**Developing Effective Messages about Excessive Alcohol Consumption:**

**Enhanced Message Development and Testing**

**SECTION A: SCREENER**

**Question Type: Drop-down**

**Screener Question 1**

Variable Name: S*1*

Variable Label: S1: Specific Age

**Question Text: What is your age in years?**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Under 18 |
| 2 | 18 |
| 3 | 19 |
| … | … |
| xx | 75 |
| xx | 76 or older |
| 99 | Refused |

//**PROGRAMMING NOTE: If S1<21 or >64, SKIP TO TERMINATION PAGE; OTHERWISE CONTINUE //**

**Question Type: Single Punch**

**Screener Question 2**

Variable Name: *S2*

Variable Label: S2: Gender

**Question Text: What is your gender?**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Male |
| 2 | Female |
| 99 | Refused |

**// PROGRAMMING NOTE: If Q1= 99 then SOFT PROMPT: Please provide an answer to this question. //**

**Question Type: Single Punch**

**Screener Question 3**

Variable Name: *S3*

Variable Label: S3: Previous Work

**Question Text: In the past five years (including now), have you, a member of your immediate family or a close friend worked for any of the following types of businesses?**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Text** | **Variable Label** |
| Q3A | An advertising or public relations firm? | Q3A PUBLIC RELATIONS |
| Q3B | A marketing or market research firm or department? | Q3B MARKET RESEARCH |
| Q3C | A marketing or market research consultant? | Q3C CONSULTANT |
| Q3D | Any kind of media company—like a TV or radio station or newspaper? | Q3D MEDIA |
| Q3E | The federal government or a federal government agency? | Q3E FEDERAL |
| Q3F | A manufacturer or representative of alcohol (or alcoholic beverages) | Q3F ALCOHOL |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Yes |
| 2 | No |

//**PROGRAMMING NOTE: If ANY IN S3 =1 , SKIP TO TERMINATION PAGE; OTHERWISE CONTINUE //**

**Question Type: Single Punch**

**Screener Question 4**

Variable Name: *S4*

Variable Label: S4: Past Research

**Question Text: When, if ever, was the last time you participated in a marketing research study, such as a consumer interview or a group discussion?**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Within the past six months |
| 2 | Over six months ago |
| 3 | Never |

//**PROGRAMMING NOTE: If ANY IN S4 =1 THEN SKIP TO TERMINATION PAGE; IF S4=3 THEN SKIP TO S6 ; OTHERWISE CONTINUE //**

**Question Type: Single Punch**

**Screener Question 5**

Variable Name: *S5*

Variable Label: S5: Past Research\_Example

**Question Text: Please think about the market research studies you have participated in. What were the topics of the market research?**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Text** | **Variable Label** |
| S5A | Travel and transportation (e.g., cars, trains, hotels, planes, boats, cruises, restaurants, etc.) | S5A TRAVEL |
| S5B | Fitness and eating | S5B Fitness |
| S5C | Substance use (e.g., alcohol, cigarettes, legal drugs, illegal drugs) | S5C Substance use |
| S5D | Environment | S5D Environment |
| S5E | Politics | S5E Politics |
| S5F | School and childcare | S5F School |
| S5G | Other | S5G Other |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Yes |
| 2 | No |
| 99 | Refused |

//**PROGRAMMING NOTE: If ANY IN S5C =1 or S5=99 REFUSED, THEN SKIP TO S5.1; OTHERWISE SKIP TO S6//**

**Question Type: Single Punch**

**Screener Question 5.1**

Variable Name: *S5.1*

Variable Label: S5.1: Substance Use

**Question Text: You mentioned that you participated in a market research study about substance use. What specific topic was that research on?**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Text** | **Variable Label** |
| S5.1A | Cigarettes | S5.1A Cigarettes |
| S5.1B | Alcohol | S5.1B Alcohol |
| S5.1C | Legal drug use | S5.1C Legal drug use |
| S5.1D | Illegal drug use | S5.1D Illegal drug use |
| S5.1E | Other tobacco products besides cigarettes | S5.1E Other tobacco |
| S5.1F | Prescription medication | S5.1F prescriptions |
| S5.1G | Other | S5.1G Other |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Yes |
| 2 | No |
| 99 | Refused |

