

Appendix – Survey Introduction and Questionnaires

[DISPLAY]

Intro1

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 smoking habits. The content of the survey may make a few people uncomfortable; however, your participation in this research study is completely voluntary, and you may skip any questions you do not want to answer. No one will be able to link your responses to the survey with your identity. 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.

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
99 I do not wish to answer

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

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
- B2. Are you planning to stop smoking within the next 30 days?
1 Yes
2 No
99 I do not wish to answer

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

A4. Please enter your 5-digit zip code –**OR**– your city and state.
5-digit zip code: _____

–**OR**–

City: _____
State (2 letter abbreviation): _____
99 I do not wish to answer

C. EXPOSURE TO IMAGE/LABEL OCCURS HERE

Next, you will view a pack of 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.

NEXT SCREEN, SHOW IMAGE. ALLOW RESPONDENT AS MUCH TIME AS DESIRED TO VIEW IMAGE(S)

Here is the pack of cigarettes.

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

D. WARNING LABELS

D1_a. **Think about the pack of cigarettes you just viewed.** How much did the pack of cigarettes make you feel...?

RESPONSE OPTIONS: 1 “Not at all” 2 “A little” 3 “Some” 4 “A lot” 5 “Completely” 99 “I do not wish to answer”

[RANDOMIZE THE FOLLOWING]

- | | |
|--------------|-----------------------------|
| a. Depressed | e. Discouraged |
| b. Worried | f. Hopeful |
| c. Annoyed | g. Amused |
| d. Guilty | h. Disgusted or grossed out |

- i. Sad
- j. Angry
- k. Happy
- l. Uneasy

D1_b. **Think about the pack of cigarettes you just viewed.** How much do you agree or disagree with each of the following statements?

RESPONSE OPTIONS: 1 “Strongly Disagree” 2 “Disagree” 3 “Neither Disagree nor Agree” 4 “Agree” 5 “Strongly Agree” 99 “I do not wish to answer”

[RANDOMIZE THE FOLLOWING]

- a. The pack is worth remembering
- b. The pack grabbed my attention
- c. The pack is informative
- d. The pack is meaningful
- e. The pack looks silly
- f. The pack is believable
- g. The pack is difficult to look at
- h. The pack looks cool

D2. How much do you agree or disagree with each of the following statements?

RESPONSE OPTIONS: 1 “Strongly Disagree” 2 “Disagree” 3 “Neither Disagree nor Agree” 4 “Agree” 5 “Strongly Agree” 99 “I do not wish to answer”

- a. I want a cigarette right now.
- b. I would do almost anything for a cigarette right now.

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 “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 regularly 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” 99 “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 or breathing problems

E. ATTITUDES & BELIEFS

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

- 1 Yes
- 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 could affect the health of someone else (e.g. spouse, partner, child, grandchild)?
- 1 Yes
 - 2 No
 - 99 I do not wish to answer
- E4. How concerned are you that your smoking could affect the health of someone else?
- 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 Disagree” 2 “Disagree” 3 “Neither Disagree nor Agree” 4 “Agree” 5 “Strongly Agree” 99 “I do not wish 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. If a woman smokes when pregnant, it will harm her baby.
 - d. It is hard for a smoker to quit smoking.
 - e. It is hard for an ex-smoker who quit smoking to 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 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
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- F3. How likely do you think it is that you will try to quit smoking within the next 30 days?
- 1 Very unlikely
 - 2 Somewhat unlikely
 - 3 Somewhat likely
 - 4 Very likely
 - 5 No opinion
 - 99 I do not wish to answer
- F4. If you did try to quit smoking within the next 30 days, how likely do you think it is that you would succeed in quitting?
- 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
- 99 I do not wish to answer

- 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 picture on the pack I viewed
- 9 Do not recall
- 99 I do not wish to answer

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
- 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
- I5. 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

"Thank you for taking our survey. If you'd like to learn more about the dangers of smoking or to get information about quitting smoking please visit: www.smokefree.gov."

[DISPLAY]

Intro1

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S. Screening Questions

S1. What is your age?
_____ years

NOT AGE 18-24 - NOT ELIGIBLE - terminate

99 I do not wish 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

99 I do not wish to answer

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

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

B2. Are you planning to stop smoking within the next 30 days?

1 Yes

2 No

99 I do not wish to answer

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
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- 3 Black or African American
- 5 Native Hawaiian or Other Pacific Islander
- 6 White
- 99 I do not wish to answer

A4. Please enter your 5-digit zip code **–OR–** your city and state.

5-digit zip code: _____

–OR–

City: _____

State (2 letter abbreviation): _____

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C. EXPOSURE TO IMAGE/LABEL OCCURS HERE

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Here is the pack of cigarettes.

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D. WARNING LABELS

D1_a. Think about the pack of cigarettes you just viewed. How much did the pack of cigarettes make you feel...?

RESPONSE OPTIONS: 1 “Not at all” 2 “A little” 3 “Some” 4 “A lot” 5 “Completely” 99 “I do not wish to answer”

[RANDOMIZE THE FOLLOWING]

- | | |
|----------------|-----------------------------|
| a. Depressed | g. Amused |
| b. Worried | h. Disgusted or grossed out |
| c. Annoyed | i. Sad |
| d. Guilty | j. Angry |
| e. Discouraged | k. Happy |
| f. Hopeful | l. Uneasy |

D1_b. Think about the pack of cigarettes you just viewed. How much do you agree or disagree with each of the following statements?

RESPONSE OPTIONS: 1 “Strongly Disagree” 2 “Disagree” 3 “Neither Disagree nor Agree” 4 “Agree” 5 “Strongly Agree” 99 “I do not wish to answer”

[RANDOMIZE THE FOLLOWING]

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[RANDOMIZE THE FOLLOWING]

- a. get cancer
- b. have fatal lung disease
- c. have heart disease
- d. have a stroke
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 - 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 Disagree” 2 “Disagree” 3 “Neither Disagree nor Agree” 4 “Agree” 5 “Strongly Agree” 99 “I do not wish 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 H1a]

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
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F3. How likely do you think it is that you will try to quit smoking within the next 30 days?

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H. RECALL Questions

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

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- 99 I do not wish to answer

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?

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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

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

I5. 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
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Your participation in this research study is completely up to you. As part of the survey, you will view some images related to smoking. You may feel uncomfortable looking at some of the images; however, you've probably seen similar images online or in health class. Also, the survey asks questions about your experiences and thoughts regarding cigarette smoking; however, you may skip any questions you do not want to answer. During the survey, we do not ask for your name; therefore, your name will not be connected to your answers. Furthermore, we will not share any information you provide in the survey with anyone outside the research team, including your parents.

To ensure your answers are kept private, please complete the survey in a place where no one can look over your shoulder and view your answers. Also, please complete the survey in one sitting and close the screen when you are done taking the survey.

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.

S. Screening Questions

S1. What is your age?

_____ years

NOT AGE 13997 - NOT ELIGIBLE - terminate

99 I do not wish to answer

[IF S1=99 NOT ELIGIBLE; ELSE GO TO S3]

S3. During the past 30 days, how many days did you smoke a cigarette or take one or two 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
- 99 I do not wish to answer

[If S3 ≠ 1 or 99 (CURRENT SMOKER=YES) THEN GO TO B1; ELSE GO TO S4]

- S4. 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 I do not wish to answer
- S5. Do you think you will try a cigarette soon?
- 1 Definitely yes
 - 2 Probably yes
 - 3 Probably not
 - 4 Definitely not
 - 99 I do not wish to answer
- S6. 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 I do not wish to answer

[IF S4=S5=S6=4 OR 99 THEN NOT ELIGIBLE (CLOSED TO SMOKING); ELSE GO TO A1]

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
- B2. Are you planning to stop smoking within the next 30 days?
- 1 Yes
 - 2 No
 - 99 I do not wish to answer

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

A4. Please enter your 5-digit zip code **-OR-** your city and state.
5-digit zip code: _____

-OR-

City: _____
State (2 letter abbreviation): _____
99 I do not wish to answer

C. EXPOSURE TO IMAGE/LABEL OCCURS HERE

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

D. WARNING LABELS

D1_a. Think about the pack of cigarettes you just viewed. How much did the pack of cigarettes make you feel...?
RESPONSE OPTIONS: 1 "Not at all" 2 "A little" 3 "Some" 4 "A lot" 5 "Completely" 99 "I do not wish to answer"

[RANDOMIZE THE FOLLOWING]

- | | |
|----------------|-----------------------------|
| a. Depressed | g. Amused |
| b. Worried | h. Disgusted or grossed out |
| c. Annoyed | i. Sad |
| d. Guilty | j. Angry |
| e. Discouraged | k. Happy |
| f. Hopeful | l. Uneasy |

D1_b. Think about the pack of cigarettes you just viewed. How much do you agree or disagree with each of the following statements?

