

**Counter-Marketing Youth Tobacco Prevention
Campaign and Health Reform Tobacco Media Initiative,
on behalf of the Centers for Disease Control and Prevention**

**OSH Media Campaign: Phase 1 - HHS Region 6 Advertising Effectiveness
Screener Questionnaire**

**All items used are from Health Message Testing System (HMTS) Question Bank
*dated January 26, 2011***

Public reporting burden of this collection of information is estimated to average **2** minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-0572).

On behalf of the Centers for Disease Control and Prevention (CDC), we're conducting a study about different health and smoking-specific advertising that you see in the media. Your opinions are very important to us! Please be assured that the purpose of this survey is to gather feedback regarding specific health-related advertising. We do not plan to report your answers individually. We plan to report results from this survey for the group as a whole. Thank you for taking the time to help us!

If you decide to participate and are eligible, you will receive 400 points [note - \$2.00] as compensation for your time if you complete the online survey. Completing the survey will take approximately 21 minutes.

Screening Criteria:

PROGRAMMER NOTE: EACH QUESTION HAS AN ITALICIZED REFERENCE QUESTION AFTER IT, PLEASE DO NOT SHOW THIS, THIS IS FOR BACKEND REFERENCE ONLY.

Screener Section I: DEMOGRAPHICS

HMTS Question 1a

HARRIS Q1-SI. Gender:

Male

Female

HMTS Question 2a

HARRIS Q2-SI. In which of the following categories does your age fall:

Under 18 years of age

SCREEN OUT

18-24 years of age

SCREEN OUT

25-34 years of age

35-44 years of age

45-54 years of age

55-64 years of age

SCREEN OUT

65-74 years of age

SCREEN OUT

75 years of age or older

SCREEN OUT

HMTS Question 1b

HARRIS Q7-SI. Do you, or does any member of your household or immediate family work for:

a market research company

an advertising agency or public relations firm

the media (TV/radio/newspapers/magazines)

as a healthcare professional (doctor, nurse, pharmacist, dietician, etc.)

IF ANY OF 1-4 SELECTED, **SCREEN OUT.**

HMTS Question 14a

HARRIS Q10-SI. Number of children (under age 18) living in the household:

None

1-2 children

3-4 children

5 or more children

HMTS Question 4a

HARRIS Q3-SI. What is the highest level of education you have completed?

- Grade school
- Less than high school graduate/some high school
- High school graduate or completed GED
- Some college or technical school
- Received four-year college degree
- Some post graduate studies
- Received advanced degree
- Other: _____

HMTS Question 5a

HARRIS Q4-SI. Please tell me your race or ethnic background. Do you consider yourself?

- Ethnicity:
- Hispanic or Latino
 - Not Hispanic or Latino
 - Don't Know/Not Sure
 - Refused

- Race:
- White/Caucasian
 - Black or African-American
 - American Indian or Alaska Native
 - Native Hawaiian or Other Pacific Islander
 - Asian
 - Vietnamese
 - Cambodian
 - Filipino
 - Japanese
 - Korean
 - Chinese
 - Don't Know/Not Sure
 - Refused

HMTS Question 9a

HARRIS Q6-SI. In what state, city, and zip code do you currently live? ENTER FIVE DIGIT ZIP CODE.

HMTS Question 10a

HARRIS Q8-SI. What is your current occupational status? Would you say...?

- Employed full time
- Employed part time
- Unemployed
- Homemaker
- Student
- Retired, or
- Disabled
- Other: _____
- Don't Know/Not Sure
- Refused

HMTS Question 12a

HARRIS Q9-SI. What is your marital status?

- Married
- Unmarried living with a partner
- Divorced
- Widowed
- Separated, or
- Single, never been married
- Don't Know/Not Sure
- Refused

HMTS Question 13a

HARRIS Q11-SI. Which of the following categories best describe your total, annual household income?

- Under \$20,000/year
- \$20,001 - \$30,000/year
- \$30,001 - \$40,000/year
- \$40,001 - \$50,000/year
- \$50,001 - \$60,000/year
- \$60,001 - \$80,000/year
- \$80,001 - \$100,000/year
- Over \$100,000/year

Screener Section II. TOBACCO HISTORY SCREENING

HMTS Question 32a

HARRIS Q12-SII. Have you smoked at least 100 cigarettes in your entire life? SINGLE RESPONSE.

Yes

No

HMTS Question 33a

HARRIS Q13-SII. Do you now smoke cigarettes every day, some days, or not at all? SINGLE RESPONSE.

Every day

Some days

Not at all

HMTS Question 36a

HARRIS Q14-SII. On how many of the past 30 days did you smoke cigarettes?

Enter number: _____

IF 0, SKIP TO Section - Main Questionnaire: Message Evaluations

HMTS Question 37a

On the average, on those (INSERT QUESTION #36a RESPONSE) days, how many cigarettes did you usually smoke each day?

FILL IN NUMBER _____

HMTS Question 34a

HARRIS Q15-SII. During the past 12 months, have you stopped smoking for one day or longer because you were trying to quit smoking? SINGLE RESPONSE.

