

Developing Effective Messages about Excessive Alcohol Consumption:

Enhanced Message Development and Testing

SECTION A: SCREENER

Question Type: Drop-down

Screening Question 1

Variable Name: S1

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

Screening 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: S6

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.

What is considered a “drink”? U.S. Standard Drink Sizes



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: S10

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
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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

Screening 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

Screening 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
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**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
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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: S24

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	2. S9=2 AND S10<0
3	Concerned Drinker	3. 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: R6

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: T1

Variable Label: T1: Most Relatable Materials

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

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	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//