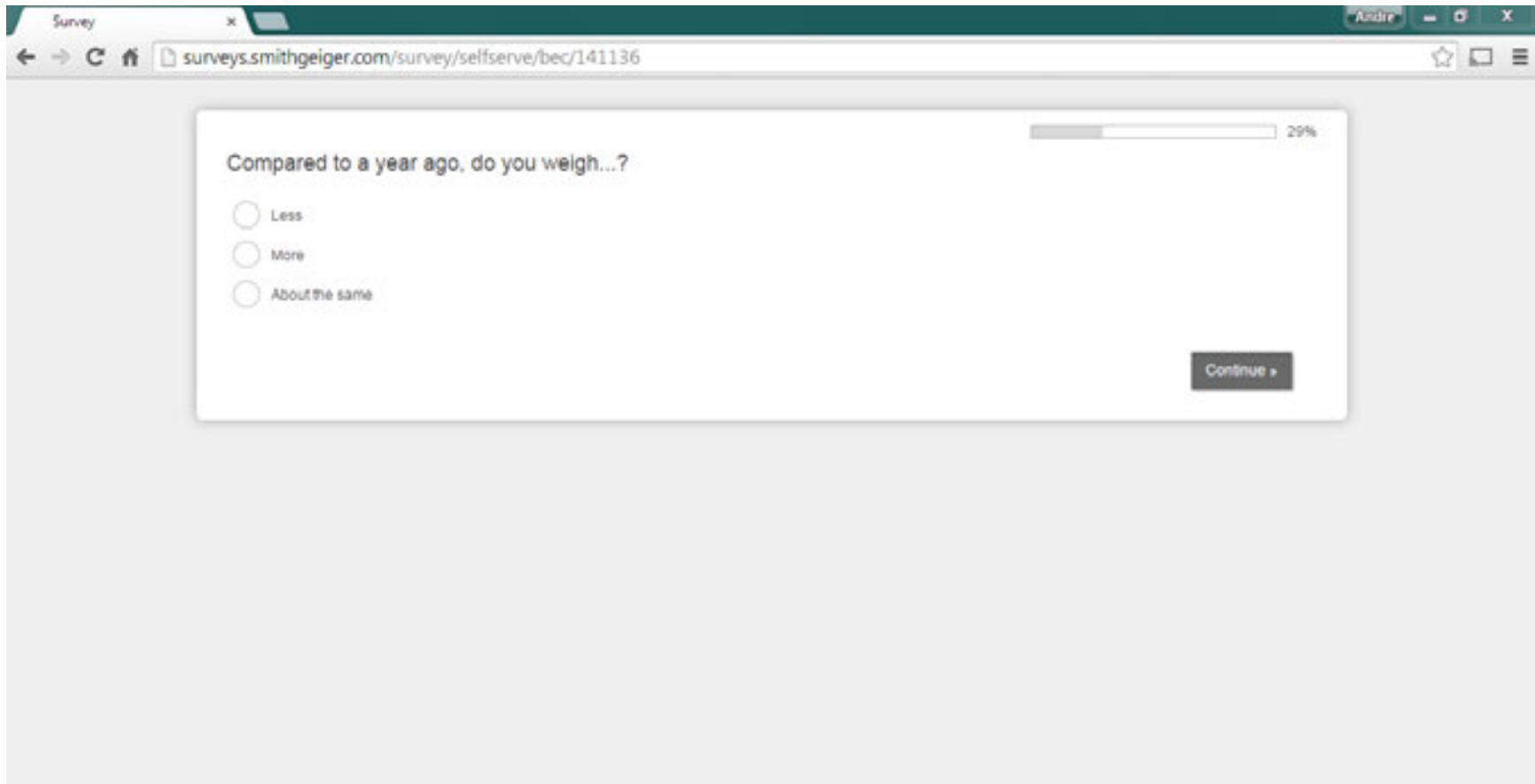
← → ↻ 🏠 surveys.smithgeiger.com/survey/selfserve/bec/141136 ☆ 🗨 ☰

In the past year, have you tried to do any of the following? 28%

- Lose weight
- Gain weight
- Maintain your current weight

[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"/>
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"/>
Being more physically active	<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 x Andre

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

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

surveys.smithgeiger.com/survey/selfserve/bec/141142

30%

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
...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 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"/>
...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"/>
...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 Q10

Survey x Andre

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

34%

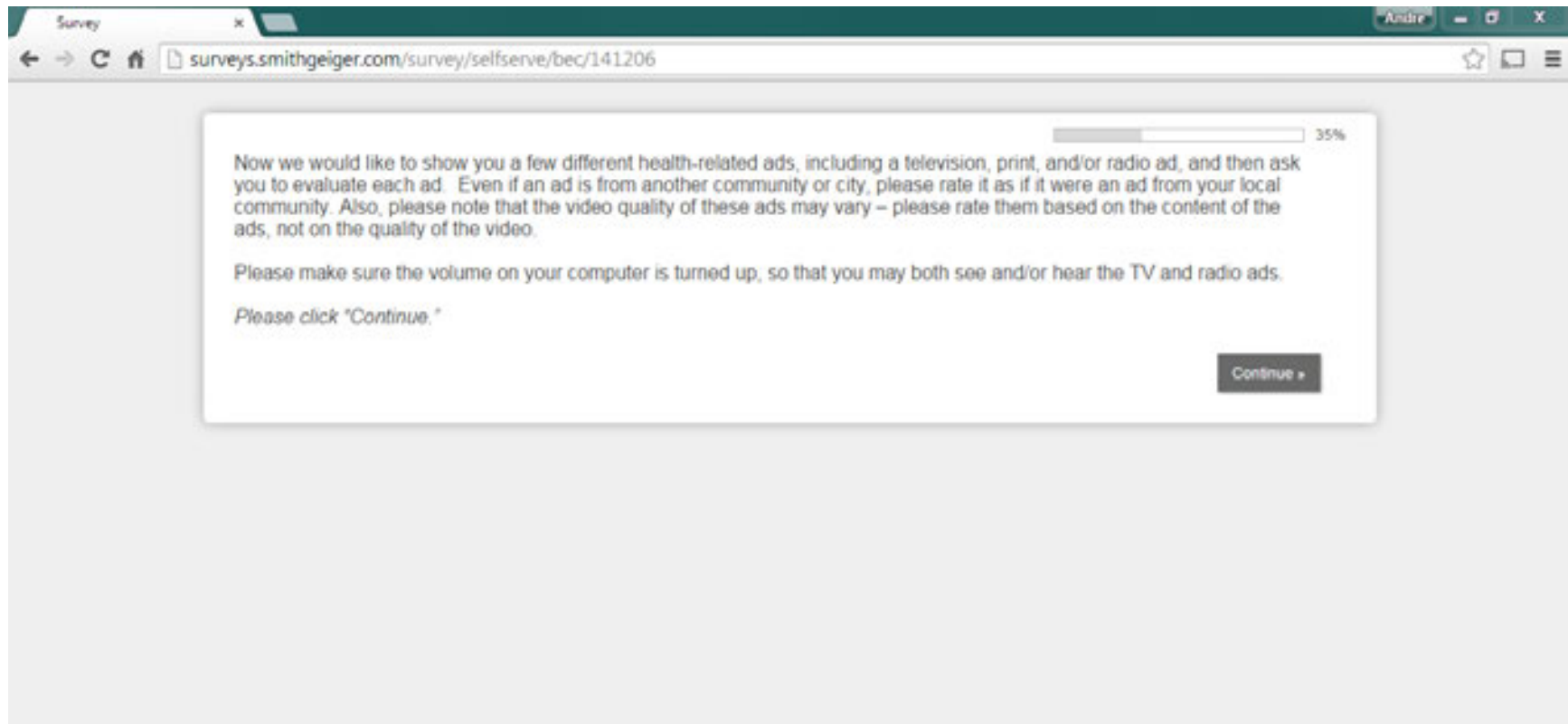
Which of the following statements best describes how you think the problem of obesity should be solved in your community?

- 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 »

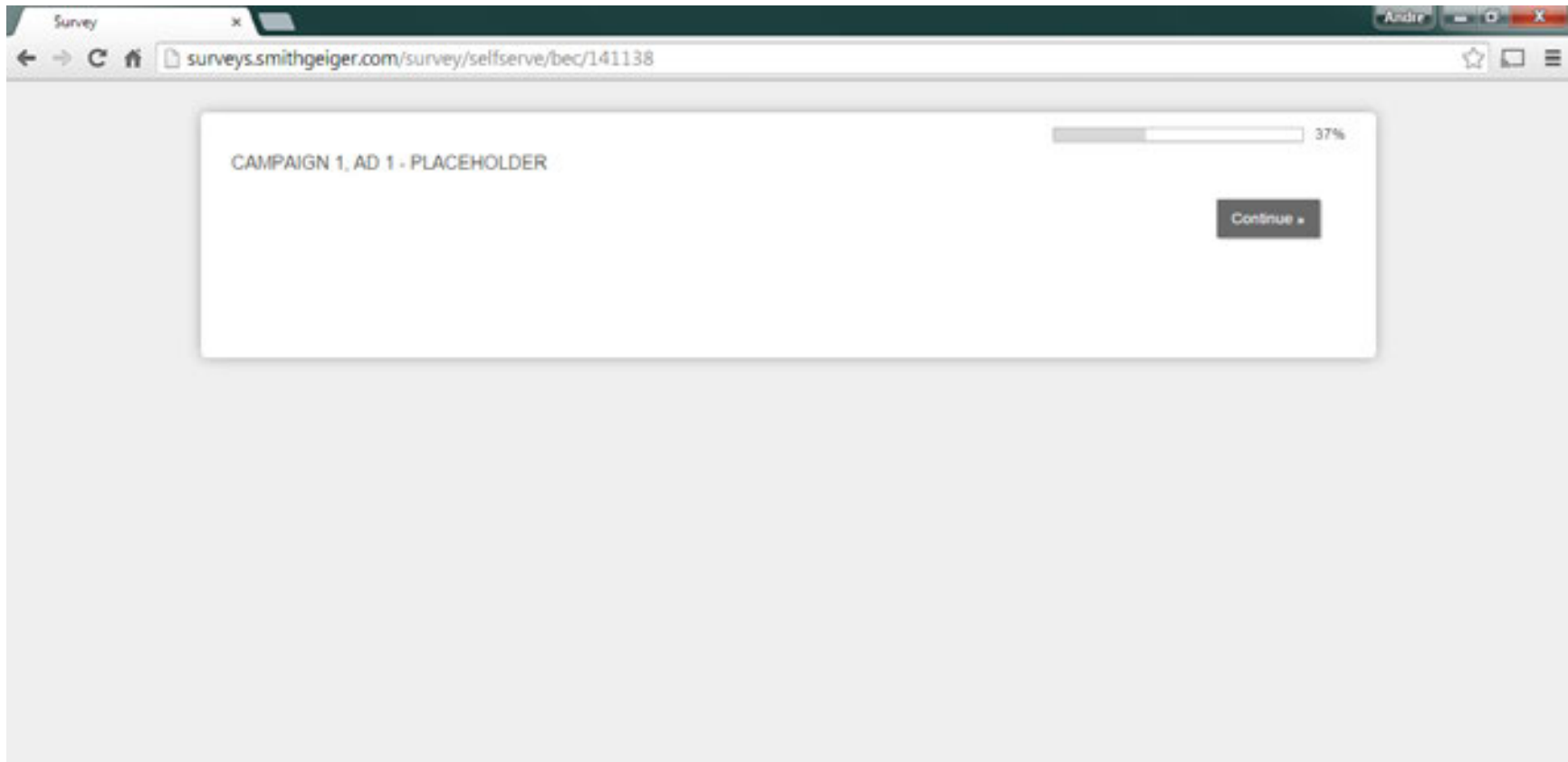
{Note to reviewers: At this point, some respondents will be shown a set of ads (TV, radio and/or print) that correspond to a discrete campaign (randomly chosen). Others will be shown randomly chosen individual ads that do not correspond to a discrete campaign. After each ad is shown, they will be asked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

Screenshot: Initial Screen for Ad Evaluations

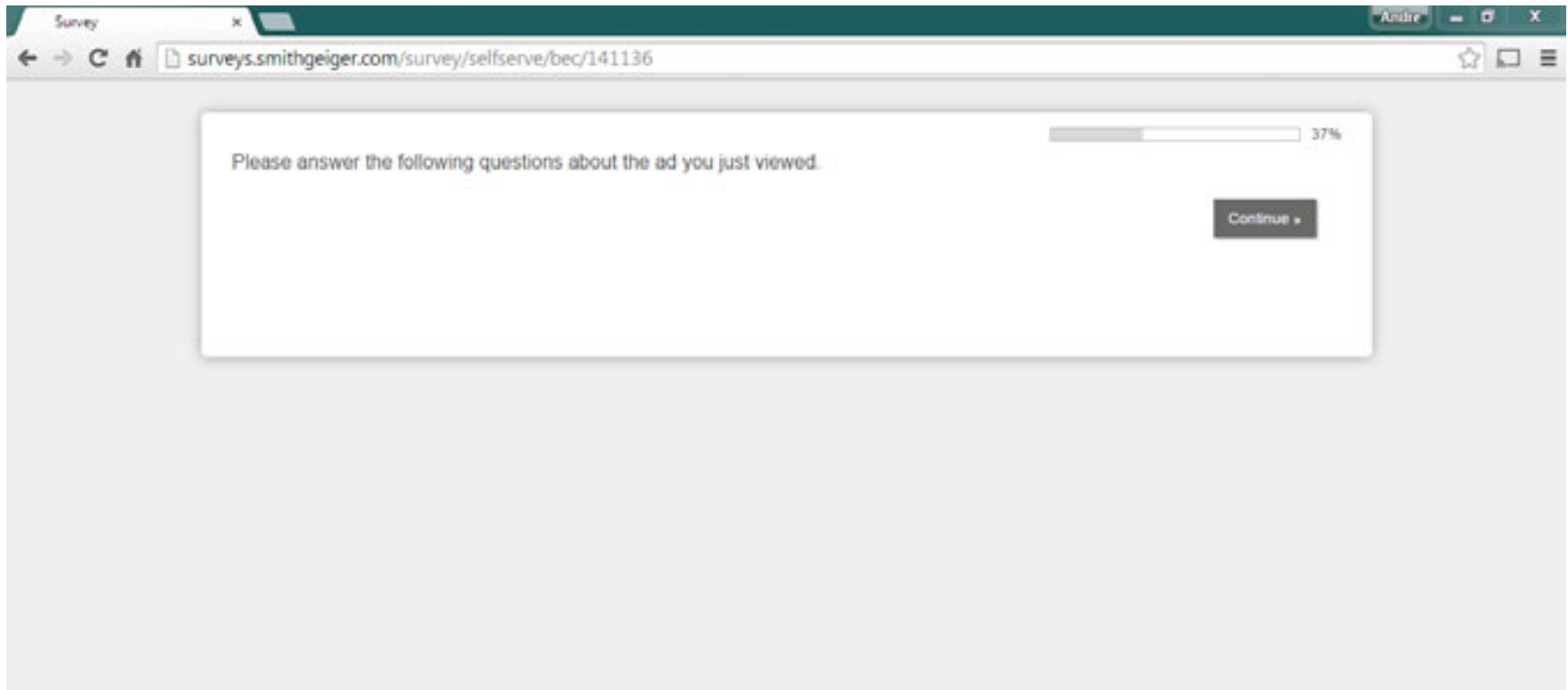


{Note to reviewers: The screen below is a sample of the screen respondents will see when viewing each ad. The questions they will be asked for each ad will be the same, regardless of the ad they see.}

