

**Digital Media Testing
for Rough Cuts
Main Questionnaire**

Form Approved
OMB No. 0920-0910
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Public reporting burden of this collection of information is estimated to average 15 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 (0920-0910).

On a typical day, how many cigarettes do you usually smoke?

*Please input numbers only.

How soon after you wake up do you usually have your first cigarette?

- Within 5 minutes**
- From 6 to 30 minutes**
- From more than 30 minutes to 1 hour**
- After more than 1 hour**

Where do you smoke most often?

- At home**
- At work**

Where do you smoke most often?

- At home
- At work
- Friend's or family's house
- In my car
- Someone else's car
- At a party
- At a restaurant or a bar
- Outdoors
- Somewhere else (other specify)

Have you ever used electronic cigarettes or e-cigarettes, such as Smoking Everywhere, NJOY, Blu, or Vapor King, even one time?

- Yes
- No

How many times have you tried to quit smoking completely during the past 12 months, or have you not tried at all?

- All the time
- Very often
- Occasionally
- Rarely
- Have not tried at all

- Someone else's car
- At a party
- At a restaurant or a bar
- Outdoors
- Somewhere else (other specify)

Have you ever used electronic cigarettes or e-cigarettes, such as Smoking Everywhere, NJOY, Blu, or Vapor King, even one time?

- Yes
- No

How many times have you tried to quit smoking completely during the past 12 months, or have you not tried at all?

- All the time
- Very often
- Occasionally
- Rarely
- Have not tried at all



Next

Thinking back to the last time you tried to quit smoking in the past 12 months, did you use any of the following products to help you quit:

- A nicotine patch
- A nicotine gum or nicotine lozenge
- A nicotine nasal spray or nicotine inhaler
- A prescription pill, called Chantix or Varenicline
- A prescription pill, called Zyban, Bupropion, or Wellbutrin
- Electronic or e-cigarettes
- None of these
- Another product, please specify

Thinking back to the last time you tried to quit smoking in the past 12 months, did you use any of the following strategies to help you quit:

- Try to quit by gradually cutting back on cigarettes
- Try to quit by switching to using only smokeless tobacco products
- Try to quit by switching to regular cigars, cigarillos, little filtered cigars or pipes filled with tobacco
- Switch to a "lighter" cigarette
- Try to quit by using electronic or e-cigarettes
- None of these

How much does tobacco relieve or not relieve stress?

- Extremely stress-relieving
- Very stress-relieving
- Somewhat stress-relieving
- Slightly stress-relieving
- Not at all stress-relieving

Would you say your health in general is excellent, very good, good, fair, or poor?

- Excellent
- Very Good
- Good
- Fair
- Poor

Thinking about the last time you had a health issue or experienced any change in your physical health, where did you first look to get information?

- Friends or family
- Your doctor or healthcare professional
- Internet
- Pharmacy
- Other



Next



What is your gender?

- Male
- Female

How many children (under age 18) live in your household:

- None
- 1-2 children
- 3-4 children
- 5 or more children

What is your marital status?

- Now married
- Widowed
- Divorced
- Separated
- Never married
- Prefer not to answer

What is your marital status?

- Now married**
- Widowed**
- Divorced**
- Separated**
- Never married**
- Prefer not to answer**

Do you consider yourself to be (Select all that apply):

- Heterosexual / Straight**
- Lesbian**
- Gay (male)**
- Bisexual**
- Transgender**
- Prefer not to answer**
- Something else – please specify**



Next

Please indicate your race or ethnic background. Are you....?

SELECT ONE


- Hispanic or Latino**
- Not Hispanic or Latino**

SELECT ONE OR MORE

- White**
- Black or African American**
- American Indian or Alaska Native**
- Native Hawaiian or Other Pacific Islander**
- Asian**

What is the highest level of education you have completed or the highest degree you have received? If you received your education in another country, please indicate the equivalent level below.

- Less than high school
- Completed high school or equivalent
- Job-specific training program(s) after high school
- Some college, but no degree
- Associate Degree
- College (such as B.A., B.S.)
- Some graduate school, but no degree
- Graduate degree (such as MBA, MS, M.D., Ph.D.)
- Prefer not to answer

Which of the following income categories best describes your total 2012 household income before taxes? 

