

AGENCY DISCLOSURE NOTICE

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OPA Healthy Masculinities Focus Groups

Rounds 2 and 3 Rating Worksheet

1 Grade the ad. (MARK ONLY ONE RESPONSE)

A

B

C

D

F

2 How does this ad make you feel?(CHECK ALL THAT APPLY)

<input type="checkbox"/> Confused	<input type="checkbox"/> Empowered	<input type="checkbox"/> Confident	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Neutral	<input type="checkbox"/> Understood	<input type="checkbox"/> Angry	
<input type="checkbox"/> Uncomfortable	<input type="checkbox"/> Inspired	<input type="checkbox"/> Discouraged	
<input type="checkbox"/> Determined	<input type="checkbox"/> Hopeful	<input type="checkbox"/> Curious	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3 How much do you agree or disagree with the following statements?

(CHECK ONLY ONE RESPONSE FOR EACH ITEM)

		Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> This ad is worth remembering.					
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> This ad grabbed my attention.					
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> This ad is powerful.					
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> This ad is informative.					
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> This ad is meaningful to me.					
<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>					

This ad is convincing.