

Appendix – Survey Introduction and Questionnaires

Introduction to Survey

This study is funded by the U.S. Food and Drug Administration's (FDA's) Center for Tobacco Products (CTP) and conducted by RTI International. For this study, we would like you to complete two surveys – one now and another in a week or two. Each survey asks about your attitudes about smoking and your reactions to specific images on smoking. Your participation in this research study is completely voluntary, and you may skip any questions you do not want to answer. Your participation involves no risk. All of your answers will be kept confidential. Each survey will take about 10 minutes to complete.

If you have any questions about the study, you may call Katherine Kosa of RTI at 1-800-334-8571, extension 23901. If you have any questions about your rights as a study participant, you may call RTI's Office of Research Protection at 1-866-214-2043.

ADULT SMOKERS AGED 25 AND OLDER

S. Screening Questions

- S1. What is your age?
_____ years
NOT AGE 25+ - NOT ELIGIBLE - terminate
99 I do not wish to answer

[IF S1=99 NOT ELIGIBLE; ELSE GO TO S2]

- S 2. Do you now smoke every day, some days, or not at all?
1 I smoke every day
2 I smoke on some days
3 I do not smoke at all

[If S2=1 or S2=2 THEN ELIGIBLE TO CONTINUE; ELSE NOT ELIGIBLE]

A. WARM UP

- A1. What is your gender?
1 Male
2 Female
99 I do not wish to answer

- A1a. Are you Hispanic or Latino? (*Select one.*)
1.Yes
2.No
99 I do not wish to answer

- A2. What is your race? Please select one or more..
1 American Indian or Alaska Native
2 Asian
3 Black or African American
5 Native Hawaiian or Other Pacific Islander
6 White

99 I do not wish to answer

[IF MORE THAN ONE RESPONSE GIVEN IN A3, ASK A4; ELSE GO TO A5]

- A3. Which one of these races best describes you? (*Select one.*)**[ALLOW ONE RESPONSE ONLY]**
1 American Indian or Alaska Native
2 Asian
3 Black or African American
4 Native Hawaiian or Other Pacific Islander
5 White

99 I do not wish to answer

- A4. City and State or Zip Code _____ **[ALLOW 60 CHARACTERS]**
99 I do not wish to answer

B. SMOKING BEHAVIOR

- B1 Have you smoked at least 100 cigarettes in your entire life?
1 Yes
2 No
99 I do not wish to answer

C. EXPOSURE TO IMAGE/LABEL OCCURS HERE

Next, you will view an image of a pack of regular full flavor cigarettes. . This pack of cigarettes is not real but has been made up for the purpose of this study. After viewing the pack, you will be asked to answer some questions.

ALLOW RESPONDENT AS MUCH TIME AS DESIRED TO VIEW IMAGE(S)

REMOVE LABEL IMAGE AND DO NOT ALLOW RESPONDENT TO RETURN TO THE IMAGE FOR THE REMAINDER OF THE STUDY

D. WARNING LABELS

- D1. Please indicate how much the image of the pack of cigarettes made you feel...
RESPONSE OPTIONS:
1 "Not at all" 2 "A little" 3 "Some" 4 "A lot" 5 "Completely" -1 "I do not wish to answer"
[RANDOMIZE THE FOLLOWING]
- a. Depressed
 - b. Afraid
 - c. Irritated
 - d. Ashamed
 - e. Discouraged
 - f. Hopeful
 - g. Motivated
 - h. Amused
 - i. Understood
 - j. Disgusted
 - k. Sad
 - l. Scared
 - m. Angry
 - n. Happy
 - o. Encouraged
 - p. Uncomfortable

- q. Uneasy
- r. Anxious

D2. Please tell us how much you agree or disagree with the following statements.

RESPONSE OPTIONS:

1 “Strongly Agree” 2 “Agree” 3 “Neither Agree nor Disagree” 4 “Disagree” 5 “Strongly Disagree” -1 “I do not wish to answer”

[RANDOMIZE THE FOLLOWING]

- a. This label is worth remembering
- b. This label grabbed my attention
- c. This label is powerful
- d. This label is informative
- e. This label is meaningful to me
- f. This label is convincing
- g. This label is ridiculous
- h. This label is terrible
- i. This label is frightening
- j. This label is worrisome
- k. This label is believable
- l. This label was difficult to look at
- m. This label is cool

D3. How likely do you think it is that a regular smoker would...?

RESPONSE OPTIONS:

1 “Not at all Likely” 2 “Somewhat Likely” 3 “Moderately Likely” 4 “Very Likely” 5 “Extremely Likely” -1 “I do not wish to answer”

[RANDOMIZE THE FOLLOWING]

- a. get cancer
- b. have fatal lung disease
- c. have heart disease
- d. have a stroke
- e. become addicted

D4. How likely do you think it is that breathing second-hand smoke from cigarettes would cause...?

RESPONSE OPTIONS:

1 “Not at all Likely” 2 “Somewhat Likely” 3 “Moderately Likely” 4 “Very Likely” 5 “Extremely Likely” -1 “I do not wish to answer”

[RANDOMIZE THE FOLLOWING]

- a. nonsmokers to get cancer
- b. nonsmokers to have fatal lung disease
- c. nonsmokers to get heart disease
- d. children to have respiratory problems

E. ATTITUDES & BELIEFS

E1. Now, think about your own smoking. Do you think your smoking has affected your health?

- 1 Yes

ADULT SMOKERS AGED 25 AND OLDER

4

- 2 No
9 I do not wish to answer
- E2. How concerned are you that your smoking has affected your health?
1 Not at all concerned
2 Only slightly concerned
3 Fairly concerned
4 Very concerned
99 I do not wish to answer
- E3. Do you think that your smoking has affected the health of someone else (e.g. spouse, partner, child, grandchild)?
1 Yes
2 No
3
99 I do not wish to answer
- E4. How concerned are you that your smoking is harming the health of those who live with you?
1 Not at all concerned
2 Only slightly concerned
3 Fairly concerned
4 Very concerned
99 I do not wish to answer
- E5. Please tell us how much you agree or disagree with the following statements...
RESPONSE OPTIONS:
1 "Strongly Agree" 2 "Agree" 3 "Neither Agree nor Disagree" 4 "Disagree" 5 "Strongly Disagree" -1 "I do not wish to answer"
[RANDOMIZE THE FOLLOWING]
- If I have smoked a pack of cigarettes a day for more than 20 years, there is little health benefit to me quitting smoking.
 - Many people who smoke live to a ripe old age, so smoking is not all that bad for me.
 - If a woman smokes when pregnant, it will harm her baby.
 - It is extremely hard for a smoker to quit smoking and stay quit.
 - I do not need help from anyone to quit smoking.
 - I am confident I won't be smoking a year from now.
 - I should take warnings about cigarette smoking and lung cancer seriously.

F. CESSATION and INTENTIONS TO QUIT

- F1. During the past 12 months, have you stopped smoking for one day or longer because you were trying to quit smoking?
1 Yes
2 No
99 I do not wish to answer
- F2. How much do you want to quit smoking?
1 Not at all
2 A little

- 3 Somewhat
- 4 A lot
- 5 No opinion
- 99 I do not wish to answer

F3. Are you planning to stop smoking within the next 30 days?

- 1 Yes
- 2 No
- 99 I do not wish to answer

F4. If you decided to give up smoking altogether in the next 12 months, how likely do you think you would be to succeed?

- 1 Very unlikely
- 2 Somewhat unlikely
- 3 Somewhat likely
- 4 Very likely
- 5 No opinion
- 99 I do not wish to answer

H. RECALL Questions

H1a. Do you recall the warning statement on the pack of cigarettes you viewed earlier in the survey?

- 1 Yes
- 2 No
- 99 I do not wish to answer

[IF H1A=1 GO TO H2A; ELSE GO TO H1B]

- H2a. Which one of the following warning statements, do you recall seeing on the pack of cigarettes you viewed earlier in the survey?
[INCLUDE ACTUAL WARNING STATEMENT (without image) VIEWED FOR THAT RESPONDENT ALONG WITH 4 RANDOMLY SELECTED WARNING STATEMENTS FROM THOSE NOT VIEWED BY THAT RESPONDENT]
9 Do not recall

- H1b. Do you recall seeing a picture on the pack of cigarettes you viewed earlier in the survey?
1 Yes
2 No
99 I do not wish to answer

[IF H1B=1 GO TO H2B; ELSE GO TO I1]

- H2b. Which one of the following pictures, do you recall seeing on the pack of cigarettes you viewed earlier in the survey?
[INCLUDE ACTUAL IMAGE (2-D view without warning statement) VIEWED FOR THAT RESPONDENT ALONG WITH 3RANDOMLY SELECTED IMAGES FROM THOSE NOT VIEWED BY THAT RESPONDENT]
8 There was no image on the pack I viewed
9 Do not recall

I. CLOSING QUESTIONS & DEMOGRAPHICS

- I1. What type of Internet connection do you have for your home computer or other primary computer?
1. Highspeed, Broadband, DSL, or Cable
2. Dial up
3. Other
4. Not sure
99 I do not wish to answer

[IF I1=1 GO TO I3; ELSE GO TO I4]

- I3. What is the highest level of school you completed or the highest degree you received?

[ALLOW ONE RESPONSE ONLY]

- 1 Never attended school
2 Grades K through 8 (Elementary or grade school)
3 Grades 9 through 12 (Some high school)
4 Grade 12 (High school graduate) or GED
5 Some college
6 College graduate
7 Postgraduate/masters/doctorate/law/MD
99 I do not wish to answer

15. What was your annual household income from all sources in 2009? Was it...?
1. Less than \$25,000
 2. Between \$25,000 and \$49,999
 3. Between \$50,000 and \$74,999
 4. More than \$75,000
 99. I do not wish to answer

J. END OF SURVEY

The survey is now complete. Thank you!

YOUNG ADULT SMOKERS AGED 18-24

S. Screening Questions

- S1. What is your age?
_____ years
99 NOT AGE 18-24 **NOT ELIGIBLE - terminate**
99 Choose not to answer

[IF S1=99 NOT ELIGIBLE; ELSE GO TO S2]

- S 2. Do you now smoke every day, some days, or not at all?
1 I smoke every day
2 I smoke on some days
3 I do not smoke at all

[If S2=1 or S2=2 THEN ELIGIBLE TO CONTINUE; ELSE NOT ELIGIBLE]

A. WARM UP

- A1. What is your gender?
1 Male
2 Female
99 Choose not to answer

- A1a. Are you Hispanic or Latino? (*Select one.*)
1. Yes
2. No
99 I do not wish to answer

- A2. What is your race? Please select one or more..
1 American Indian or Alaska Native
2 Asian
3 Black or African American
5 Native Hawaiian or Other Pacific Islander
6 White

99 I do not wish to answer

[IF MORE THAN ONE RESPONSE GIVEN IN A3, ASK A4; ELSE GO TO A5]

- A3. Which one of these races best describes you? (*Select one.*)**[ALLOW ONE RESPONSE ONLY]**
1 American Indian or Alaska Native
2 Asian
3 Black or African American
4 Native Hawaiian or Other Pacific Islander
5 White

99 I do not wish to answer

- A4. City and State or Zip Code _____ **[ALLOW 60 CHARACTERS]**
99 Choose not to answer

B. SMOKING BEHAVIOR

- B1 Have you smoked at least 100 cigarettes in your entire life?
1 Yes
2 No
99 Choose not to answer

C. EXPOSURE TO IMAGE/LABEL OCCURS HERE

Next you will view a pack of a hypothetical cigarette brand. This pack contains regular full flavor cigarettes. After viewing the pack you will be asked to answer some questions.