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 ☆ 🗨️ ☰

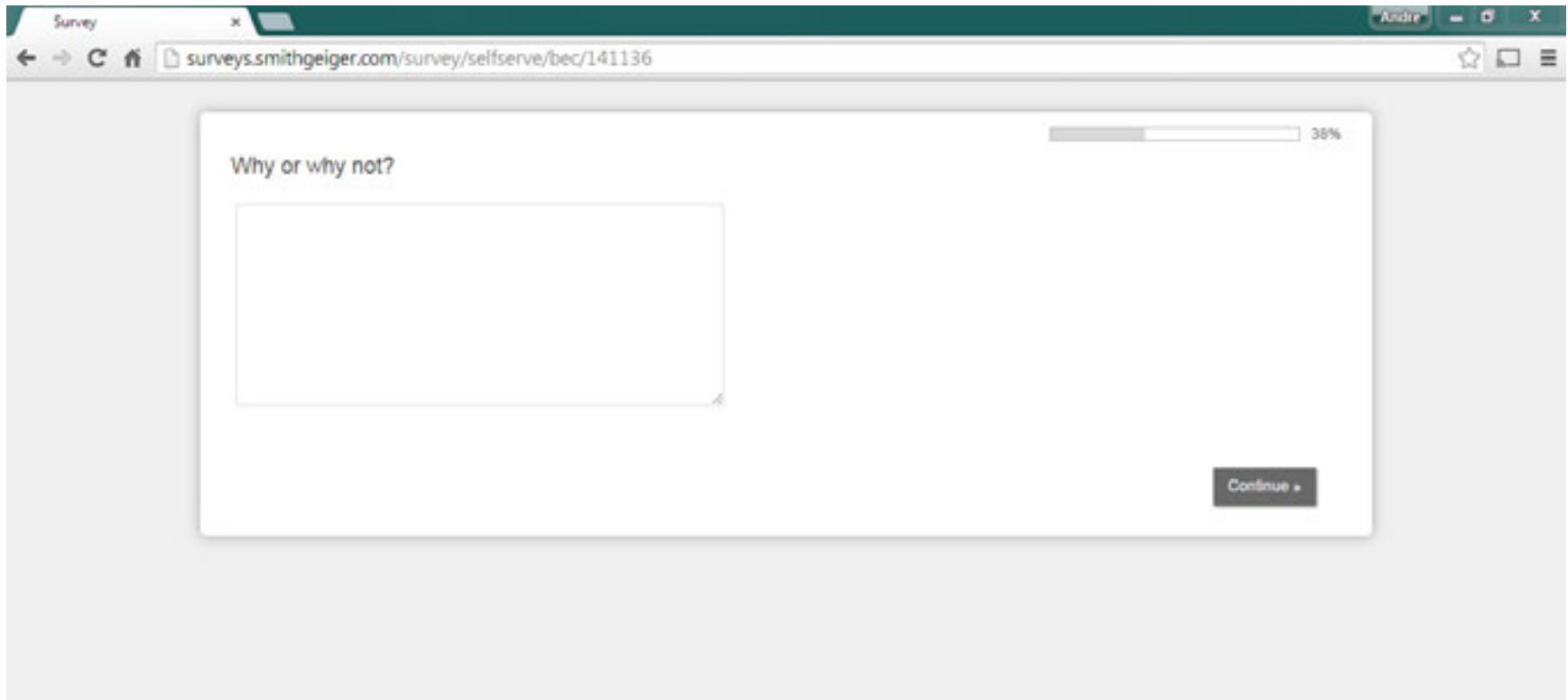
If you saw or heard this message, would it get your attention? 37%

Yes

No

Continue »

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

Survey x Andre

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

Why or why not?

40%

Continue »

Screenshot – Online Survey Question Q16

Survey

← → ↻ surveys.smithgeiger.com/survey/selfserve/bec/141142

35%

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 ☆ 🗨️ ☰

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

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. The survey question is: "You mentioned that this ad grabbed your attention. What makes it stand out?". Below the question is a large, empty text input field. In the bottom right corner of the question box is a "Continue" button. A progress bar in the top right corner of the question box indicates that 43% of respondents have answered this question.

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

← → C surveys.smithgeiger.com/survey/selfserve/bec/141142 ☆ ☰

43%

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

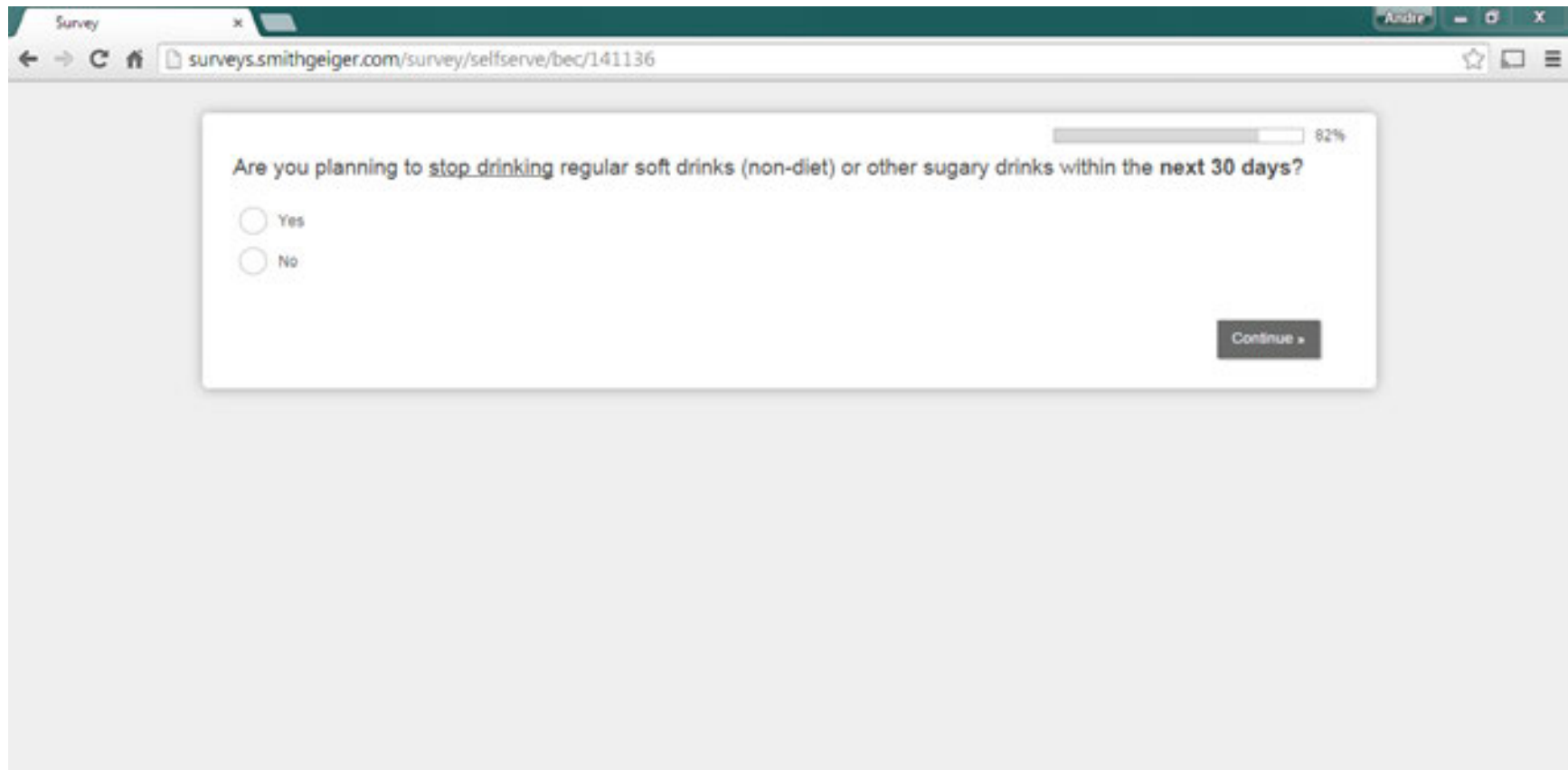
	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
This set of ads grabbed my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This set of ads told me something I didn't already know	<input 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

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%

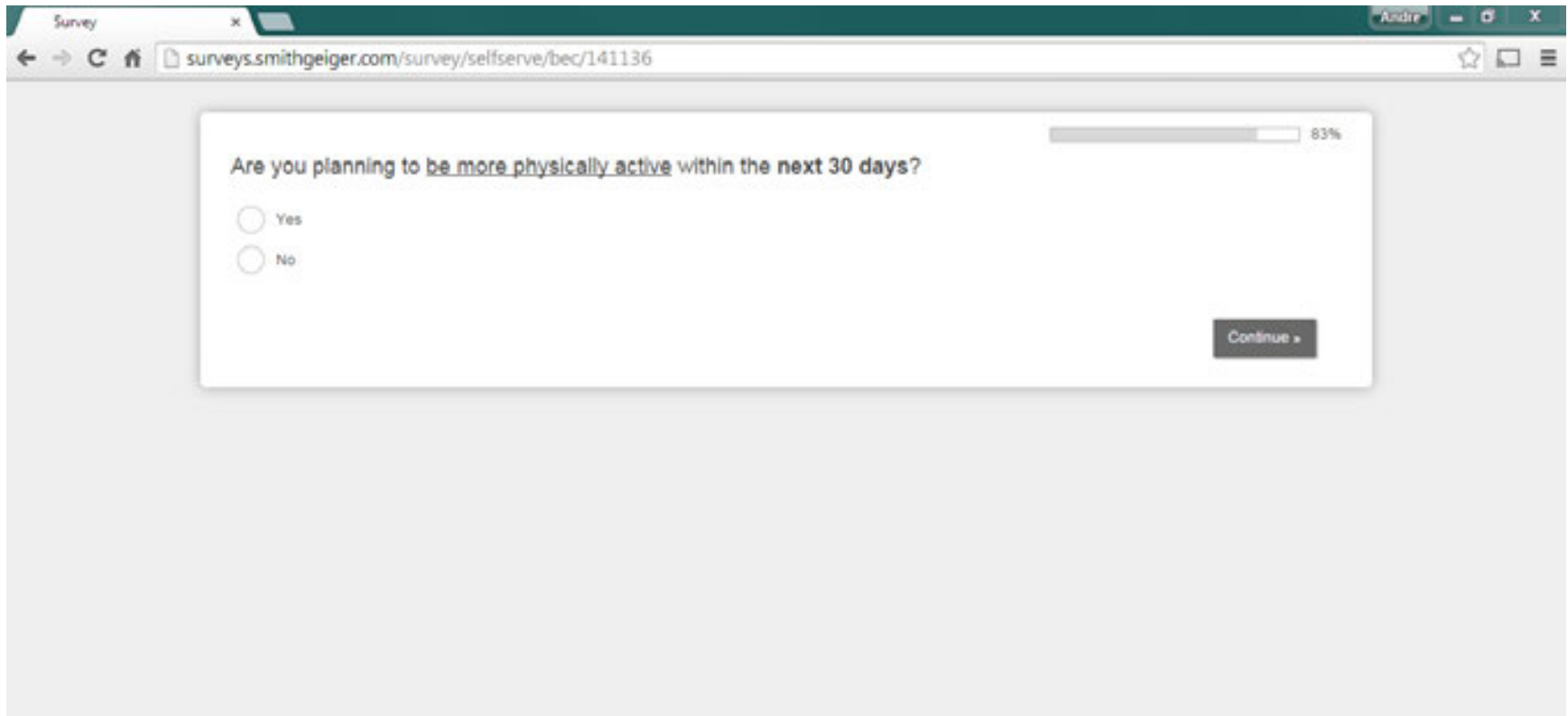
Are you planning to cut back on regular soft drinks (non-diet) or other sugary drinks within the next 30 days?

