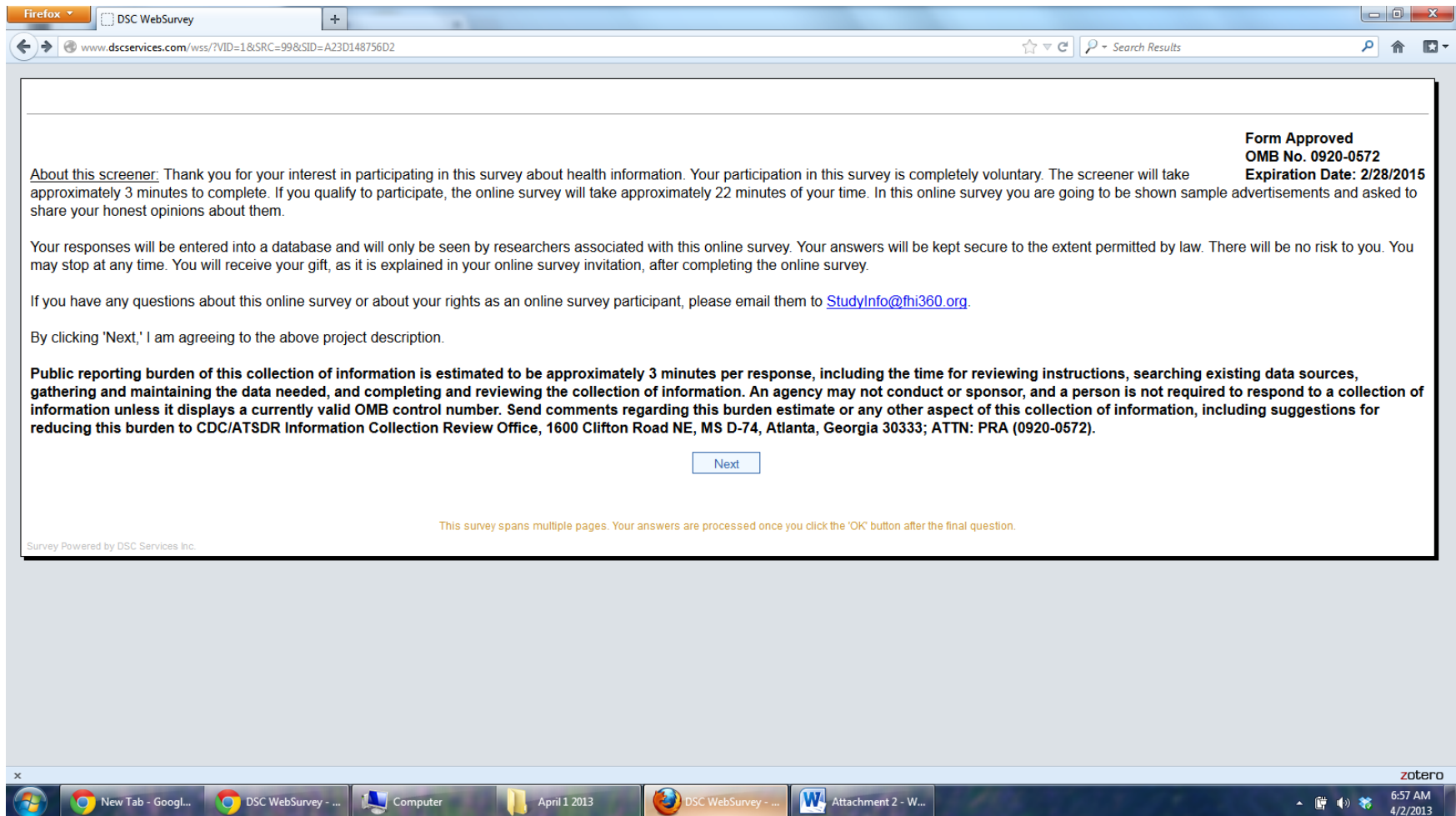


Attachment 4c: Representative Screenshots of Online Screener and Survey for Wave 3: Food

Screenshot – Online Screener Home Page



Screenshot – Online Screener Question S1

Firefox | DSC WebSurvey

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

What is your gender?

Male

Female

2%

Next

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

Survey Powered by DSC Services Inc.

zotero

6:58 AM
4/2/2013

Screenshot – Online Screener Question S2

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

In what year were you born?