ALLOW RESPONDENT AS MUCH TIME AS DESIRED TO VIEW IMAGE(S)

REMOVE LABEL IMAGE AND DO NOT RESPONDENT TO RETURN TO THE IMAGE FOR THE REMAINDER OF THE STUDY

D. WARNING LABELS

- D1. Please indicate how much the label made you feel...
RESPONSE OPTIONS:
1 "Not at all" 2 "A little" 3 "Some" 4 "A lot" 5 "Completely" 99 "Choose not to answer"
[RANDOMIZE THE FOLLOWING]
- a. Depressed
 - b. Afraid
 - c. Irritated
 - d. Ashamed
 - e. Discouraged
 - f. Hopeful
 - g. Motivated
 - h. Amused
 - i. Understood
 - j. Disgusted
 - k. Sad
 - l. Scared
 - m. Angry
 - n. Happy
 - o. Encouraged
 - p. Uncomfortable

- q. Uneasy
- r. anxious

D2. Please tell us how much you agree or disagree with the following statements.

RESPONSE OPTIONS:

1 “Strongly Agree” 2 “Agree” 3 “Neither Agree nor Disagree” 4 “Disagree” 5 “Strongly Disagree” 99 “Choose not to answer”

[RANDOMIZE THE FOLLOWING]

- a. This label is worth remembering
- b. This label grabbed my attention
- c. This label is powerful
- d. This label is informative
- e. This label is meaningful to me
- f. This label is convincing
- g. This label is ridiculous
- h. This label is terrible
- i. This label is frightening
- j. This label is worrisome
- k. This label is believable
- l. This label was difficult to look at
- m. This label is cool

D3. How likely do you think it is that a regular smoker would:

RESPONSE OPTIONS:

1 “Not at all Likely” 2 “Somewhat Likely” 3 “Moderately Likely” 4 “Very Likely” 5 “Extremely Likely” 99 “Choose not to answer”

[RANDOMIZE THE FOLLOWING]

- a. Get cancer?
- b. have fatal lung disease?
- c. have heart disease?
- d. Have a stroke?
- e. Become addicted?

D4. How likely do you think it is that breathing smoke from cigarettes would cause:

RESPONSE OPTIONS:

1 “Not at all Likely” 2 “Somewhat Likely” 3 “Moderately Likely” 4 “Very Likely” 5 “Extremely Likely” 99 “Choose not to answer”

[RANDOMIZE THE FOLLOWING]

- a. Nonsmokers to get cancer?
- b. Nonsmokers to have fatal lung disease?
- c. Nonsmokers to get heart disease?
- d. Children to have respiratory problems?

E. ATTITUDES & BELIEFS

E1. Do you think that your smoking has already affected your health?

- 1 Not at all
- 2 A little

- 3 Somewhat
 - 4 A lot
 - 5 No opinion
 - 9 Choose not to answer
- E2. Now think about your own smoking, how concerned are you concerned about the possible effects of cigarette smoking on your health?
- 1 Not at all concerned
 - 2 Only slightly concerned
 - 3 Fairly concerned
 - 4 Very concerned
 - 5 Choose not to answer
- E3. How concerned are you about the possible effects of tobacco smoke from your smoking on someone else's health (e.g. spouse, partner, children, grandchildren)?
- 1 Not at all concerned
 - 2 Only slightly concerned
 - 3 Fairly concerned
 - 4 Very concerned
 - 9 Choose not to answer
- E4. How concerned are you that your smoking is harming the health of those who live with you?
- 1 Not at all concerned
 - 2 Only slightly concerned
 - 3 Fairly concerned
 - 4 Very concerned
 - 9 Choose not to answer
- E5. Please tell us how much you agree or disagree with the following statements...
- RESPONSE OPTIONS:**
1 "Strongly Agree" 2 "Agree" 3 "Neither Agree nor Disagree" 4 "Disagree" 5 "Strongly Disagree" 99 "Choose not to answer"
- [RANDOMIZE THE FOLLOWING]**
- a. If I have smoked a pack of cigarettes a day for more than 20 years, there is little health benefit to me quitting smoking.
 - b. Many people who smoke live to a ripe old age, so smoking is not all that bad for me.
 - c. Smoking by pregnant women may harm the baby.
 - d. If a woman smokes when pregnant, it will harm the health of her baby.
 - e. It is extremely hard for a smoker to quit smoking and stay quit.
 - f. I do not need help from anyone to quit smoking.
 - g. I am confident I won't be smoking a year from now.
 - h. I should take warnings about cigarette smoking and lung cancer seriously.
- E6. Cigarette smoking is...
- RESPONSE OPTIONS:**
1 "Strongly Agree" 2 "Agree" 3 "Neither Agree nor Disagree" 4 "Disagree" 5 "Strongly Disagree" 99 "Choose not to answer"
- [RANDOMIZE THE FOLLOWING]**

- a. Glamorous
- b. Rebellious
- c. Cool
- d. Disgusting
- e. Foolish

F. CESSATION and INTENTIONS TO QUIT

- F1. During the past 12 months, have you stopped smoking for one day or longer because you were trying to quit smoking?
- 1 Yes
 - 2 No
 - 99 Choose not to answer
- F2. How much do you want to quit smoking?
- 1 Not at all
 - 2 A little
 - 3 Somewhat
 - 4 A lot
 - 5 No opinion
 - 99 Choose not to answer
- F3. Are you planning to stop smoking within the next 30 days?
- 1 Yes
 - 2 No
 - 99 Choose not to answer
- F4. If you decided to give up smoking altogether in the next 12 months, how likely do you think you would be to succeed?
- 1 Very unlikely
 - 2 Somewhat unlikely
 - 3 Somewhat likely
 - 4 Very likely
 - 5 No opinion
 - 99 Choose not to answer

H. RECALL Questions

- H1a. Do you recall the warning statement on the pack of cigarettes you viewed earlier in the survey?
- 1 Yes
 - 2 No
 - 99 Choose not to answer

[IF H1A=1 GO TO H2A; ELSE GO TO H1B]

- H2a. Which of the following warning statements, if any, do you recall seeing on the pack of cigarettes you viewed earlier in the survey?

[INCLUDE ACTUAL WARNING STATEMENT (without image) VIEWED FOR THAT RESPONDENT ALONG WITH 4 RANDOMLY SELECTED WARNING STATEMENTS FROM THOSE NOT VIEWED BY THAT RESPONDENT]

9 Do not recall

H1b. Do you recall the image, if any, on the pack of cigarettes you viewed earlier in the survey?

1 Yes

2 No

99 Choose not to answer

[IF H1B=1 GO TO H2B; ELSE GO TO I1]

H2b. Which of the following images, if any, do you recall seeing on the pack of cigarettes you viewed earlier in the survey?

[INCLUDE ACTUAL IMAGE VIEWED (2-D version without warning statement) FOR THAT RESPONDENT ALONG WITH 4 RANDOMLY SELECTED IMAGES FROM THOSE NOT VIEWED BY THAT RESPONDENT]

8 There was no image on the pack I viewed

9 Do not recall

I. CLOSING QUESTIONS & DEMOGRAPHICS

I1. What type of Internet connection do you have for your home computer or other primary computer?

1. Highspeed, Broadband, DSL, or Cable

2. Dial up

3. Other

4. Not sure

99 I do not wish to answer

I2. What is the highest level of school you completed or the highest degree you received?

[ALLOW ONE RESPONSE ONLY]

1 Never attended school or only attended kindergarten

2 Grades 1 through 8 (Elementary)

3 Grades 9 through 12 (Some high school)

4 Grade 12 (High school graduate)

5 G.E.D

6 Some technical or vocational school

7 Some college, no degree

8 AA; technical or vocational school

9 AA; academic`

10 BA, BS (College graduate)

11 At least some graduate or professional school

12 Graduate or professional degree

99 Choose not to answer

I3. What was your annual household income from all sources during 2009? Was it –

- 1 less than \$25,000**
- 2 between \$25,000 and \$49,999**
- 3 between \$50,000 and \$74,999**
- 4 \$75,000 or more**

99 Choose not to answer

J. END OF SURVEY

The survey is now complete. Thank you!

YOUTH AGED 13-17 SMOKERS OR SUSCEPTIBLE TO INITIATION

1

S. Screening Questions

- S1. What is your age?
_____ years
99 NOT AGE 13-17 – not eligible - terminate
99 Choose not to answer

[IF S1=99 NOT ELIGIBLE; ELSE GO TO S2]

- S2. During the past 30 days, on how many days did you smoke cigarettes, even 1 or 2 puffs?
1. 0 days
 2. 1 or 2 days
 3. 3 to 5 days
 4. 6 to 9 days
 5. 10 to 19 days
 6. 20 to 29 days
 7. All 30 days

[If S2 DOES NOT EQUAL 1 (CURRENT SMOKER=YES) THEN GO TO A1; ELSE GO TO S3]

- S3. Do you think you will smoke a cigarette anytime during the next year?
- 1 Definitely yes
 - 2 Probably yes
 - 3 Probably not
 - 4 Definitely not
 - 99 Choose not to answer

- S4. Do you think you will try a cigarette soon?
- 1 Definitely yes
 - 2 Probably yes
 - 3 Probably not
 - 4 Definitely not
 - 99 Choose not to answer

- S5. If one of your best friends offered you a cigarette, would you smoke it?
- 1 Definitely yes
 - 2 Probably yes
 - 3 Probably not
 - 4 Definitely not
 - 99 Choose not to answer

[IF S3=4 & S4=4 & S5=4 THEN NOT ELIGIBLE (CLOSED TO SMOKING); ELSE GO TO A1]

A. WARM UP

YOUTH AGED 13-17 SMOKERS OR SUSCEPTIBLE TO INITIATION

- A1. What is your gender?
1 Male
2 Female
99 Choose not to answer

- A1a. Are you Hispanic or Latino? (*Select one.*)
1. Yes
2. No
99 I do not wish to answer

- A2. What is your race? Please select one or more.
1 American Indian or Alaska Native
2 Asian
3 Black or African American
5 Native Hawaiian or Other Pacific Islander
6 White

99 I do not wish to answer

- A3. Which one of these races best describes you? (*Select one.*)**[ALLOW ONE RESPONSE ONLY]**
1 American Indian or Alaska Native
2 Asian
3 Black or African American
4 Native Hawaiian or Other Pacific Islander
5 White

99 I do not wish to answer

- A4. City and State or Zip Code _____ **[ALLOW 60 CHARACTERS]**
99 Choose not to answer

B. SMOKING BEHAVIOR/SUSCEPTIBILITY TO SMOKING

- B1. Have you smoked at least 100 cigarettes in your entire life?
1 Yes
2 No
99 Choose not to answer

C. EXPOSURE TO IMAGE/LABEL OCCURS HERE

Next you will view a pack of a hypothetical cigarette brand. This pack contains regular full flavor cigarettes. After viewing the pack you will be asked to answer some questions.

ALLOW RESPONDENT AS MUCH TIME AS DESIRED TO VIEW IMAGE(S)

REMOVE LABEL IMAGE AND DO NOT ALLOW RESPONDENT TO RETURN TO THE IMAGE FOR THE REMAINDER OF THE STUDY

D. WARNING LABELS

D1. Please indicate how much the label made you feel...

RESPONSE OPTIONS:

1 "Not at all" 2 "A little" 3 "Some" 4 "A lot" 5 "Completely" 99 "Choose not to answer"

[RANDOMIZE THE FOLLOWING]

- a. Depressed
- b. Afraid
- c. Irritated
- d. Ashamed
- e. Discouraged
- f. Hopeful
- g. Motivated
- h. Amused
- i. Understood
- j. Disgusted
- k. Sad
- l. Scared
- m. Angry
- n. Happy
- o. Encouraged
- p. Uncomfortable
- q. Uneasy
- r. anxious

D2. Please tell us how much you agree or disagree with the following statements.

RESPONSE OPTIONS:

1 "Strongly Agree" 2 "Agree" 3 "Neither Agree nor Disagree" 4 "Disagree" 5 "Strongly Disagree" 99 "Choose not to answer"

[RANDOMIZE THE FOLLOWING]

- a. This label is worth remembering
- b. This label grabbed my attention
- c. This label is powerful
- d. This label is informative
- e. This label is meaningful to me
- f. This label is convincing
- g. This label is ridiculous
- h. This label is terrible
- i. This label is frightening
- j. This label is worrisome
- k. This label is believable
- l. This label was difficult to look at
- m. This label is cool

D3. How likely do you think it is that a regular smoker would:

RESPONSE OPTIONS:

1 “Not at all Likely” 2 “Somewhat Likely” 3 “Moderately Likely” 4 “Very Likely” 5 “Extremely Likely” 99 “Choose not to answer”

[RANDOMIZE THE FOLLOWING]

- a. Get cancer?
- b. have fatal lung disease?
- c. have heart disease?
- d. Have a stroke?
- e. Become addicted?

