Perceived Message Effectiveness Measure

 [Randomize Order]

Please indicate how much you agree or disagree with the following statements about the ad:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Strongly Disagree | Disagree | Neither Agree Nor Disagree | Agree | Strongly Agree |
| 1 | 2 | 3 | 4 | 5 |

A. This ad was convincing

B. Watching this ad helped me feel confident about how to best deal with smoking

C. The ad put thoughts in my mind about quitting smoking

D. The ads put thoughts in my mind about wanting to continue smoking