

**CDC National Media Campaign Evaluation
- Non-Smoker Follow-Up Questionnaire -**

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SUBJECTS FOR QUESTIONNAIRE

SECTION B: TOBACCO USE QUESTIONS
SECTION C: ATTITUDES AND BELIEFS
SECTION D: SECONDHAND SMOKE
SECTION E: MEDIA USE AND AWARENESS
SECTION F: CLOSING QUESTIONS

SECTION B: TOBACCO USE QUESTIONS

NOTE: A RESPONSE OPTION OF “REFUSE TO ANSWER” IS INCLUDED FOR ALL ITEMS.

B4. For the next series of questions, please tell us if you would say definitely not, probably not, probably yes, or definitely yes.

Rationale: susceptibility to cigarette smoking and intention. Source: MTS and NYTS.

1	2	3	4
Definitely not	Probably not	Probably yes	Definitely yes

[RANDOMIZE]

B4_1. Do you think you will try a cigarette soon?

B4_2. If you started smoking regularly, do you think you could stop smoking anytime you wanted?

B4_3. Do you think you will smoke a cigarette anytime during the next year?

SECTION C: ATTITUDES AND BELIEFS

Social Norms of Smoking and SHS

C1. Do you believe cigarette smoking is related to:

Rationale: Beliefs about cigarette smoking and harmful to health. Source: NHIS.

[RANDOMIZE ORDER]

1	2
Yes	No

1. Lung Cancer
2. Cancer of the mouth or throat

3. Heart Disease
4. Diabetes
5. Emphysema
6. Stroke
7. Hole in throat (stoma or tracheotomy)
8. Buerger's Disease
9. Amputations (removal of limbs);
10. Asthma
11. Gallstones

C2. How likely do you think a smoker is to develop a smoking-related disease as a result of smoking?
Rationale: beliefs about cigarette smoking and harm to health. Source: FL Online Adult Longitudinal Media Survey.

1. Extremely Likely
2. Very Likely
3. Somewhat Likely
4. Very Unlikely
5. Extremely Unlikely

The next few questions ask your opinion about smoke from other people's cigarettes.

C3. Do you think that breathing smoke from other people's cigarettes or from other tobacco products is ...?

Rationale: Key Outcome Indicator 2.03.5; NATS Q95

1. Not at all harmful to one's health
2. Somewhat harmful to one's health
3. Very harmful to one's health

C4. How likely do you think it is that regularly breathing secondhand smoke from cigarettes would cause children to have asthma or breathing problems?

Rationale: Increased belief that cigarette smoking and secondhand smoke are harmful to health.

1. Extremely Likely
2. Very Likely
3. Somewhat Likely
4. Very Unlikely
5. Extremely Unlikely

C5. How likely would you be to ask a stranger not to smoke around you if you couldn't move away from their smoke—...?

Rationale: Key Outcome Indicator 2.03.4. Source: NATS 94

1. Extremely Likely
2. Very Likely
3. Somewhat Likely
4. Very Unlikely

5. Extremely Unlikely

C6. Please tell us if you strongly agree, agree, disagree, or strongly disagree with the following statements.

1	2	3	4
Strongly <u>disagree</u>	<u>Disagree</u>	<u>Agree</u>	Strongly <u>agree</u>

C6_1. Cigarette smoking has no serious effects on non-smokers.

C6_2 Parents who live with their children should not be allowed to smoke in their homes.

C6_3. Adults should not smoke around other people in their home.

C6_4. I protect all other household members from any harm related to smoking.

C7. Thinking about all the health problems in your community, how important is addressing the problem of tobacco use? Would you say it is...

1. Among the most important health problems
2. Equally as important as other health problems
3. Among the least important health problems
4. Don't know

C8. In general, how do the adults you spend time with feel about cigarette smoking by adults? Do they feel it is...

1. Totally acceptable
2. Somewhat acceptable
3. Neither acceptable nor unacceptable
4. Somewhat unacceptable
5. Totally unacceptable

C9. How do the adults you spend time with feel about someone smoking if children are present? Do they feel it is...