RESPONSE OPTIONS: 1 "Strongly Disagree" 2 "Disagree" 3 "Neither Disagree nor Agree" 4 "Agree" 5 "Strongly Agree" 99 "I do not wish to answer"

[RANDOMIZE THE FOLLOWING]

- a. The pack is worth remembering
- b. The pack grabbed my attention
- c. The pack is informative
- d. The pack is meaningful
- e. The pack looks silly

- f. The pack is believable
 - g. The pack was difficult to look at
 - h. The pack looks cool
- D2. How much do you agree or disagree with each of the following statements?
RESPONSE OPTIONS: 1 “Strongly Disagree” 2 “Disagree” 3 “Neither Disagree nor Agree” 4 “Agree” 5 “Strongly Agree” 99 “I do not wish to answer”
- a. I want a cigarette right now.
 - b. I would do almost anything for a cigarette right now.
- 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 “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 regularly 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” 99 “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 or breathing problems

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

E. ATTITUDES & BELIEFS

- E1. Now, think about your own smoking. Do you think your smoking has affected your health?
- 1 Yes
 - 2 No
 - 9 I do not wish to answer
- E2. How concerned are you that your smoking has affected your health?
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- 1 Yes
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 - 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 Disagree” 2 “Disagree” 3 “Neither Disagree nor Agree” 4 “Agree” 5 “Strongly Agree” 99 “I do not wish 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. If a woman smokes when pregnant, it will harm her baby.
 - d. It is hard for a smoker to quit smoking.
 - e. It is hard for an ex-smoker who quit smoking to stay quit.
 - f. **[If S3 ≠ 1 or 99]** 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 Disagree” 2 “Disagree” 3 “Neither Disagree nor Agree” 4 “Agree” 5 “Strongly Agree” 99 “I do not wish 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 H1A]

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. How likely do you think it is that you will try to quit smoking within the next 30 days?
- 1 Very unlikely
 - 2 Somewhat unlikely
 - 3 Somewhat likely
 - 4 Very likely
 - 5 No opinion
 - 99 I do not wish to answer
- F4. If you did try to quit smoking within the next 30 days, how likely do you think it is that you would succeed in quitting?
- 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
- 99 I do not wish to answer

- 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 picture on the pack I viewed
- 9 Do not recall
- 99 I do not wish to answer

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 grade or year of school are you currently in?

[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
- 10 Not currently in school
- 11 Graduated high school or GED
- 99 I do not wish to answer

J. END OF SURVEY

"Thank you for taking our survey. If you'd like to learn more about the dangers of smoking or to get information about quitting smoking please visit: www.smokefree.gov."

[DISPLAY]

Intro1

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 smoking habits. The content of the survey may make a few people uncomfortable; however, your participation in this research study is completely voluntary, and you may skip any questions you do not want to answer. No one will be able to link your responses to the survey with your identity. 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.

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]

- 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
99 I do not wish to answer

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

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

- B2 Are you planning to stop smoking within the next 30 days?
1 Yes
2 No
99 I do not wish to answer

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

A4. Please enter your 5-digit zip code –**OR**– your city and state.

5-digit zip code: _____

–**OR**–

City: _____

State (2 letter abbreviation): _____

- 99 I do not wish to answer

C. EXPOSURE TO IMAGE/LABEL OCCURS HERE

Next, you will view an advertisement for cigarettes. This advertisement is not real but has been made up for the purpose of this study. After viewing the ad, you will be asked to answer some questions.

NEXT SCREEN, SHOW IMAGE. ALLOW RESPONDENT AS MUCH TIME AS DESIRED TO VIEW IMAGE(S)

Here is the advertisement for cigarettes.

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

D. WARNING LABELS

D1_a. Think about the ad you just viewed. How much did the ad make you feel...?

RESPONSE OPTIONS: 1 “Not at all” 2 “A little” 3 “Some” 4 “A lot” 5 “Completely” 99 “I do not wish to answer”

[RANDOMIZE THE FOLLOWING]

- | | |
|----------------|-----------------------------|
| a. Depressed | g. Amused |
| b. Worried | h. Disgusted or grossed out |
| c. Annoyed | i. Sad |
| d. Guilty | j. Angry |
| e. Discouraged | k. Happy |
| f. Hopeful | l. Uneasy |

D1_b. Think about the ad you just viewed. How much do you agree or disagree with each of the following statements?

RESPONSE OPTIONS: 1 “Strongly Disagree” 2 “Disagree” 3 “Neither Disagree nor Agree” 4 “Agree” 5 “Strongly Agree” 99 “I do not wish to answer”

[RANDOMIZE THE FOLLOWING]

- a. The **ad** is worth remembering
- b. The **ad** grabbed my attention
- c. The **ad** is informative
- d. The **ad** is meaningful
- e. The **ad** looks silly
- f. The **ad** is believable
- g. The **ad** is difficult to look at
- h. The **ad** looks cool

D2. How much do you agree or disagree with each of the following statements?

RESPONSE OPTIONS: 1 “Strongly Disagree” 2 “Disagree” 3 “Neither Disagree nor Agree” 4 “Agree” 5 “Strongly Agree” 99 “I do not wish to answer”

- a. I want a cigarette right now.
- b. I would do almost anything for a cigarette right now.

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 “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 regularly 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” 99 “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 or breathing problems

E. ATTITUDES & BELIEFS

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

- 1 Yes
- 2 No
- 99 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 could affect the health of someone else (e.g. spouse, partner, child, grandchild)?
- 1 Yes
 - 2 No
 - 99 I do not wish to answer
- E4. How concerned are you that your smoking could affect the health of someone else?
- 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 Disagree” 2 “Disagree” 3 “Neither Disagree nor Agree” 4 “Agree” 5 “Strongly Agree” 99 “I do not wish 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. If a woman smokes when pregnant, it will harm her baby.
 - d. It is hard for a smoker to quit smoking.
 - e. It is hard for an ex-smoker who quit smoking to 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 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. How likely do you think it is that you will try to quit smoking within the next 30 days?
- 1 Very unlikely
 - 2 Somewhat unlikely
 - 3 Somewhat likely
 - 4 Very likely
 - 5 No opinion
 - 99 I do not wish to answer
- F4. If you did try to quit smoking within the next 30 days, how likely do you think it is that you would succeed in quitting?
- 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 in the ad 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 in the ad 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
- 99 I do not wish to answer

H1b. Do you recall seeing a picture in the ad 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 in the ad 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 picture in the ad I viewed
- 9 Do not recall
- 99 I do not wish to answer

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
- 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
- I5. 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

"Thank you for taking our survey. If you'd like to learn more about the dangers of smoking or to get information about quitting smoking please visit: www.smokefree.gov."

ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS

1

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

http://survey.confirmit.com/wix1/p1346300430.aspx?mode=test

Google

Google Search

McAfee SiteAdvisor

EVERYDAY FOOD Dell Start Page Suggested Sites Web Slice Gallery

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

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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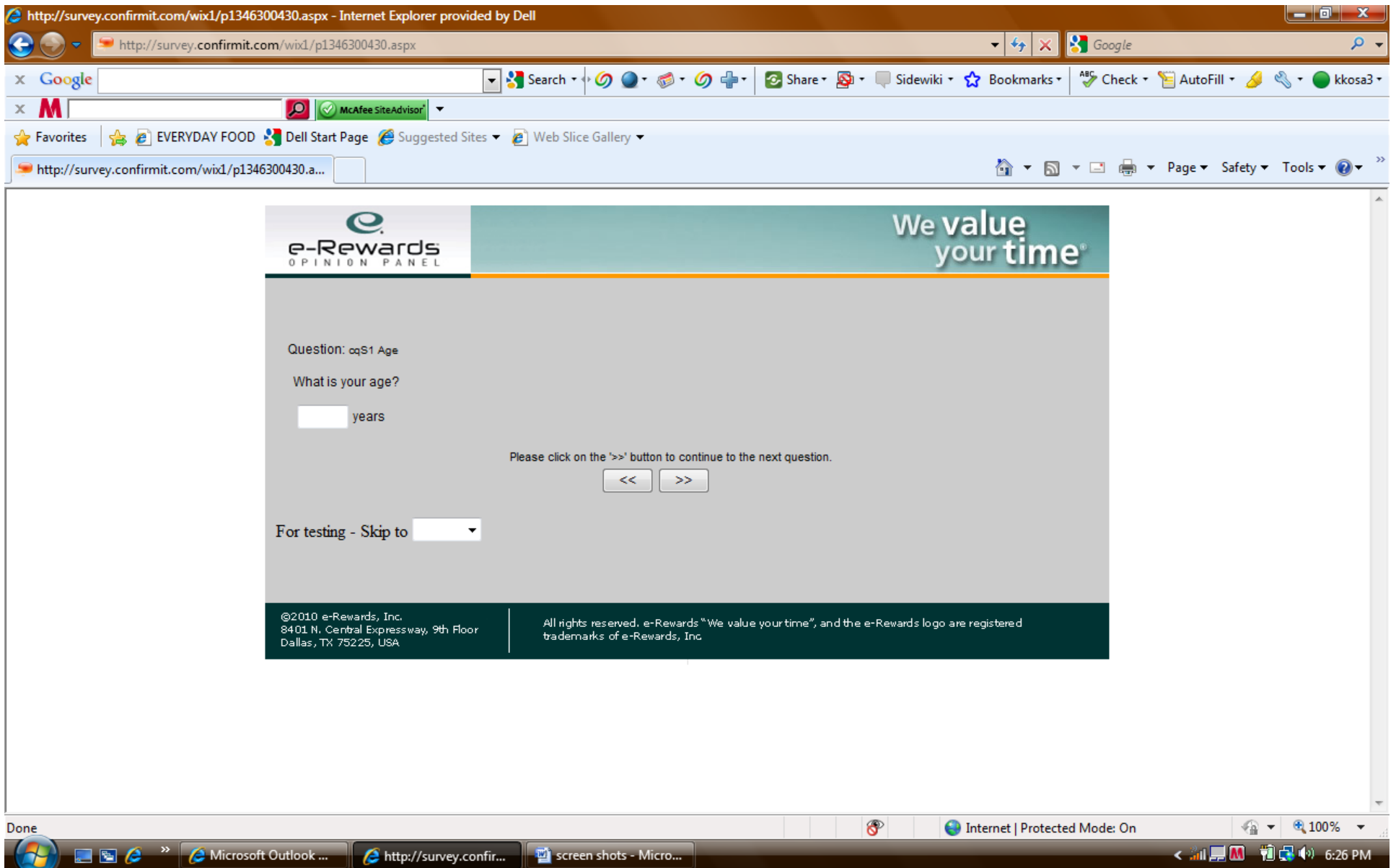
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100%

6:24 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 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: 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 text instruction reads "Please click on the '>>' button to continue to the next question." and two navigation buttons, "<<" and ">>", are visible. A "Skip to" dropdown menu is present at the bottom of the survey area. The footer contains copyright information for e-Rewards, Inc. (©2010) and a disclaimer regarding trademarks.

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

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

Google

Google Search

Share Sidewiki Bookmarks Check AutoFill kkosa3

McAfee SiteAdvisor

Favorites EVERYDAY FOOD Dell Start Page Suggested Sites Web Slice Gallery

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

Home RSS Print Page Safety Tools

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.

<< >>

For testing - Skip to [dropdown]

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Done

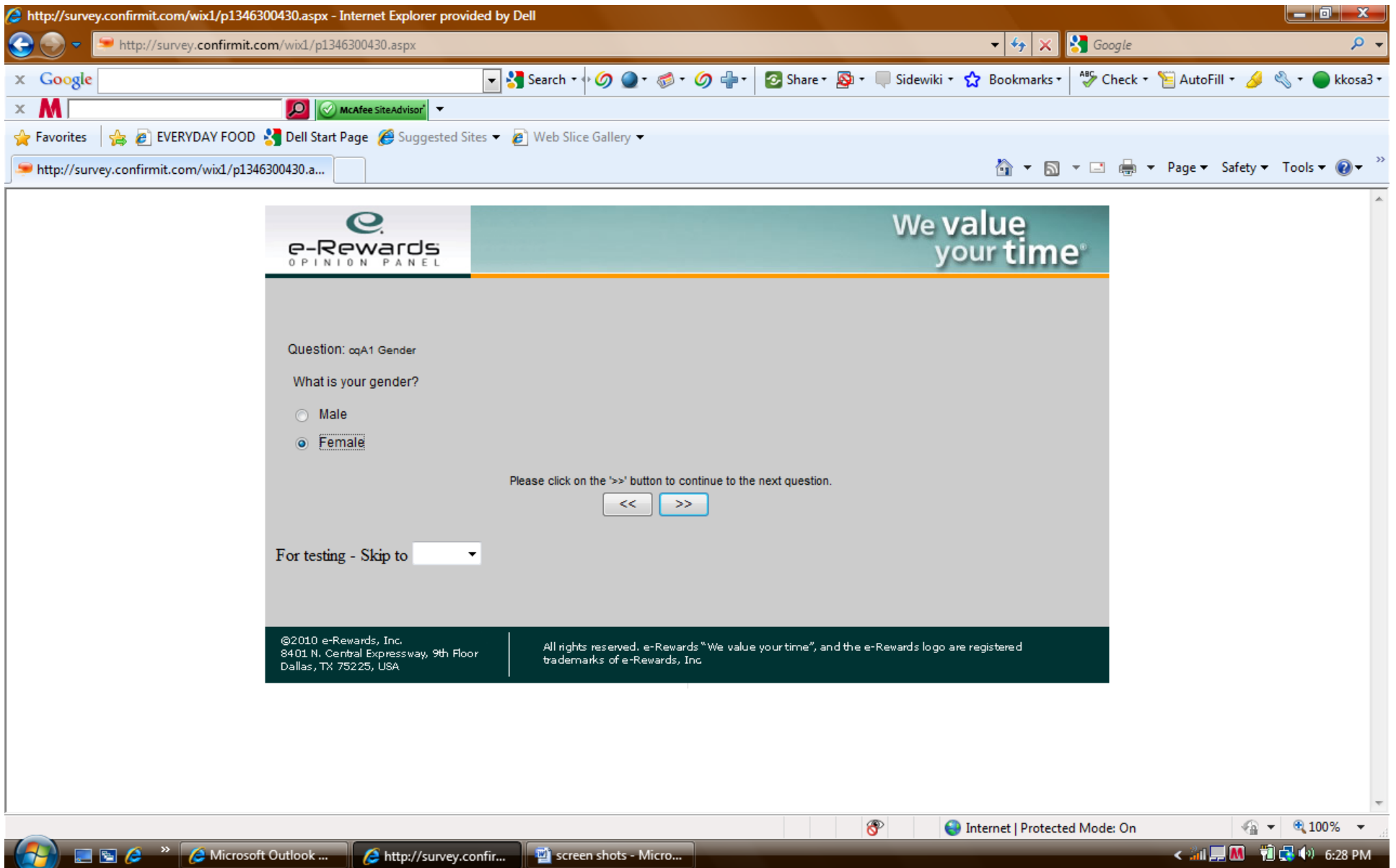
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6:28 PM