**//PROGRAMMING NOTE: IF S5.1B=1 or S5.1=99, SKIP TO TERMINATION PAGE; OTHERWISE CONTINUE//**

**Question Type: Drop-down**

**Screener Question 6**

Variable Name: S*6*

Variable Label: S6: 30DaysDays

**Question Text: During the past 30 days, how many days did you have at least one drink of any alcoholic beverage such as beer, wine, a malt beverage, or liquor?**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 0 | 0 days |
| 1 | 1 day |
| 2 | 2 days |
| 3 | 3 days |
| … | … |
| 30 | 30 days |
| 99 | Refused |

//**PROGRAMMING NOTE: If S6=0 OR S6=99 THEN SKIP TO TERMINATION PAGE; OTHERWISE CONTINUE //**

**Question Type: Drop-down**

**Screener Question 7**

Variable Name: *S7*

Variable Label: S7: 30DaysDrinks

**Question Text: One drink is equivalent to a 12-ounce beer, a 5-ounce glass of wine, or a drink with one shot of liquor. During the past 30 days, on the days when you drank, about how many drinks did you consume on average?**

NOTE: A pitcher of beer counts as five drinks, or a cocktail drink with two shots counts as two drinks.



|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | 1 drink |
| 2 | 2 drinks |
| 3 | 3 drinks |
| 4 | 4 drinks |
| 5 | 5 drinks |
| 6 | 6 drinks |
| 7 | 7 drinks |
| 8 | 8 drinks |
| 9 | 9 drinks |
| 10 | 10 drinks |
| 11 | 11 drinks |
| 12 | 12 drinks |
| 13 | 13 drinks |
| 14 | 14 drinks |
| 15 | 15 drinks |
| 16 | More than 15 drinks |
| 99 | Refused |

//**PROGRAMMING NOTE: If S7=99 THEN SKIP TO TERMINATION PAGE; OTHERWISE CONTINUE TO S8 //**

**//PROGRAMMING NOTE:**

**CALCULATE S6/Q7 COMPOSITE SCORE: S6 [# days] X S7 [# drinks] = composite score**

**//PROGRAMMING NOTE: IF COMPOSITE SCORE IS >60 FOR MALES OR >30 FOR FEMALES THEN SKIP TO S9 OTHERWISE CONTINUE TO S8//**

**//PROGRAMMING NOTE: IF S2=1 (MALE), GO TO S8A, IF S2=2 (FEMALE) SKIP TO S8B//**

**Question Type: Drop-down**

**Screener Question 8a**

Variable Name: *S8a*

Variable Label: S8a: 30Days Binge\_Male

**Question Text:** Considering all types of alcoholic beverages, how many times during the past 30 days did you have **five** or more drinks on an occasion? An “occasion” is defined as period of two to three hours.

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | 0 times |
| 2 | 1 time |
| 3 | 2 times |
| 4 | 3 times |
| … | … |
| 31 | 30 times |
| 99 | Refused |

**Question Type: Drop-down**

**Screener Question 8b**

Variable Name: *S8b*

Variable Label: S8b: 30Days Binge\_Female

**Question Text:** Considering all types of alcoholic beverages, how many times during the past 30 days did you have **four** or more drinks on an occasion? An “occasion” is defined as period of two to three hours.

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | 0 times |
| 2 | 1 time |
| 3 | 2 times |
| 4 | 3 times |
| … | … |
| 31 | 30 times |
| 99 | Refused |

**//PROGRAMMING NOTE: IF S2=1 AND S8a>=2 THEN CONTINUE; IF S2=1 AND S8<2, SKIP TO TERMINATION PAGE . IF S2=2 AND S8b>=2 THEN CONTINUE IF S2=2 AND S8<2, SKIP TO TERMINATION PAGE . IF S8A OR S8B=99, SKIP TO TERMINATION PAGE//**

**Question Type: Single Punch**

**Screener Question 9**

Variable Name: *S9*

Variable Label: S9: Drinking Less

**Question Text:** To what extent have you thought about drinking less alcohol in the past 6 months?

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Not at all |
| 2 | Somewhat/occasionally |
| 3 | Often |