Yes

No

HMTS Question 35a

HARRIS Q16-SII. About how long has it been since you completely quit smoking cigarettes? FILL IN NUMBER FOR UNIT THAT APPLIES.

_____ Days (RANGE OF 0 TO 30)

_____ Weeks (RANGE OF 0 TO 5)

_____ Months (RANGE OF 0 TO 12)

_____ Years (RANGE OF 0 TO 50)

CODE, DO NOT DISPLAY.

- | | |
|---|------------------------------|
| 1 | Smokers |
| 2 | Non-smokers - former smokers |
| 3 | Non-smokers |

QUOTA OF 515

QUOTA OF 970

Target States	Segments	IR	Sample Size	Quota	Parents
Arkansas	smokers	18%	3956.948	75	93
Arkansas	non smokers	48%		150	
Louisiana	smokers	18%	5275.931	100	116
Louisiana	non smokers	48%		175	
Oklahoma	smokers	18%	5275.931	100	123
Oklahoma	non smokers	48%		175	
Texas	smokers	18%	10551.86	200	266
Texas	non smokers	48%		400	
New Mexico	smokers	18%	2110.372	40	44
New Mexico	non smokers	48%		70	

**Counter-Marketing Youth Tobacco Prevention
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**OSH Media Campaign: Phase 1 - HHS Region 6 Advertising Effectiveness
Main Questionnaire**

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*dated January 26, 2011***

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Main Questionnaire: Message Evaluations

SHOW: We would now like to show you several different video spots and then gather your reactions to those spots. Please make sure the volume on your computer is turned up, so that you may both see and hear the video. *Please click "Next" to continue.*

RANDOMLY ROTATE 4 VIDEOS at a time in two groups, HEALTH CONSEQUENCES and SECONDHAND SMOKE. TO SHOW, RECORD ORDER/POSITION AS NOTED BELOW.

HEALTH CONSEQUENCES:

Spot	MCRC Description	Record position shown (1-8)
Reverse Heart Attack	The announcer explains the immediate and long term cardiovascular benefits of smoking cessation including lowered blood pressure and diminished risk of heart attack. The viewer is then bombarded with a series of graphic, bloody, and disturbing images of open heart surgeries, distraught families, and a final image of a male deceased patient on a gurney. The spot ends with a caution to stop smoking immediately, and the faint wail of an ambulance siren.	5
Reverse Lung Cancer	As the announcer explains that ten years after smoking cessation a person's risk of dying from lung cancer is cut in half, the screen fills with a series of disturbing images of lung surgery, chest x-rays, distraught patients and a diseased lung. The announcer cautions that until a person stops smoking they are at risk of illness and cancer.	6
Rick Stoddard – 46	Rick Stoddard is tearfully reminiscing about his late wife, Marie, who died of smoking-related cancer. He talks about the fact that she died at age 46, making her a middle-aged person at age 23.	7
Rick Stoddard – Emergency Room	Rick Stoddard is tearfully reminiscing about his wife, Marie, who died of smoking-related cancer. He recalls the day he took her to the emergency room and learned that the cancer had spread to her brain.	8

SECONDHAND SMOKE:

Spot	MCRC Description	Record position shown (1-8)
Victim Wife	An elderly man is reminiscing about his late wife. He acknowledges that his secondhand smoke led to his wife's death.	1
Apartment CA	A middle aged man is smoking a cigarette while relaxing on a couch next to a vent. The camera follows the cigarette smoke as it travels throughout the man's apartment and into a vent before exiting into the bedroom of an adjacent apartment where a young boy is sitting on the floor and playing with his toys. The boy begins to rub his eyes as they become irritated by the secondhand smoke. A voiceover reminds viewers about the toxicity of secondhand smoke.	2
It's Like They're Smoking	Young children pretend that they are smokers. Snapshots of them are shown at several moments. Each time, the children say a line that matches up with that activity, such as, "I smoke when I'm watching cartoons," or "I smoke while I am coloring" and "it seems like I've been smoking all of my life." A female voiceover reminds adult smokers that when they smoke around their children, "it is like the children are also smoking." She continues by warning smokers about the negative health effects that inhaling the harmful chemicals in cigarette smoke has on children, such as permanent lung damage.	3
Escape	The door opens to a diner and the cook bolts outside to get some fresh air. He has been holding his breath for a very long time to avoid the secondhand smoke from the patrons inside. The cook takes in several deep breaths before returning to the diner. An announcer reminds viewers that secondhand smoke is not safe at any levels of exposure.	4

Main Questionnaire SECTION 1: Questions for Each Ad, to be shown right after each ad

HMTS Question 16d

Harris Q1-M1. Is this message believable? GRID FORMAT, ROTATE LIST AS RELEVANT. (MESSAGE TO BE INSERTED BASED ON SPOT just recently aired)

- 1 Yes
- 2 No

INSERT MESSAGE FROM AD

HMTS "Testing Media Messages" preamble

Harris Q2-M1. On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please tell me the number which indicates how much you agree or disagree with this advertisement.