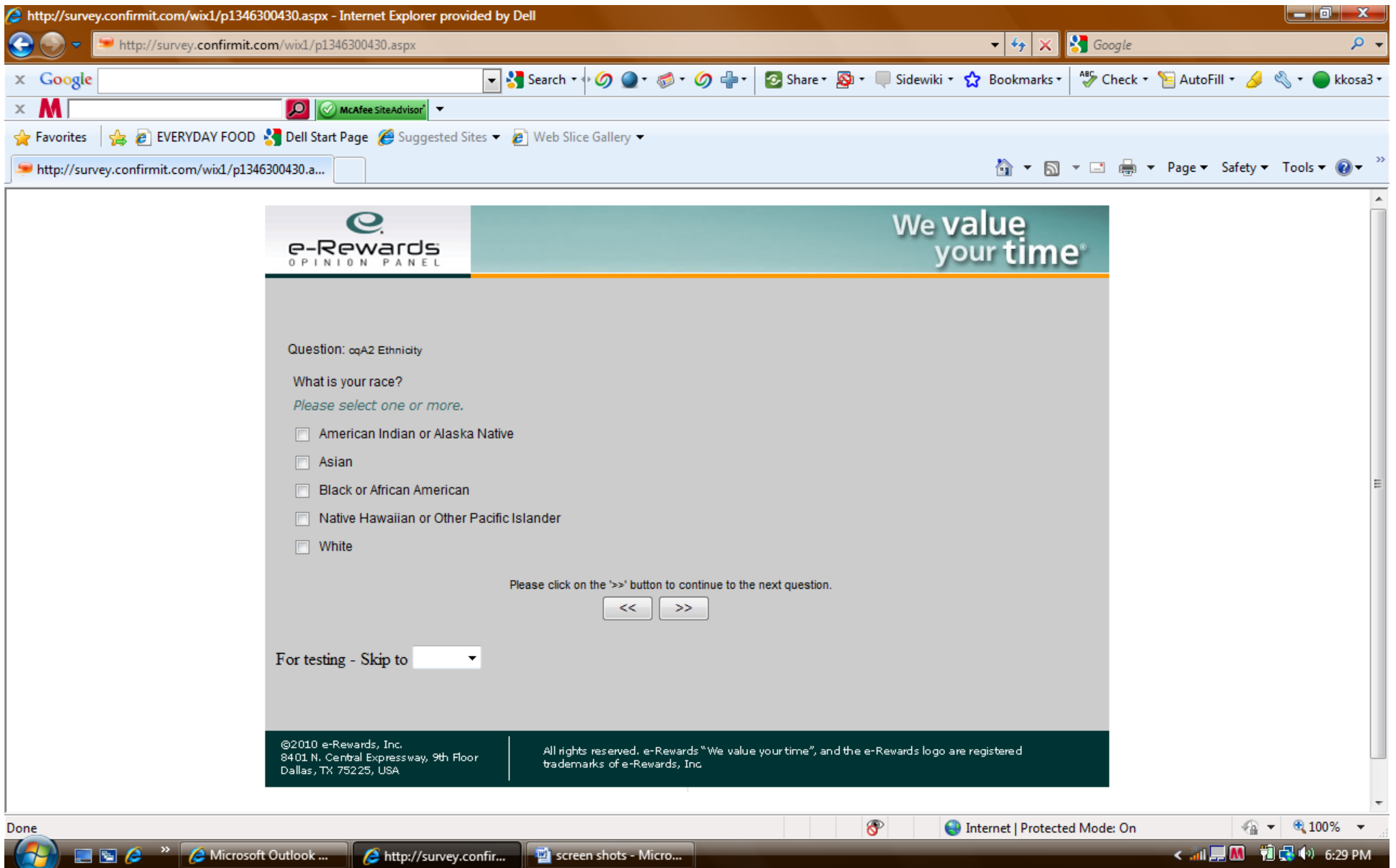
ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS



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 a search bar with the Google logo, navigation buttons (back, forward, stop, refresh), and various utility icons like McAfee SiteAdvisor, 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: cqA1a Hispanic" with the sub-question "Are you Hispanic or Latino? (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 Start button, several open applications (Microsoft Outlook, the survey page, and a screen shots application), and the system tray with the time 6:29 PM.

ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS



ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS

7

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

Google

Search

Share

Sidewiki

Bookmarks

Check

AutoFill

kkosa3

McAfee SiteAdvisor

EVERYDAY FOOD

Dell Start Page

Suggested Sites

Web Slice Gallery

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

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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Done

Internet | Protected Mode: On

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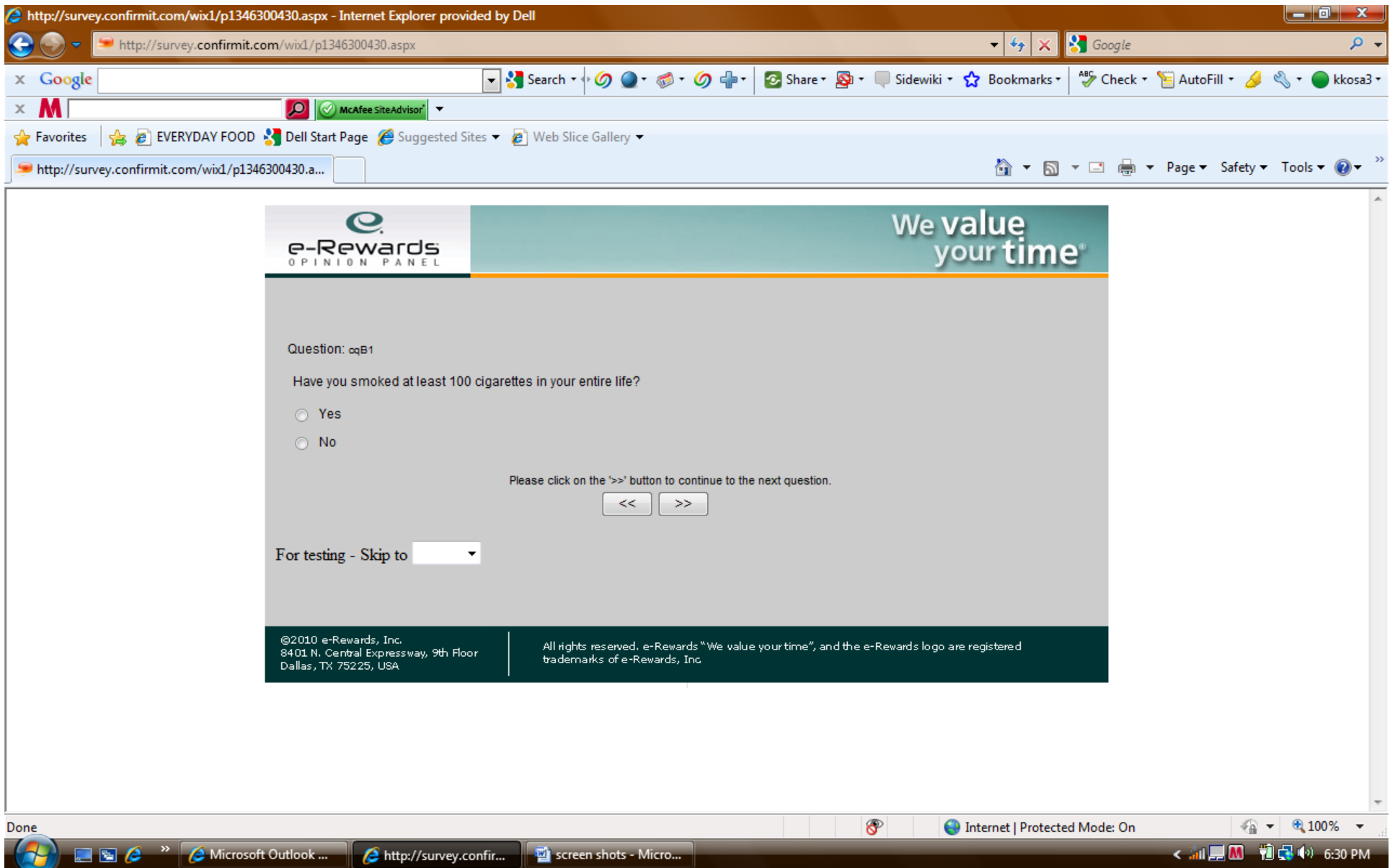
Microsoft Outlook ...