D4. How likely do you think it is that breathing smoke from cigarettes would cause:

RESPONSE OPTIONS:

1 “Not at all Likely” 2 “Somewhat Likely” 3 “Moderately Likely” 4 “Very Likely” 5 “Extremely Likely” 99 “Choose not to answer”

[RANDOMIZE THE FOLLOWING]

- a. Nonsmokers to get cancer?
- b. Nonsmokers to have fatal lung disease?
- c. Nonsmokers to get heart disease?
- d. Children to have respiratory problems?

[IF CURRENT SMOKER= YES GO TO E1 ELSE GO TO E5]

E. ATTITUDES & BELIEFS

E1. Do you think that your smoking has already affected your health?

- 1 Not at all
- 2 A little
- 3 Somewhat
- 4 A lot
- 5 No opinion
- 9 Choose not to answer

E2. Now think about your own smoking, how concerned are you concerned about the possible effects of cigarette smoking on your health?

- 1 Not at all concerned
- 2 Only slightly concerned
- 3 Fairly concerned
- 4 Very concerned
- 5 Choose not to answer

E3. How concerned are you about the possible effects of tobacco smoke from your smoking on someone else's health (e.g. brother/sister, friends)?

- 1 Not at all concerned
- 2 Only slightly concerned
- 3 Fairly concerned
- 4 Very concerned
- 9 Choose not to answer

E4. Please tell us how much you agree or disagree with the following statements...

RESPONSE OPTIONS:

1 “Strongly Agree” 2 “Agree” 3 “Neither Agree nor Disagree” 4 “Disagree” 5 “Strongly Disagree” 99 “Choose not to answer”

[RANDOMIZE THE FOLLOWING]

- a. If I have smoked a pack of cigarettes a day for more than 20 years, there is little health benefit to me quitting smoking.
- b. Many people who smoke live to a ripe old age, so smoking is not all that bad for me.
- c. Smoking by pregnant women may harm the baby.
- d. If a woman smokes when pregnant, it will harm the health of her baby.
- e. It is extremely hard for a smoker to quit smoking and stay quit.
- f. I do not need help from anyone to quit smoking.
- g. I am confident I won't be smoking a year from now.
- h. I should take warnings about cigarette smoking and lung cancer seriously.

E5. Cigarette smoking is...

RESPONSE OPTIONS:

1 “Strongly Agree” 2 “Agree” 3 “Neither Agree nor Disagree” 4 “Disagree” 5 “Strongly Disagree” 99 “Choose not to answer”

[RANDOMIZE THE FOLLOWING]

- a. Glamorous
- b. Rebellious
- c. Cool
- d. Disgusting
- e. Foolish

[IF CURRENT SMOKER = YES GO TO F1; ELSE GO TO G1]

F. CESSATION and INTENTIONS TO QUIT

F1. During the past 12 months, have you stopped smoking for one day or longer because you were trying to quit smoking?

- 1 Yes
- 2 No
- 99 Choose not to answer

F2. How much do you want to quit smoking?

- 1 Not at all
- 2 A little
- 3 Somewhat
- 4 A lot
- 5 No opinion
- 99 Choose not to answer

F3. Are you planning to stop smoking within the next 30 days?

- 1 Yes
- 2 No
- 99 Choose not to answer

- F4. If you decided to give up smoking altogether in the next 12 months, how likely do you think you would be to succeed?
- 1 Very unlikely
 - 2 Somewhat unlikely
 - 3 Somewhat likely
 - 4 Very likely
 - 5 No opinion
 - 99 Choose not to answer

H. RECALL Questions

- H1a. Do you recall the warning statement on the pack of cigarettes you viewed earlier in the survey?
- 1 Yes
 - 2 No
 - 99 Choose not to answer

[IF H1A=1 GO TO H2A; ELSE GO TO H1B]

- H2a. Which of the following warning statements, if any, do you recall seeing on the pack of cigarettes you viewed earlier in the survey?
[INCLUDE ACTUAL WARNING STATEMENT (without image) VIEWED FOR THAT RESPONDENT ALONG WITH 4 RANDOMLY SELECTED WARNING STATEMENTS FROM THOSE NOT VIEWED BY THAT RESPONDENT]
- 9 Do not recall

- H1b. Do you recall the image, if any, on the pack of cigarettes you viewed earlier in the survey?
- 1 Yes
 - 2 No
 - 99 Choose not to answer

[IF H1B=1 GO TO H2B; ELSE GO TO I1]

- H2b. Which of the following images, if any, do you recall seeing on the pack of cigarettes you viewed earlier in the survey?
[INCLUDE ACTUAL IMAGE VIEWED (2-D version without warning statement) FOR THAT RESPONDENT ALONG WITH 4 RANDOMLY SELECTED IMAGES FROM THOSE NOT VIEWED BY THAT RESPONDENT]
- 8 There was no image on the pack I viewed
 - 9 Do not recall

I. CLOSING QUESTIONS & DEMOGRAPHICS

- I1. What type of Internet connection do you have for your home computer or other primary computer?
1. Highspeed, Broadband, DSL, or Cable
 2. Dial up
 3. Other

YOUTH AGED 13-17 SMOKERS OR SUSCEPTIBLE TO INITIATION

- 4. Not sure
- 99 I do not wish to answer

I2. What is the highest grade or year of school you have completed?

[ALLOW ONE RESPONSE ONLY]

- 1 4th Grade
- 2 5th Grade
- 3 6th Grade
- 4 7th Grade
- 5 8th Grade
- 6 9th Grade
- 7 10th Grade
- 8 11th Grade
- 9 12th Grade or GED
- 99 Choose not to answer

J. END OF SURVEY

The survey is now complete. Thank you!

ADULT SMOKERS AGED 25 AND OLDER: ADVERTISEMENT

S. Screening Questions

- S1. What is your age?
_____ years
NOT AGE 25+ - NOT ELIGIBLE - terminate
99 Choose not to answer

[IF S1=99 NOT ELIGIBLE; ELSE GO TO S2]

- S2. Do you now smoke every day, some days, or not at all?
1 I smoke every day
2 I smoke on some days
3 I do not smoke at all

[If S2=1 or S2=2 THEN ELIGIBLE TO CONTINUE; ELSE NOT ELIGIBLE]

A. WARM UP

- A1. What is your gender?
1 Male
2 Female
99 Choose not to answer

- A1a. Are you Hispanic or Latino? (*Select one.*)
1. Yes
2. No
99 I do not wish to answer

- A2. What is your race? Please select one or more..
1 American Indian or Alaska Native
2 Asian
3 Black or African American
5 Native Hawaiian or Other Pacific Islander
6 White

99 I do not wish to answer

[IF MORE THAN ONE RESPONSE GIVEN IN A3, ASK A4; ELSE GO TO A5]

- A3. Which one of these races best describes you? (*Select one.*)**[ALLOW ONE RESPONSE ONLY]**
1 American Indian or Alaska Native
2 Asian
3 Black or African American
4 Native Hawaiian or Other Pacific Islander
5 White

99 I do not wish to answer

- A4. City and State or Zip Code _____ **[ALLOW 60 CHARACTERS]**
99 Choose not to answer

B. SMOKING BEHAVIOR

- B1 Have you smoked at least 100 cigarettes in your entire life?
1 Yes
2 No
99 Choose not to answer

C. EXPOSURE TO MOCK SMOKING AD OCCURS HERE

Next you will view an ad of a hypothetical cigarette brand. This ad contains regular full flavor cigarettes. After viewing the ad you will be asked to answer some questions.

ALLOW RESPONDENT AS MUCH TIME AS DESIRED TO VIEW AD IMAGE(S)

REMOVE AD IMAGE AND DO NOT RESPONDENT TO RETURN TO THE IMAGE FOR THE REMAINDER OF THE STUDY

D. MOCK SMOKING AD

- D1. Please indicate how much the ad made you feel...
RESPONSE OPTIONS:
1 "Not at all" 2 "A little" 3 "Some" 4 "A lot" 5 "Completely" 99 "Choose not to answer"
[RANDOMIZE THE FOLLOWING]
- a. Depressed
 - b. Afraid
 - c. Irritated
 - d. Ashamed
 - e. Discouraged
 - f. Hopeful
 - g. Motivated
 - h. Amused
 - i. Understood
 - j. Disgusted
 - k. Sad
 - l. Scared
 - m. Angry
 - n. Happy
 - o. Encouraged
 - p. Uncomfortable
 - q. Uneasy

r. anxious

D2. Please tell us how much you agree or disagree with the following statements.

RESPONSE OPTIONS:

1 “Strongly Agree” 2 “Agree” 3 “Neither Agree nor Disagree” 4 “Disagree” 5 “Strongly Disagree” 99 “Choose not to answer”

[RANDOMIZE THE FOLLOWING]

- a. This ad is worth remembering
- b. This ad grabbed my attention
- c. This ad is powerful
- d. This ad is informative
- e. This ad is meaningful to me
- f. This ad is convincing
- g. This ad is ridiculous
- h. This ad is terrible
- i. This ad is frightening
- j. This ad is worrisome
- k. This ad is believable
- l. This ad was difficult to look at
- m. This ad is cool

D3. How likely do you think it is that a regular smoker would:

RESPONSE OPTIONS:

1 “Not at all Likely” 2 “Somewhat Likely” 3 “Moderately Likely” 4 “Very Likely” 5 “Extremely Likely” 99 “Choose not to answer”

[RANDOMIZE THE FOLLOWING]

- a. Get cancer?
- b. have fatal lung disease?
- c. have heart disease?
- d. Have a stroke?
- e. Become addicted?

D4. How likely do you think it is that breathing smoke from cigarettes would cause:

RESPONSE OPTIONS:

1 “Not at all Likely” 2 “Somewhat Likely” 3 “Moderately Likely” 4 “Very Likely” 5 “Extremely Likely” 99 “Choose not to answer”

[RANDOMIZE THE FOLLOWING]

- a. Nonsmokers to get cancer?
- b. Nonsmokers to have fatal lung disease?
- c. Nonsmokers to get heart disease?
- d. Children to have respiratory problems?

E. ATTITUDES & BELIEFS

E1. Do you think that your smoking has already affected your health?

- 1 Not at all
- 2 A little
- 3 Somewhat

- 4 A lot
 - 5 No opinion
 - 9 Choose to not answer
- E2. Now think about your own smoking, how concerned are you concerned about the possible effects of cigarette smoking on your health?
- 1 Not at all concerned
 - 2 Only slightly concerned
 - 3 Fairly concerned
 - 4 Very concerned
 - 5 Choose not to answer
- E3. How concerned are you about the possible effects of tobacco smoke from your smoking on someone else's health (e.g. spouse, partner, children, grandchildren)?
- 1 Not at all concerned
 - 2 Only slightly concerned
 - 3 Fairly concerned
 - 4 Very concerned
 - 9 Choose not to answer
- E4. How concerned are you that your smoking is harming the health of those who live with you?
- 1 Not at all concerned
 - 2 Only slightly concerned
 - 3 Fairly concerned
 - 4 Very concerned
 - 9 Choose not to answer
- E5. Please tell us how much you agree or disagree with the following statements...
- RESPONSE OPTIONS:**
1 "Strongly Agree" 2 "Agree" 3 "Neither Agree nor Disagree" 4 "Disagree" 5 "Strongly Disagree" 99 "Choose not to answer"
- [RANDOMIZE THE FOLLOWING]**
- a. If I have smoked a pack of cigarettes a day for more than 20 years, there is little health benefit to me quitting smoking.
 - b. Many people who smoke live to a ripe old age, so smoking is not all that bad for me.
 - c. Smoking by pregnant women may harm the baby.
 - d. If a woman smokes when pregnant, it will harm the health of her baby.
 - e. It is extremely hard for a smoker to quit smoking and stay quit.
 - f. I do not need help from anyone to quit smoking.
 - g. I am confident I won't be smoking a year from now.
 - h. I should take warnings about cigarette smoking and lung cancer seriously.