Don't know/Not sure

Refused

Next

4%

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

Survey Powered by DSC Services Inc.

zotero | 6:58 AM 4/2/2013

Windows Taskbar: New Tab - Googl..., DSC WebSurvey - ..., Computer, April 1 2013, DSC WebSurvey - ..., Attachment 2 - W..., Intel® Graphics a...

Screenshot – Online Screener Question S3

Firefox DSC WebSurvey

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

Search Results

What is the highest level of education you have completed?

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

Next

5%

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

Survey Powered by DSC Services Inc.

zotero

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

Screenshot – Online Screener Question S4

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

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

Ethnicity

Hispanic or Latino

Not Hispanic or Latino

Race

Select one or more.

White

Black or African American

American Indian or Alaska Native

Native Hawaiian or Other Pacific Islander

Asian

Next

8%

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

Survey Powered by DSC Services Inc.

zotero | 6:59 AM 4/2/2013

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

Screenshot – Online Screener Question S5

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

State <--Select-->

City Enter city

Zip code Enter zip

Next

7%

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

Survey Powered by DSC Services Inc.

zotero 6:59 AM 4/2/2013

Screenshot – Online Screener Question S6

The screenshot shows a Firefox browser window displaying an online survey. The address bar shows the URL: www.dscservices.com/wss/srny.asp?WCI=SurveyForm&WCE=Navigate. The survey question is: "Do you, or does any member of your household or immediate family work:". Below the question, there is a list of options with checkboxes, and a "Next" button. A progress bar shows 8% completion. The survey is powered by DSC Services Inc. The Windows taskbar at the bottom shows the date as April 1, 2013, and the time as 7:00 AM on 4/2/2013. The taskbar also shows icons for Lexi Smith - Outlo..., DSC WebSurvey - ..., and Attachment 2 - W... The Zotero logo is visible in the bottom right corner of the browser window.

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

Please check all that apply.

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

Next

8%

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

Survey Powered by DSC Services Inc.

zotero

7:00 AM
4/2/2013

Screenshot – Online Survey Home Page

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

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

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

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

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

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

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

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

Survey Powered by DSC Services Inc.

Windows Taskbar: Lexi Smith - Outlo..., April 1 2013, DSC WebSurvey - ..., Attachment 2 - W..., 7:01 AM 4/2/2013

Screenshot – Online Survey Question Q1

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

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

Yes

No

24%

Next

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

Survey Powered by DSC Services Inc.

Screenshot – Online Survey Question Q 1_1

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

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

Yes
 No

25%

Next

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

Survey Powered by DSC Services Inc.

Screenshot – Online Survey Question Q 1_2

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

Screenshot – Online Survey Question Q 1_3

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

Screenshot – Online Survey Question Q 2

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

There are four radio button options:

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

A progress bar shows 29% completion. A "Next" button is visible. A note states: "This survey spans multiple pages. Your answers are processed once you click the 'OK' button after the final question." The footer of the survey area says "Survey Powered by DSC Services Inc." The Windows taskbar at the bottom shows the time as 7:02 AM on 4/2/2013, with several open applications including "Lexi Smith - Outlo...", "April 1 2013", "DSC WebSurvey - ...", and "Attachment 2 - W...".

Screenshot – Online Survey Question Q 11

Firefox | DSC WebSurvey

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

Search Results

Now we would like to show you a few different health-related ads, including a television, print, and/or radio ad, and then ask you to evaluate each ad. Even if an ad is from another community or city, please rate it as if it were an ad from your local community.

Please make sure the volume on your computer is turned up, so that you may both see and/or hear the TV and radio ads.

Please click "Next" to continue.