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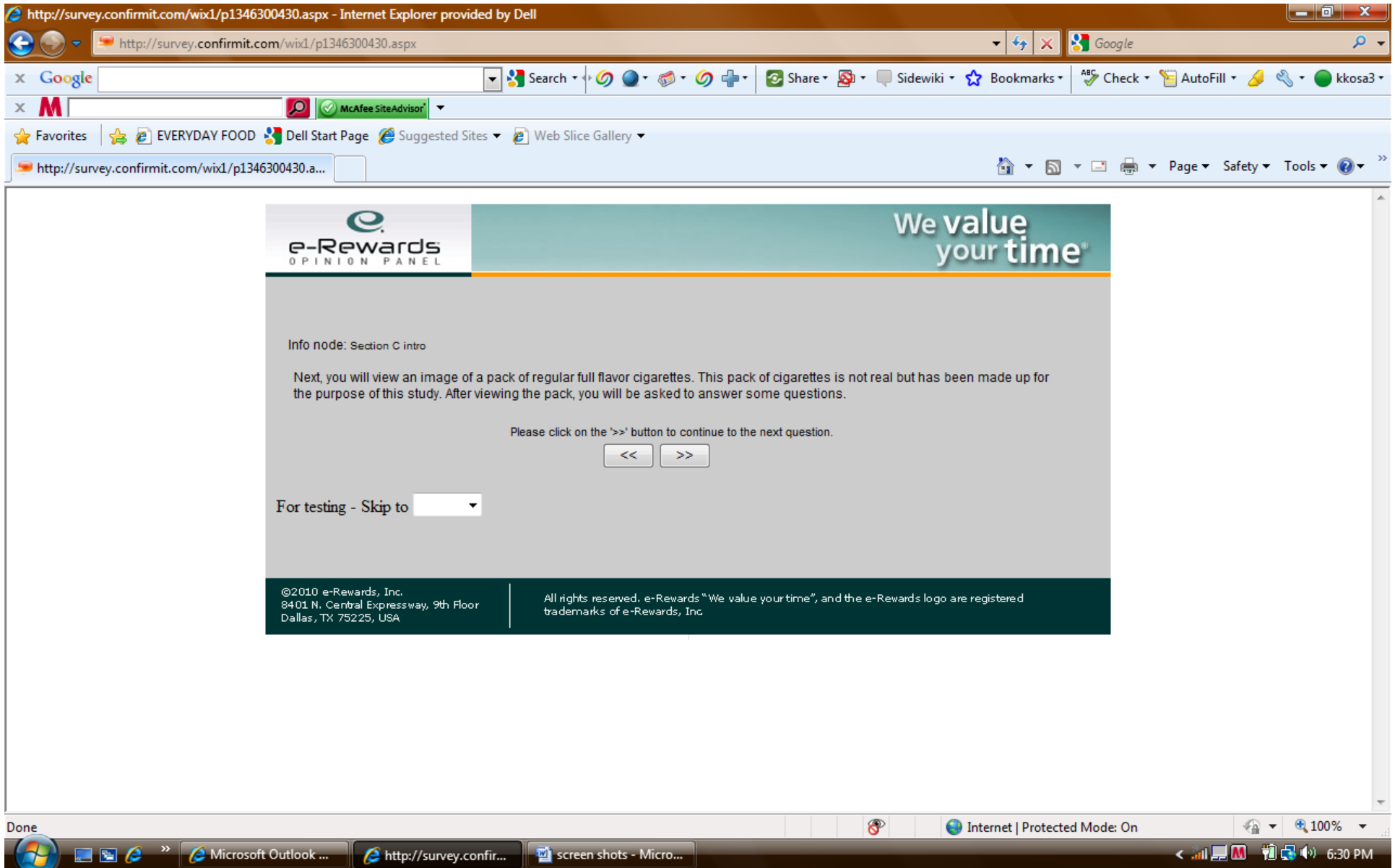
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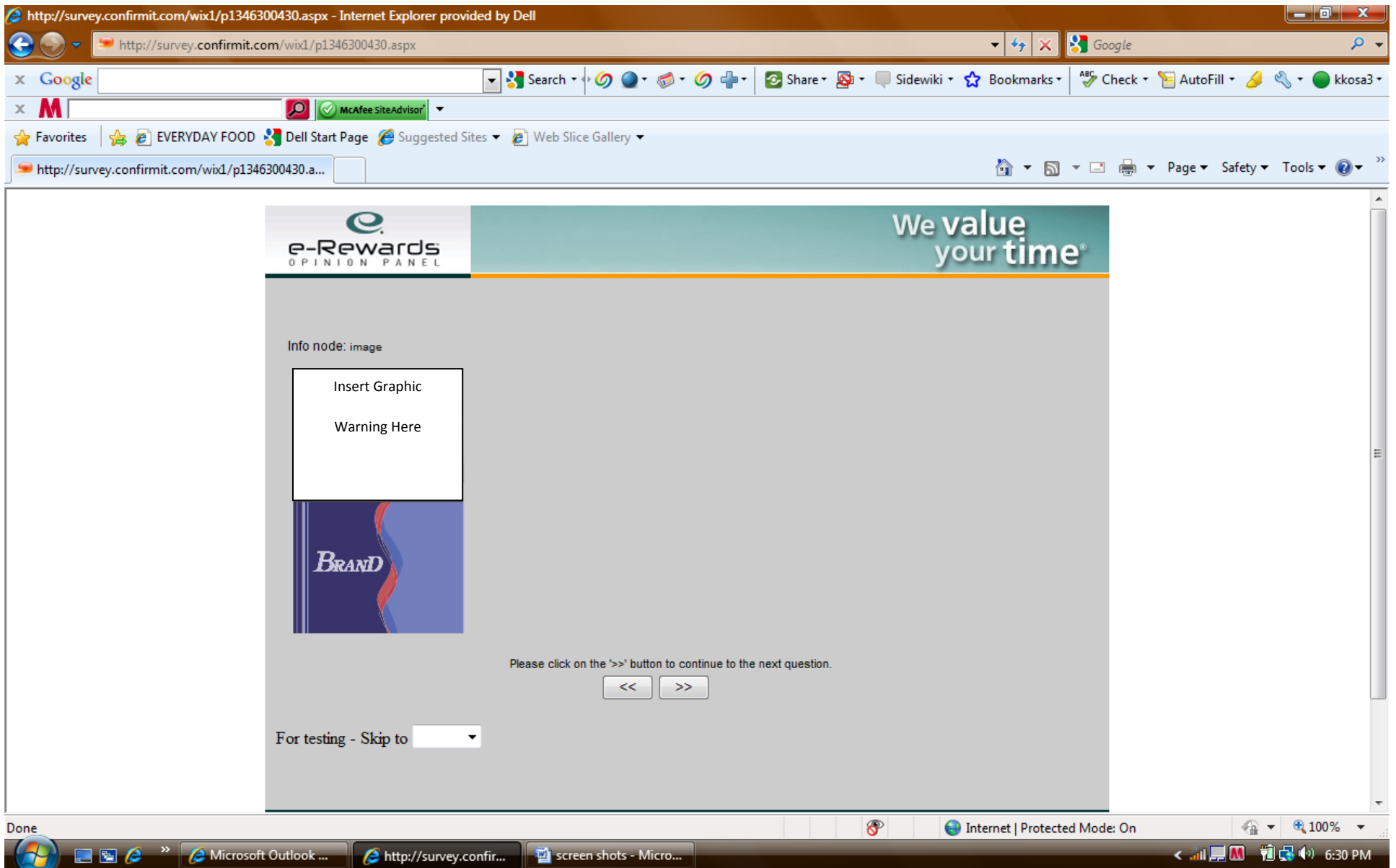
ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS



ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS



ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS



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Google

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Suggested Sites

Web Slice Gallery

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

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"/>

Done

Internet | Protected Mode: On

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Microsoft Outlook ...

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screen shots - Micro...

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ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS

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http://survey.confirmit.com/wix1/p1346300430.aspx?r=75&s=PDNCUVQE&l=9&_qid=cqD2

Google

Search

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Dell Start Page

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Web Slice Gallery

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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

100%

Microsoft Outlook ...

http://survey.confir...

screen shots - Micro...

6:32 PM

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

McAfee SiteAdvisor

Favorites EVERYDAY FOOD Dell Start Page Suggested Sites Web Slice Gallery

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.

<< >>

For testing - Skip to [dropdown]

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Done

Internet | Protected Mode: On

100%

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

6:48 PM

ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS

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

EVERYDAY FOOD

Dell Start Page

Suggested Sites

Web Slice Gallery

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

Home

Page

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Tools

e-Rewards
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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.

<< >>

For testing - Skip to

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Done

Microsoft Outlook ...

http://survey.confir...

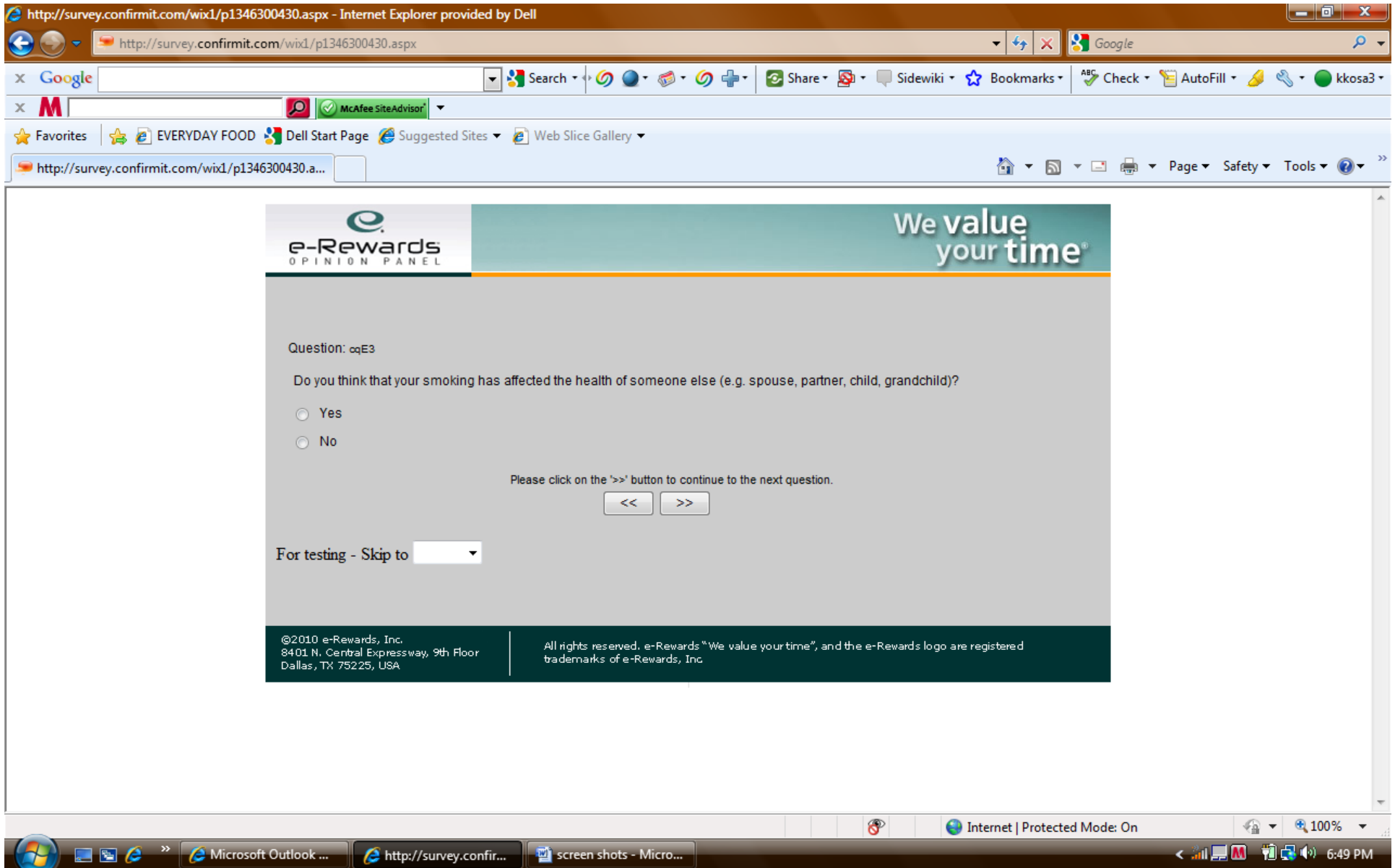
screen shots - Micro...