**//PROGRAMMING NOTE: IF S9=1 OR 3 THEN SKIP TO S11; OTHERWISE CONTINUE TO S10//**

**Question Type: Single Punch**

**Screener Question 10**

Variable Name: S*10*

Variable Label: S10: Drinking Less\_Reasons

**Question Text: Please select reasons why you’ve thought about drinking less. Please mark all that apply.**

**//PROGRAMMING NOTE: RANDOMIZE ORDER OF OPTIONS//**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Text** | **Variable Label** |
| S10A | Avoid embarrassment | S10A EMBARASSMENT |
| S10B | Avoid doing something you will regret | S10B REGRET |
| S10C | Avoid short term trouble with the police (e.g., getting pulled over) | S10C SHORT POLICE |
| S10D | Alcohol is expensive | S10D EXPENSIVE |
| S10E | Makes you feel bad that night or the next day | S10E FEEL BAD |
| S10F | Avoid long term health problems (e.g., heart disease, kidney disease, etc.) | S10F HEALTH |
| S10G | Avoid gaining weight from alcohol | S10G WEIGHT |
| S10H | Avoid motor vehicle accidents | S10H ACCIDENT |
| S10I | Damages to personal relationships | S10I RELATIONSHIPS |
| S10J | Long term trouble with the police or the law (e.g., lose license, break the law) | S10J LONG POLICE |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Yes |
| 2 | No |
| 99 | Refused |

**//PROGRAMMING NOTE: CALCULATE (6+7+8+9+10) – (1+2+3+4+5). IF THE DIFFERENCE IS >=0 OR PARTICIPANT REFUSED TO ANSWER ANY ITEMS (99), SKIP TO TERMINATION PAGE. OTHERWISE CONTINUE [each question gets a score of 1 or 0, we want to see if the final sum of scores for S10F-J is greater than or equal to the sum of scores for S10A-E]//**

**Question Type:** Single Punch

**Screener Question** 11

**Variable Name:** *S11*

**Variable Label:** S11**:** Alcohol Dependence: Month Plus Drinking

**Variable Text**: During the past 12 months, was there a month or more when you spent a lot of your time getting or drinking alcohol?

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Yes |
| 2 | No |
| 99 | Refused |

**//PROGRAMMING NOTE: IF S11=1 or 99 THEN SKIP TO TERMINATION PAGE; OTHERWISE CONTINUE TO S12//**

**Question Type:** Single Punch

**Screener Question**:12

**Variable Name:** *S12*

**Variable Label:** S12**:** Alcohol Dependence: Month Plus Recovering from Drinking

Variable Text: During the past 12 months, was there a month or more when you spent a lot of time getting over the effects of the alcohol you drank?

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Yes |
| 2 | No |
| 99 | Refused |

**//PROGRAMMING NOTE: IF S12=1 or 99 THEN SKIP TO TERMINATION PAGE; OTHERWISE CONTINUE TO S13//**

**Question Type:** Single Punch

**Screener Question**:13

**Variable Name:** *S13*

**Variable Label:** S13**:** Alcohol Dependence: Tried to Set Drinking Limits

Variable Text: During the past 12 months, did you try to set limits on how often or how much alcohol you drink?

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Yes |
| 2 | No |
| 99 | Refused |

**//PROGRAMMING NOTE: IF S13=1 or 99 THEN CONTINUE TO S14, OTHERWISE SKIP TO S15//**

**Question Type:** Single Punch

**Screener Question**:14

**Variable Name:** *S14*

**Variable Label:** S14**:** Alcohol Dependence: Failed to Set Drinking Limits

**Variable Text:** Were you able to keep within the limits you set, or did you often drink more than you intended to?

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Usually kept to limited sets |
| 2 | Often drank more than intended |
| 99 | Refused |

**//PROGRAMMING NOTE: IF S14=2 or 99 THEN SKIP TO TERMINATION PAGE, OTHERWISE SKIP TO S15//**

**Question Type:** Single Punch

**Screener Question**:15

**Variable Name:** *S15*

**Variable Label:** S15**:** Alcohol Dependence: Need to drink more to feel drunk

**Variable Text:** During the past 12 months, did you need to drink more alcohol than you used to in order to get the effect you wanted?

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Yes |
| 2 | No |
| 99 | Refused |

**//PROGRAMMING NOTE: IF S15=1 or 99 THEN SKIP TO TERMINATION PAGE; OTHERWISE CONTINUE TO S16//**

**Question Type:** Single Punch

**Screener Question**:16

**Variable Name:** *S16*

**Variable Label:** S16**:** Alcohol Dependence: Drinking has less of an effect

**Variable Text:** During the past 12 months, did you notice that drinking the same amount of alcohol had less effect on you than it used to?