1. Totally acceptable
2. Somewhat acceptable
3. Neither acceptable nor unacceptable
4. Somewhat unacceptable
5. Totally unacceptable

SECTION D: SECONDHAND SMOKE

D1. Other than yourself, does anyone who lives in your home smoke cigarettes now?

Rationale: Environment/Norms Source: NYATS

1. Yes
2. No

D2. Not counting decks, porches, or garages, during the past 7 days, that is, since last [today's day of week], on how many days did someone other than you smoke tobacco inside your home while you were at home?

Rationale: Key Outcome Indicator 2.04.4; NATS Q73

Number of days_____

D3. Not counting decks, porches, or garages, inside your home, is smoking ...?

Rationale: Key Outcome Indicator 2.04.4; NATS Q74

1. Always allowed
2. Allowed only at some times or in some places
3. Never allowed

D4. Not counting motorcycles, in the vehicles that you and your family members who live with you own or lease, is smoking ...

Rationale: Key Outcome Indicator 2.04.4; NATS Q88

1. Always allowed in all vehicles
2. Sometimes allowed in at least one vehicle
3. Never allowed in any vehicle
4. My family does not own or lease a vehicle

D5. During the past 3 months, have you talked to any family members or friends about the dangers of smoking?

1. Yes
2. No

D5a. During the past 3 months, did you encourage a friend or family member to quit smoking? Rationale: cessation. Source: adapted from TUS-CPS.

1. Yes
2. No

D6. Among close friends, do...

1. All of them smoke?
2. Most of them smoke?
3. Most them NOT smoke?
4. None of them smoke?

D7. Among close relatives, do...

1. All of them smoke?
2. Most of them smoke?
3. Most them NOT smoke?
4. None of them smoke?

D8. How many of your family members have quit smoking or are currently quitting smoking?

1. None
2. Only a few
3. Some
4. Most
5. All

D9. How many of your friends have quit smoking or are currently quitting smoking?

1. None
2. Only a few
3. Some
4. Most
5. All

SECTION E. MEDIA USE AND AWARENESS

E5. In the past 3 months, how often have you seen ads against smoking on television?

Rationale: exposure to tv ads. Source: MTS (replaced “anti-smoking” with “ads against smoking.”)

1. Never
2. Rarely
3. Sometimes
4. Often
5. Always

E6. In the past 3 months, how often have you heard ads against smoking on the radio?

Rationale: exposure to radio ads. Source: MTS (replaced “anti-smoking” with “ads against smoking.”)

1. Never
2. Rarely
3. Sometimes
4. Often
5. Always

E7. In the past 3 months, how often have you seen ads against smoking on in newspapers or magazines?

Rationale: exposure to tv ads.

1. Never
2. Rarely
3. Sometimes
4. Often
5. Always

E8. In the past 3 months, how often have you seen ads against smoking, videos, or websites online?

Rationale: exposure to web ads and/or online videos. Source: MTS (replaced “anti-smoking” with “ads against smoking.”)

1. Almost every time I was online

2. Frequently when I was online
3. Occasionally when I am online
4. Never/Not that I remember
5. I rarely or never go online or use the internet

E9. A telephone quitline is a free telephone-based service that connects people who smoke cigarettes with someone who can help them quit. Are you aware of any telephone quitline services that are available to help smokers?

Rationale: Key Outcome Indicator 3.08.6; NATS Q44

1. Yes
2. No

[IF E9=1, ASK E9a]

E9a. In the past 3 months, have you recommended any family members or friends that smoke to call a telephone quitline?

Rationale: Awareness of and communication about quit line as smoking cessation resource.

1. Yes
2. No

E10. Have you heard of 1-800-QUIT-NOW?

Rationale: Awareness of quit line as smoking cessation resource

1. Yes
2. No

[IF E10=1, ASK E10a]

E10a. In the past 3 months, have you recommended any family members or friends that smoke to call 1-800-QUIT-NOW?

Rationale: Awareness of and communication about quit line as smoking cessation resource

1. Yes
2. No

E11. Have you ever heard of any quit smoking websites online?

Rationale: awareness of internet smoking cessation resources.

1. Yes
2. No

[IF E11 = 1, ASK E13]

E13. Have you visited any quit smoking websites online in the past 3 months?

Rationale: awareness of internet smoking cessation resources.