Internet | Protected Mode: On

100%

6:49 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 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: oqE4
How concerned are you that your smoking is harming the health of those who live with you?

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

Below the options, there is a prompt: "Please click on the '>>' button to continue to the next question." and two buttons: "<<" and ">>". At the bottom left, there is a "For testing - Skip to" dropdown menu. The footer contains copyright information for e-Rewards, Inc. and a disclaimer.

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The Windows taskbar at the bottom shows the system tray with the time 6:49 PM and the taskbar with open applications: Microsoft Outlook, the current survey page, and a screen shots application.

ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS

Question: qqE5

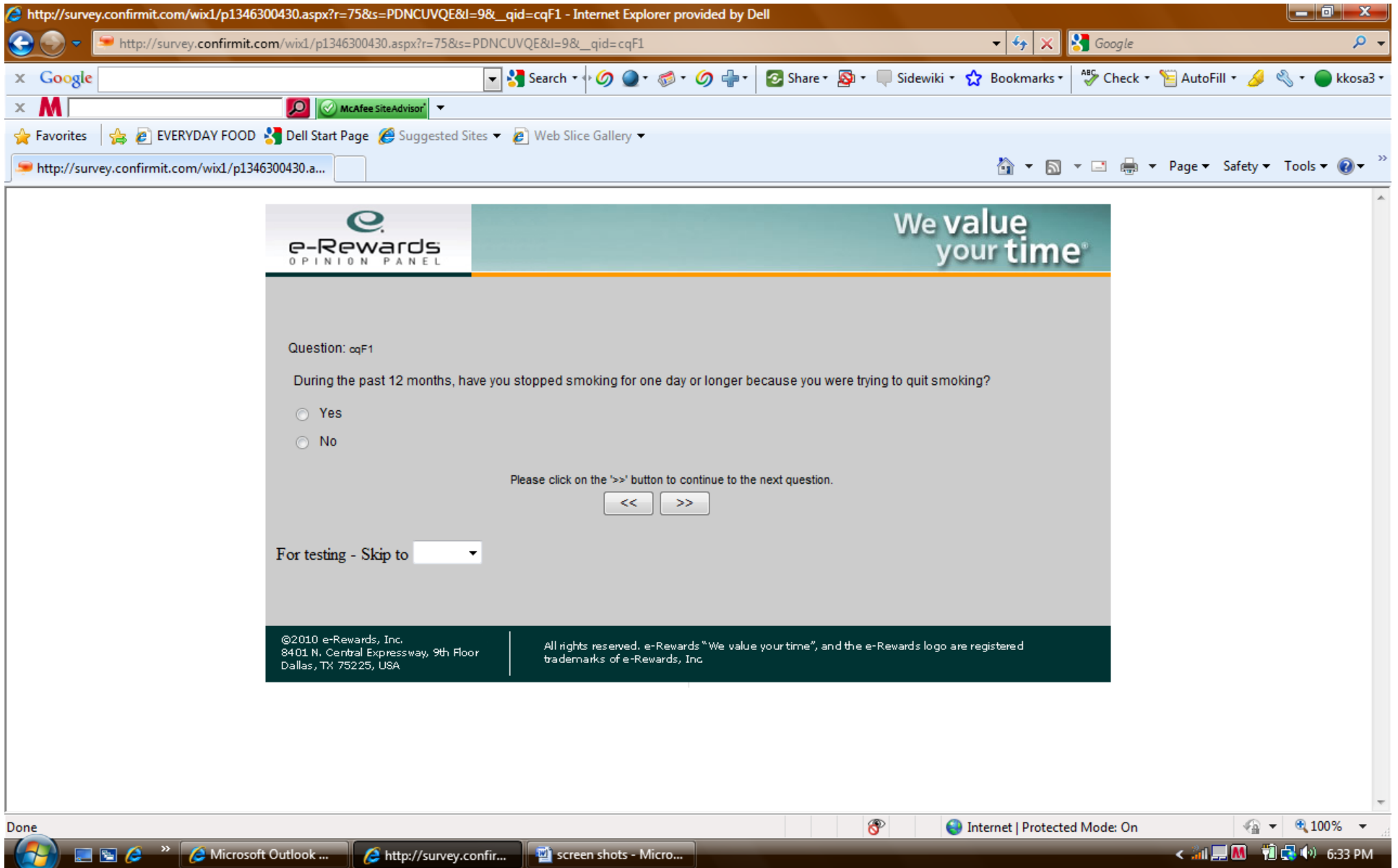
Please tell us how much you agree or disagree with the following statements.

	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.

<< >>

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

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

Google

Google Search

Share Sidewiki Bookmarks Check AutoFill kkos3

McAfee SiteAdvisor

Favorites EVERYDAY FOOD Dell Start Page Suggested Sites Web Slice Gallery

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

Page Safety Tools

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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