Yes

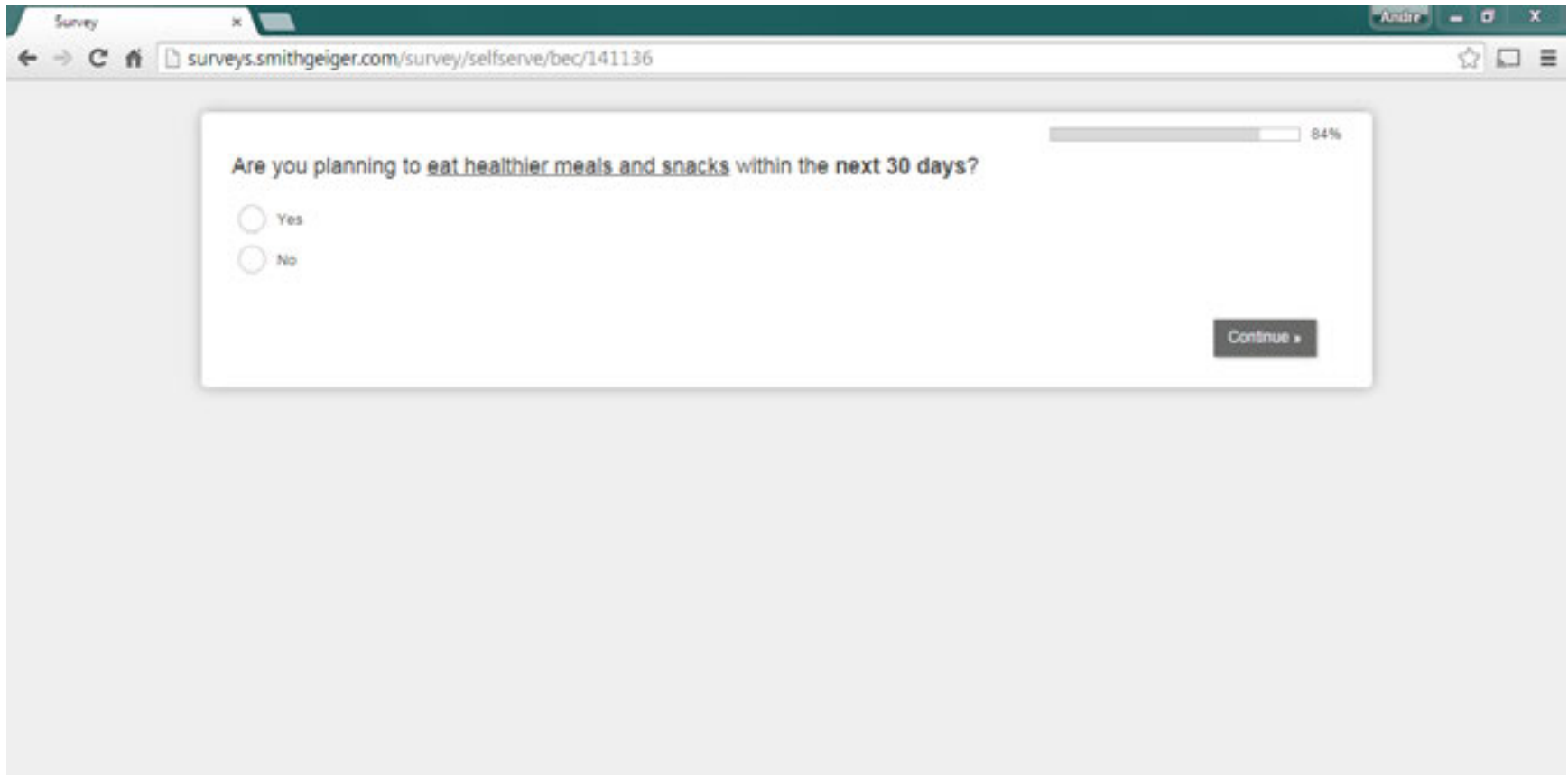
No

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%

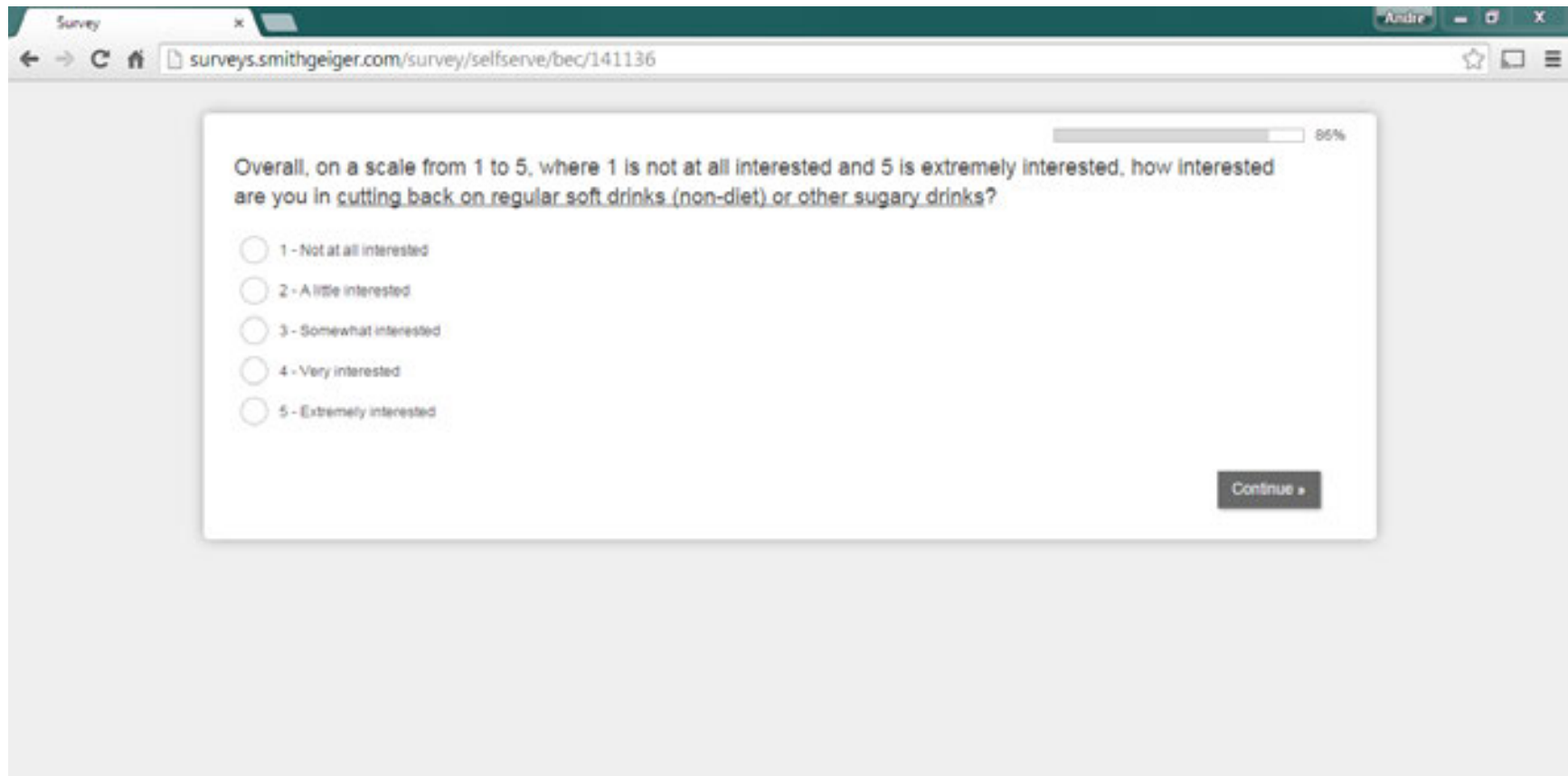
Are you planning to do something about your weight within the next 30 days?

- 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 »

Screenshot – Online Survey Question Q34

Survey x 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 ☆ 🗨️ ☰

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 ×

← → ↻ surveys.smithgeiger.com/survey/selfserve/bec/141142 ☆ ☰

92%

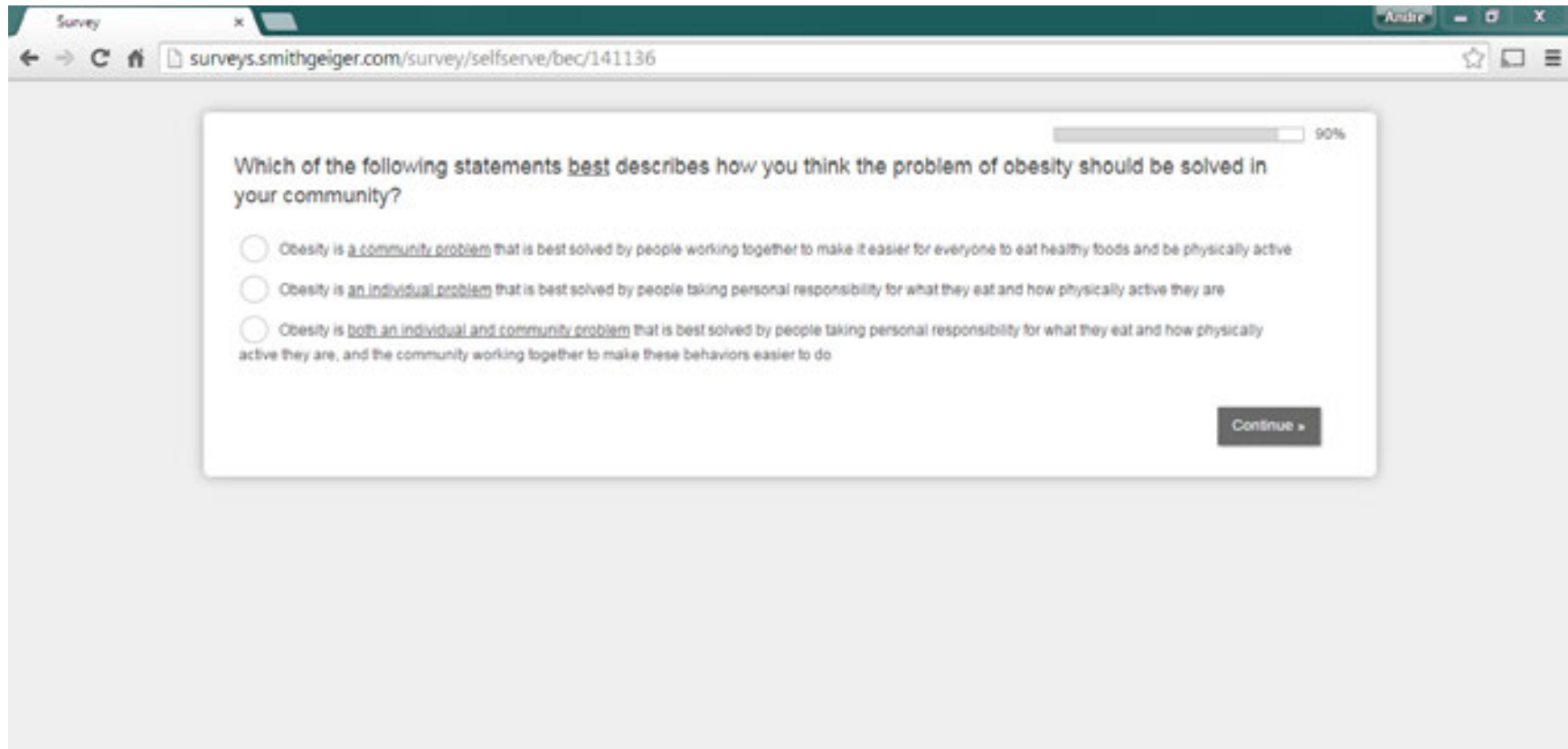
On a scale from 1 to 5, where 1 indicates that you strongly disagree and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of these statements.

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

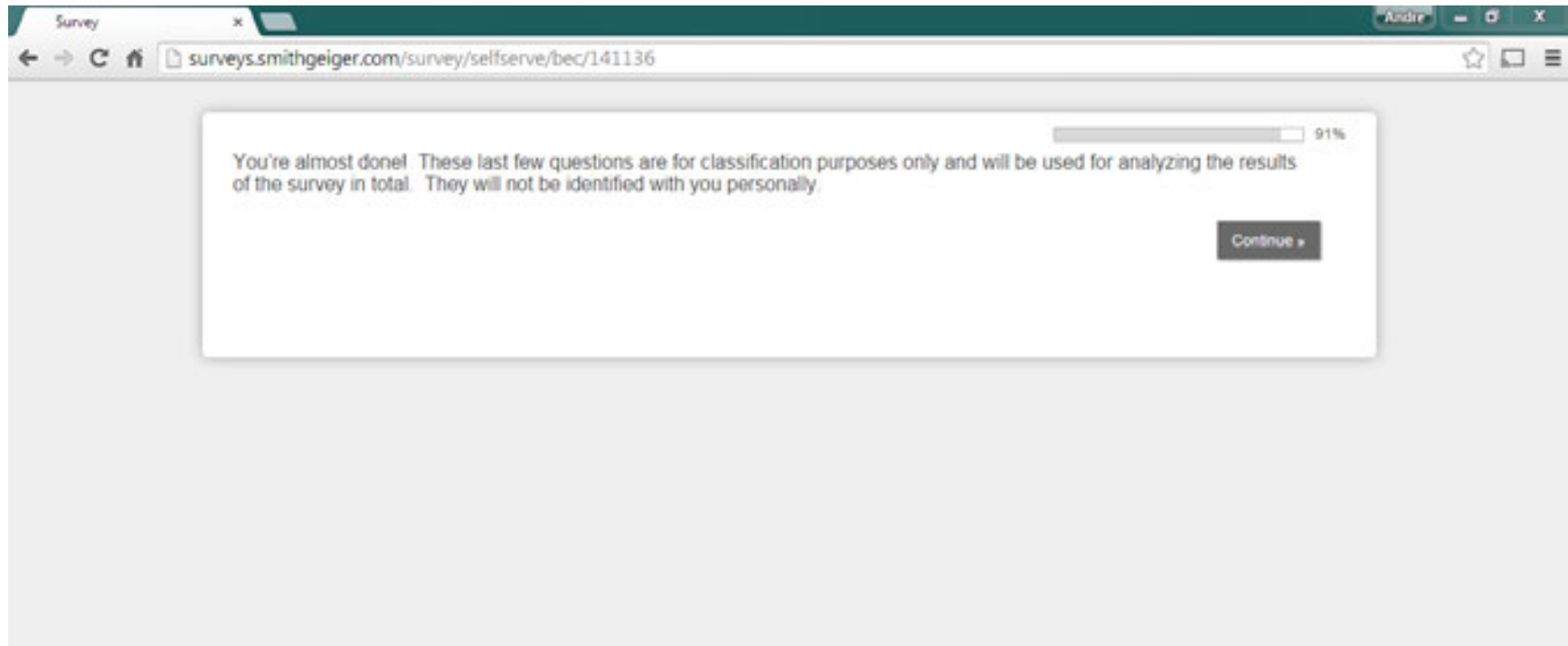
	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
...help me maintain a healthy weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...help me save money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...make 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"/>
...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"/>
...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"/>

Continue »

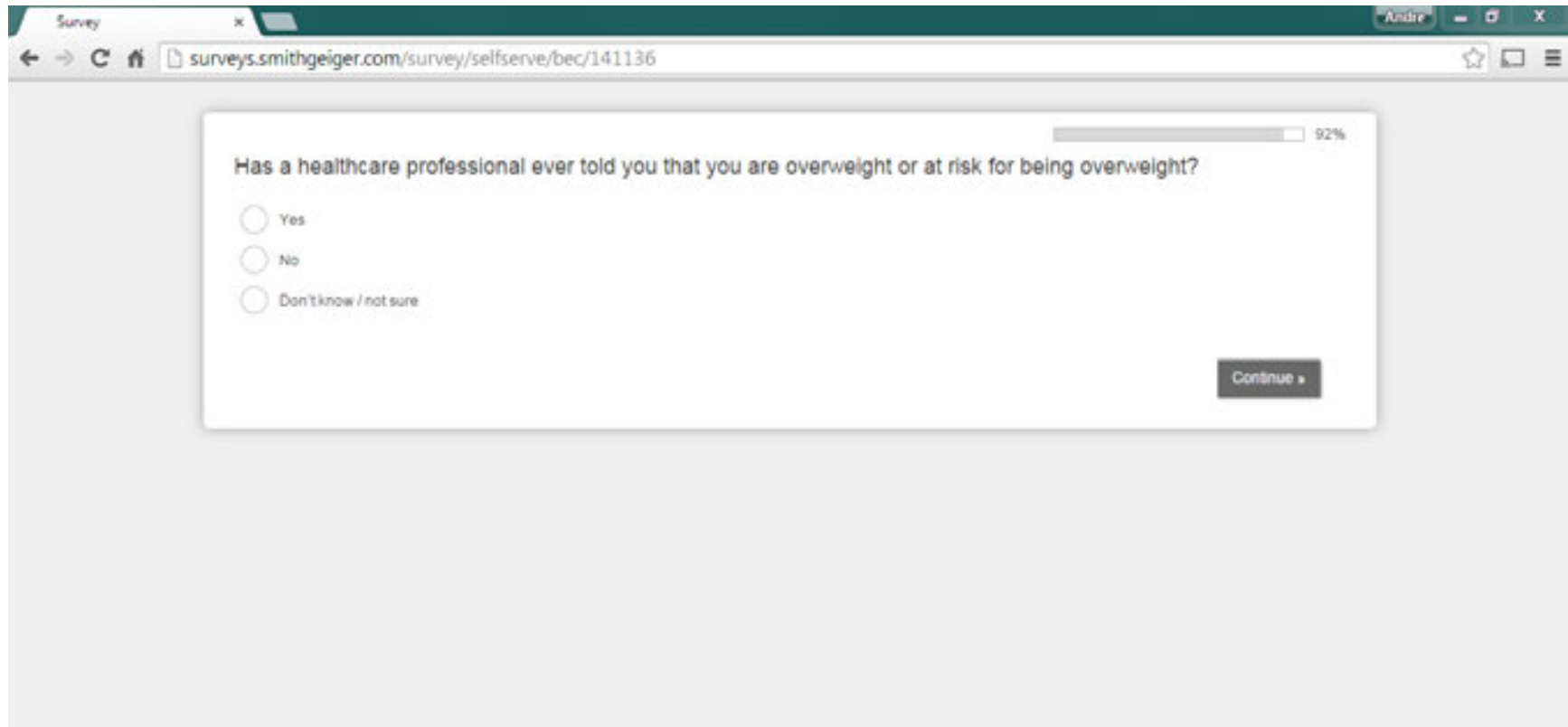
Screenshot – Online Survey Question Q37



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

← → ↻ surveys.smithgeiger.com/survey/selfserve/bec/141063

95%

What is your marital status?

- Separated
- Married
- Single, never been married
- Widowed
- Divorced
- Unmarried living with a partner
- Don't Know/Not Sure
- 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

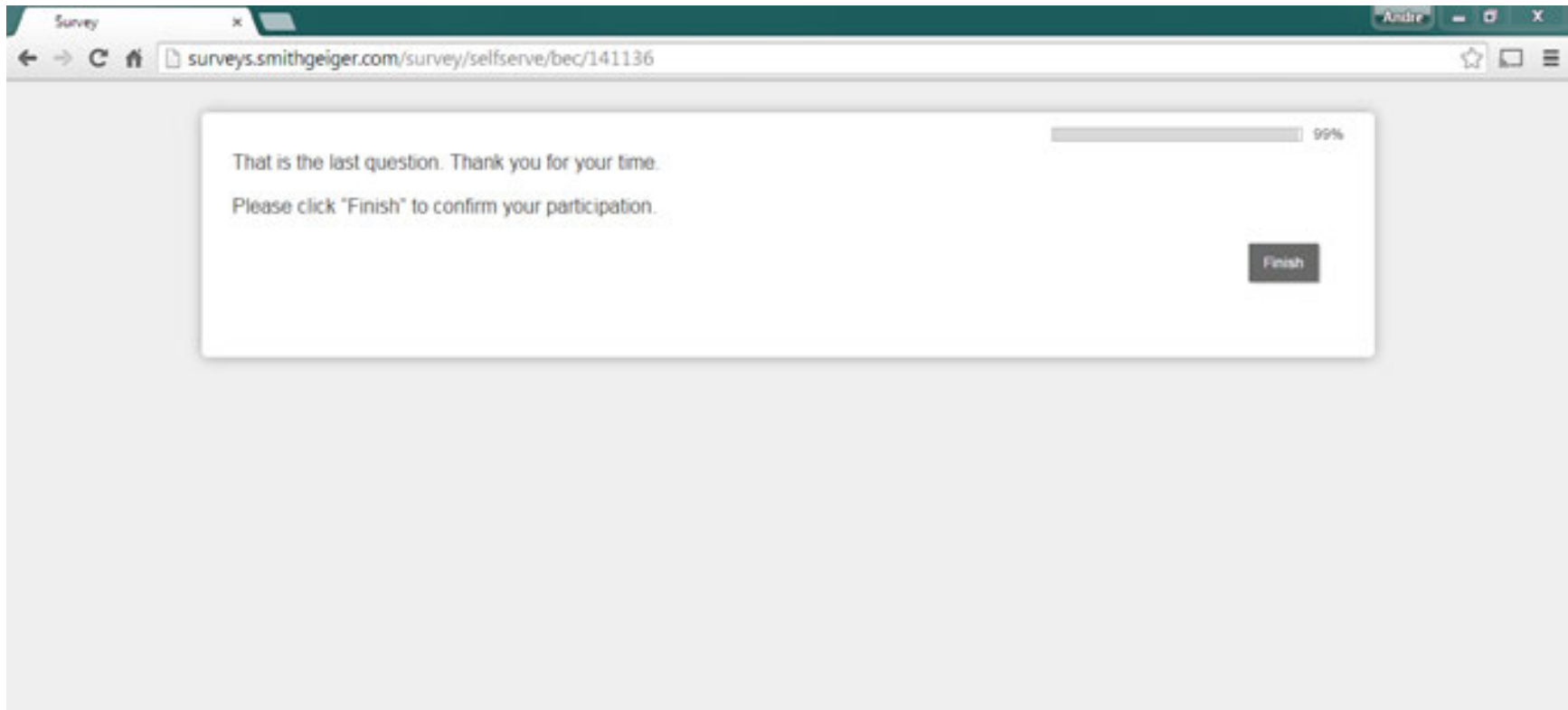
← → ↻ surveys.smithgeiger.com/survey/selfserve/bec/141063 ☆ ☰

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

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

[Continue »](#)

Screenshot – Survey End Page



**Attachment 3j: Online Survey for Healthy Living
for Hispanic Audiences (English-speaking)**
**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.