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Yes |
| 2 | No |
| 99 | Refused |

**//PROGRAMMING NOTE: IF S16=1 or 99 THEN SKIP TO TERMINATION PAGE; OTHERWISE CONTINUE TO S17//**

**Question Type:** Single Punch

**Screener Question**:17

**Variable Name:** *S17*

**Variable Label:** S17**:** Alcohol Dependence: Tried to Cut Down Drinking

**Variable Text:** During the past 12 months, did you make an attempt to cut down or stop drinking alcohol?

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Yes |
| 2 | No |
| 99 | Refused |

**//PROGRAMMING NOTE: IF S17=1 or 99 THEN SKIP TO TERMINATION PAGE; OTHERWISE CONTINUE TO S18//**

**Question Type:** Single Punch

**Screener Question**:18

**Variable Name:** *S18*

**Variable Label:** S18**:** Participation in substance recovery program

**Variable Text**: Have you ever thought about or participated in a substance recovery program?

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Yes |
| 2 | No |
| 99 | Refused |

**//PROGRAMMING NOTE: IF S18=1 or 99, THEN SKIP TO TERMINATION PAGE; OTHERWISE CONTINUE TO S19//**

**Question Type: Single Punch**

**Screener Question 19**

Variable Name: *S19*

Variable Label: S19: Hispanic/Latino/Spanish Origin

**Question Text: Are you of Hispanic, Latino, or Spanish origin?**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Yes |
| 2 | No |

**Question Type: Single Punch**

**Screener Question 20**

Variable Name: *S20*

Variable Label: S20: Race

**Question Text: What is your race?**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | White or Caucasian |
| 2 | Black or African American |
| 3 | Asian (Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese) |
| 4 | Native American or other Pacific Islander (e.g., Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese) |
| 5 | Middle Easterner or North African (e.g., Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian) |
| 6 | Some other race |
| 7 | Multiple races |

**Question Type: Single Punch**

**Screener Question 21**

Variable Name: *S21*

Variable Label: S21: Education

**Question Text: What is the highest level of education you have completed?**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Grade School |
| 2 | Less than high school graduate/some high school |
| 3 | High school graduate or completed GED |
| 4 | Some college or technical school |
| 5 | Received four-year college degree |
| 6 | Some post-graduate studies |
| 7 | Received advanced degree |
| 8 | Other |

**Question Type: Single Punch**

**Screener Question 22**

Variable Name: *S22*

Variable Label: S22: Employment

**Question Text: Which of the following best describes what you are currently doing? Please mark all that apply.**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Employed full-time |
| 2 | Employed part-time |
| 3 | Unemployed |
| 4 | Homemaker |
| 5 | Student |
| 6 | Retired |
| 7 | Disabled |
| 8 | Other |

**Question Type: Single Punch**

**Screener Question 23**

Variable Name: *S23*

Variable Label: S23: SES

**Question Text: What is your total household income?**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Under $20,000/year |
| 2 | $20,001 - $30,000/year |
| 3 | $30,001 - $40,000/year |
| 4 | $40,001 - $50,000/year |
| 5 | $50,001 - $60,000/year |
| 6 | $60,001 - $80,000/year |
| 7 | $80,001 - $100,000/year |
| 8 | Over $100,000/year |

**Question Type: Single Punch**

**Screener Question 24**

Variable Name: S*24*

Variable Label: S24: Marital

**Question Text: What is your marital status?**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Single |
| 2 | Married |
| 3 | In a relationship |
| 4 | Divorced or Widowed |
| 5 | Refused |

**//PROGRAMMING NOTE:**

**Group Segment Instructions:**

Variable Name: Segments

Variable Label: Segment: Segments

|  |  |  |
| --- | --- | --- |
| **Values** | **Segment** | **Participants fall in this category if…** |
| 1 | Unconcerned Drinker | 1. S9=1 |
| 2 | Noncommittal Drinker | 1. S9=2 **AND** S10<0 |
| 3 | Concerned Drinker | 1. S9=3 |

**THESE SEGMENTS ARE FOR PROGRAMMING ONLY AND NOT SHOWN TO PARTICIPANTS//**

**SECTION B1: INELIGABILITY TO PARTICIPATE IN STUDY**

**[TERMINATION LANGUAGE]**

Thank you for completing this survey. Unfortunately, based on the eligibility responses you provided; you do not meet the specifications we are looking for in this study. We appreciate your time today answering these questions.

**SECTION B2: INVITATION TO PARTICIPATE IN STUDY**

**[ELIGIBILITY LANGUAGE]**

We would like to invite you to participate in a survey. Please select the “Next” button to continue. Throughout the survey, please do not use your browser’s back button to view previous questions. This may invalidate your responses and end your survey.