1. Yes
2. No

E14. Have you ever heard of the Website www.smokefree.gov?

Rationale: awareness of internet smoking cessation resources.

1. Yes
2. No

[IF E14 = 1, ASK E16]

E16. Have you visited www.smokefree.gov in the past 3 months?

Rationale: awareness of internet smoking cessation resources.

1. Yes
2. No

[IF E14=1, ASK E16a]

E16a. In the past 3 months, have you recommended any family members or friends that smoke to visit www.smokefree.gov?

Rationale: Awareness of and communication about web site as smoking cessation resource

1. Yes
2. No

E17. In the past 3 months, have you seen or heard advertisements for products to help people quit smoking, such as nicotine patches or gums?

Rationale: awareness of internet smoking cessation resources.

1. Never
2. Rarely
3. Sometimes
4. Often
5. Always

E18. In the past 3 months, have you seen or heard of any ads on television or radio with the following themes or slogans?

Rationale: Ad awareness. Source: Adapted from FL Online Adult Longitudinal Media Survey.

[RANDOMIZE ORDER] 1 2
 Yes No

E14_1. TIPS FROM A FORMER SMOKER

E14_2. TRUTH

E14_3. BECOME AN EX

E14_4. EVERY CIGARETTE IS DOING YOU DAMAGE

E14_5. TOBACCO FREE LIVING

[IF E18 = YES, ASK E19]

E19. Where have you seen or heard about the TIPS Campaign?

Rationale: Ad awareness. Source: FL Online Adult Longitudinal Media Survey.

Yes No

E19_1. On TV

E19_2. On the radio

E19_3. In newspapers or magazines

E19_4. On the Internet

E19a. Have you heard of the Website www.cdc.gov/tobacco/campaign/tips?

1. Yes
2. No

F19b. Have you visited www.cdc.gov/tobacco/campaign/tips in the past 3 months?

1. Yes
2. No

E21. The TIPS campaign is on social networking sites including Facebook, MySpace, and Twitter. Have you ever seen the TIPS campaign on these sites?

Rationale: Ad awareness. Source: FL Online Adult Longitudinal Media Survey.

1. Yes
2. No

EXPOSURE AND REACTIONS TO TV ADS

Now, we would like you to view a series of anti-tobacco television advertisements that have been shown in the U.S. When you are ready, please click on the link below to view the first advertisement. There are a total of [INSERT NUMBER] ads to view. After you view each ad, there will be a few questions that ask about your opinions of the ad.

[RANDOMIZE ORDER OF ADS]

[RECORD ORDER]

SHOW AD #1

E22. Were you able to view this video?

Rationale: technical diagnostic check to ensure video streaming. Source: FL Online Adult Longitudinal Media Survey.

1. Yes
2. No

[IF E22=NO, SKIP TO E23]

E23. As you viewed this ad, how was it in terms of viewing and sound quality? In answering, think about such issues as whether the images were jerky or unclear or whether the sound was clear and smooth.

Rationale: clear exposure to ad. Source: NY Media Tracking Survey Online.

1. Not at all clear and smooth

2. Somewhat clear and smooth
3. Clear and smooth
4. Very clear and smooth
5. Extremely clear and smooth

E24. Now we would like to show you some screen shots from a television advertisement against smoking that has been shown in the U.S. Once you have viewed the images displayed below, please click on the forward arrow below to continue with the survey.

[DISPLAY IMAGES FOR AD #1]

E25. Have you seen this ad on television in the past 3 months?

Rationale: exposure to ad.

1. Yes
2. No

[IF E25=1, ASK E26]

E26. In the past 3 months, how frequently have you seen this ad on television?

Rationale: exposure to ad.

1. Rarely
2. Sometimes
3. Often
4. Very Often

E27. Please tell us if you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements.

Rationale: resonance of ad. Source: FL Online Adult Longitudinal Media Survey.

1. Strongly Disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly Agree

[RANDOMIZE ORDER]

E27_1. This ad is worth remembering.

E27_2. This ad grabbed my attention.

E27_3. This ad is powerful.

E27_4. This ad is informative.

E27_5. This ad is meaningful to me.

E27_6. This ad is convincing.