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

SOME 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

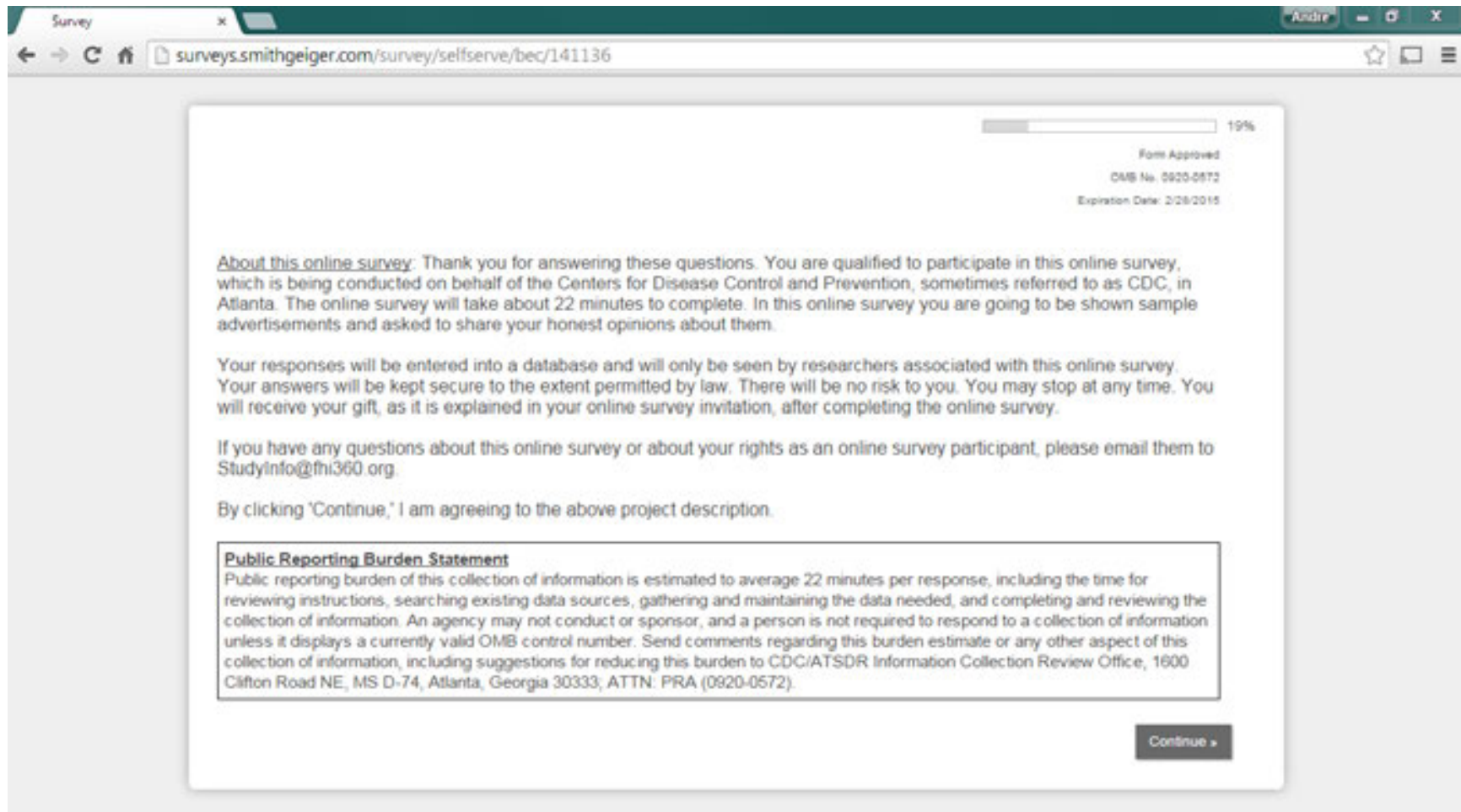
- C7. In the following list of items, please indicate which devices you currently use or own. MULTIPLE RESPONSE, ROTATE LIST.
- 1 A desktop computer..... Continue
 - 2 A laptop computer..... Continue
 - 3 A smartphone, such as an iPhone, BlackBerry, Android, Windows phone, etc. Continue
 - 4 A tablet, 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 3k: Screen Captures of Online Survey for Healthy Living for Hispanic Audiences (English-speaking)

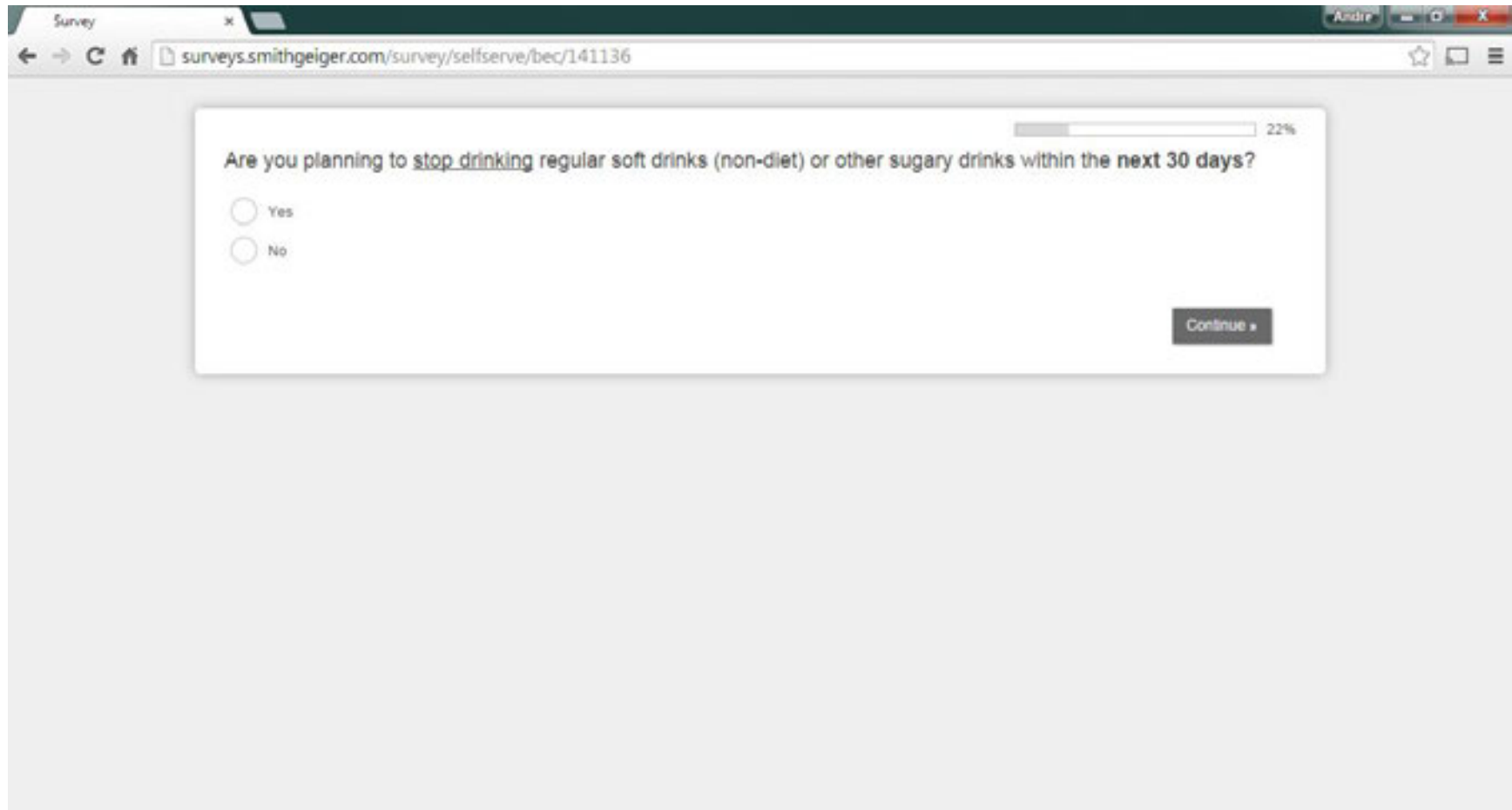
Community Health Media Center – Testing Educational Campaign Materials with African American and Hispanic Audiences

Screenshot – Online Survey Start Screen



{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.}

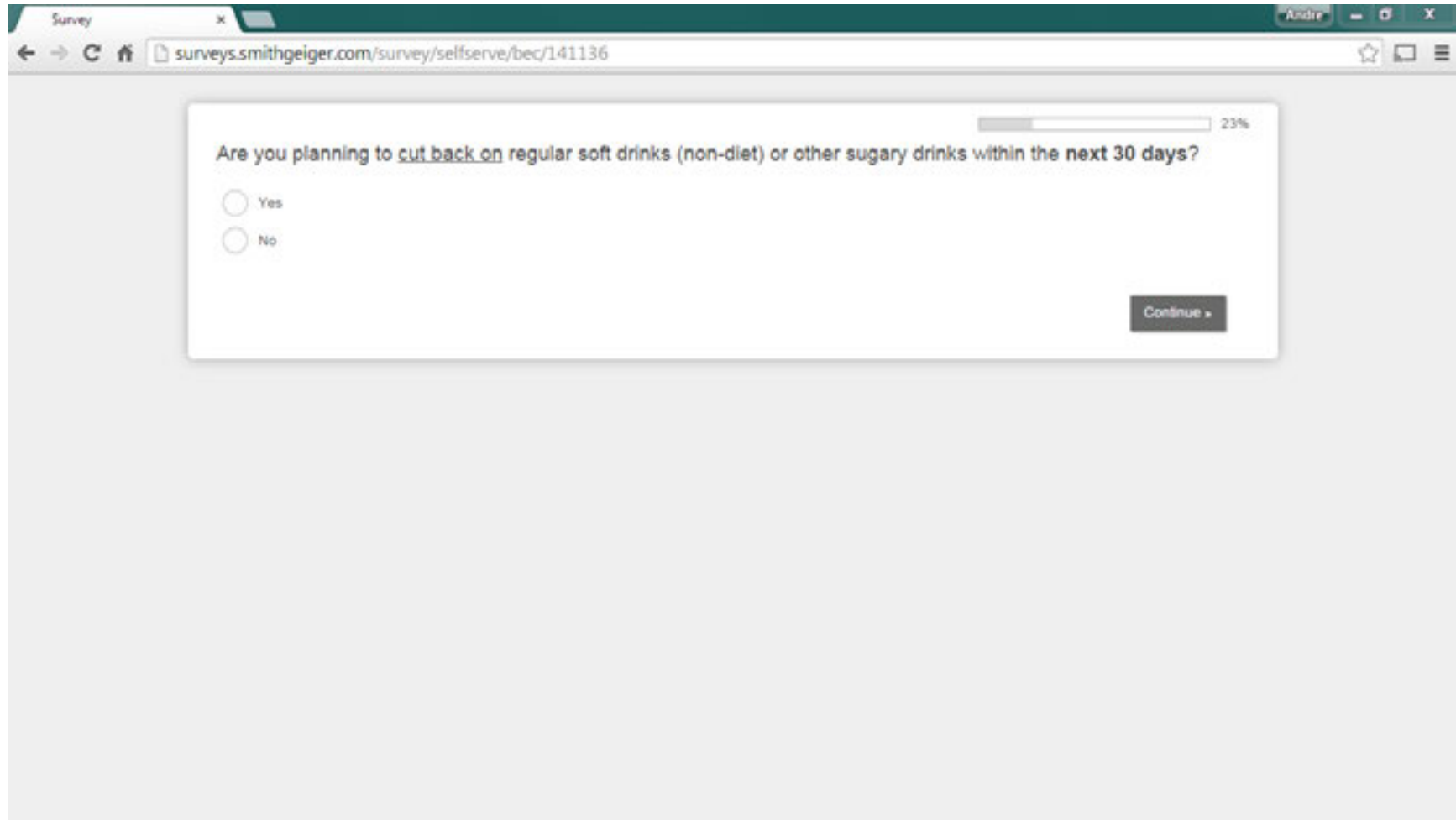
Screenshot – Online Survey Question Q1



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



Survey

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

23%

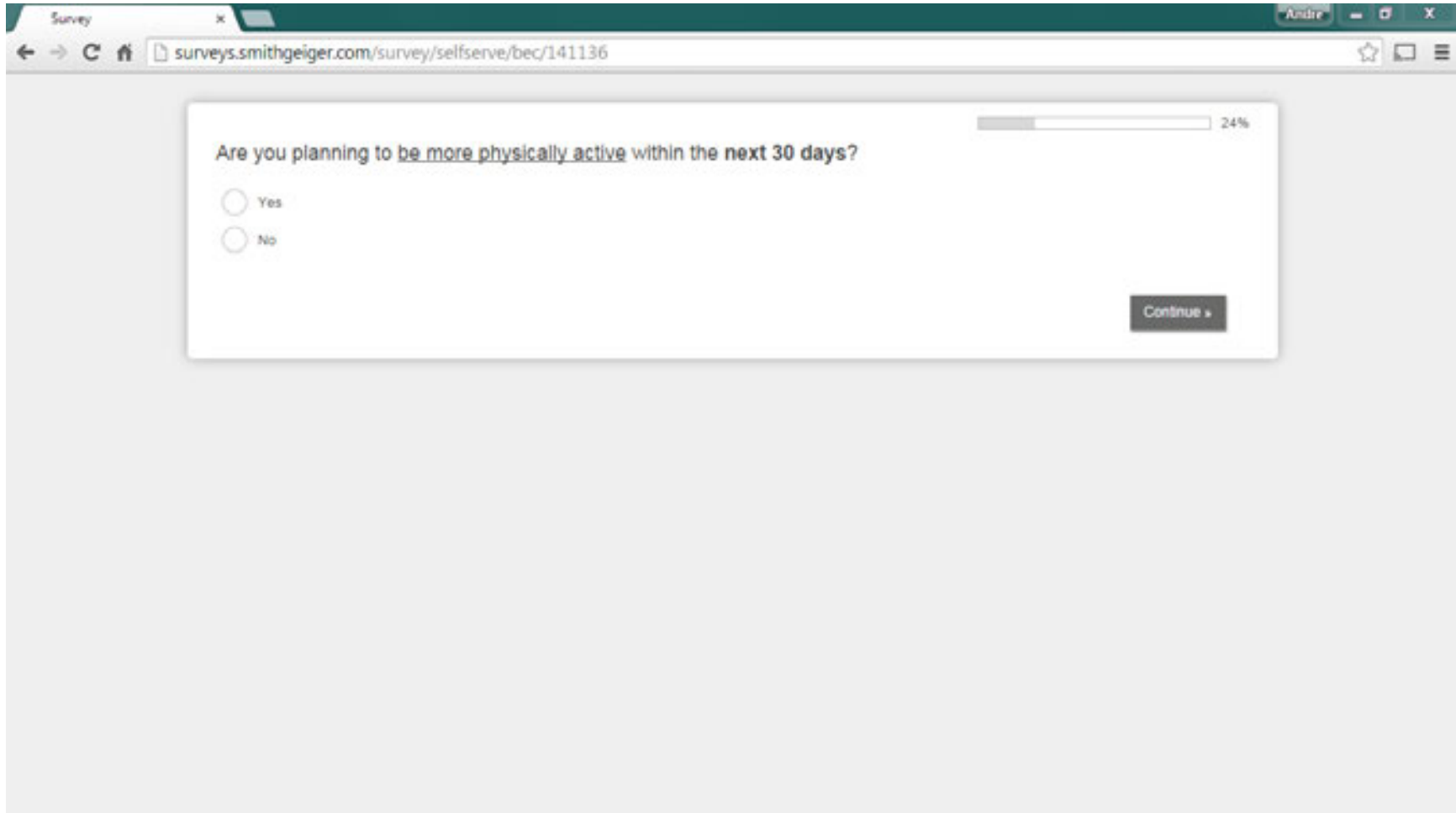
Are you planning to cut back on regular soft drinks (non-diet) or other sugary drinks within the next 30 days?