Strongly Disagree					Strongly Agree
1	2	3	4	5	

- A This ad was convincing
- B This ad grabbed my attention
- C This ad was easy to understand
- D I learned something new by viewing this ad

HMTS Question 68e

HMTS Question 71e

HMTS Question 33e

HMTS Question 30e

HMTS Question 20d

Harris Q3-M1. Do you think you will talk about any of these ads with others?

- Yes
- No

Main Questionnaire, Section IIA:
Questions after set of HEALTH CONSEQUENCES ads have been shown

HMTS Question 23d

Harris Q4-M2a. Please rank these four advertisements by placing a 1 by the ad you felt was the most effective in **motivating you or someone else to think about the dangers of smoking**, a 2 by the second-most effective in motivating you to **think about the dangers of smoking**, etc. RANKING QUESTION UP TO TOP 4, FORCE EXACTLY ONE RESPONSE FOR EACH OF 1 THROUGH 4. ROTATE 1-4.

- 1 PICTURE/DESCRIPTION OF FIRST SPOT VIEWED
- 2 PICTURE/DESCRIPTION OF SECOND SPOT VIEWED
- 3 PICTURE/DESCRIPTION OF THIRD SPOT VIEWED
- 4 PICTURE/DESCRIPTION OF FOURTH SPOT VIEWED

HMTS Question 19d

Harris Q7-M2a. Please rank these four advertisements by placing a 1 by the ad you felt was the most memorable, a 2 by your second-most memorable, etc. RANKING QUESTION UP TO TOP 4, FORCE EXACTLY ONE RESPONSE FOR EACH OF 1 THROUGH 4. ROTATE 1-4.

- 1 PICTURE/DESCRIPTION OF FIRST SPOT VIEWED
- 2 PICTURE/DESCRIPTION OF SECOND SPOT VIEWED
- 3 PICTURE/DESCRIPTION OF THIRD SPOT VIEWED
- 4 PICTURE/DESCRIPTION OF FOURTH SPOT VIEWED

HMTS Question 30f

Harris Q8-M2a. Thinking about the next 6 months, on a scale from 1 to 10, where 1 is not at all likely and 10 is extremely likely, how likely are you to.....?

Not	2	3	4	5	6	7	8	9	Extre	DK	RF
at All									mely	88	99
Likely									Likely		
1									10		

1. Look for more information on [the health risks of tobacco].
2. Contact a local official about [reducing tobacco use in your community].
3. Contact a school official about [reducing youth tobacco use].

Main Questionnaire, Section IIB:
Questions after set of SECONDHAND SMOKE ads have been shown

HMTS Question 23d

Harris Q4-M2b. Please rank these four advertisements by placing a 1 by the ad you felt was the most effective in **motivating you or someone else to think about the dangers of secondhand smoke**, a 2 by the second-most effective in motivating you to **think about the dangers of secondhand smoke**, etc. RANKING QUESTION UP TO TOP 4, FORCE EXACTLY ONE RESPONSE FOR EACH OF 1 THROUGH 4. ROTATE 1-4.

- | | |
|---|---|
| 1 | PICTURE/DESCRIPTION OF FIRST SPOT VIEWED |
| 2 | PICTURE/DESCRIPTION OF SECOND SPOT VIEWED |
| 3 | PICTURE/DESCRIPTION OF THIRD SPOT VIEWED |
| 4 | PICTURE/DESCRIPTION OF FOURTH SPOT VIEWED |

HMTS Question 19d

Harris Q7-M2b. Please rank these four advertisements by placing a 1 by the ad you felt was the most memorable, a 2 by your second-most memorable, etc. RANKING QUESTION UP TO TOP 4, FORCE EXACTLY ONE RESPONSE FOR EACH OF 1 THROUGH 4. ROTATE 1-4.

- | | |
|---|---|
| 1 | PICTURE/DESCRIPTION OF FIRST SPOT VIEWED |
| 2 | PICTURE/DESCRIPTION OF SECOND SPOT VIEWED |
| 3 | PICTURE/DESCRIPTION OF THIRD SPOT VIEWED |
| 4 | PICTURE/DESCRIPTION OF FOURTH SPOT VIEWED |

HMTS Question 30f

Harris Q8-M2b. Thinking about the next 6 months, on a scale from 1 to 10, where 1 is not at all likely and 10 is extremely likely, how likely are you to.....?

Not	2	3	4	5	6	7	8	9	Extre	DK	RF
at All									mely	88	99
Likely									Likely		
1									10		

1. Look for more information on [the health risks of secondhand smoke].
2. Talk to a friend about ways to [avoid exposure to secondhand smoke].
3. Contact a local official about [reducing tobacco use in your community].

Thank you for your participation in this study. We appreciate your responses and hope you will join us on future surveys!

GENERAL SCREEN OUT MESSAGE UNLESS OTHERWISE NOTED

Thank you for your participation in this study. Unfortunately, your responses indicate that you are not qualified for this particular study, or that we have already reached our required quota of responses from participants similar to you. We appreciate your enthusiasm for our study and hope you will join us on future surveys!