# 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 next year?
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.]