Yes

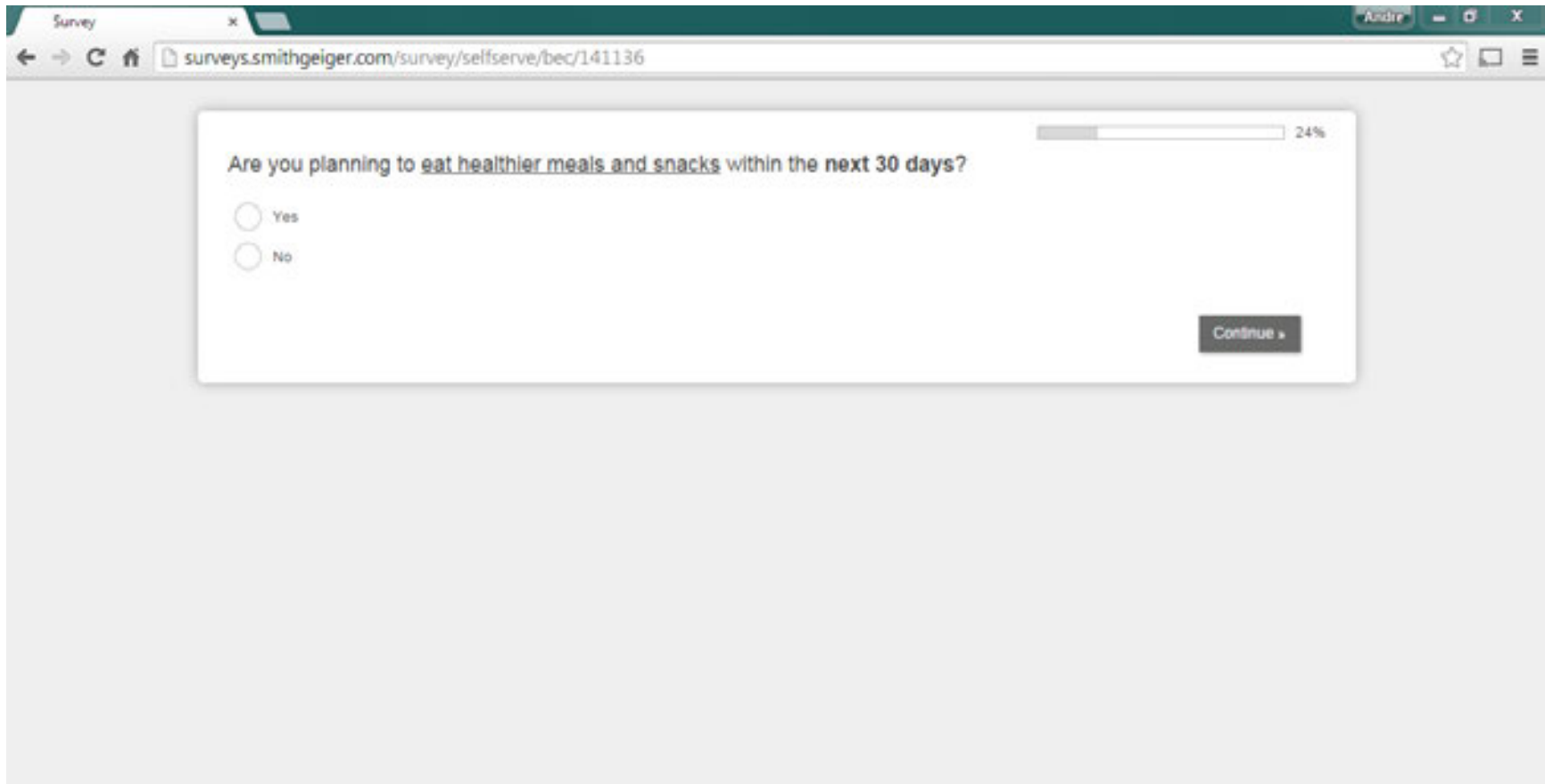
No

Continue »

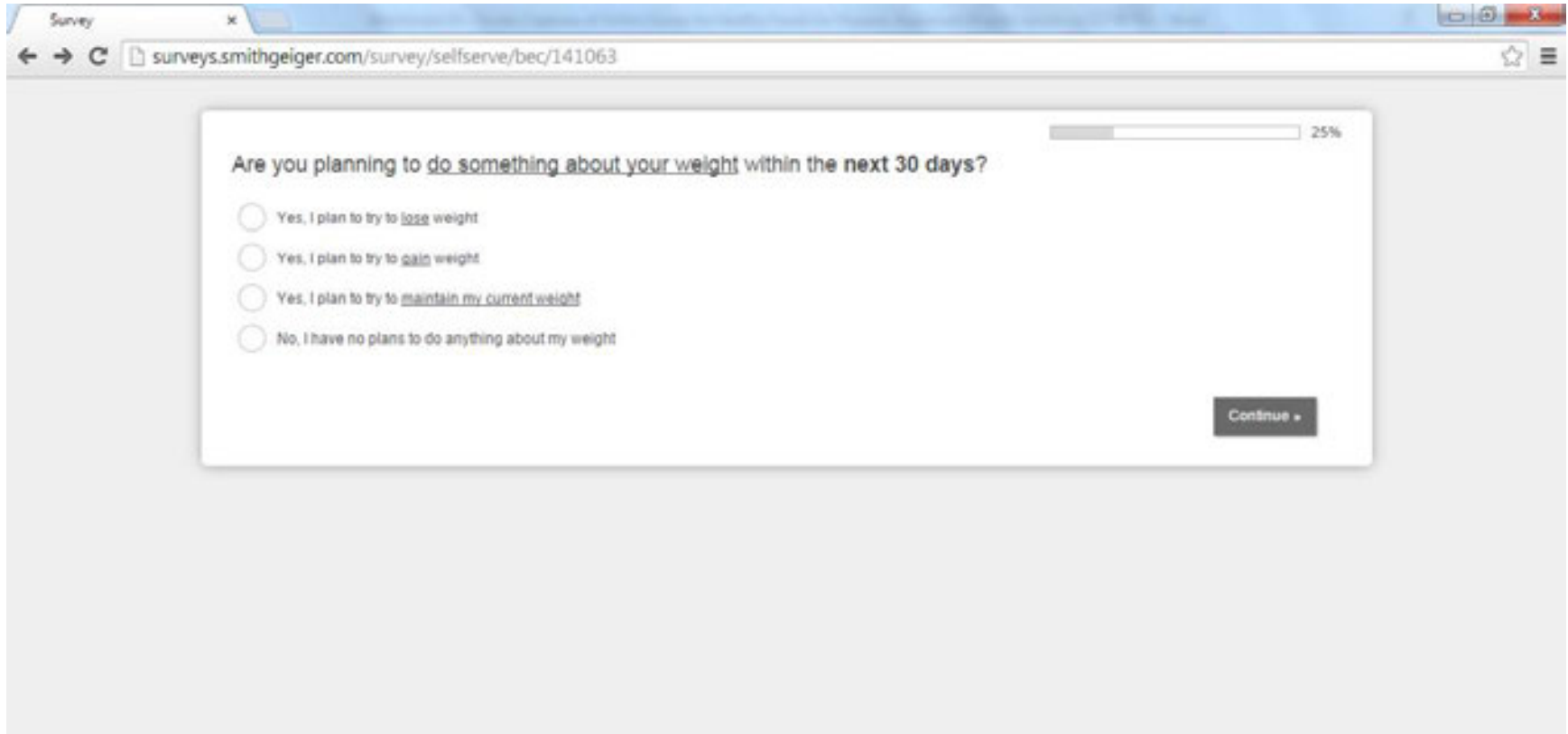
Screenshot – Online Survey Question Q1_2



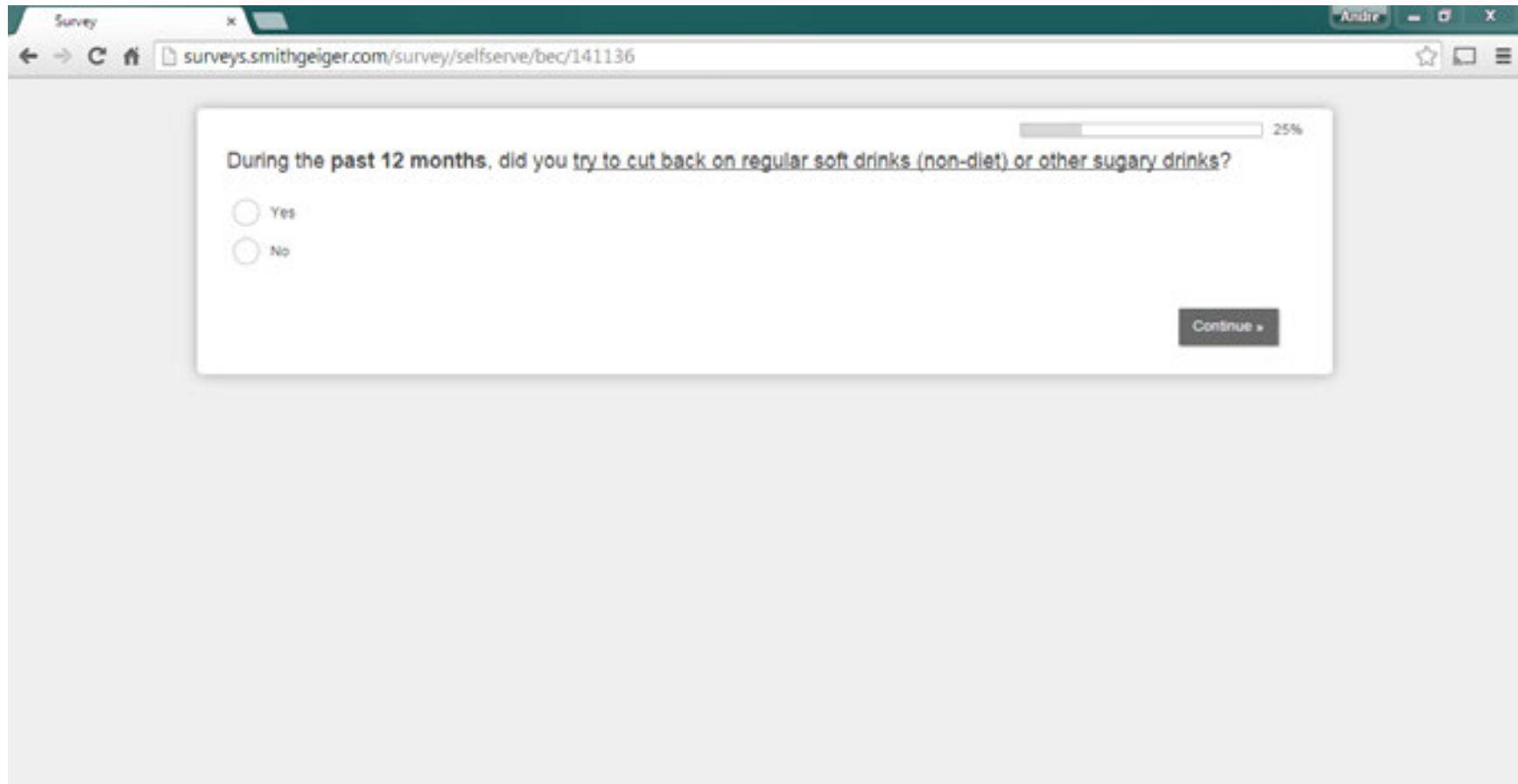
Screenshot - Online Survey Question Q1_3