**//PROGRAMMING NOTE: NEW SCREEN//**

**SECTION C: PRE-TEST**

**Informed Consent:**

We are inviting you to take part in a research study. This will involve completing a web-based survey that asks questions about your knowledge and attitudes about consuming alcohol. It should take you no more than 20 minutes to complete. This study is sponsored by the Centers for Disease Control and Prevention (CDC).

There are neither risks nor benefits to you taking part in this survey. Any compensation you receive is a small token to thank you for taking part, if you choose to do so.

Your participation is voluntary. This means that you are free to choose not to take part or to skip certain questions. There is no penalty if you choose not to respond. However, your complete participation will help enhance messages and materials that will provide information to adult drinkers. It is important that as many adults respond to this survey as possible so that the information we get is complete.

Your personal information will be kept separate from your survey responses. Government personnel will not have access to your name, address, or email address; they will only have access to your responses. Government personnel will not be able to trace your responses back to you. Responses will be reported for the whole group, not at the individual level. If you have any questions about this survey at any time, please contact the survey administrator by emailing pi@forsmarshgroup.com.

Thank you for considering participation in this survey.

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | I wish to continue |
| 0 | I do not wish to continue |
| 99 | Refused |

**//PROGRAMMING NOTE: //If 0 or 99, SKIP TO TERMINATION PAGE //If 1, Proceed to next page. //**

**Question Type: Single Punch**

**Question 1**

Variable Name: *Q1*

Variable Label: Q1: Considered Reducing Drinking

**Question Text: Which statement best describes you?**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | I have not thought at all about reducing my drinking in the next 12 months. |
| 2 | I have thought about reducing my drinking in the next 12 months but have not sought out information or made a plan about steps to take. |
| 3 | I have sought out information or made a plan about steps to take to reduce my drinking in the next 12 months but have not taken steps to reduce my drinking. |
| 4 | I have implemented steps to reduce my drinking over the next 12 months but have been inconsistent this past month |
| 5 | I have implemented steps to reduce my drinking over the next 12 months and have maintained those steps consistently this past month |
| +99 | Refused |

**//PROGRAMMING NOTE: If participant Segment= 1 , go to Q2U; If participant Segment=2 , Skip to Q2N; If participant Segment=3 , skip to Q2C//**

**Question Type: Single Punch**

**Question: Q2U**

Variable Name: *Q2U*

Variable Label: Q2U: How much do you want to learn more about reducing your drinking over the next 12 months?

**Question Text: How much do you want to learn more about the risks of drinking too much alcohol?**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Not at all |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |
| 7 | Very much |
| +99 | Refused |

**//PROGRAMMING NOTE: Continue to Q3//**

**Question Type: Single Punch**

**Question 2N**

Variable Name: *Q2N*

Variable Label: Q2N: How much do you want to plan out steps to reduce your drinking over the next 12 months

**Question Text: How much do you want to plan out steps to reduce your drinking over the next 12 months?**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Not at all |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |
| 7 | Very much |
| +99 | Refused |

**//PROGRAMMING NOTE: Continue to Q3//**

**Question Type: Single Punch**

**Question 2C**

Variable Name: *Q2C*

Variable Label: Q2C: Want to implement steps to reduce your drinking

**Question Text: How much do you want to begin implementing steps to reduce your drinking over the next 12 months?**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Not at all |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |
| 7 | Very much |
| +99 | Refused |

**//PROGRAMMING NOTE: Continue to Q3//**

**//PROGRAMMING NOTE: INTRO TEXT://** You will now view three sets of draft materials that were developed in collaboration with the CDC to be used for a messaging campaign to help bring awareness to the effects of drinking too much alcohol. These materials include posts you would see on social media or other places online. To view the materials properly, you may need to scroll down or resize the images.

**Please read the materials carefully because we will ask for your reactions to them. You will not be able to refer back to these materials later.**   
***You will be able to continue to the next screen by clicking the ’Next’ button once you have had the opportunity to view the materials.***

**//PROGRAMMING NOTE: SHOW ON OWN PAGE//**

**//PROGRAMMING NOTE: CONTINUE TO MATERIAL SET// RANDOMIZE THE MATERIAL SET PRESENTED**

**SHOW FIRST AD**

**//PROGRAMMING NOTE: SHOW ON OWN PAGE//**

**//PROGRAMMING NOTE: CONTINUE TO R1//**

**Please answer the following questions about the material you just viewed.**

**Question Type: Slider Rating Scale**

**Question 1**

Variable Name: R1

Variable Label: R1 Like or Dislike Rating

**Question Text: Please rate how much you liked or disliked the material you just viewed**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Disliked very much |
| 2 |  |
| 3 |  |
| 4 | Neither liked nor disliked |
| 5 |  |
| 6 |  |
| 7 | Liked very much |
| +99 | Refused |

