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

SCREENER

Demographics

- A1. How old are you?
 - A. 12 years or younger [SCREEN OUT]
 - B. 13 years old
 - C. 14 years old
 - D. 15 years old
 - E. 16 years old
 - F. 17 years old
 - G. 18 years old or older [SCREEN OUT]
- A2. Do you or any member of your immediate family or a close friend work for...?
 - A. A market research company [SCREEN OUT]
 - B. An advertising agency or public relations firm [SCREEN OUT]
 - C. The media (TV/radio/newspapers/magazines) [SCREEN OUT]
 - D. A healthcare professional (doctor, nurse, pharmacist, dietician) [SCREEN OUT]
 - E. None of these
- A3. When was the last time you participated in a research study?
 - A. Within the past 6 months [SCREEN OUT]
 - B. More than 6 months ago
- A4. Are you...?
 - A. Female
 - B. Male
- A5. Are you Hispanic or Latino?
 - A. Yes
 - B. No

- A6. What race or races do you consider yourself to be? (You can choose one answer or more than one answer)
 - A. American Indian or Alaska Native
 - B. Asian
 - C. Black or African American
 - D. Native Hawaiian or Other Pacific Islander
 - E. White
 - F. Other

Cigarette Use

- A7. Have you ever tried cigarette smoking, even one or two puffs?
 - A. Yes
 - B. No

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

- A8. About how many cigarettes have you smoked in your entire life? Your best guess is fine.
 - A. 1 or more puffs but never a whole cigarette
 - B. 1 cigarette
 - C. 2 to 5 cigarettes
 - D. 6 to 15 cigarettes (about 1/2 a pack total)
 - E. 16 to 25 cigarettes (about 1 pack total)
 - F. 26 to 99 cigarettes (more than 1 pack, but less than 5 packs)
 - G. 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...

- A9. Do you think you will try a cigarette soon?
 - A. Definitely yes
 - B. Probably yes
 - C. Probably not
 - D. Definitely not
 - E. Don't know
- A10. Do you think you will smoke a cigarette at any time in the <u>next year</u>?

- A. Definitely yes
- B. Probably yes
- C. Probably not
- D. Definitely not
- E. Don't know

A11. If one of your best friends were to offer you a cigarette, would you smoke it?

- A. Definitely yes
- B. Probably yes
- C. Probably not
- D. Definitely not
- E. Don't know

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