F. CESSATION and INTENTIONS TO QUIT

- F1. During the past 12 months, have you stopped smoking for one day or longer because you were trying to quit smoking?
- 1 Yes
 - 2 No

99 Choose not to answer

F2. How much do you want to quit smoking?

- 1 Not at all
- 2 A little
- 3 Somewhat
- 4 A lot
- 5 No opinion
- 99 Choose not to answer

F3. Are you planning to stop smoking within the next 30 days?

- 1 Yes
- 2 No
- 99 Choose not to answer

F4. If you decided to give up smoking altogether in the next 12 months, how likely do you think you would be to succeed?

- 1 Very unlikely
- 2 Somewhat unlikely
- 3 Somewhat likely
- 4 Very likely
- 5 No opinion
- 99 Choose not to answer

H. RECALL Questions

H1. Do you recall the ad for cigarettes you viewed earlier in the survey?

- 1 Yes
- 2 No
- 99 Choose not to answer

H2. [create confirmed awareness question for the ad – describe features of the ad and ask if respondent recalls those specific features]

H1a. Do you recall the warning statement in the ad for cigarettes you viewed earlier in the survey?

- 1 Yes
- 2 No
- 99 Choose not to answer

[IF H1A=1 GO TO H2A; ELSE GO TO H1B]

H2a. Which of the following warning statements, if any, do you recall seeing in the ad for cigarettes you viewed earlier in the survey?

[INCLUDE ACTUAL WARNING STATEMENT (without image) VIEWED FOR THAT RESPONDENT ALONG WITH 4 RANDOMLY SELECTED WARNING STATEMENTS FROM THOSE NOT VIEWED BY THAT RESPONDENT]

- 9 Do not recall

H1b. Do you recall the image, if any, in the ad for cigarettes you viewed earlier in the survey?

ADULT SMOKERS AGED 25 AND OLDER: ADVERTISEMENT

6

- 1 Yes
- 2 No
- 99 Choose not to answer

[IF H1B=1 GO TO H2B; ELSE GO TO I1]

H2b. Which of the following images, if any, do you recall seeing in the ad for cigarettes you viewed earlier in the survey?

[INCLUDE ACTUAL IMAGE (2-D version without warning statement) VIEWED FOR THAT RESPONDENT ALONG WITH 4 RANDOMLY SELECTED IMAGES FROM THOSE NOT VIEWED BY THAT RESPONDENT]

- 8 There was no image in the ad I viewed
- 9 Do not recall

I. CLOSING QUESTIONS & DEMOGRAPHICS

I1. What type of Internet connection do you have for your home computer or other primary computer?

- 1. Highspeed, Broadband, DSL, or Cable
- 2. Dial up
- 3. Other
- 4. Not sure
- 99 I do not wish to answer

I2. What is the highest level of school you completed or the highest degree you received?

[ALLOW ONE RESPONSE ONLY]

- 1 Never attended school
- 2 Grades K through 8 (Elementary or grade school)
- 3 Grades 9 through 12 (Some high school)
- 4 Grade 12 (High school graduate) or GED
- 5 Some college
- 6 College graduate
- 7 Postgraduate/masters/doctorate/law/MD
- 99 I do not wish to answer

I3. What was your annual household income from all sources during 2009? Was it –

- 1 less than \$25,000
- 2 between \$25,000 and \$49,999
- 3 between \$50,000 and \$74,999
- 4 \$75,000 or more

99 Choose not to answer

J. END OF SURVEY

The survey is now complete. Thank you!

ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS

1

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Google

Google Search

McAfee SiteAdvisor

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e-Rewards
OPINION PANEL

We value your time®

Question: Intro

This study is funded by the U.S. Food and Drug Administration's (FDA's) Center for Tobacco Products (CTP) and conducted by RTI International. For this study, we would like you to complete two surveys – one now and another in a week or two. Each survey asks about your attitudes about smoking and your reactions to specific images on smoking. Your participation in this research study is completely voluntary, and you may skip any questions you do not want to answer. Your participation involves no risk. All of your answers will be kept confidential. Each survey will take about 10 minutes to complete.

If you have any questions about the study, you may call Katherine Kosa of RTI at 1-800-334-8571, extension 23901. If you have any questions about your rights as a study participant, you may call RTI's Office of Research Protection at 1-866-214-2043.

Once you have completed the study, please allow up to 7-10 business days for your e-Rewards credit to appear in your e-Rewards account. Thank you for your time and opinions!

Please click on the '>>' button to continue to the next question.

>>

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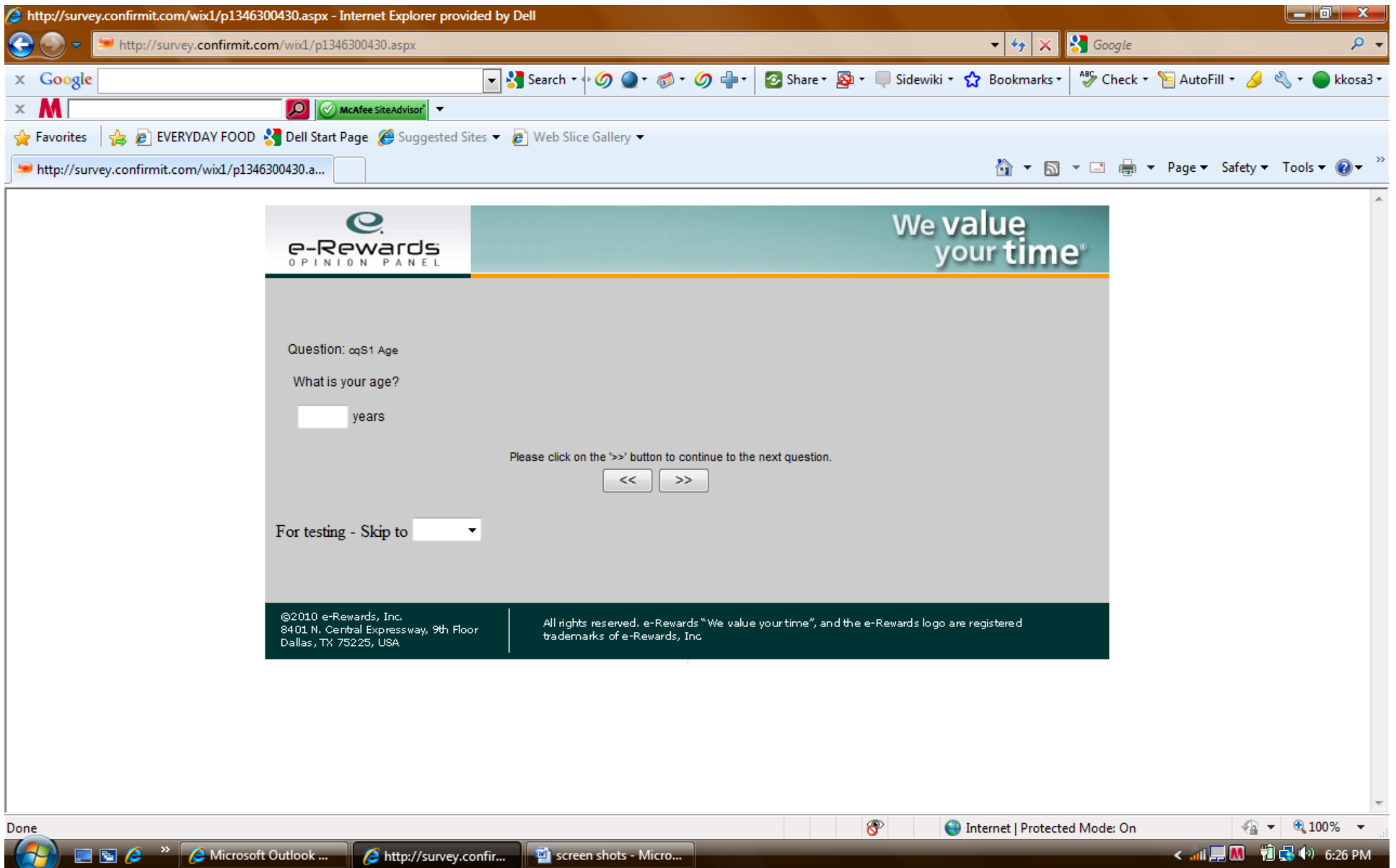
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ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS



ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS

The screenshot shows an Internet Explorer browser window with the address bar displaying <http://survey.confirmit.com/wix1/p1346300430.aspx>. The browser's toolbar includes search, share, and navigation icons. The page content features the e-Rewards logo and the slogan "We value your time". The survey question is "Question: oqS2 Smoker frequency" with the prompt "Do you now smoke every day, some days, or not at all?". Three radio button options are provided: "I smoke every day", "I smoke on some days", and "I do not smoke at all". Below the options, a message instructs the user to click the ">>" button to continue. A "Skip to" dropdown menu is visible at the bottom of the survey area. The footer contains copyright information for e-Rewards, Inc. and a disclaimer regarding trademarks.

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Google

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e-Rewards OPINION PANEL

We value your time®

Question: oqS2 Smoker frequency

Do you now smoke every day, some days, or not at all?

- I smoke every day
- I smoke on some days
- I do not smoke at all

Please click on the '>>' button to continue to the next question.

<< >>

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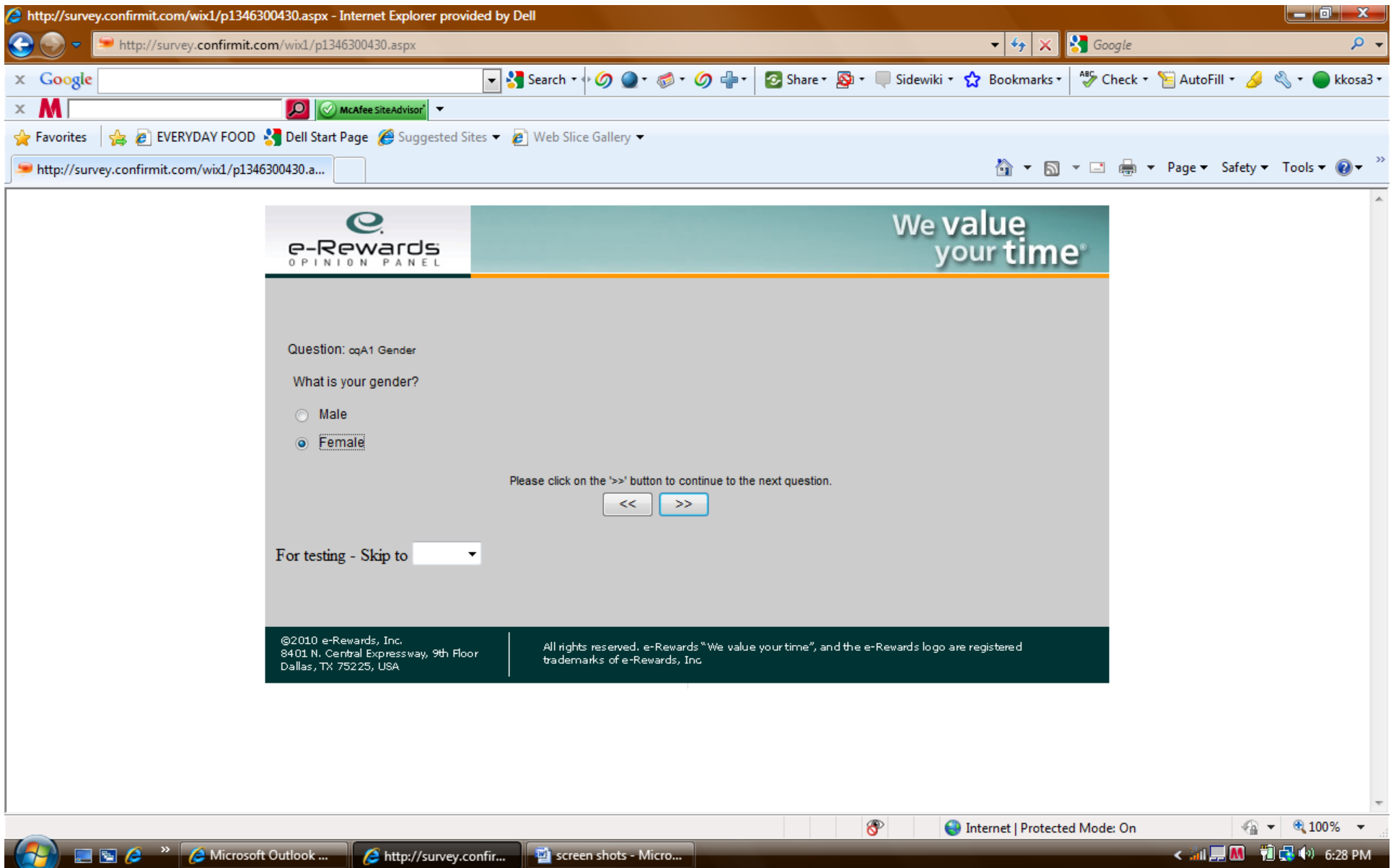
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ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS



ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS

The screenshot shows an Internet Explorer browser window with the address bar displaying `http://survey.confirmit.com/wix1/p1346300430.aspx`. The browser's toolbar includes a search bar with the Google logo, navigation buttons (back, forward, refresh), and various utility icons like McAfee SiteAdvisor, Share, and Bookmarks. The page content features the e-Rewards logo and the slogan "We value your time". The main survey question is "Question: cqA1a Hispanic" with the sub-question "Are you Hispanic or Latino?" and the instruction "(Select one.)". There are two radio button options: "Yes" and "No". Below the options, a message says "Please click on the '>>' button to continue to the next question." with two buttons: "<<" and ">>". At the bottom of the survey area, there is a "For testing - Skip to" dropdown menu. The footer contains copyright information for e-Rewards, Inc. (©2010) and a disclaimer: "All rights reserved. e-Rewards 'We value your time', and the e-Rewards logo are registered trademarks of e-Rewards, Inc." The Windows taskbar at the bottom shows the system tray with the time 6:29 PM and the taskbar with open applications including Microsoft Outlook and the current survey page.

ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS

The screenshot shows an Internet Explorer browser window with the address bar displaying `http://survey.confirmit.com/wix1/p1346300430.aspx`. The browser's toolbar includes a search bar with the Google logo, navigation buttons (back, forward, refresh), and various utility icons like McAfee SiteAdvisor, Share, and Bookmarks. The page content features the e-Rewards logo and the slogan "We value your time". The main survey question is "Question: qqA2 Ethnicity" with the prompt "What is your race? Please select one or more." Below this, there are five radio button options: "American Indian or Alaska Native", "Asian", "Black or African American", "Native Hawaiian or Other Pacific Islander", and "White". At the bottom of the survey area, there is a "For testing - Skip to" dropdown menu and two navigation buttons labeled "<<" and ">>". The footer contains copyright information for e-Rewards, Inc. and a disclaimer about trademarks.

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Home RSS Print Page Safety Tools

e-Rewards
OPINION PANEL

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Question: qqA2 Ethnicity

What is your race?
Please select one or more.

American Indian or Alaska Native

Asian

Black or African American

Native Hawaiian or Other Pacific Islander

White

Please click on the '>>' button to continue to the next question.

<< >>

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Google

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Home

Page

Safety

Tools

e-Rewards
OPINION PANEL

We value your time

Question: cqA4

Please enter your City and State, or your 5 digit Zip Code.

City:

State (2-letter abbreviation):

5-digit Zip Code:

Please click on the '>>' button to continue to the next question.

<< >>

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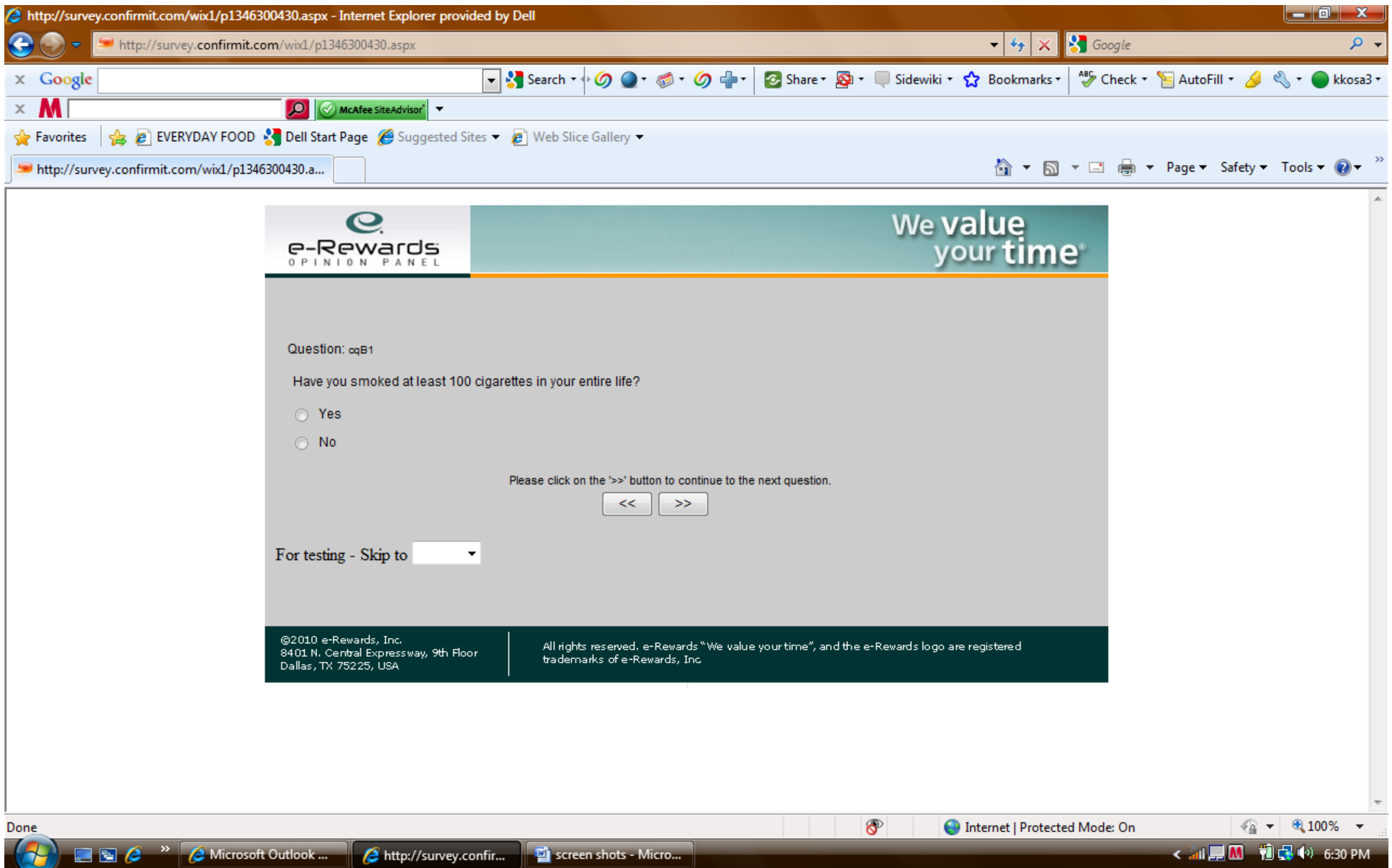
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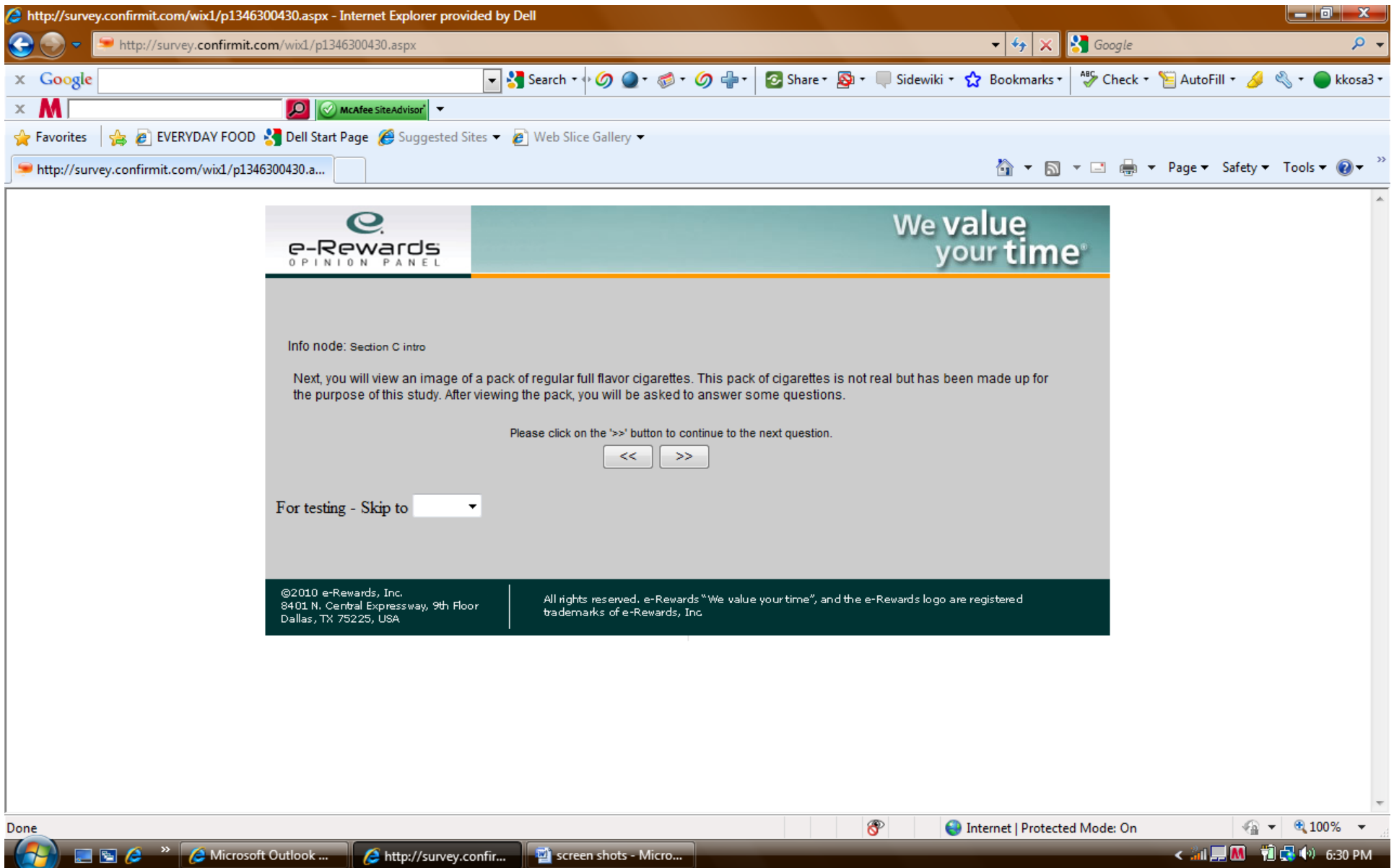
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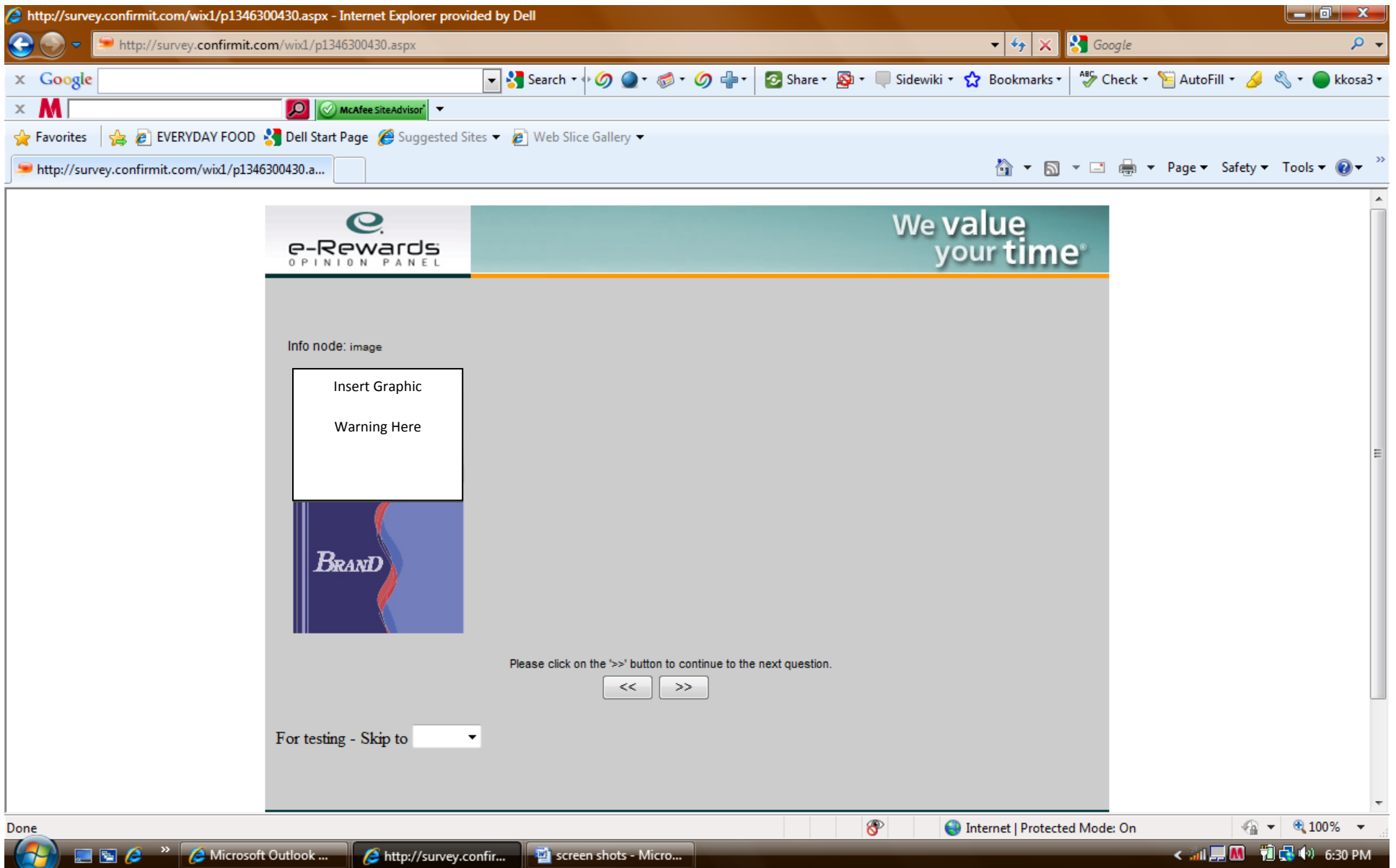
ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS



ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS



ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS



ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS

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Page

Safety

Tools

e-Rewards
OPINION PANEL

We value your time

Question: qqD1

Please indicate how much the image of the pack of cigarettes made you feel...

	Not at all	A little	Some	A lot	Completely
Uncomfortable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encouraged	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scared	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discouraged	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amused	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Happy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uneasy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disgusted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Afraid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motivated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Angry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS

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Page

Safety

Tools

e-Rewards
OPINION PANEL

We value your time®

Question: cqD2

Please tell us how much you agree or disagree with the following statements.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
This label is convincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This label is worth remembering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This label grabbed my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This label is believable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This label is frightening	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This label was difficult to look at	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This label is worrisome	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This label is powerful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This label is ridiculous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This label is meaningful to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This label is terrible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This label is informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This label is cool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Done

Internet | Protected Mode: On

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ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS

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OPINION PANEL

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Question: cqD3

How likely do you think it is that a regular smoker would...?

	Not at all Likely	Somewhat Likely	Moderately Likely	Very Likely	Extremely Likely
have fatal lung disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
get cancer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
have heart disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
become addicted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
have a stroke	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Please click on the '>>' button to continue to the next question.

<< >>

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Microsoft Outlook ... http://survey.confir... screen shots - Micro...

6:32 PM

ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS

http://survey.confirmit.com/wix1/p1346300430.aspx?r=75&s=PDNCUVQE&l=9&_qid=cqD4 - Internet Explorer provided by Dell

http://survey.confirmit.com/wix1/p1346300430.aspx?r=75&s=PDNCUVQE&l=9&_qid=cqD4

Google

McAfee SiteAdvisor

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http://survey.confirmit.com/wix1/p1346300430.a...

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Question: cqD4

How likely do you think it is that breathing second-hand smoke from cigarettes would cause...?

	Not at all Likely	Somewhat Likely	Moderately Likely	Very Likely	Extremely Likely
nonsmokers to have fatal lung disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
children to have respiratory problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
nonsmokers to get cancer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
nonsmokers to get heart disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please click on the '>>' button to continue to the next question.

<< >>

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ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS

15

http://survey.confirmit.com/wix1/p1346300430.aspx?r=77&s=HTDCLHWF&l=9&_qid=cqE1 - Internet Explorer provided by Dell

http://survey.confirmit.com/wix1/p1346300430.aspx?r=77&s=HTDCLHWF&l=9&_qid=cqE1

Google

Google Search

Share Sidewiki Bookmarks Check AutoFill kkos3

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http://survey.confirmit.com/wix1/p1346300430.a...

Home RSS Mail Print Page Safety Tools

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Question: cqE1

Now, think about your own smoking. Do you think your smoking has affected your health?

Yes

No

Please click on the '>>' button to continue to the next question.

<< >>

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6:48 PM

ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS

The screenshot shows an Internet Explorer browser window with the address bar displaying <http://survey.confirmit.com/wix1/p1346300430.aspx>. The browser's toolbar includes a search bar with 'Google' and various utility icons like 'Share', 'Sidewiki', 'Bookmarks', 'Check', 'AutoFill', and 'kkosa3'. The page content features the e-Rewards logo and the slogan 'We value your time'. The main survey question is: 'Question: oqE2 How concerned are you that your smoking has affected your health?'. Below the question are four radio button options: 'Not at all concerned', 'Only slightly concerned', 'Fairly concerned', and 'Very concerned'. A navigation instruction reads 'Please click on the '>>' button to continue to the next question.' with '<<' and '>>' buttons. At the bottom, there is a 'For testing - Skip to' dropdown menu and a footer with copyright information for e-Rewards, Inc. (©2010) and a note about trademarks.

http://survey.confirmit.com/wix1/p1346300430.aspx - Internet Explorer provided by Dell

http://survey.confirmit.com/wix1/p1346300430.aspx

Google

Search

Share

Sidewiki

Bookmarks

Check

AutoFill

kkosa3

McAfee SiteAdvisor

Favorites

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e-Rewards
OPINION PANEL

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Question: oqE2

How concerned are you that your smoking has affected your health?

- Not at all concerned
- Only slightly concerned
- Fairly concerned
- Very concerned

Please click on the '>>' button to continue to the next question.

<< >>

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Microsoft Outlook ...

http://survey.confir...

screen shots - Micro...

6:49 PM

ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS

The screenshot shows an Internet Explorer browser window with the address bar displaying `http://survey.confirmit.com/wix1/p1346300430.aspx`. The browser's toolbar includes a search bar with the Google logo, navigation buttons (back, forward, stop, refresh), and various utility icons like Share, Sidewiki, Bookmarks, Check, AutoFill, and kkosas. The page content features the e-Rewards logo and the slogan "We value your time". The main survey question is: "Question: oqE3. Do you think that your smoking has affected the health of someone else (e.g. spouse, partner, child, grandchild)?". Below the question are two radio button options: "Yes" and "No". A prompt asks the user to click the ">>" button to continue. At the bottom of the survey area, there is a "For testing - Skip to" dropdown menu. The footer contains copyright information for e-Rewards, Inc. (©2010) and a disclaimer about trademarks.

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Share

Sidewiki

Bookmarks

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AutoFill

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Question: oqE3

Do you think that your smoking has affected the health of someone else (e.g. spouse, partner, child, grandchild)?

Yes

No

Please click on the '>>' button to continue to the next question.

<< >>

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ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS

The screenshot shows an Internet Explorer browser window with the address bar displaying <http://survey.confirmit.com/wix1/p1346300430.aspx>. The browser's title bar reads "Internet Explorer provided by Dell". The page content includes the e-Rewards logo and the slogan "We value your time". The survey question is "Question: qqE4" and asks, "How concerned are you that your smoking is harming the health of those who live with you?". The response options are radio buttons for "Not at all concerned", "Only slightly concerned", "Fairly concerned", and "Very concerned". Navigation buttons for "<<" and ">>" are present, along with a "Please click on the '>>' button to continue to the next question." instruction. A "For testing - Skip to" dropdown menu is also visible. The footer contains copyright information for e-Rewards, Inc. (©2010) and a disclaimer: "All rights reserved. e-Rewards 'We value your time', and the e-Rewards logo are registered trademarks of e-Rewards, Inc." The Windows taskbar at the bottom shows the system tray with the time 6:49 PM and the taskbar with open applications like Microsoft Outlook and the current survey page.

http://survey.confirmit.com/wix1/p1346300430.aspx - Internet Explorer provided by Dell

http://survey.confirmit.com/wix1/p1346300430.aspx

Google

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Search

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Sidewiki

Bookmarks

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http://survey.confirmit.com/wix1/p1346300430.a...

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e-Rewards
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Question: qqE5

Please tell us how much you agree or disagree with the following statements.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
It is extremely hard for a smoker to quit smoking and stay quit.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not need help from anyone to quit smoking.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident I won't be smoking a year from now.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If a woman smokes when pregnant, it will harm her baby.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Many people who smoke live to a ripe old age, so smoking is not all that bad for me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I should take warnings about cigarette smoking and lung cancer seriously.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I have smoked a pack of cigarettes a day for more than 20 years, there is little health benefit to me quitting smoking.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please click on the '>>' button to continue to the next question.

<< >>

Done

Internet | Protected Mode: On

100%

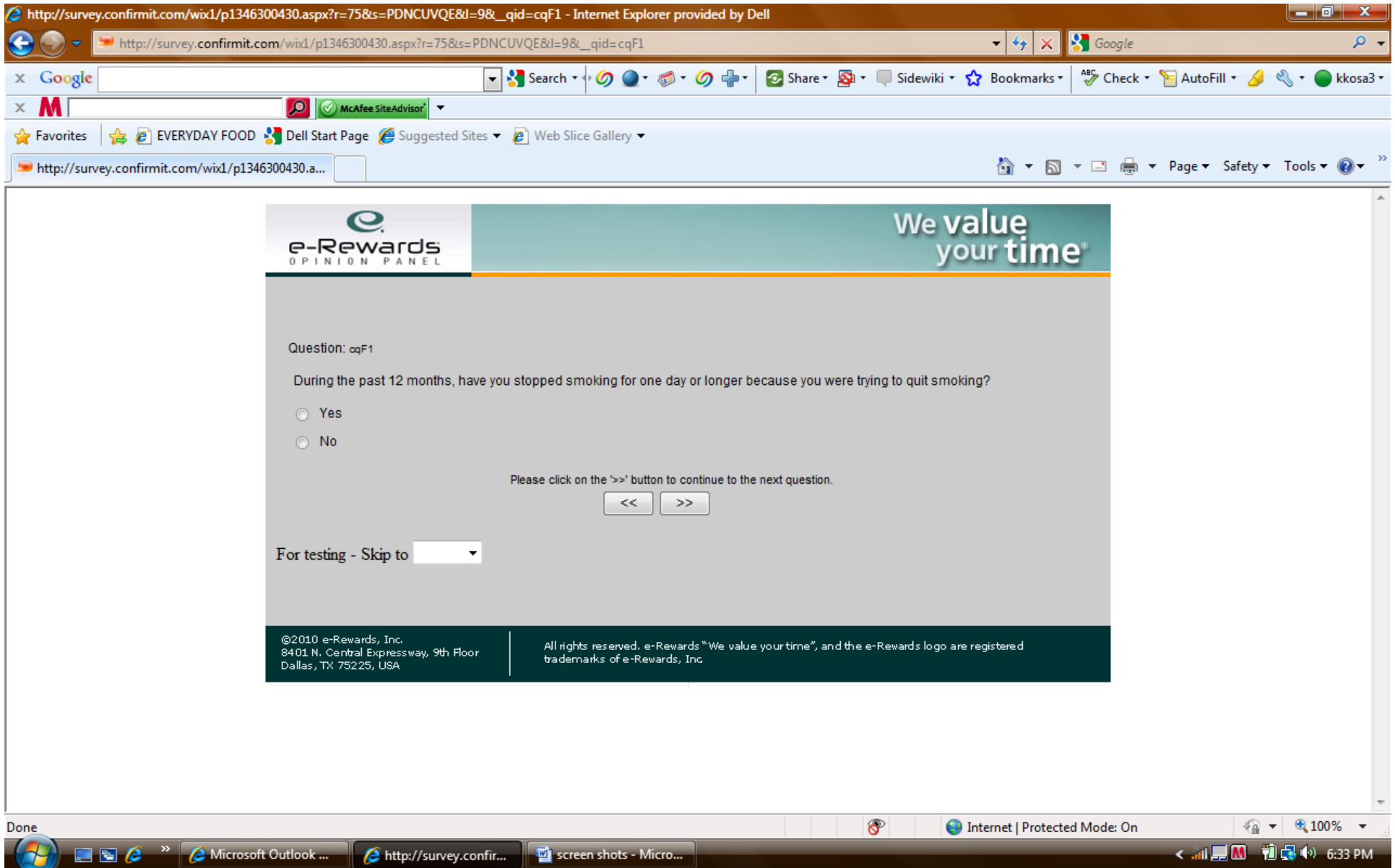
Microsoft Outlook ...

