

**CDC National Media Campaign Evaluation  
- Non-Smoker Baseline 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

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**SECTION B: TOBACCO USE QUESTIONS**

**NOTE: A RESPONSE OPTION OF "REFUSE TO ANSWER" IS INCLUDED FOR ALL ITEMS.**

[ASK IF Screener A2 = 1]

**B1.** You mentioned previously that you have tried cigarette smoking. 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 half a pack)
- 5 16 to 25 cigarettes (about a pack)
- 6 26 to 99 cigarettes (more than a pack but less than 5 packs)
- 7 5 packs or more

**B2.** How old were you when you smoked a whole cigarette for the first time? Your best guess is fine.

Years [RANGE: 7-55]

**B3.** About how long has it been since you last smoked cigarettes -- even a puff?

Hours [RANGE: 0-23]  
 Days [RANGE: 0-6]  
  Weeks [RANGE: 0-3]  
  Months [RANGE: 0-11]  
  Years [RANGE: 0-97]

[ASK ALL]

**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.

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Definitely not</b>	<b>Probably not</b>	<b>Probably yes</b>	<b>Definitely yes</b>

[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.

Rationale: Key Outcome Indicator 2.03.4.

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...

Rationale: Key Outcome Indicator 2.03.4.

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...

Rationale: Key Outcome Indicator 2.03.4.

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...

Rationale: Key Outcome Indicator 2.03.4.

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**

**E1.** On an average day, how much television do you watch?

Rationale: use of television. Source: FL Online Adult Longitudinal Media Survey.

1. None
2. Less than one hour
3. About 1 hour
4. About 2 hours
5. About 3 hours
6. About 4 hours

7. 5 hours or more

**E2.** On an average day, how many hours do you listen to the radio?

Rationale: use of radio. Source: FL Online Adult Longitudinal Media Survey.

1. None
2. Less than one hour
3. About 1 hour
4. About 2 hours
5. About 3 hours
6. About 4 hours
7. 5 hours or more

**E3.** On an average day, how many hours do you use the Internet for personal reasons?

Rationale: use of internet. Source: FL Online Adult Longitudinal Media Survey.

1. None
2. Less than one hour
3. About 1 hour
4. About 2 hours
5. About 3 hours
6. About 4 hours
7. 5 hours or more

**E4.** What type of Internet connection do you have for your home computer or other primary computer?

Rationale: ability to view ads online. Source: NY Media Tracking Survey Online.

1. Cable/DSL/Broadband/High-Speed
2. Dial-Up
3. Not sure

**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?

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 E12]

**E12.** Have you ever visited any quit smoking websites online?

Rationale: awareness of internet smoking cessation resources.

1. Yes
2. No

[IF E12 = 1, ASK E13]

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

Rationale: awareness of internet smoking cessation resources.

3. Yes
4. No

**E14.** Have you ever heard of the Website [www.smokefree.gov](http://www.smokefree.gov)?

Rationale: awareness of internet smoking cessation resources.

1. Yes
2. No

[IF E14 = 1, ASK E15]

**E15.** Have you ever visited [www.smokefree.gov](http://www.smokefree.gov)?

Rationale: awareness of internet smoking cessation resources.

1. Yes
2. No

[IF E15 = 1, ASK E16]

**E16.** Have you visited [www.smokefree.gov](http://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](http://www.smokefree.gov)?

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.** Have you ever 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

- E18\_1.** TIPS FROM A FORMER SMOKER  
**E18\_2.** TRUTH  
**E18\_3.** BECOME AN EX  
**E18\_4.** EVERY CIGARETTE IS DOING YOU DAMAGE  
**E18\_5.** TOBACCO FREE LIVING

**SECTION F: CLOSING QUESTIONS**

**F1.** How many children aged 17 or younger live in your household 6 months or more of the year?  
 Rationale: demographics. Source: US DHHS Standards. Dorsey and Graham. 2011. New HHS Data Standards for Race, Ethnicity, Sex, Primary Language, and Disability Status. JAMA 306(21):2378-2379.

\_\_\_ Number of Children

**F2.** What is your sex?

Rationale: demographics. Source: US DHHS Standards. Dorsey and Graham. 2011. New HHS Data Standards for Race, Ethnicity, Sex, Primary Language, and Disability Status. JAMA 306(21):2378-2379.

1. Male
2. Female

**F3.** Are you Hispanic, Latino/a, or of Spanish origin? (1 or more categories may be selected)

Rationale: demographics. Source: US DHHS Standards. Dorsey and Graham. 2011. New HHS Data Standards for Race, Ethnicity, Sex, Primary Language, and Disability Status. JAMA 306(21):2378-2379.

1. No, not of Hispanic, Latino/a, or Spanish origin
2. Yes, Mexican American, Chicano/a
3. Yes, Puerto Rican
4. Yes, Cuban
5. Yes, Another Hispanic, Latino/a, or Spanish origin

**F4.** What is your race? (1 or more categories may be selected)

Rationale: demographics. Source: US DHHS Standards. Dorsey and Graham. 2011. New HHS Data Standards for Race, Ethnicity, Sex, Primary Language, and Disability Status. JAMA 306(21):2378-2379.