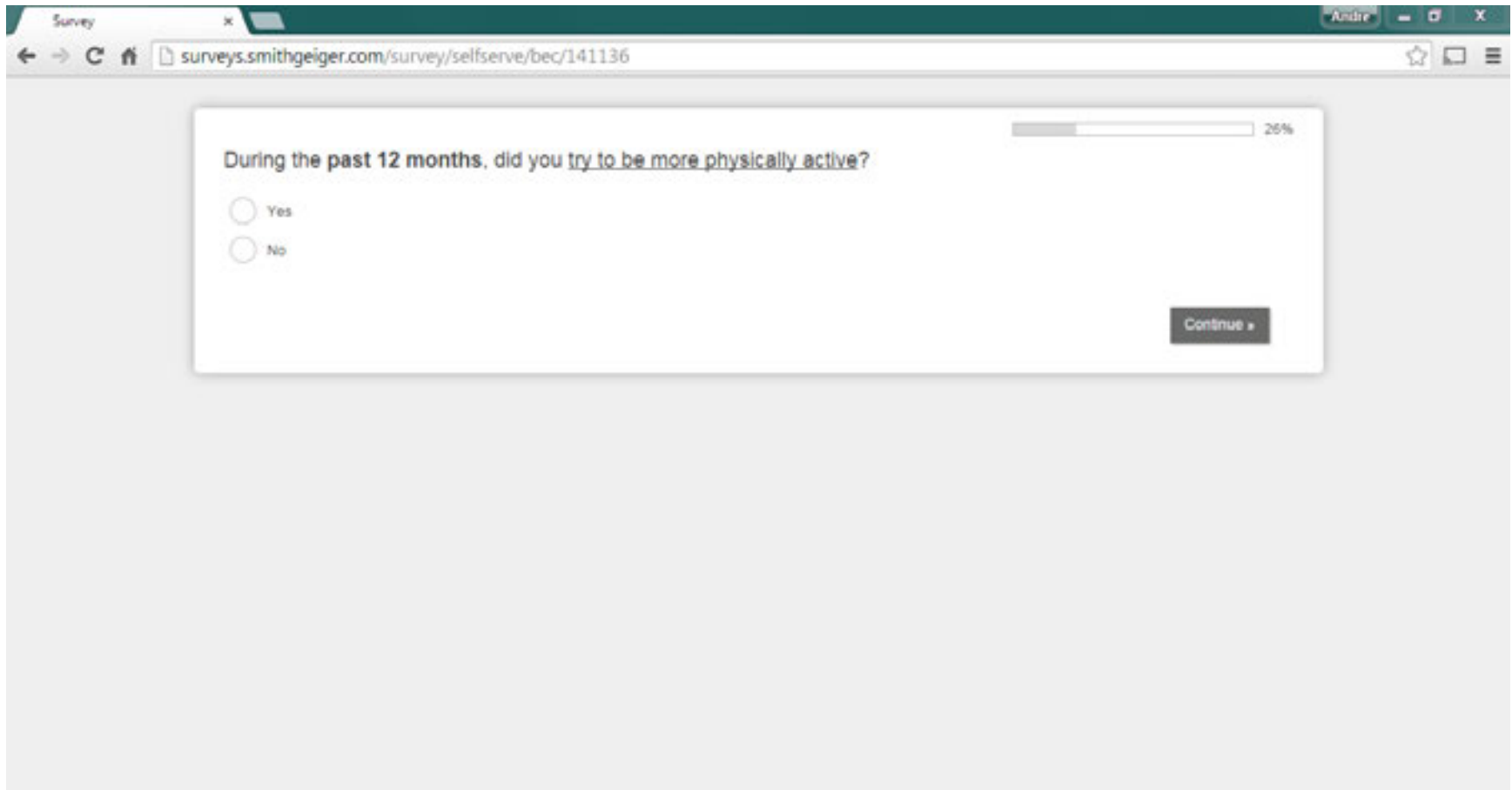
Screenshot – Online Survey Question Q2



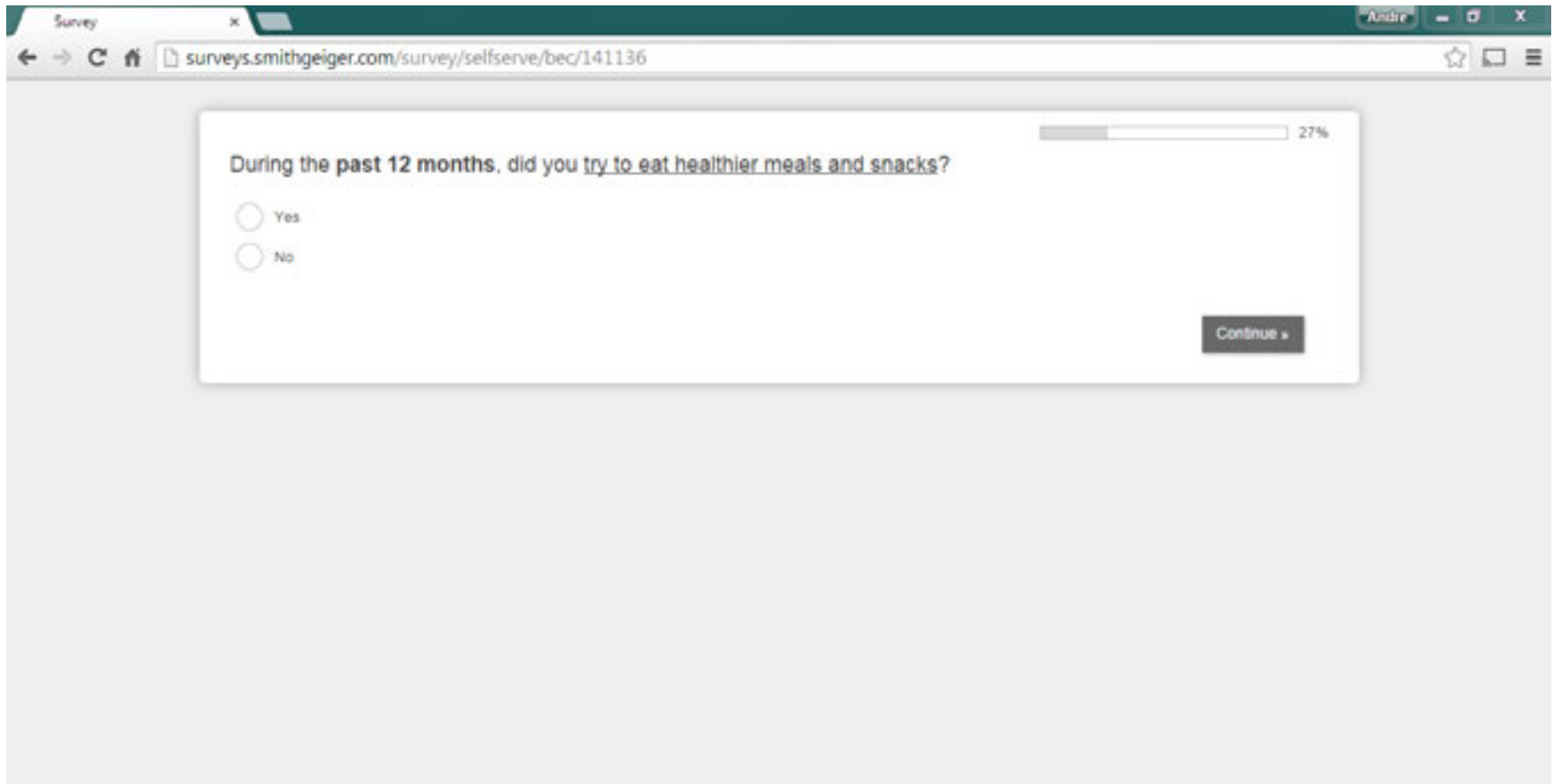
Screenshot – Online Survey Question Q3



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

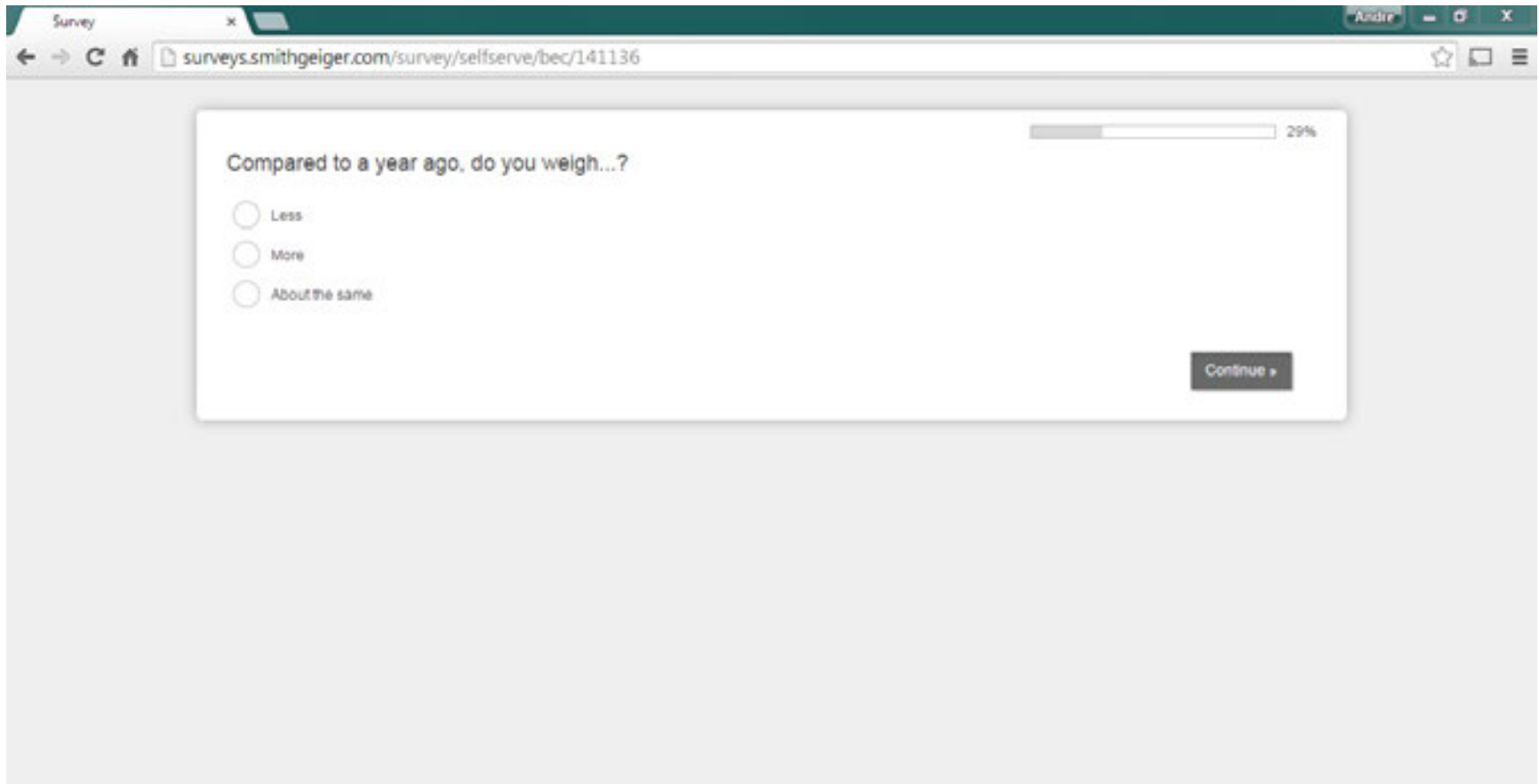
Gain weight

Maintain your current weight

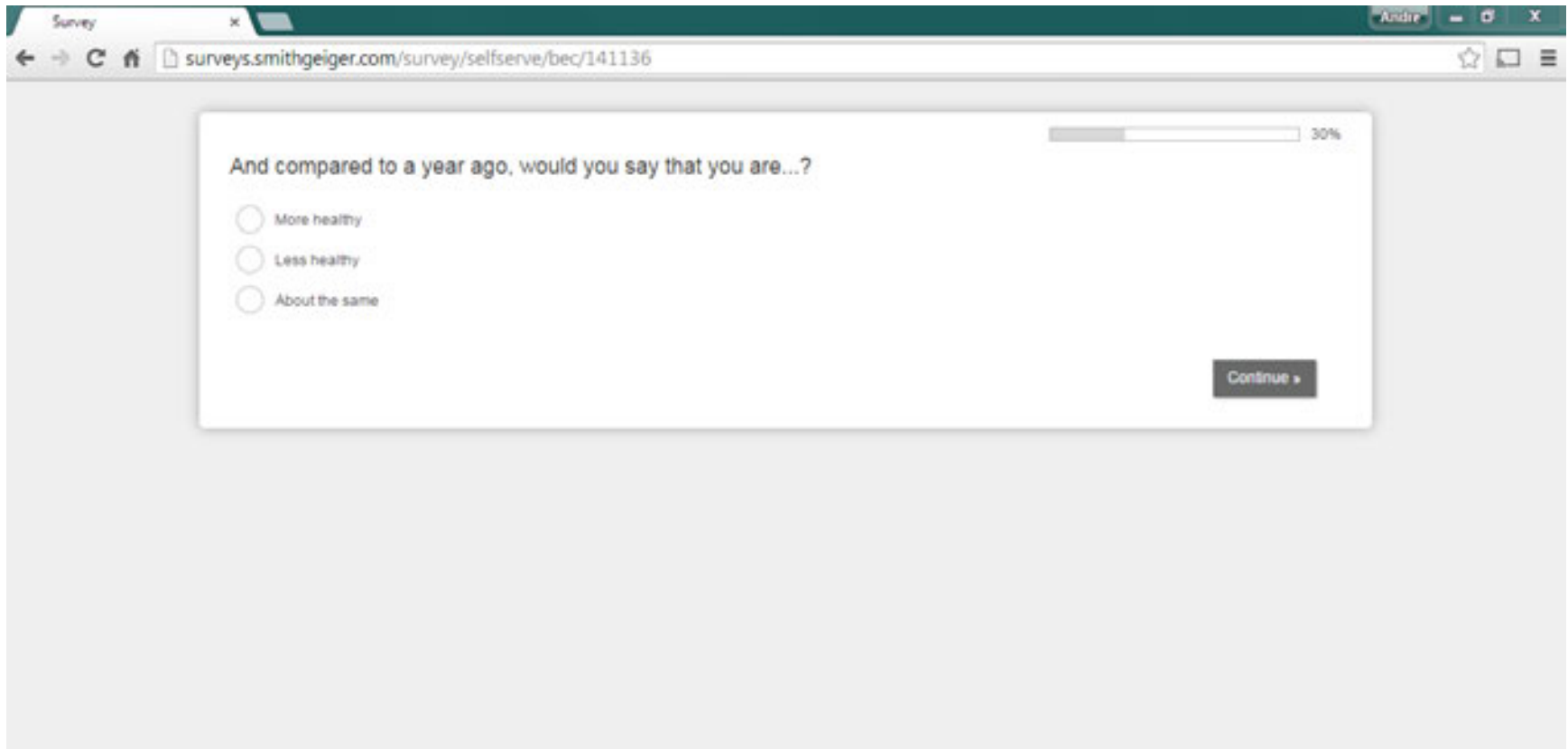
28%

Continue >

Screenshot – Online Survey Question 4_1



Screenshot – Online Survey Question Q4_2



{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...?

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 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 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 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 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 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 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

34%

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 eating meals less enjoyable for me	<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"/>
...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"/>
...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 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"/>

Continue »

Screenshot – Online Survey Question Q9_1

Survey 35%

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
...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"/>
...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"/>
...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"/>
...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"/>
...help me lose weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

Screenshot – Online Survey Question Q9_2

36%

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
...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"/>
...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 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 prevent weight gain	<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 ☆ 🗨️ ☰

34%

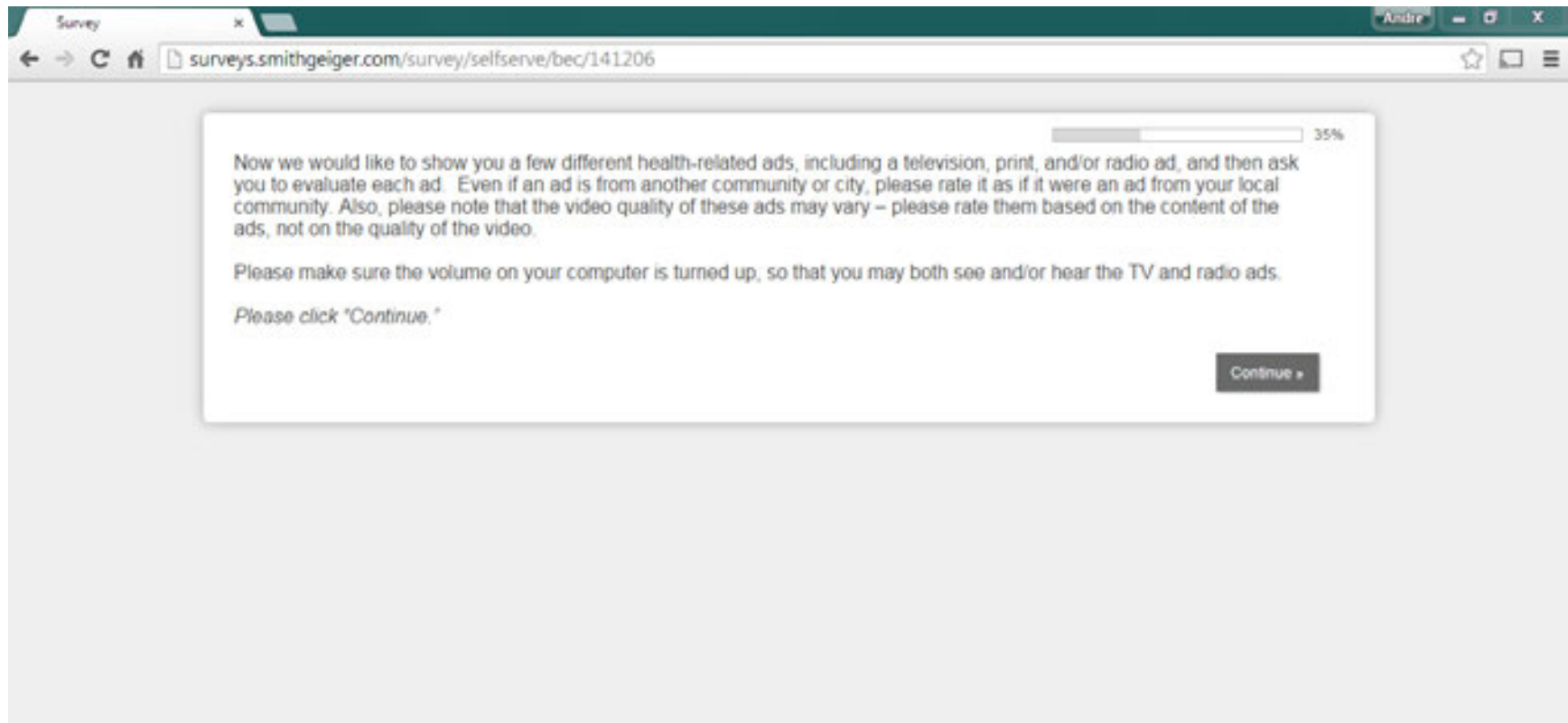
Which of the following statements best describes how you think the problem of obesity should be solved in your community?