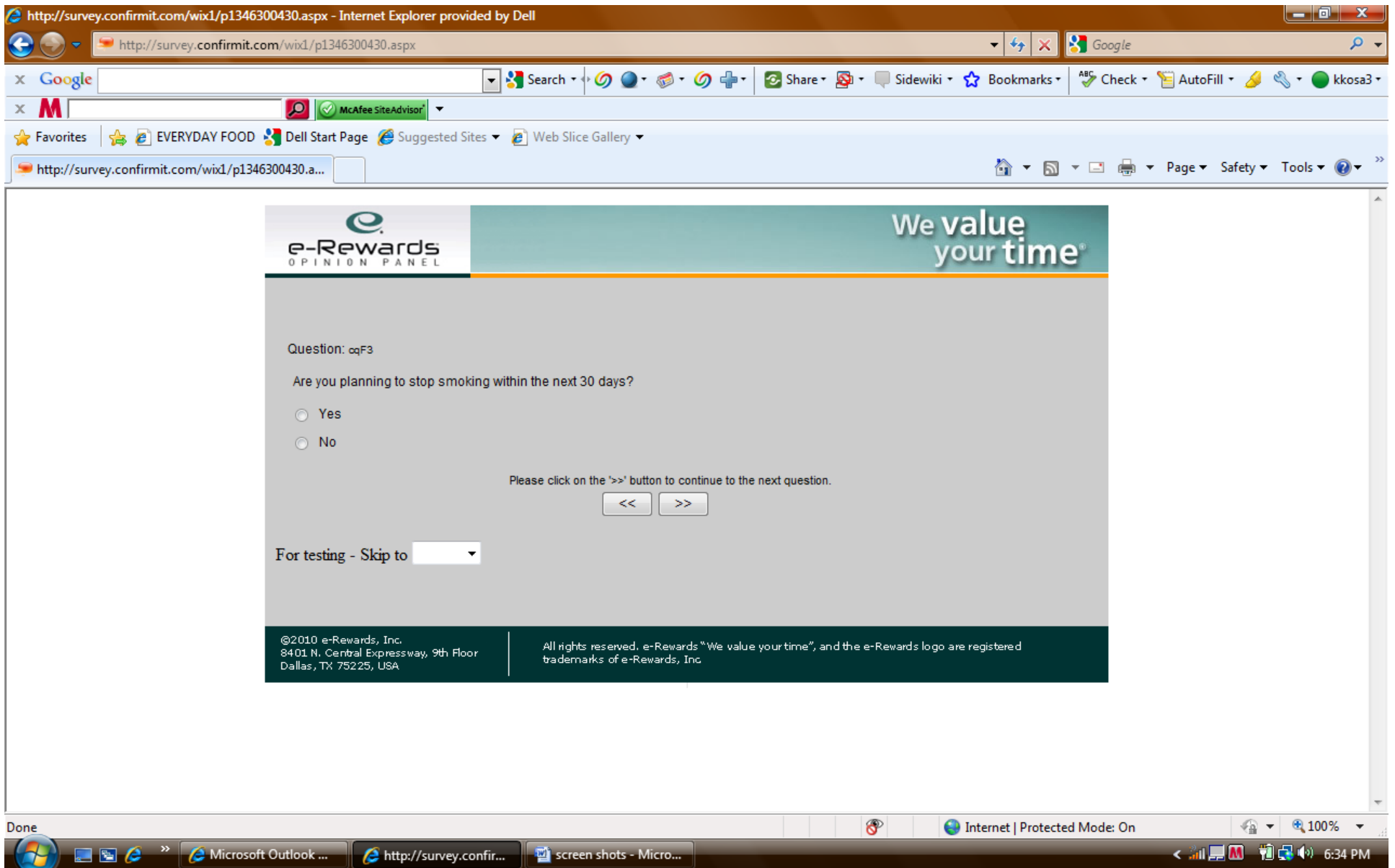
Internet | Protected Mode: On

100%

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

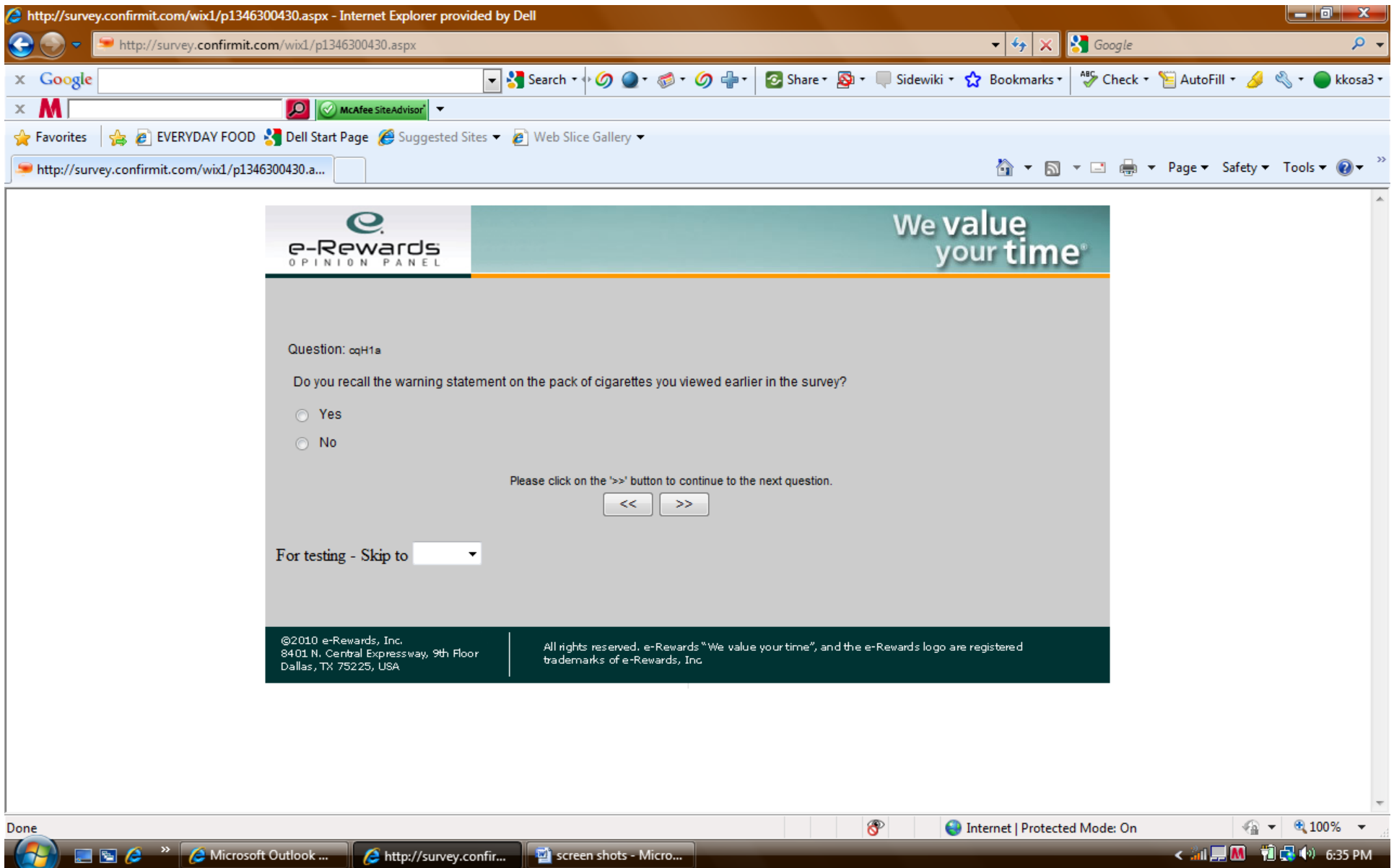
6:33 PM

ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS



The screenshot shows an Internet Explorer browser window with the address bar containing <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: oqF4. If you decided to give up smoking altogether in the next 12 months, how likely do you think you would be to succeed?". Below the question are five radio button options: "Very unlikely", "Somewhat unlikely", "Somewhat likely", "Very likely", and "No opinion". A navigation instruction says "Please click on the '>>' button to continue to the next question." with corresponding left and right arrow buttons. 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 6:34 PM and the taskbar with open applications including Microsoft Outlook and the current survey page.

ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS



ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS

25

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

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

Google

Google Search

Share Sidewiki Bookmarks Check AutoFill kksa3

McAfee SiteAdvisor

Favorites EVERYDAY FOOD Dell Start Page Suggested Sites Web Slice Gallery

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

Page Safety Tools

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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.

<< >>

For testing - Skip to [dropdown]

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Done

Internet | Protected Mode: On

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

6:46 PM

ADULT SMOKERS AGED 25 AND OLDER: SAMPLE SCREEN SHOTS

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

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Favorites

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Dell Start Page

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Web Slice Gallery

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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.