1. White
2. Black or African American
3. American Indian or Alaska Native
4. Asian Indian
5. Chinese
6. Filipino
7. Japanese
8. Korean
9. Vietnamese
10. Other Asian
11. Native Hawaiian
12. Guamanian or Chamorro
13. Samoan
14. Other Pacific Islander

**F5.** What is the highest grade or level of schooling you completed?

Rationale: demographics. Source: NATS .

1. 5th grade or less
2. 6th grade
3. 7th grade
4. 8th grade
5. 9th grade
6. 10th grade
7. 11th grade
8. 12th grade, no diploma
9. Ged or equivalent
10. High school diploma
11. Some college, no degree
12. Certificate, diploma, or associate degree: occupational, technical, or vocational program
13. Associate degree: academic program
14. Bachelor's degree
15. Master's degree
16. Professional school degree (examples: md, dds, dvm, llb, jd)
17. Doctoral degree (examples: phd, edd)

The next question is about the total income of YOUR HOUSEHOLD for the PAST 12 MONTHS. Please include your income PLUS the income of all members living in your household (including cohabiting partners and armed forces members living at home). Please count income BEFORE TAXES and from all sources (such as wages, salaries, tips, net income from a business, interest, dividends, child support, alimony, and Social Security, public assistance, pensions, or retirement benefits).

**F6.** Thinking about members of your family living in this household, what is your combined annual income, meaning the total pre-tax income from all sources earned in the past year?

Rationale: demographics. Source: HINTS.

1. \$0 to \$9,999
2. \$10,000 to \$14,999
3. \$15,000 to \$19,999

4. \$20,000 to \$34,999
5. \$35,000 to \$49,999
6. \$50,000 to \$74,999
7. \$75,000 to \$99,999
8. \$100,000 to \$199,999
9. \$200,000 or more

**F7. Are you now ...?**

Rationale: demographics. Source: NATS

1. Married
2. Living with a partner
3. Divorced
4. Widowed
5. Separated
6. Single, that is, never married and not now living with a partner
96. Other (Specify)

**F8. Which statement best describes your current employment status?**

Rationale: demographics. Source: Knowledge Networks panel question.

1. Working full time as a paid employee
2. Working full time, self-employed
3. Not working, on temporary layoff from a job
4. Not working, looking for work
5. Not working, retired
6. Not working, disabled
7. Not working, other

**F9. How many smoking or tobacco related web surveys like this have you completed with Knowledge Networks during the past year?**

Rationale: potential exposure to similar surveys. Source: Knowledge Networks panel question.

NOTE: This is a standard question that Knowledge Networks asks its panel members.

1. None
2. 1 survey
3. 2 surveys
4. 3 surveys
5. 4 surveys
6. 5 or more surveys

**[IF F9 > 2, ASK F10]**

**F10. Did you view or listen to any videos or other advertisements about quitting smoking in any of these surveys?**

Rationale: potential exposure to similar ads/surveys. Source: Knowledge Networks panel question.

NOTE: This is a standard question that Knowledge Networks asks its panel members.

1. Yes
2. No

**F11. Do you currently participate in any other online web panels besides Knowledge Networks?**

Rationale: potential exposure to similar surveys.. Source: Knowledge Networks panel question.  
NOTE: This is a standard question that Knowledge Networks asks its panel members.

1. Yes
2. No

**F12.** In what state do you currently reside?

Rationale: demographics. Source: Knowledge Networks panel questions.

NOTE: This is a standard question that Knowledge Networks asks its panel members.

\_\_\_\_\_ Pull Down List of States

**F13.** What county do you live in?

Rationale: demographics. Source: Knowledge Networks panel questions.

NOTE: This is a standard question that Knowledge Networks asks its panel members.

\_\_\_\_\_ Pull Down List of Counties

**F14.** In what postal zip code do you live? \_\_\_\_\_

Rationale: demographics.

**F15.** Have you been diagnosed by a physician or other qualified medical professional with any of the following medical conditions?

Rationale: Possible influencers for smoking cessation. Source: Knowledge Networks standard questionnaire.

NOTE: This is a standard question that Knowledge Networks asks its panel members.

- |     |    |
|-----|----|
| 1   | 2  |
| Yes | No |

**F15\_1.** Acid reflux disease

**F15\_2.** ADHD or ADD

**F15\_3.** Anxiety disorder

**F15\_4.** Asthma, chronic bronchitis, or COPD

**F15\_5.** Cancer (any type except skin cancer)

**F15\_6.** Chronic pain (such as low back pain, neck pain, or Fibromyalgia)

**F15\_7.** Depression

**F15\_8.** Diabetes

**F15\_9.** Heart attack

**F15\_10.** Heart disease

**F15\_11.** High blood pressure

**F15\_12.** High cholesterol

**F15\_13.** HIV/AIDS

**F15\_14.** Kidney disease

**F15\_15.** Mental health condition

**F15\_16.** Multiple sclerosis

**F15\_17.** Osteoarthritis, joint pain or inflammation

- F15\_18.** Osteoporosis or osteopenia
- F15\_19.** Rheumatoid arthritis
- F15\_20.** Seasonal allergies
- F15\_21.** Skin cancer
- F15\_22.** Sleep disorders such as sleep apnea or insomnia
- F15\_23.** Stroke
- F15\_24.** Something else
- F15\_25.** None of these [Single select]

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 5,000 KN points for completing this survey. A follow-up survey will be sent to you in about 3 to 4 months and you will be awarded 15,000 KN points for completing that survey.