- 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 »

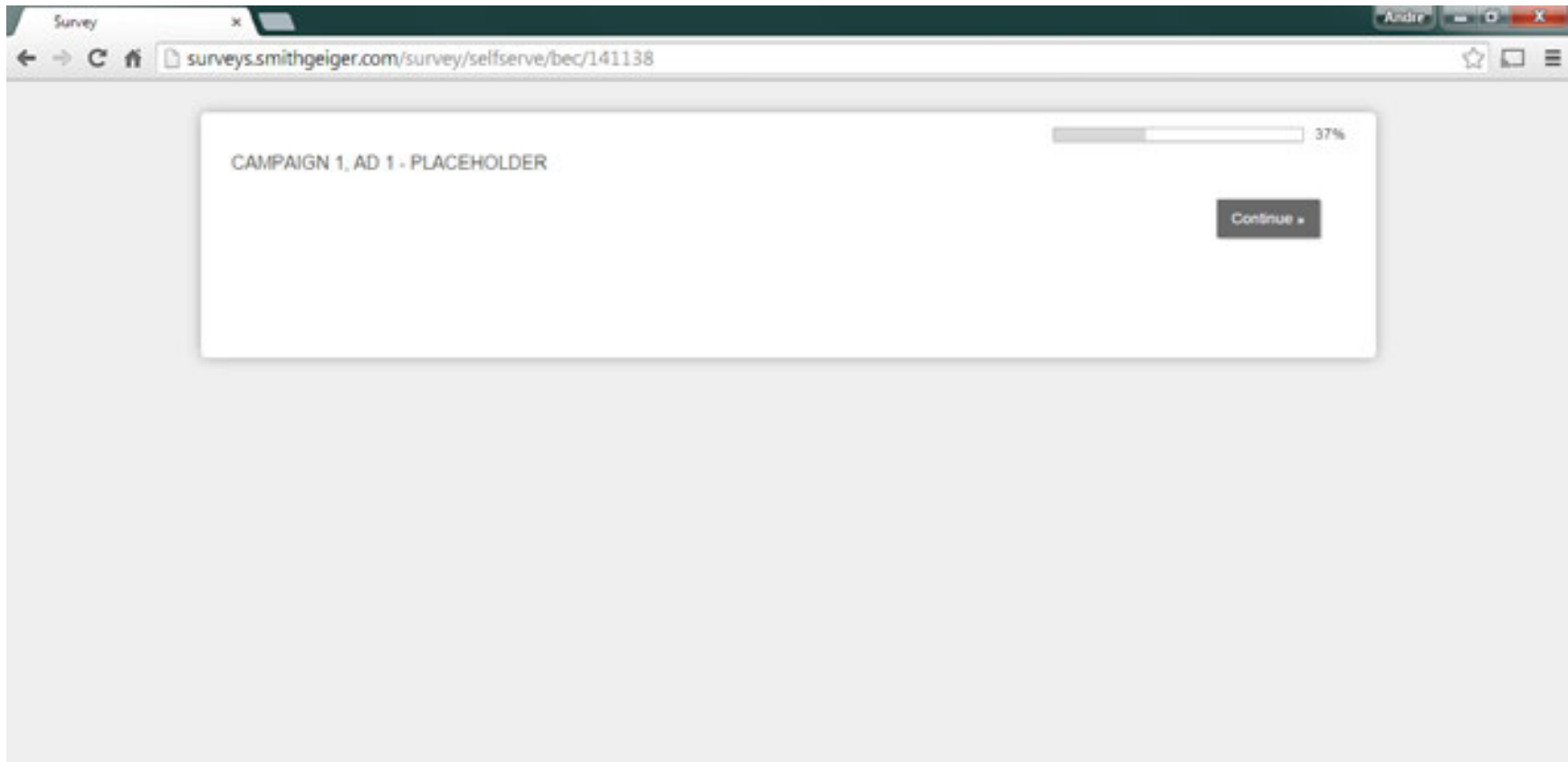
{Note to reviewers: At this point, most respondents will be shown a set of ads (TV, radio and/or print) that correspond to a discrete campaign (randomly chosen). Others will be shown randomly chosen individual ads that do not correspond to a discrete campaign. After each ad is shown, they will be asked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

Screenshot: Initial Screen for Ad Evaluations

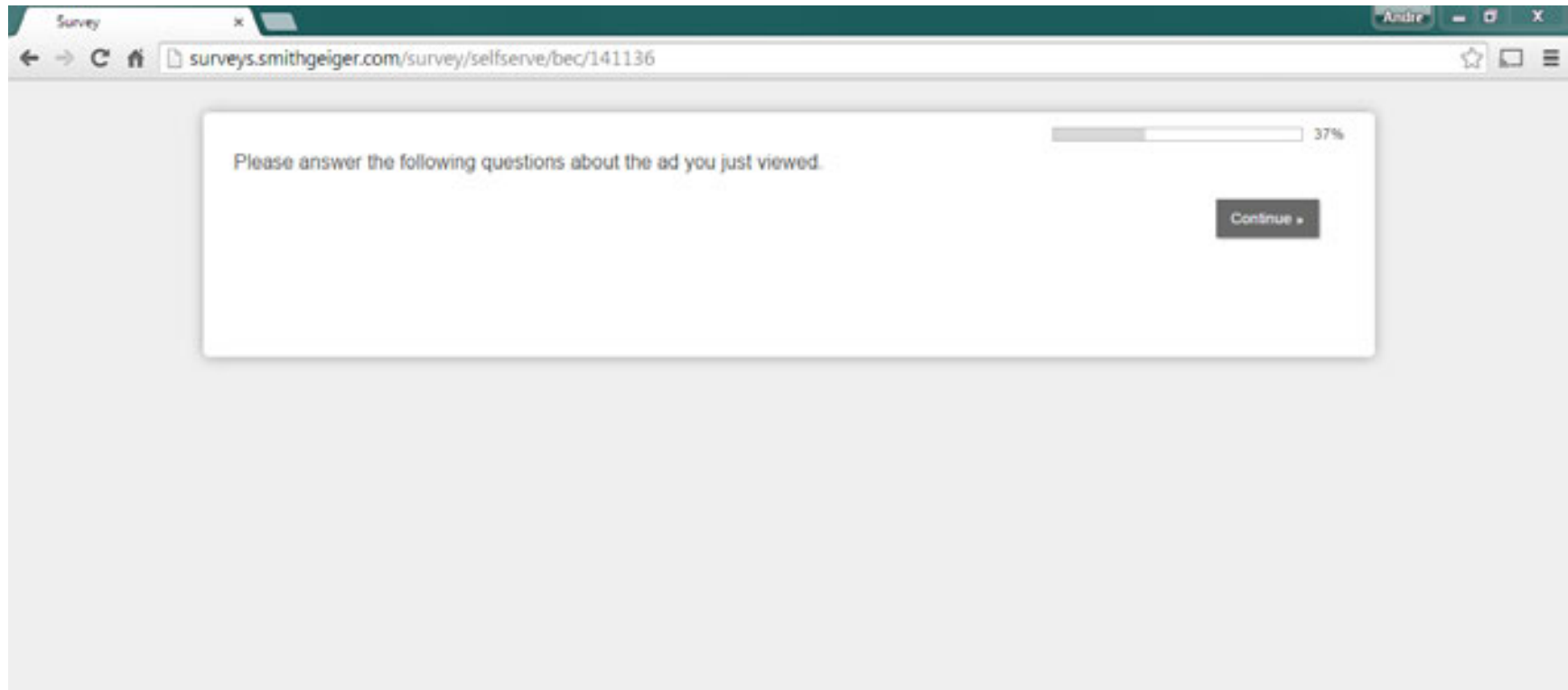


{Note to reviewers: The screen below is a sample of the screen respondents will see when viewing each ad. The questions they will be asked for each ad will be the same, regardless of the ad they see.}

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?

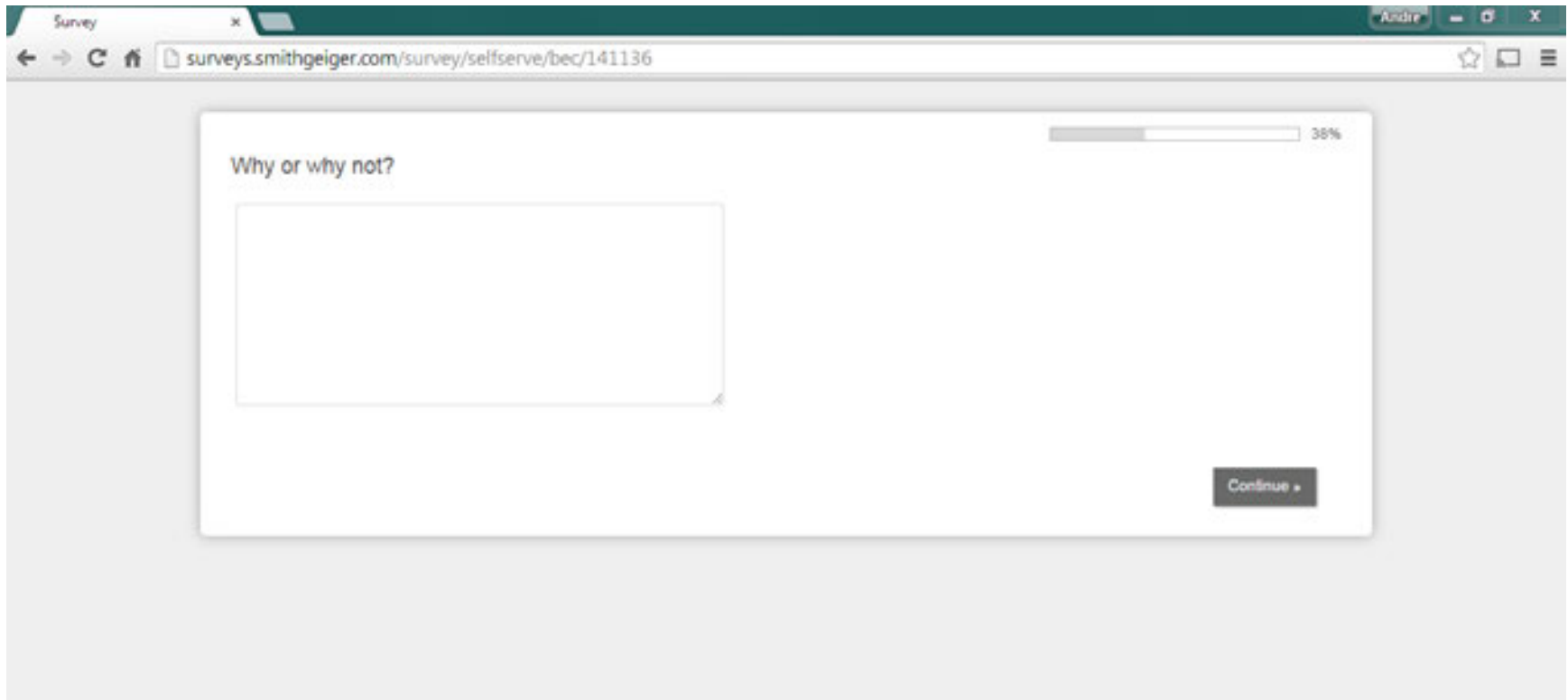
Yes

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

Survey x Andre

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Why or why not?

40%

Continue »

Screenshot – Online Survey Question Q16

Survey

surveys.smithgeiger.com/survey/selfserve/bec/141207

39%

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?

Please check all that apply.

- You
- People like you
- Someone else

Continue »

42%

Screenshot – Online Survey Question Q18

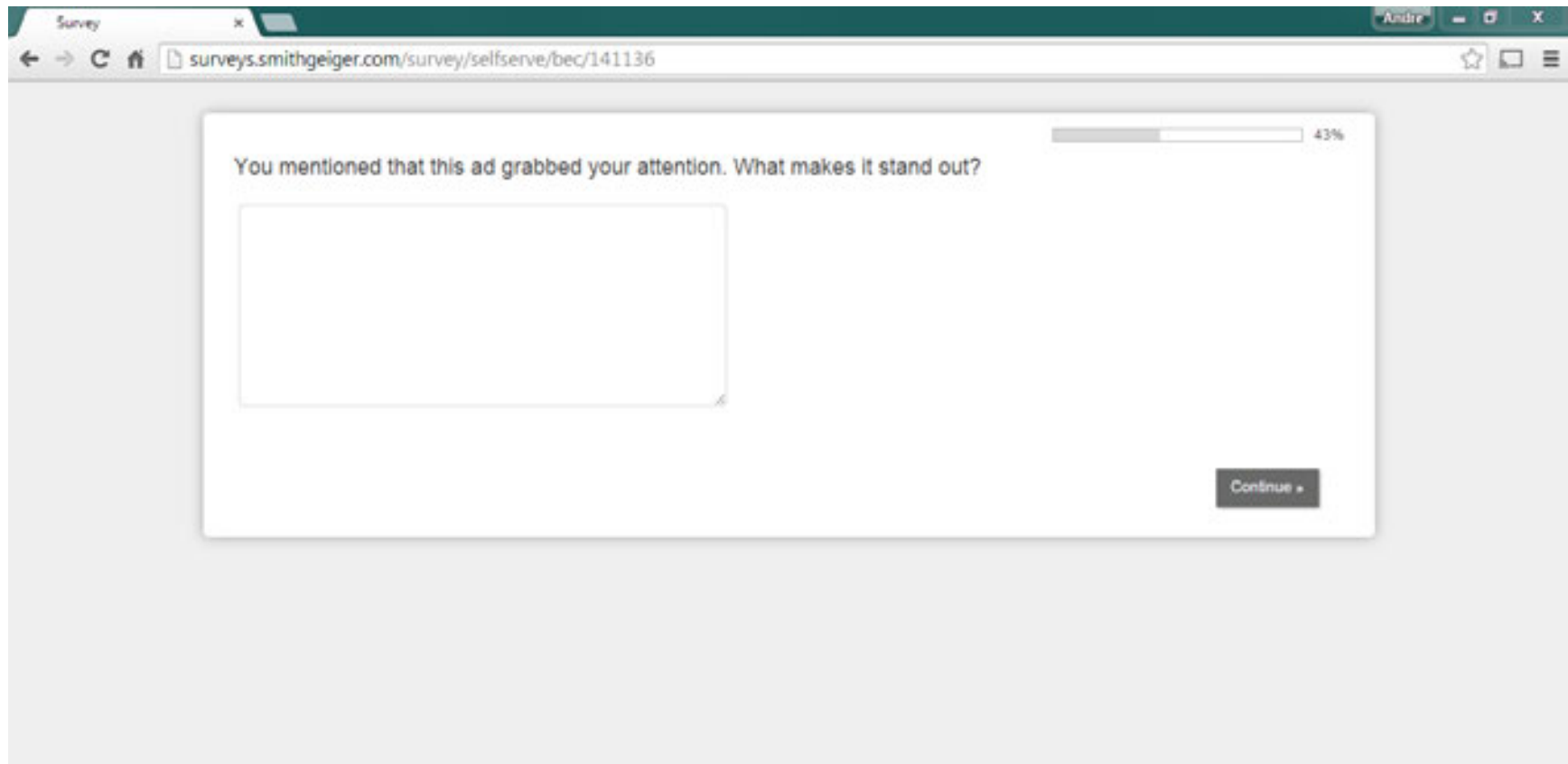
On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of the following statements about this advertisement.

	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 shows a web browser window with the URL 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, empty text input box. In the top right corner of the question area, there is a progress indicator showing 43%. A "Continue" button is located in the bottom right corner of the question area.