**Question Type: Open-Ended**

**Question 2**

Variable Name: *R2*

Variable Label: R2: Like About Material

**Question Text: What do you like about the material? *Please be as specific as possible.***

|  |
| --- |
|  |

**Question Type: Open-Ended**

**Question 3**

Variable Name: *R3*

Variable Label: R3: Dislike About Material

**Question Text: What do you dislike about the material? *Please be as specific as possible.***

|  |
| --- |
|  |

**Question Type: Single Punch**

**Question 4**

Variable Name: *R4*

Variable Label: R4: Anything Confusing, Unclear, or Hard to Understand in the Material

**Question Text: Is there anything confusing, unclear, or hard to understand in the materials?**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Yes |
| 0 | No |
| +99 | Refused |

**//PROGRAMMING NOTE: If R4= 1 GO TO R5; If R4=0, SKIP TO R6//**

**Question Type: Open-Ended**

**Question 5**

Variable Name: *R5*

Variable Label: R5: What About Material is Confusing, Unclear, or Hard to Understand

**Question Text: What about the material is confusing, unclear, or hard to understand? *Please be as specific as possible.***

|  |
| --- |
|  |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| +99 | Refused |
| 100 | Valid Skip |

**//PROGRAMMING NOTE: CONTINUE TO R5//**

**Question Type: Slider Rating**

**Question 6**

Variable Name: R*6*

Variable Label: R6: Emotional Reactions toward Material

**Question Text: People sometimes have different emotional reactions when they read and view materials. Please indicate how much the material made you feel…**

***Click to slide the bar to the desired response. Only whole numbers 1 through 7 are accepted.***

**//PROGRAMMING NOTE: RANDOMIZE THE ORDER OF R6 QUESTIONS//**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Text** | **Variable Label** |
| R6A | Excited | R6A EXCITED |
| R6B | Discouraged | R6B DISCOURAGED |
| R6C | Angry | R6C ANGRY |
| R6D | Worried | R6D WORRIED |
| R6E | Inspired | R6E INSPIRED |
| R6F | Determined | R6F DETERMINED |
| R6G | Empowered | R6G EMPOWERED |
| R6H | Stressed | R6H STRESSED |
| R6I | Sad | R6I SAD |
| R6J | Motivated | R6J MOTIVATED |
| R6K | Confident | R6K CONFIDENT |
| R6L | Surprised | R6L SURPRISED |
| R6M | Understood | R6M UNDERSTOOD |
| R6N | Curious | R6N CURIOUS |
| R6O | Uncomfortable | R6O Uncomfortable |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Not at all |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |
| 7 | Very |
| +99 | Refused |

**Question Type: Slider Rating**

**Question 7**

Variable Name: *R7*

Variable Label: R7: Agree or Disagree Messages Material

**Question Text: Please tell us how much you agree or disagree with the following statements about the material you just viewed:**

***Click to slide the bar to the desired response. Only whole numbers 1 through 7 are accepted.***

**//PROGRAMMING NOTE: RANDOMIZE THE ORDER OF R7 QUESTIONS//**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Text** | **Variable Label** |
| R7A | It is worth remembering. | R7A WORTH REMEMBERING |
| R7B | It grabbed my attention. | R7B GRABBED MY ATTENTION |
| R7C | It is powerful | R7C POWERFUL |
| R7D | It is informative. | R7D INFORMATIVE |
| R7E | It is meaningful to me. | R7E MEANINGFUL |
| R7F | It is convincing. | R7F CONVINCING |
| R7G | It is terrible. | R7G TERRIBLE |
| R7H | I trust the information presented in it. | R7H TRUST INFORMATION IN MESSAGE |
| R7I | It told me things I didn't know about drinking alcohol. | R7I THINGS I DIDN’T KNOW ABOUT ALCOHOL |
| R7J | It made me think about the risks of drinking too much alcohol | R7J THINK ABOUT ALCOHOL RISKS |
| R7K | It seemed to be written with someone like me in mind. | R7K WRITTEN WITH SOMEONE LIKE ME IN MIND |
| R7L | It make me feel more confident in my ability to reduce my drinking. | R7L FEEL CONFIDENT IN ABILITY TO REDUCE |
| R7M | It makes me want to drink more | R7M DRINK MORE |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Strongly Disagree |
| 2 |  |
| 3 |  |
| 4 | Neither Agree nor Disagree |
| 5 |  |
| 6 |  |
| 7 | Strongly Agree |
| +99 | Refused |