Next

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

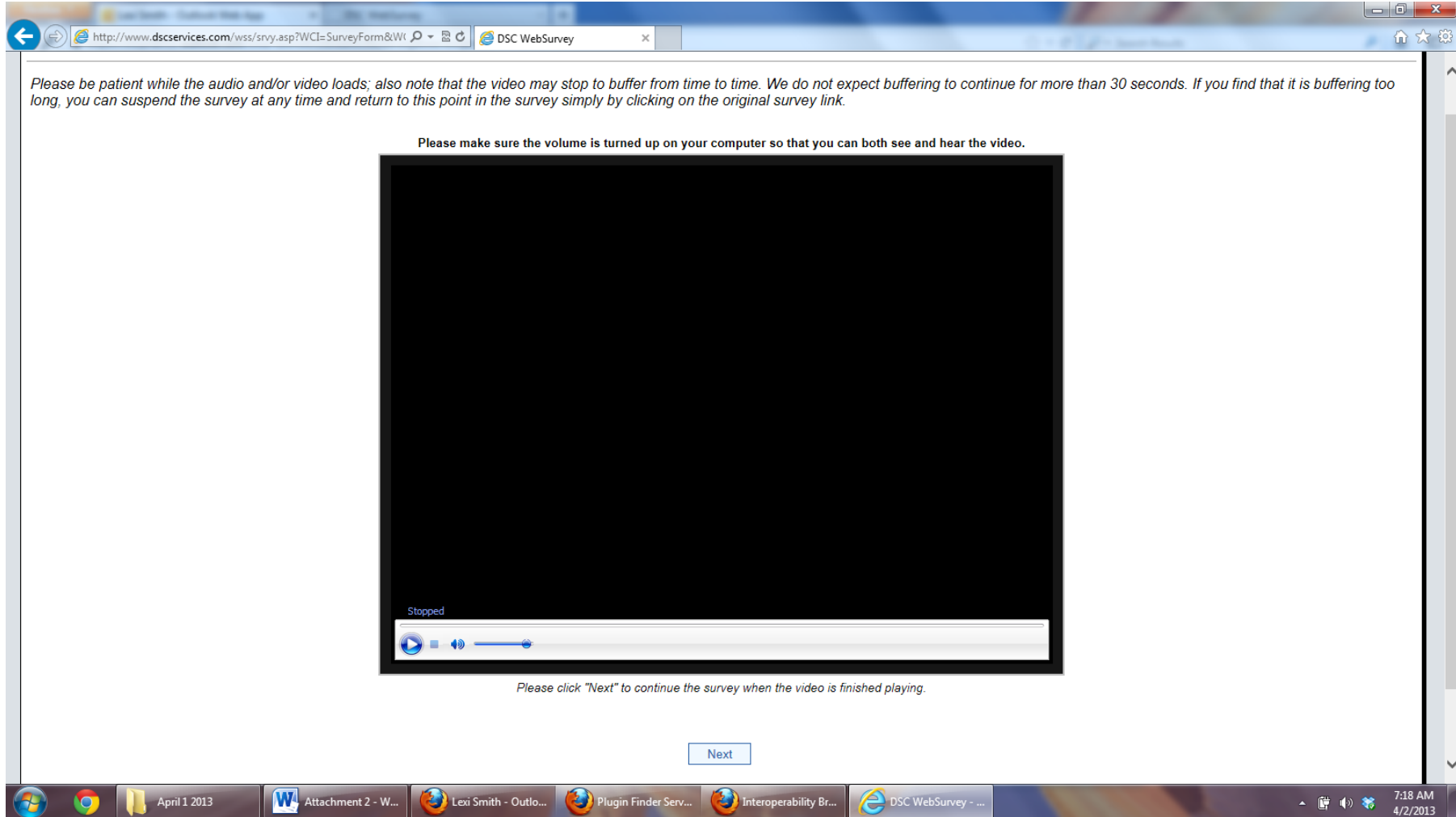
Survey Powered by DSC Services Inc.