http://survey.confir...

screen shots - Micro...

6:50 PM

ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS



ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS

The screenshot shows an Internet Explorer browser window with the address bar containing the URL <http://survey.confirmit.com/wix1/p1346300430.aspx>. The browser's toolbar includes various icons for search, share, and navigation. The main content area displays the e-Rewards logo and the slogan "We value your time". The survey question is "Question: qqF2" and asks "How much do you want to quit smoking?". The response options are radio buttons for "Not at all", "A little", "Somewhat", "A lot", and "No opinion". Below the options, there is a prompt to click the ">>" button to continue, and a "For testing - Skip to" dropdown menu. The footer contains copyright information for e-Rewards, Inc. and a disclaimer about trademarks.

http://survey.confirmit.com/wix1/p1346300430.aspx - Internet Explorer provided by Dell

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Google

Google Search

Share Sidewiki Bookmarks Check AutoFill kkos3

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http://survey.confirmit.com/wix1/p1346300430.a...

Page Safety Tools

e-Rewards
OPINION PANEL

We value your time®

Question: qqF2

How much do you want to quit smoking?

- Not at all
- A little
- Somewhat
- A lot
- No opinion

Please click on the '>>' button to continue to the next question.

<< >>

For testing - Skip to [dropdown]

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Done

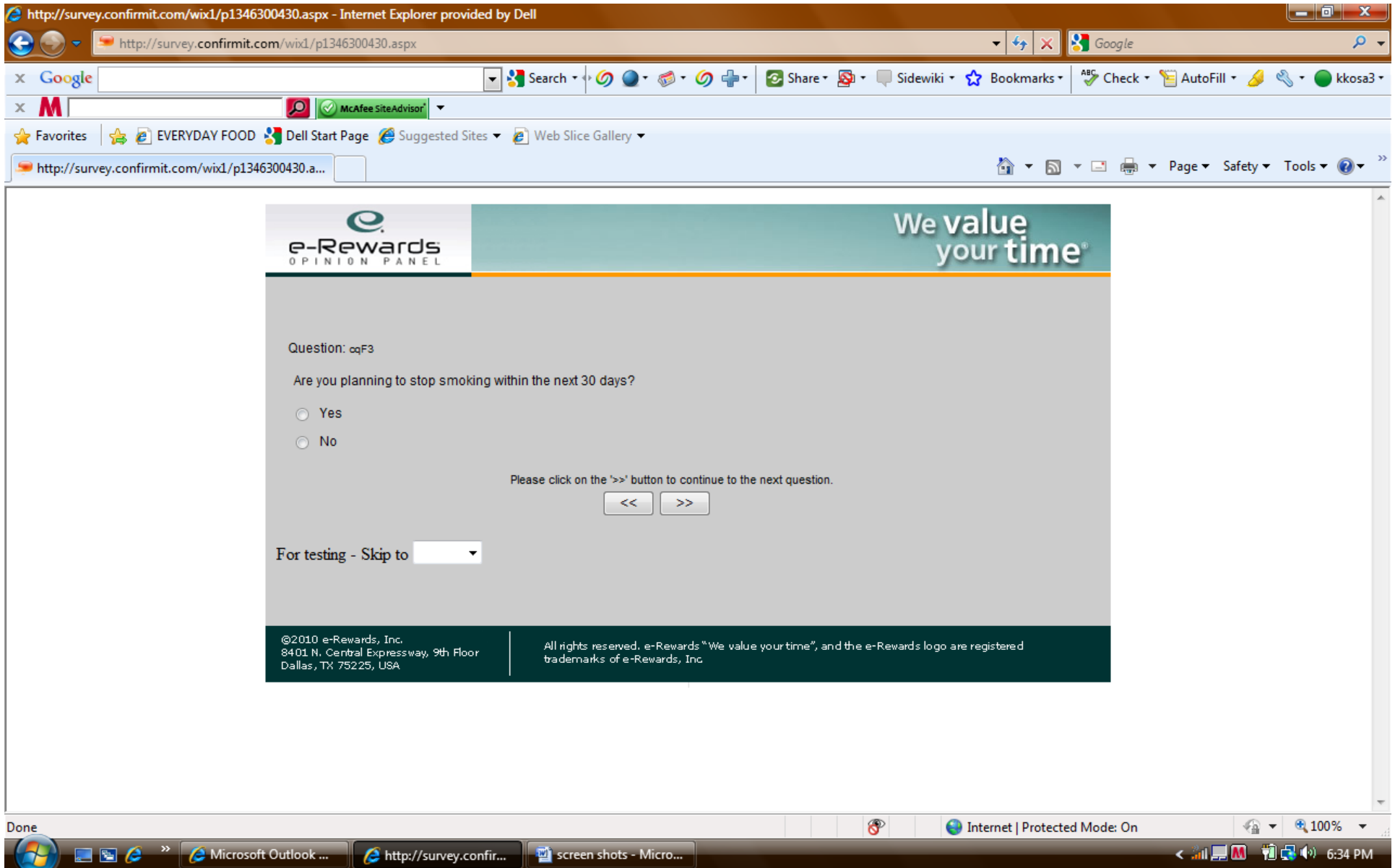
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Microsoft Outlook ... http://survey.confir... screen shots - Micro...

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ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS



ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS

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http://survey.confirmit.com/wix1/p1346300430.aspx

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e-Rewards
OPINION PANEL

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Question: qqF4

If you decided to give up smoking altogether in the next 12 months, how likely do you think you would be to succeed?

- Very unlikely
- Somewhat unlikely
- Somewhat likely
- Very likely
- No opinion

Please click on the '>>' button to continue to the next question.

<< >>

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screen shots - Micro...

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ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS

The screenshot shows an Internet Explorer browser window with the address bar displaying <http://survey.confirmit.com/wix1/p1346300430.aspx>. The browser's toolbar includes various icons for search, share, and navigation. The main content area features the e-Rewards logo and the slogan "We value your time". The survey question is: "Question: oqH1a Do you recall the warning statement on the pack of cigarettes you viewed earlier in the survey?". Below the question are two radio button options: "Yes" and "No". A prompt asks the user to click the ">>" button to continue. At the bottom of the survey area, there is a "For testing - Skip to" dropdown menu. The footer contains copyright information for e-Rewards, Inc. (©2010) and a disclaimer about trademarks.

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http://survey.confirmit.com/wix1/p1346300430.a...

Home RSS Print Page Safety Tools

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OPINION PANEL

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Question: oqH1a

Do you recall the warning statement on the pack of cigarettes you viewed earlier in the survey?

Yes

No

Please click on the '>>' button to continue to the next question.

<< >>

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ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS

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Question: cqH2a

Which one of the following warning statements do you recall seeing on the pack of cigarettes you viewed earlier in the survey?

- Warning: Cigarettes are addictive.
- Warning: Tobacco smoke can harm your children.
- Warning: Cigarettes cause fatal lung disease.
- Warning: Smoking can kill you.
- Warning: Cigarettes cause cancer.
- Do not recall

Please click on the '>>' button to continue to the next question.

<< >>

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ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS

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Question: cqH1b

Do you recall seeing a picture on the pack of cigarettes you viewed earlier in the survey?

Yes

No

Please click on the '>>' button to continue to the next question.

<< >>

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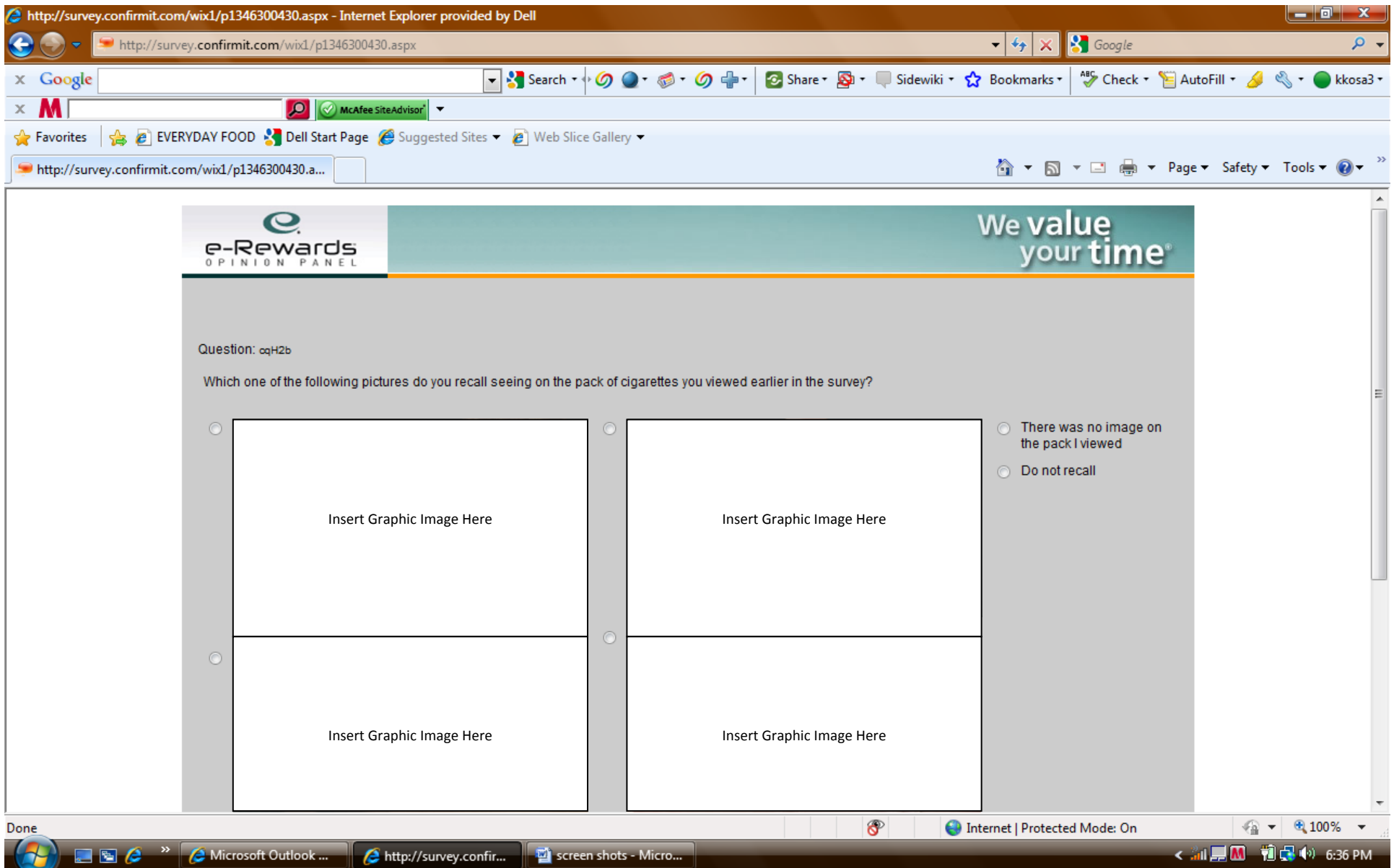
100%

Microsoft Outlook ...