**Question Type: Open-Ended**

**Question 8**

Variable Name: *R8*

Variable Label: R8: Main Message Materials

**Question Text: What is the *main* message presented in these materials? *Please be as specific as possible.***

|  |
| --- |
|  |

**Question Type: Slider Rating**

**Question 9**

Variable Name: *R9*

Variable Label: R9: Believability of Main Message of Materials

**Question Text: How believable was the *main message* in these materials?**

***Click to slide the bar to the desired response. Only whole numbers 1 through 7 are accepted.***

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Not at all believable |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |
| 7 | Very believable |
| +99 | Refused |

**Question Type: Slider Rating**

**Question 10**

Variable Name: *R10*

Variable Label: R10: Ad Motivation

**Question Text: How motivating was the material you just viewed?**

***Click to slide the bar to the desired response. Only whole numbers 1 through 7 are accepted.***

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Not at all motivating |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |
| 7 | Very motivating |
| +99 | Refused |

**//PROGRAMMING NOTE: If Participant Segment= 1 go to R11U; If participant Segment=2, skip to R11N; If participant Segment=3, skip to R11C //**

**Question Type: Single Punch**

**Question 11U**

Variable Name: *R11U*

Variable Label: R11: How much did the material make you want learn more about reducing your drinking over the next 12 months?

**Question Text: After viewing the material, how much did it make you want to learn more about the risks of drinking too much alcohol?**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Not at all |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |
| 7 | Very much |
| +99 | Refused |

**//PROGRAMMING NOTE: SKIP TO NEXT SECTION//**

**Question Type: Single Punch**

**Question 11N**

Variable Name: *R11N*

Variable Label: R11: How much did the material make you want to plan out steps to reduce your drinking over the next 12 months

**Question Text: After viewing the material, how much did it make you want to plan out steps to reduce your drinking over the next 12 months?**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Not at all |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |
| 7 | Very much |
| +99 | Refused |

**//PROGRAMMING NOTE: SKIP TO NEXT SECTION//**

**Question Type: Single Punch**

**Question 11C**

Variable Name: *R11C*

Variable Label: R11C: Want to implement steps to reduce your drinking

**Question Text: After viewing the material, how much did it make you want to begin taking steps to reduce your drinking over the next 12 months?**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Not at all |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |
| 7 | Very much |
| +99 | Refused |

**//PROGRAMMING NOTE: SKIP TO NEXT SECTION//**

**SHOW SECOND AD**

**//PROGRAMMING NOTE: SHOW ON OWN PAGE//**

**//PROGRAMMING NOTE: CONTINUE TO R1//**

**SHOW THIRD AD**

**//PROGRAMMING NOTE: SHOW ON OWN PAGE//**

**//PROGRAMMING NOTE: CONTINUE TO R1//**

**//PROGRAMMING NOTE: CONTINUE TO FULL CREATIVE POST-TEST//**

**//PROGRAMMING NOTE: INTRO TEXT://** Now that you have seen all of the materials that were developed in collaboration with the CDC to communicate the effects of drinking too much alcohol, please take a few moments to tell us your general attitudes about alcohol use.//

**//PROGRAMMING NOTE: SHOW ON OWN PAGE//**

**//PROGRAMMING NOTE: CONTINUE TO T1//**

**SECTION D: POST-TEST**

**Question Type: Single Punch**

**Question T1**

Variable Name: T*1*

Variable Label: T1: Most Relatable Materials

**Question Text: Which material was the most relatable to you?**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Set A |
| 2 | Set B |
| 3 | Set C |
| +99 | Refused |

**//PROGRAMMING NOTE: INCLUDE PARTICIPANT’S ANSWER FROM T1 IN T2 AS A REPLACEMENT FOR “X”//**

**Question Type: Open-Ended**

**Question T2**

Variable Name: *T2*

Variable Label: T2: Most Relatable Material\_Why

**Question Text: Why was X the most relatable to you? Please be as specific as possible**

|  |
| --- |
|  |

**//PROGRAMMING NOTE: If Participant Segment= 1 go to T3U; If participant Segment=2, skip to T3N; If participant Segment=3, skip to T3C //**

