**ONLINE QUANTITATIVE STUDY OF YOUTH REACTIONS TO ROUGH-CUT ADVERTISING DESIGNED TO PREVENT YOUTH TOBACCO USE AMONG GENERAL MARKET YOUTH (WAVE 2)**

**SCREENER**

Demographics

1. How old are you?
   * + 1. 12 years or younger [SCREEN OUT]
       2. 13 years old
       3. 14 years old
       4. 15 years old
       5. 16 years old
       6. 17 years old
       7. 18 years old or older [SCREEN OUT]
2. Do you or any member of your immediate family or a close friend work for…?
   * + 1. A market research company [SCREEN OUT]
       2. An advertising agency or public relations firm [SCREEN OUT]
       3. The media (TV/radio/newspapers/magazines) [SCREEN OUT]
       4. A healthcare professional (doctor, nurse, pharmacist, dietician) [SCREEN OUT]
       5. None of these
3. When was the last time you participated in a research study?
4. Within the past 6 months [SCREEN OUT]
5. More than 6 months ago
6. Are you…?
   * + 1. Female
       2. Male
7. Are you Hispanic or Latino?
8. Yes
9. No
10. What race or races do you consider yourself to be? (You can choose one answer or more than one answer)
11. American Indian or Alaska Native
12. Asian
13. Black or African American
14. Native Hawaiian or Other Pacific Islander
15. White
16. Other

Cigarette Use

1. Have you ever tried cigarette smoking, even one or two puffs?

* + - 1. Yes
      2. No

[If A7 = A, Ask A8. If A7 = B, Ask A9 – A11]

1. About how many cigarettes have you smoked in your entire life? Your best guess is fine.
   * + 1. 1 or more puffs but never a whole cigarette
       2. 1 cigarette
       3. 2 to 5 cigarettes
       4. 6 to 15 cigarettes (about 1/2 a pack total)
       5. 16 to 25 cigarettes (about 1 pack total)
       6. 26 to 99 cigarettes (more than 1 pack, but less than 5 packs)
       7. 100 or more cigarettes (5 or more packs) [SCREEN OUT]

[If A8 = A – F, youth qualifies to participate in study. ]

Susceptibility

Thinking about the future…

1. Do you think you will try a cigarette soon?
2. Definitely yes
3. Probably yes
4. Probably not
5. Definitely not
6. Don’t know
7. Do you think you will smoke a cigarette at any time in the next year?
8. Definitely yes
9. Probably yes
10. Probably not
11. Definitely not
12. Don’t know
13. If one of your best friends were to offer you a cigarette, would you smoke it?
14. Definitely yes
15. Probably yes
16. Probably not
17. Definitely not
18. Don’t know

[If A9 – A11 All = D, SCREENOUT; otherwise youth qualifies to participate in study.]