- Less than \$15,000
- \$15,000 to \$19,999
- \$20,000 to \$24,999
- \$25,000 to \$29,999
- \$30,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 or more
- Prefer not to answer

- \$15,000 to \$19,999
- \$20,000 to \$24,999
- \$25,000 to \$29,999
- \$30,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 or more
- Prefer not to answer

Which statement best describes your current employment status?

- Working – as a paid employee
- Working – self-employed
- Not working – on temporary layoff from a job
- Not working – looking for work
- Not working – retired
- Not working – disabled
- Not working – other
- Prefer not to answer



Next

Think about the last time you went online to look for information...How did you begin looking?

Did you start at a search engine such as Google, Bing or Yahoo, at a site that specializes in topical information, like WebMD, at a more general site like Wikipedia, that contains information on all kinds of topics, or at a social network site like Facebook?

- At a search engine such as Google, Bing or Yahoo**
- At a site that specializes in information, like WebMD**
- At a more general site like Wikipedia, that contains information on all kinds of topics**
- At a social network site like Facebook**
- Other**

Do you currently own a cell phone?

- Yes**
- No**
- Don't Know/Not Sure**

topics, or at a social network site like Facebook:

- At a search engine such as Google, Bing or Yahoo
- At a site that specializes in information, like WebMD
- At a more general site like Wikipedia, that contains information on all kinds of topics
- At a social network site like Facebook
- Other

Do you currently own a cell phone?

- Yes
- No
- Don't Know/Not Sure

How often do you see ads or promotions for electronic cigarettes or e-cigarettes, for example when you are watching television, using the internet, reading magazines, or shopping in stores?

- Never
- Rarely
- Sometimes
- Most of the time
- Always



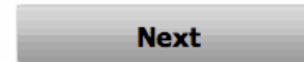
Next

Some cell phones are called "smartphones" because of certain features they have. Is your cell phone a smartphone, such as an iPhone, Android, Blackberry or Windows phone?

- Yes, I own a smartphone**
- I do not own a smartphone**

How often do you access the Internet on a cell phone, tablet or other mobile handheld device?

- More than once per day**
- Once per day**
- A few times per week**
- Once per week**
- Less than once per week**
- Rarely**
- Never**



Are you aware of any advertising or tobacco education campaigns against smoking, tobacco products, or tobacco companies that are now taking place?

Yes

No

Please comment on any other features of these advertisements or campaigns that you are aware of.

Character Count 1000



Next



We would now like to show you a television ad and then gather your reactions to that ad. Please make sure the volume on your computer is turned up, so that you can both see and hear the video. Please click "Next" to continue.

PLACEHOLDER for AD





What do you believe is the main message of this ad?

Character Count 1000

Have you seen the person portrayed in the ad, before this survey?

Yes

No

Since you have not seen the person portrayed in the ad, what would you say are the circumstances of her message, based on what you heard and saw in the ad?

Character Count 1000



Next

How believable or unbelievable was the person in the ad?

- Extremely believable
- Moderately believable
- Slightly believable
- Neither believable nor unbelievable
- Slightly unbelievable
- Moderately unbelievable
- Extremely unbelievable

People sometimes have different emotional reactions when they see or hear advertisements. On a scale from 1 to 5, where 1 indicates not feeling any emotion, and 5 indicates feeling emotion extremely intensely, please indicate how much this advertisement made you feel:

	I did not feel this emotion	Slight emotion	Moderate emotion	Very intense emotion	Extreme and intense emotion
Angry	<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"/>

Ashamed	<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"/>
Hopeful	<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"/>
Surprised	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trusting	<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"/>
Regretful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please indicate how much you disagree or agree with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree
This ad is convincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad grabbed my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was easy to understand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I learned something new by viewing or hearing this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the information in this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is believable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



I would talk to someone else about this ad

This ad is annoying

The people in this ad are believable

This ad is worth remembering

This ad is powerful

This ad is informative

This ad is meaningful

I can identify with what the ad says



	remembering				
This ad is powerful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
This ad is informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
This ad is meaningful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
I can identify with what the ad says	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Is there anything about the ad that is confusing, unclear, or hard to understand? (Select all that apply)

- Confusing
- Unclear
- Hard to understand
- None of the above

What was confusing, unclear or hard to understand? Please be as specific as possible.

Character Count



Was there anything about the ad that you liked?

Yes

No



Next



Was there anything about the ad that you disliked?