zotero

7:05 AM
4/2/2013

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

Screenshot – Online Survey Ad Viewing Screen



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

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

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

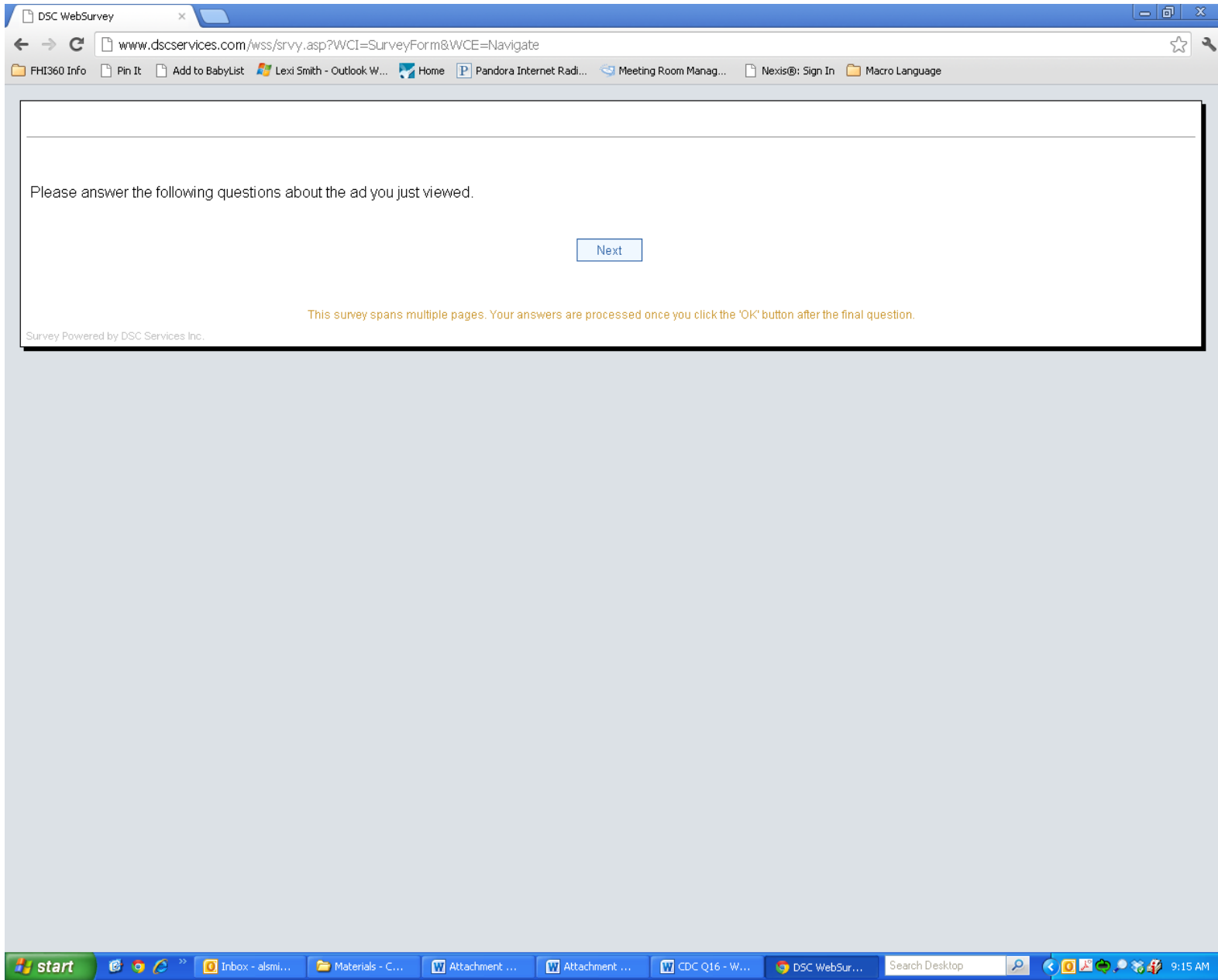
A video player is shown with a black screen and a control bar at the bottom. The control bar includes a play button, a progress bar, and a volume icon. The word "Stopped" is visible above the play button.

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

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

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

Screenshot – Online Survey Transition Screen



Screenshot – Online Survey Question Q12

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

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

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

Yes

No

Next

47%

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

Survey Powered by DSC Services Inc.

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

Screenshot – Online Survey Question Q13

Why or why not?

Enter response

Next

48%

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

Survey Powered by DSC Services Inc.

Screenshot – Online Survey Question Q14

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

Is this message believable or not?

Yes

No

Next

49%

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

Survey Powered by DSC Services Inc.

Screenshot – Online Survey Question Q15

Why or why not?

Enter response

Next

51%

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

Survey Powered by DSC Services Inc.

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

Screenshot – Online Survey Question Q16: Wave 3

Did you think any of these ads was 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.

- Not at all effective
- Somewhat ineffective
- Neither effective nor ineffective
- Somewhat effective
- Extremely effective

[Next](#)

54%

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

Survey Powered by DSC Services Inc.

Screenshot – Online Survey Completion Screen