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 47%

← → ↻ surveys.smithgeiger.com/survey/selfserve/bec/141207 ☆ ☰

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 be more physically active.	<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"/>
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 eat healthier meals and snacks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This set of ads gave me good reasons to try to lose weight.	<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 stop drinking 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 the health benefits of being more physically active 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 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"/>

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

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%

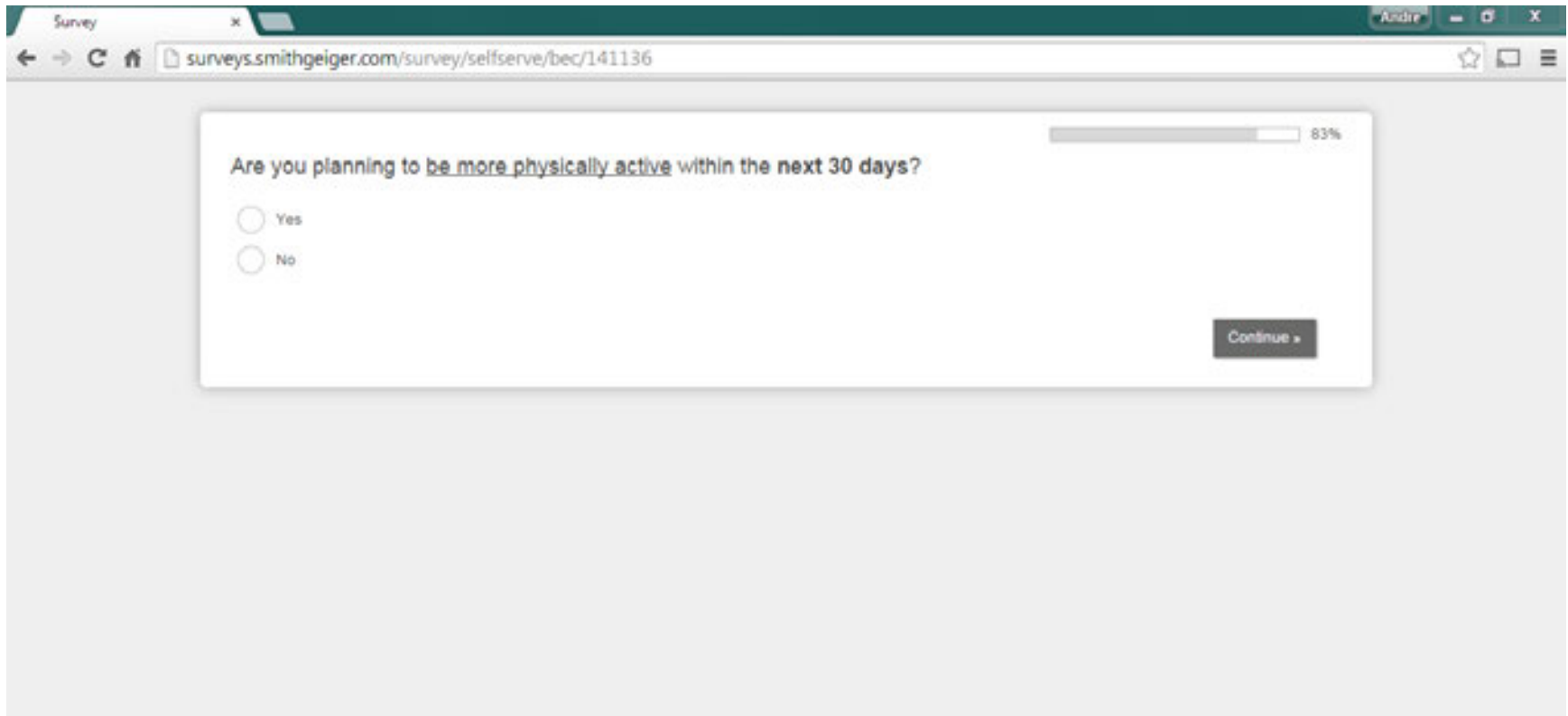
Are you planning to cut back on regular soft drinks (non-diet) or other sugary drinks within the next 30 days?

Yes

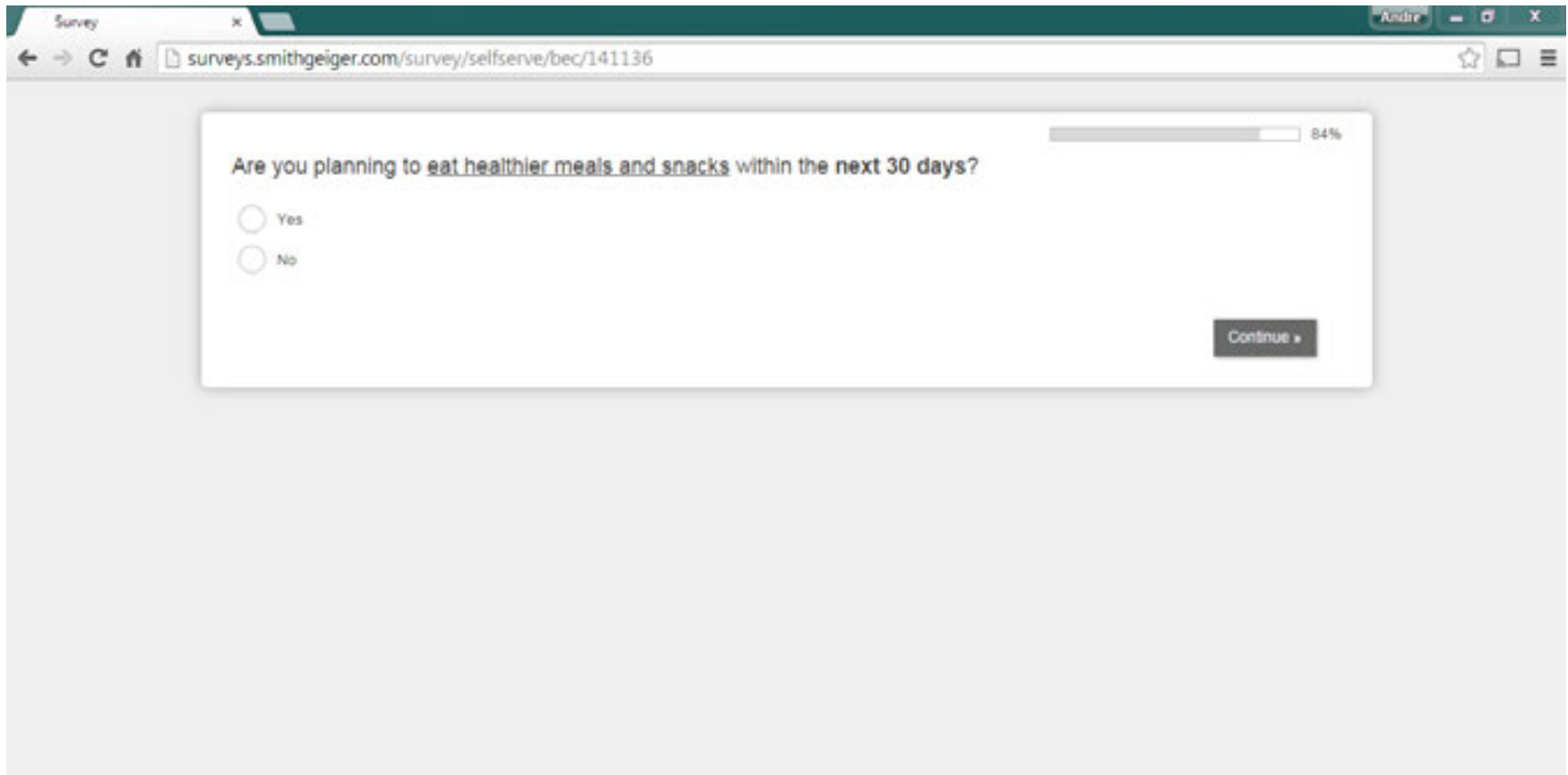
No

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%

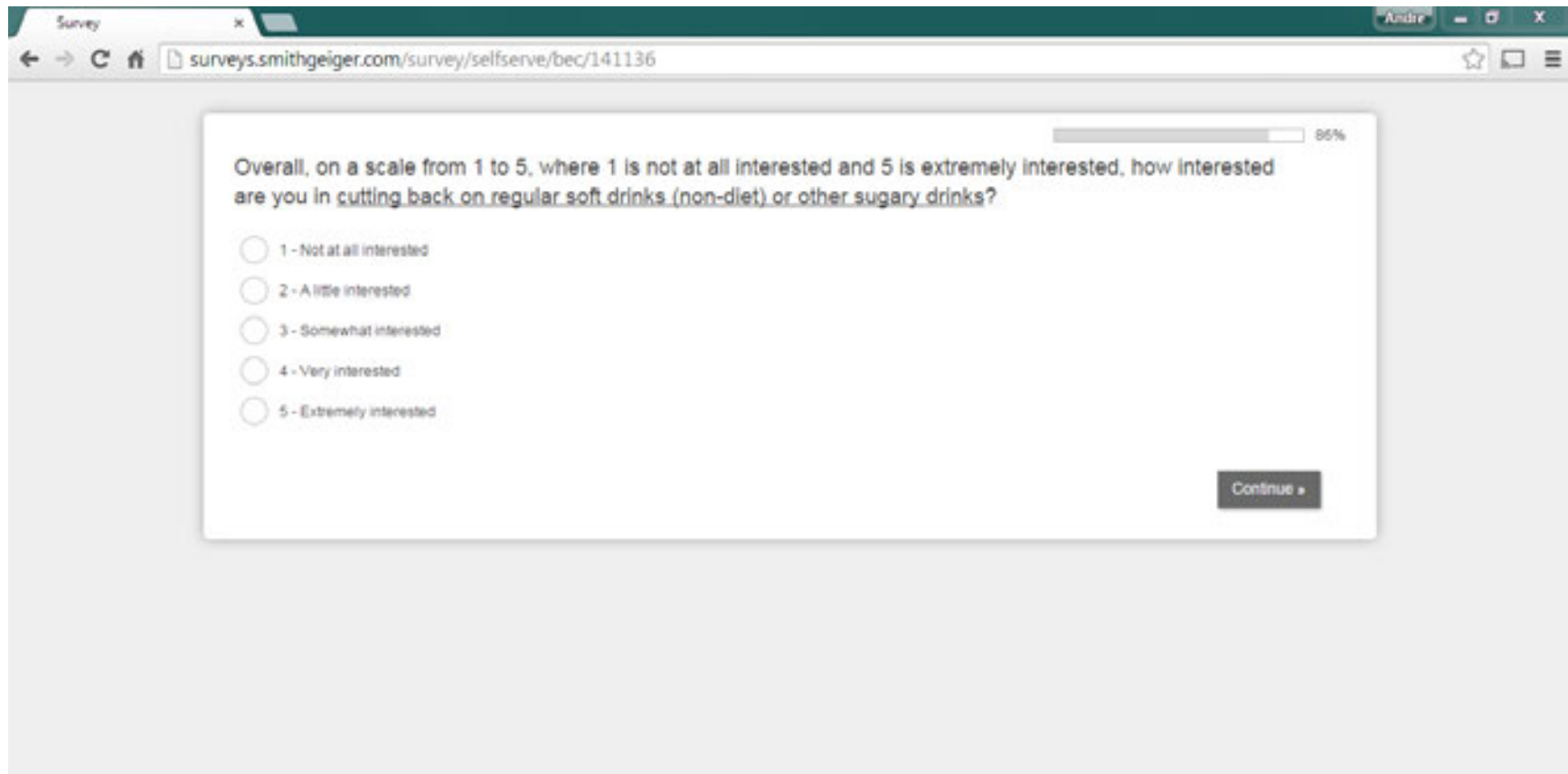
Are you planning to do something about your weight within the next 30 days?

- 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

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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

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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 »

Screenshot – Online Survey Question Q34

Thinking about the next six months, how likely are you to...? 88%

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 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 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 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

← → ↻ surveys.smithgeiger.com/survey/selfserve/bec/141063 ☆ ☰

91%

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 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"/>
...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"/>
...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"/>
...help me lose weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue >

Screenshot – Online Survey Question Q36_1

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 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 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"/>
...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"/>
...help me lose weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

Screenshot – Online Survey Question Q36_2

Survey x

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91%

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 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"/>
...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"/>
...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 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"/>

Continue »

Screenshot – Online Survey Question Q37

Survey x Andre

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

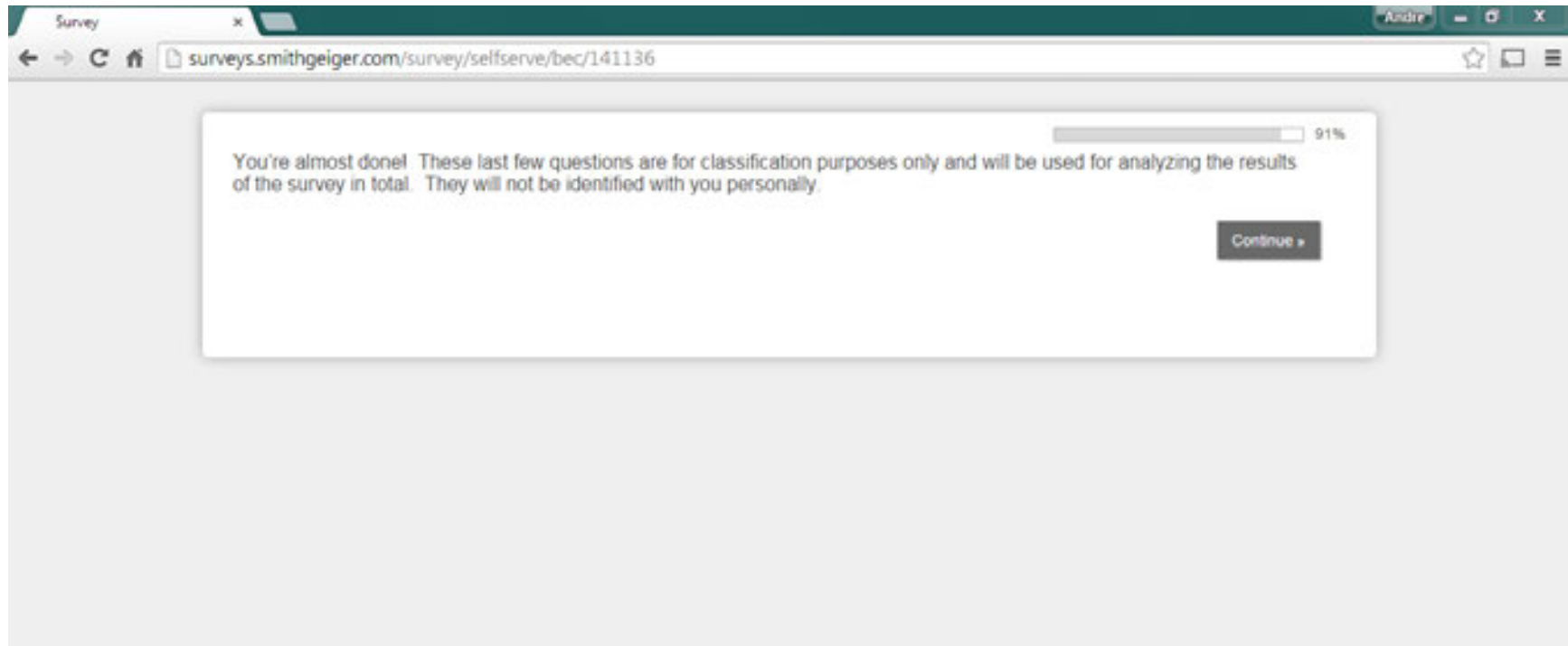
90%

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 »

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

Survey x Andre

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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

The screenshot shows a web browser window with the address bar displaying "surveys.smithgeiger.com/survey/selfserve/bec/141063". The survey content is displayed in a white box with a progress indicator at the top right showing "95%". The question is "What is your marital status?". Below the question are eight radio button options: "Separated", "Married", "Single, never been married", "Widowed", "Divorced", "Unmarried living with a partner", "Don't Know/Not Sure", and "Prefer not to answer". A "Continue" button is located at the bottom right of the question box.

Survey

← → ↻ surveys.smithgeiger.com/survey/selfserve/bec/141063

95%

What is your marital status?

- Separated
- Married
- Single, never been married
- Widowed
- Divorced
- Unmarried living with a partner
- Don't Know/Not Sure
- 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

← → ↻ surveys.smithgeiger.com/survey/selfserve/bec/141063

98%

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

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

Continue »

Screenshot – Survey End Page