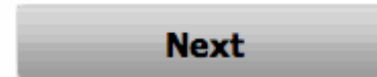
- Yes**
- No**



Next

What do you dislike about this ad? Please be as specific as possible.

Character Count 1000



Does this ad make you want to quit smoking?

Yes

No



Next

Why doesn't the ad make you want to quit smoking? Please be as specific as possible.

Character Count



Next

What about the ad made you want to quit smoking? Please be as specific as possible.

Character Count



Next

In the future, if you saw or heard this ad on television, on a scale from 1 to 5, where 1 indicates not at all likely and 5 is extremely likely, how likely would you be to take the following actions in the next 6 months?

	Not at all likely	A little likely	Moderately likely	Very likely	Extremely likely
Call 1-800-QUIT-NOW for assistance in quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit an informational government website, such as www.cdc.gov/tips for information on quitting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk with your doctor about quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not smoke around others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit the Twitter site for the campaign.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

doctor about quitting smoking					
Not smoke around others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Visit the Twitter site for the campaign.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Try to quit on your own	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Use an e-cigarette to help quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Support smoke-free laws in your community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Do nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>



Next

(even if you remember only parts of the URL, list those parts)

Character Count 1000

Imagine you are at a search engine site, like Google, Yahoo or Bing. Please type in the words or phrases you would use to get more information on quitting smoking, given the ad that you just saw.

Character Count 1000

How memorable was the URL or web address given during the last 3 seconds of the ad?

- Extremely memorable**
- Very memorable**
- Somewhat memorable**
- Slightly memorable**
- Not at all memorable**

(even if you remember only parts of the URL, list those parts)

Character Count 1000

Imagine you are at a search engine site, like Google, Yahoo or Bing. Please type in the words or phrases you would use to get more information on quitting smoking, given the ad that you just saw.

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How memorable was the URL or web address given during the last 3 seconds of the ad?

- Extremely memorable**
- Very memorable**
- Somewhat memorable**
- Slightly memorable**
- Not at all memorable**



Next

This is a snapshot of the same ad that you saw a few moments ago. Feel free to read the ad as you answer the next set of questions.



If you saw this advertisement on TV how likely would you be to visit BeTobaccoFree.gov/tips for information on quitting

- Definitely would**
- Probably would**
- Might or might not**
- Probably would not**
- Definitely would not**



If you saw this advertisement on TV how likely would you be to visit BeTobaccoFree.gov/tips for information on quitting

- Definitely would**
- Probably would**
- Might or might not**
- Probably would not**
- Definitely would not**



Next

This is a snapshot of the same ad that you saw a few moments ago. Feel free to read the ad as you answer the next set of questions.



If you saw this advertisement on TV how likely would you be to visit CDC.gov/tips for information on quitting

- Definitely would
- Probably would
- Might or might not
- Probably would not
- Definitely would not

Which of the following websites would you find more useful if you want additional information on smoking-related health conditions, facts about smoking, dangers of secondhand smoke, or resources on how to quit smoking?

- CDC.gov/tips**
- BeTobaccoFree.gov/tips**
- Neither URL**



Next

This question is about the possibility of encouraging someone you care about to quit smoking, based on the message you just saw or heard in the ad.

Does the ad make you want to encourage someone to stop smoking?

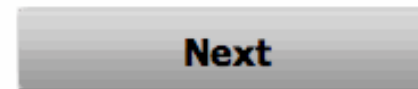
- Yes**
- No**

Next

NON-SMOKER
QUESTIONS

Why doesn't the ad make you want to encourage someone to quit smoking? Please be as specific as possible.

Character Count



What about the ad makes you want to encourage someone to quit smoking? Please be as specific as possible.

Character Count



In the future, if you saw or heard this ad on television, on a scale from 1 to 5, where 1 indicates not at all likely and 5 is extremely likely, how likely would you be to take the following actions in the next 6 months?

	Not at all likely	A little likely	Moderately likely	Very likely	Extremely likely
Call 1-800-QUIT-NOW for information to help someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit an informational government website, such as www.cdc.gov/tips for information to help someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to your doctor about helping someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ask someone to not smoke around you or others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



helping someone you care about quit smoking					
Ask someone to not smoke around you or others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Encourage someone you care about to use e-cigarettes to help quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Visit the Twitter site for the campaign	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Support smoke-free laws in your community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Encourage someone you care about to quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Do nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