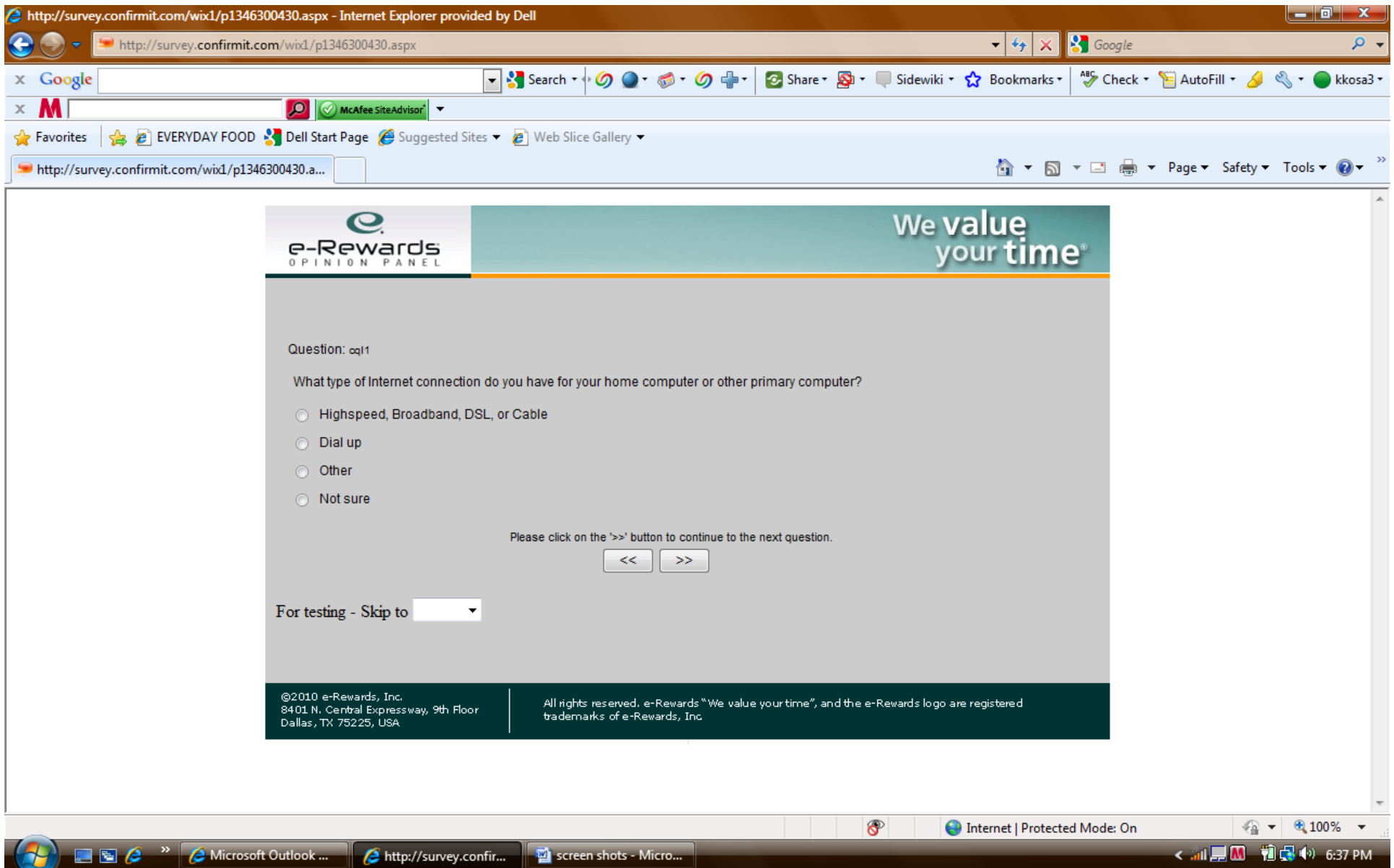
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screen shots - Micro...

6:36 PM



ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS



ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS

The screenshot shows a web browser window with the following elements:

- Address Bar:** `http://survey.confirmat.com/wix1/p1346300430.aspx`
- Page Header:** e-Rewards OPINION PANEL logo on the left and "We value your time" slogan on the right.
- Question:** "Question: oq13 Education" followed by "What is the highest level of school you completed or the highest degree you received?"
- Options:** A list of radio button options:
 - Never attended school
 - Grades K through 8 (Elementary or grade school)
 - Grades 9 through 12 (Some high school)
 - Grade 12 (High school graduate) or GED
 - Some college
 - College graduate
 - Postgraduate / Masters / Doctorate / Law / MD
- Navigation:** "Please click on the '>>' button to continue to the next question." with "<<" and ">>" buttons.
- Footer:** "For testing - Skip to" dropdown menu and copyright information: "©2010 e-Rewards, Inc. 8401 N. Central Expressway, 9th Floor Dallas, TX 75225, USA" and "All rights reserved. e-Rewards 'We value your time', and the e-Rewards logo are registered trademarks of e-Rewards, Inc."
- Taskbar:** Shows "Done", "Microsoft Outlook...", "http://survey.confir...", "screen shots - Micro...", "Internet | Protected Mode: On", and system tray icons including "100%" zoom and "6:37 PM".

ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS

The screenshot shows an Internet Explorer browser window with the address bar displaying <http://survey.confirmit.com/wix1/p1346300430.aspx>. The browser's toolbar includes various icons for search, share, and navigation. The main content area features the e-Rewards logo and the slogan "We value your time". The survey question is: "Question: cq15 What was your annual household income from all sources in 2009? Was it...?". Below the question are four radio button options: "Less than \$25,000", "Between \$25,000 and \$49,999", "Between \$50,000 and \$74,999", and "More than \$75,000". A navigation instruction reads "Please click on the '>>' button to continue to the next question." with corresponding navigation buttons. At the bottom, there is a "For testing - Skip to" dropdown menu and a footer with copyright information for e-Rewards, Inc. (©2010) and a note about trademarks.

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Page Safety Tools

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Question: cq15

What was your annual household income from all sources in 2009? Was it...?

- Less than \$25,000
- Between \$25,000 and \$49,999
- Between \$50,000 and \$74,999
- More than \$75,000

Please click on the '>>' button to continue to the next question.

<< >>

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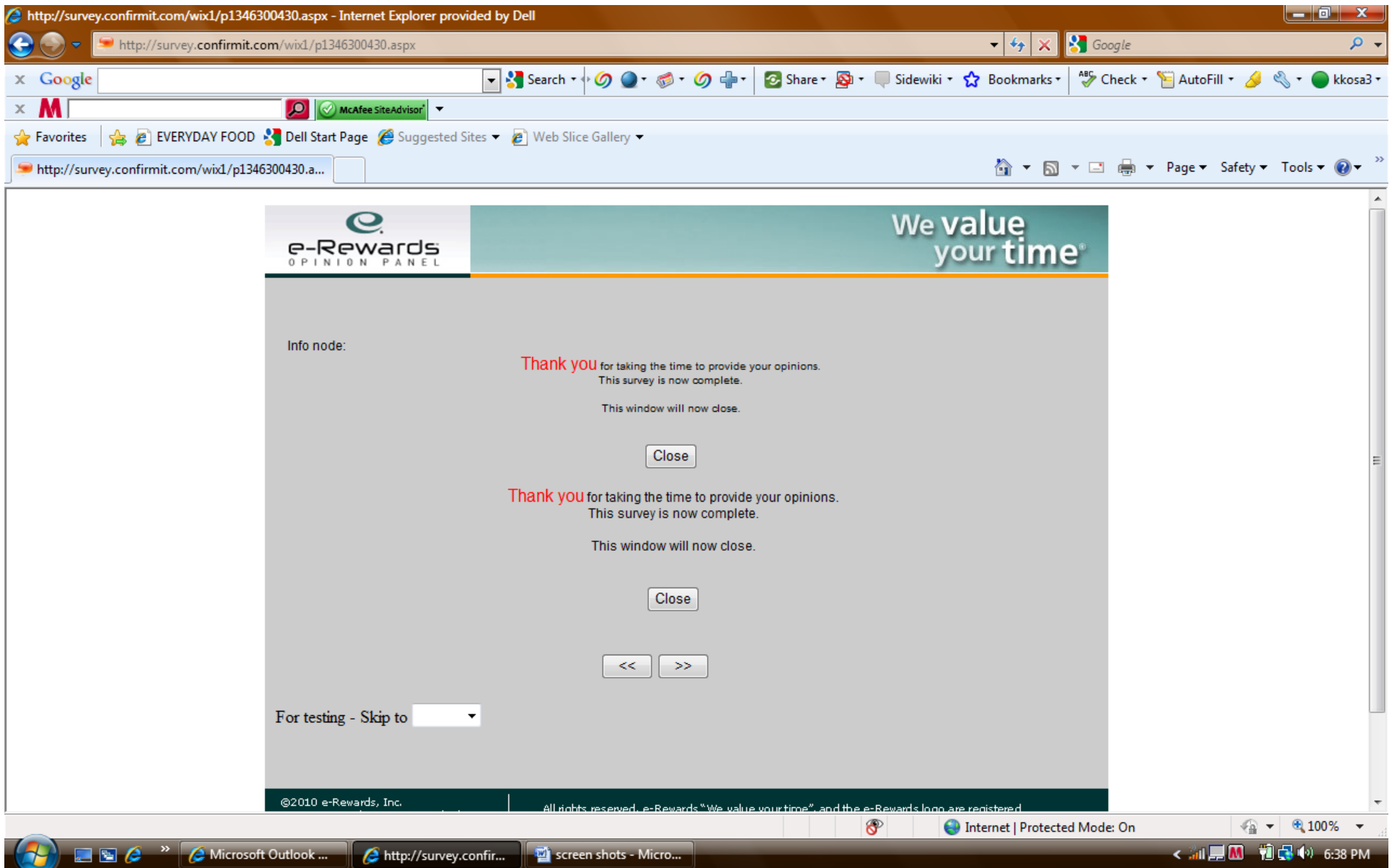
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ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS



FOLLOW-UP – 1 week follow-up of sub-set of respondents who completed baseline in first week

A. RECALL Questions

A1a. Do you recall the warning statement on the pack of cigarettes you viewed during the initial survey about 1 week ago?

- 1 Yes
- 2 No
- 99 Choose not to answer

[IF A1A=1 GO TO A2A; ELSE GO TO A1B]

A2a. Which of the following warning statements, if any, do you recall seeing on the pack of cigarettes you viewed during the initial survey about 1 weeks ago?

[INCLUDE ACTUAL WARNING STATEMENT VIEWED FOR THAT RESPONDENT ALONG WITH 4 RANDOMLY SELECTED WARNING STATEMENTS FROM THOSE NOT VIEWED BY THAT RESPONDENT]

- 9 Do not recall

A1b. Do you recall the image, if any, on the pack of cigarettes you viewed earlier in the survey?

- 1 Yes
- 2 No
- 99 Choose not to answer

[IF A1B=1 GO TO A2B; ELSE GO TO END]

A2b. Which of the following images, if any, do you recall seeing on the pack of cigarettes you viewed earlier in the survey?

[INCLUDE ACTUAL IMAGE VIEWED FOR THAT RESPONDENT ALONG WITH 4 RANDOMLY SELECTED IMAGES FROM THOSE NOT VIEWED BY THAT RESPONDENT]

- 8 There was no image on the pack I viewed
- 9 Do not recall