**Question Type: Single Punch**

**Question T3U**

Variable Name: *T3U*

Variable Label: T3U: Intentions

**Question Text: Which material made you think the most about the risks of drinking too much alcohol?**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Set A |
| 2 | Set B |
| 3 | Set C |
| +99 | Refused |

**//PROGRAMMING NOTE: SKIP TO T4U//**

**Question Type: Single Punch**

**Question T3N**

Variable Name: *T3N*

Variable Label: T3N: Intentions

**Question Text: Which material made you want to plan out steps to reduce your drinking the most?**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Set A |
| 2 | Set B |
| 3 | Set C |
| +99 | Refused |

**//PROGRAMMING NOTE: SKIP TO T4N//**

**Question T3C**

Variable Name: *T3C*

Variable Label: T3C: Intentions

**Question Text: Which material made you want to take steps to reduce your drinking the most??**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Set A |
| 2 | Set B |
| 3 | Set C |
| +99 | Refused |

**//PROGRAMMING NOTE: SKIP TO T4C//**

**Question Type: Open-Ended**

**Question T4U**

Variable Name: *T4U*

Variable Label: T4U: Intentions\_Why

**Question Text: What are some of the reasons that X was the set that most made you want to plan out steps to reduce your drinking?**

|  |
| --- |
|  |

**//PROGRAMMING NOTE: INCLUDE PARTICIPANT’S ANSWER FROM T3U, T3N, OR T3C AS A REPLACEMENT FOR “X” FOR QUESTIONS T4N, T4C, AND T4U RESPECTIVELY//**

**Question Type: Open-Ended**

**Question T4N**

Variable Name: *T4N*

Variable Label: T4N: Intentions\_Why

**Question Text: What are some of the reasons that X was the set that most made you want to take steps to reduce your drinking?**

|  |
| --- |
|  |

**Question Type: Open-Ended**

**Question T4C**

Variable Name: *T4C*

Variable Label: T4C: Intentions\_Why

**Question Text: What are some of the reasons that X made you think the most about the risks of drinking too much alcohol?**

|  |
| --- |
|  |

**//PROGRAMMING NOTE, IF SEGMENT = 2, QUESTION TEXT SHOULD READ, “Which ad made you want to plan out steps to reduce your drinking the most?” ;**

**IF SEGMENT = 3, QUESTION TEXT SHOULD READ, “Which ad made you want to take steps to reduce your drinking the most?”//**

**SECTION E: Covid-19 Questions**

**Some people have reported changes in their alcohol consumption behaviors due to the novel Coronavirus SARS-CoV-2 (commonly referred to COVID-19). Please answer a few questions to help us understand the effect, if any, that this disease has had on people’s alcohol consumption.**

**Question Type: Single Punch**

**Question: E1\_Drinkmore**

Variable Name: *E1*\_Drinkmore

Variable Label: E1: Increased drinking from Covid-19

**Question Text: Please rate the extent to which your alcohol consumption has *INCREASED* due to COVID-19.**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Not at all |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |
| 7 | Very much |
| +99 | Refused |

**Question Type: Slider Rating**

**Question E2**

Variable Name: *E2\_Reasons*

Variable Label: E2: Reasons for changing drinking behavior

**Question Text: People have identified different reasons why their drinking behavior has changed due to the COVID-19 pandemic. Please rate the extent to which each of these possible reasons has caused you to drink MORE than you did before COVID-19.**

***Click to slide the bar to the desired response. Only whole numbers 1 through 7 are accepted.***

**//PROGRAMMING NOTE: RANDOMIZE THE ORDER OF E2 QUESTIONS//**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Text** | **Variable Label** |
| E2A | Concerns about your health | E2A Health |
| E2B | To relieve/deal with stress | E2B Stress |
| E2C | Boredom | E2C Boredom |
| E2D | Concerns about finances | E2D Finances |
| E2E | Because you are not going into the office everyday | E2E Telework |
| E2F | Because it seems more “socially acceptable” | E2FAcceptable |
| E2G | Because you believe that drinking alcohol can treat or protect people from COVID-19 | E2G Treatment |
| E2H | Because it is enjoyable | E2H Enjoyment |
| E2I | Other | E2I Other |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Not at all |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |
| 7 | Very |
| +99 | Refused |

**Your answers have been recorded. Please click "Submit Survey" to submit your answers.**

**//PROGRAMMING NOTE: SHOW ON OWN PAGE//**