**Form Approved**

**OMB No. 0920-0572**

**Exp. Date 03/31/2018**

**Response Sheet: *Digital Ad***

**Public reporting burden of this collection of information is estimated to average 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 Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-0572)**

After reviewing the digital ad, please check the box that most closely matches your opinions about the following statements.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 1. This ad is convincing
 |  Strongly Agree |  Agree |  Neutral |  Disagree |  Strongly Disagree |
| 1. This ad grabbed my attention
 |  Strongly Agree |  Agree |  Neutral |  Disagree |  Strongly Disagree |
| 1. This ad was easy to understand
 |  Strongly Agree |  Agree |  Neutral |  Disagree |  Strongly Disagree |
| 1. I learned something new from this ad
 |  Strongly Agree |  Agree |  Neutral |  Disagree |  Strongly Disagree |
| 1. This ad is believable and trustworthy
 |  Strongly Agree |  Agree |  Neutral |  Disagree |  Strongly Disagree |
| 1. I would talk to someone else about this ad
 |  Strongly Agree |  Agree |  Neutral |  Disagree |  Strongly Disagree |
| 1. This ad is annoying
 |  Strongly Agree |  Agree |  Neutral |  Disagree |  Strongly Disagree |
| 1. This ad is powerful
 |  Strongly Agree |  Agree |  Neutral |  Disagree |  Strongly Disagree |
| 1. This ad is informative
 |  Strongly Agree |  Agree |  Neutral |  Disagree |  Strongly Disagree |
| 1. This ad is meaningful
 |  Strongly Agree |  Agree |  Neutral |  Disagree |  Strongly Disagree |
| 1. I can identify with what the ad says
 |  Strongly Agree |  Agree |  Neutral |  Disagree |  Strongly Disagree |