<< >>

For testing - Skip to

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Done

Internet | Protected Mode: On

100%

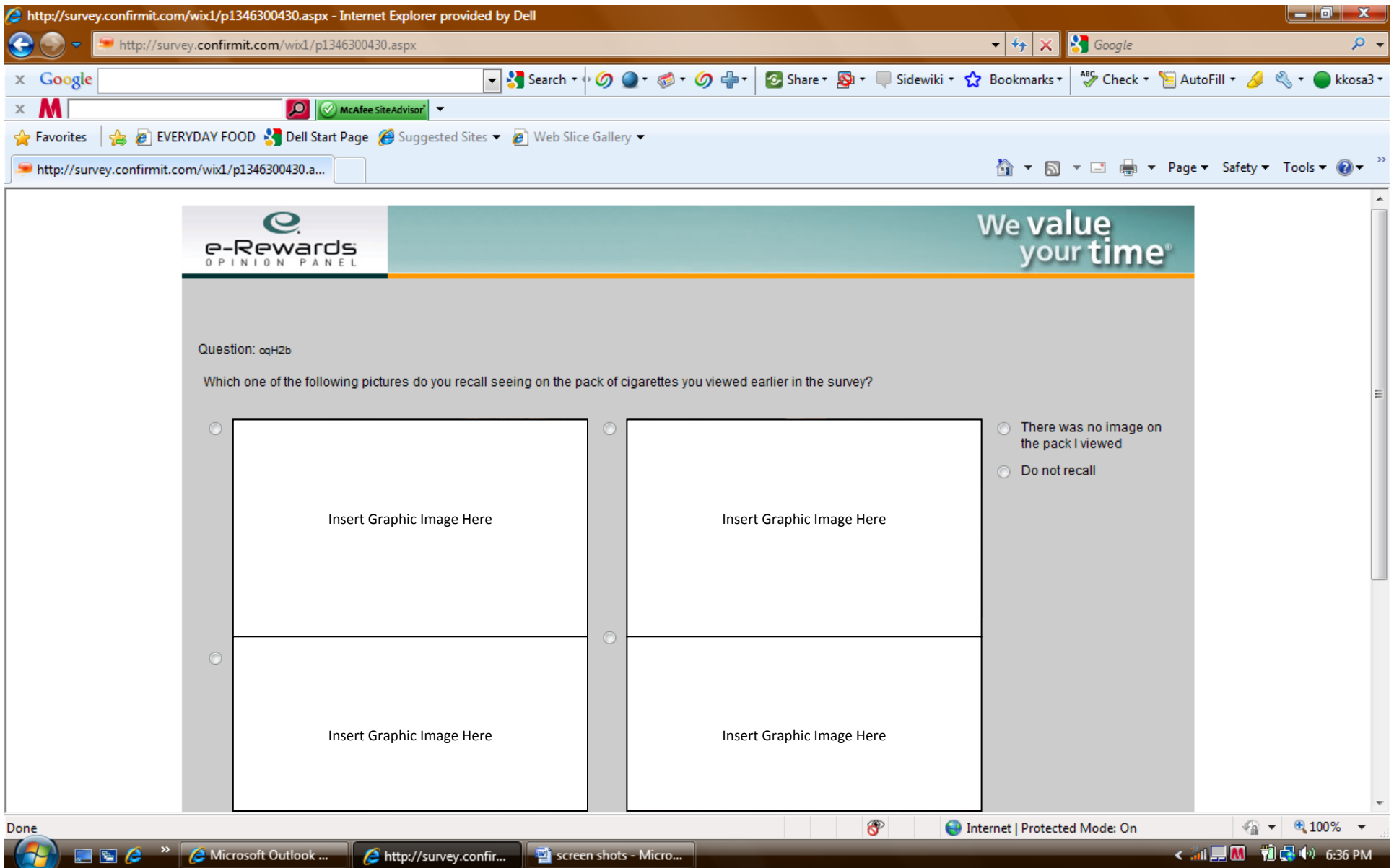
Microsoft Outlook ...

http://survey.confir...

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 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 a user profile icon labeled 'kkosa3'. The browser's Favorites bar shows 'EVERYDAY FOOD', 'Dell Start Page', 'Suggested Sites', and 'Web Slice Gallery'. The main content area displays the e-Rewards logo and the slogan 'We value your time®'. The survey question is: 'Question: oq1. What type of Internet connection do you have for your home computer or other primary computer?'. The options are: Highspeed, Broadband, DSL, or Cable; Dial up; Other; and Not sure. Below the question, there is a prompt: 'Please click on the '>>' button to continue to the next question.' and two buttons: '<<' and '>>'. At the bottom of the survey area, there is a 'For testing - Skip to' dropdown menu. The footer contains copyright information: '©2010 e-Rewards, Inc. 8401 N. Central Expressway, 9th Floor Dallas, TX 75225, USA' 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 Start button, several open applications (Microsoft Outlook, the survey page, and a screen shots application), and the system tray with the time '6:37 PM' and 'Internet | Protected Mode: On'.

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, a search button, and various utility icons like Share, Sidewiki, Bookmarks, Check, AutoFill, and kkosas. The Favorites bar shows 'EVERYDAY FOOD', 'Dell Start Page', 'Suggested Sites', and 'Web Slice Gallery'. The main content area features the e-Rewards logo and the slogan 'We value your time'. The survey question is: 'Question: oq13 Education. What is the highest level of school you completed or the highest degree you received?'. The options are: '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', and 'Postgraduate / Masters / Doctorate / Law / MD'. Below the options, there is a prompt: 'Please click on the '>>' button to continue to the next question.' and two navigation buttons: '<<' and '>>'. At the bottom left, there is a 'For testing - Skip to' dropdown menu. The footer contains copyright information: '©2010 e-Rewards, Inc. 8401 N. Central Expressway, 9th Floor Dallas, TX 75225, USA' 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 Start button, several open applications including Microsoft Outlook and the current survey page, and the system tray with the time 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 a search bar with 'Google' and various utility icons like 'Share', 'Sidewiki', 'Bookmarks', 'Check', 'AutoFill', and 'kkosa3'. The page content features the 'e-Rewards OPINION PANEL' logo on the left and the slogan 'We value your time' on the right. The main survey area contains the following text:

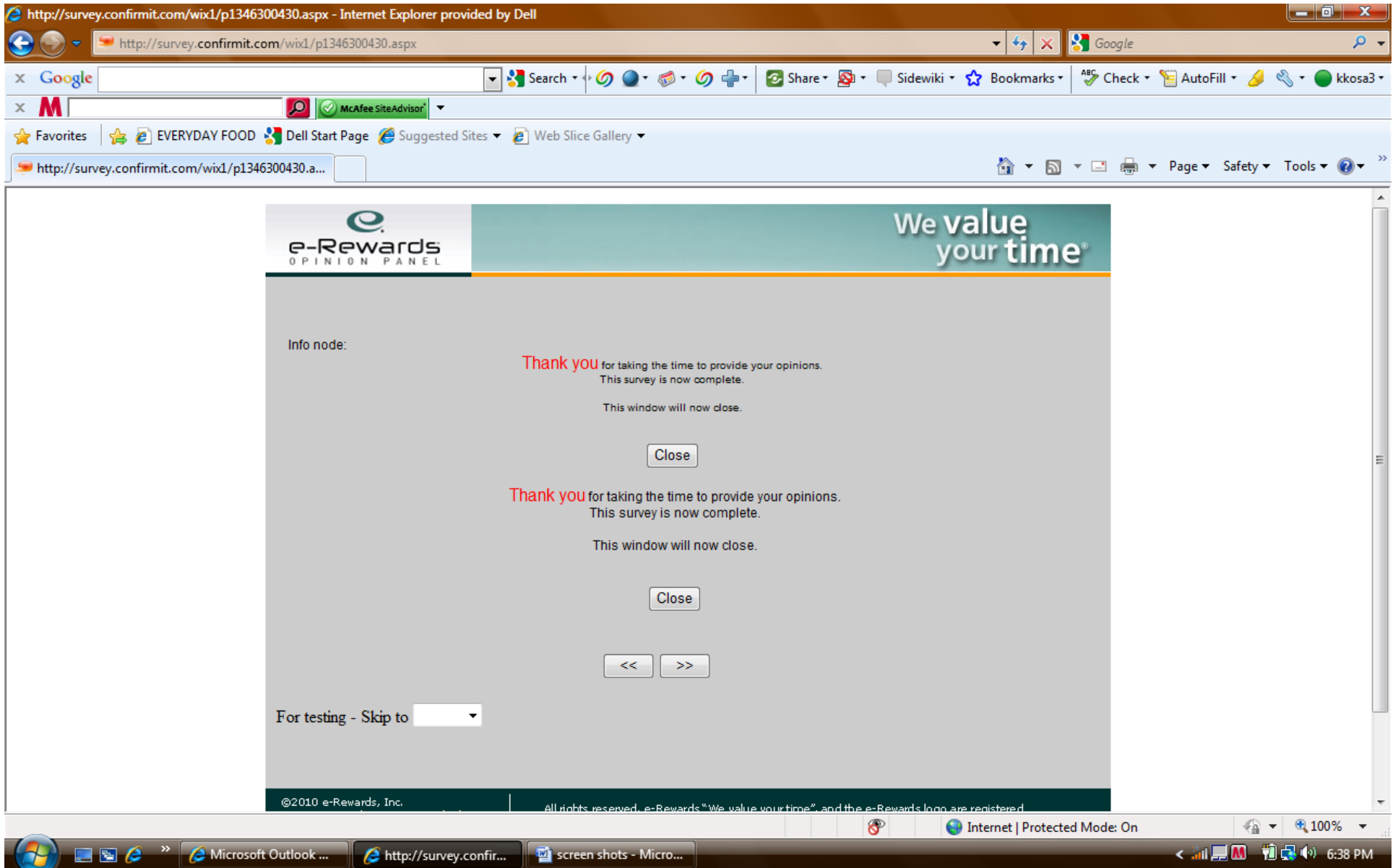
Question: cq15
What was your annual household income from all sources in 2009? Was it...?

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

Below the options, it says: 'Please click on the '>>' button to continue to the next question.' There are '<<' and '>>' navigation buttons. At the bottom left of the survey area, it says 'For testing - Skip to' followed by a dropdown menu. The footer contains copyright information: '©2010 e-Rewards, Inc. 8401 N. Central Expressway, 9th Floor Dallas, TX 75225, USA' and a trademark notice: '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 'Done' status, several open applications including 'Microsoft Outlook...', and the system tray displaying 'Internet | Protected Mode: On', '100%' zoom, and the time '6:37 PM'.

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