E27_7. This ad is ridiculous.

E27_8. This ad is terrible.

E27_9. This ad was difficult to watch.

E28. On scale of 1 to 5, where 1 means “not at all” and 5 means “very”, please indicate how much this ad made you feel...

1 2 3 4 5

[RANDOMIZE ORDER]

Not at all

Very

- E28_1. Sad
- E28_2. Afraid
- E28_3. Irritated
- E28_4. Ashamed
- E28_5. Discouraged
- E28_6. Hopeful
- E28_7. Motivated
- E28_8. Understood
- E28_9. Angry

E29. Would this ad make you want to encourage someone you care about to quit smoking?
Rationale: ad impact. Source: CDC Health Message Testing System.

- 1. Yes
- 2. No

[REPEAT ABOVE SEQUENCE OF QUESTIONS FOR EACH AD SHOWN]

For the next few questions, think about all of the advertisements you just viewed and recalled seeing in the past three months.

E30. Did seeing these ads on television make you want to encourage someone you care about to quit smoking?
Rationale: ad impact. Source: CDC Health Message Testing System.

- 1. Yes
- 2. No

E31. Did you talk to anyone about any of these ads ?
Rationale: resonance of ad. Source: FL Online Adult Longitudinal Media Survey.

- 1. Yes
- 2. No

[IF F31=1, ASK F32:]

F32. When you talked about the ads, did you talk about any of the following topics? Please select all that apply.
Rationale: ad impact. Source: FL Online Adult Longitudinal Media Survey.

1 2
Yes No

- 1. These ads were effective
- 2. These ads were NOT effective
- 3. I should stop smoking
- 4. The person I was talking to or someone else I know should stop smoking
- 5. Other, specify _____

EXPOSURE TO RADIO ADS

Now, we would like you to listen to a series of radio advertisements that have aired in the U.S. When you are ready, please click on the link below to listen to the first advertisement. There are a total of XX ads to listen to. After you listen to each ad, there will be a few questions that ask about your recent recall of the ad.

[RANDOMIZE ORDER OF ADS]

[RECORD ORDER]

PLAY RADIO AD #1

E33. Were you able to listen to this ad?

Rationale: exposure to ad. Source: FL Online Adult Longitudinal Media Survey.

1. Yes
2. No

[IF E33=NO, SKIP TO E35]

E34. As you listened to this ad, how was it in terms of sound quality?

Rationale: clear exposure to ad. Source: NY Media Tracking Survey Online.

1. Not at all clear and smooth
2. Somewhat clear and smooth
3. Clear and smooth
4. Very clear and smooth
5. Extremely clear and smooth

E35. Now we would like to show you a script from a radio advertisement that has been shown in the U.S. Once you have read the script displayed below, please click on the forward arrow below to continue with the survey.

[DISPLAY SCRIPT FOR AD #1]

E36. Have you heard this ad on the radio in the past 3 months?

Rationale: exposure to ad.

1. Yes
2. No

[IF E36=1, ASK E37]

E37. In the past 3 months, how frequently have you heard this ad on the radio?

Rationale: exposure to ad.

1. Rarely

2. Sometimes
3. Often
4. Very Often

[REPEAT ABOVE SEQUENCE OF QUESTIONS FOR EACH AD SHOWN]

Next, you will see some advertisements that have recently appeared in magazines, on websites, and on signs in areas such as bus shelters, bus interiors, and other public places. There are 3 sets of images to view, followed by a few questions about whether you have seen these ads before. When you are ready to view them, please click “Next.”

SHOW IMAGE #1

Please click “Next” to view the next set of images.

SHOW IMAGE #2

Please click “Next” to view the next set of images.

SHOW IMAGE #3

E38. In the past 3 months, have you seen any of these ads in magazines, on Websites, or in public places outside your home?

1. Yes
2. No

E39. Where did you see these advertisements?

1. Yes
2. No

E39_1. Magazines or print publications

E39_2. Websites online

E39_3. Public places such as bus shelters, bus interiors, outdoor bulletins, etc.

Thank you for completing today’s survey. Your input will greatly help researchers assess the impact of television ads about quitting smoking.

You will be awarded 15,000 KN points for completing the survey.