

**Evaluation of the National Tobacco Prevention and Control Public Education Campaign
Smoker Follow-Up Questionnaire**

Public reporting burden of this collection of information is estimated to average 25 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Reports Clearance Officer, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-0923).

A3. The next few questions are about tobacco use and smoking cessation.

Do you now smoke every day, some days, or not at all?

Select one answer only

- I smoke every day
- I smoke on some days
- I do not smoke at all

B1. On the average, about how many cigarettes a day do you now smoke?

Type in the number for the answer

Number of cigarettes

B2. On the days that you smoke, how soon after you wake up do you usually have your first cigarette? Would you say...

Select one answer only

- Within 5 minutes
- 6-30 minutes
- From more than 30 minutes to 1 hour
- After more than 1 hour

C2. During the past 3 months, that is, since 1/1/2012, how many times have you stopped smoking *for one day or longer* because you were trying to quit smoking cigarettes for good?

Type in the number for the answer

Number of times

C4. During the past 3 months, that is, since 1/1/2012, how many times have you tried to quit smoking cigarettes for good, but stopped for less than a day?

Type in the number for the answer

Number of times

C6. Do you want to quit smoking cigarettes for good?

Select one answer only

- Yes
- No

C7. How much do you want to quit smoking? Would you say...

Select one answer only

- Not at all
- A little
- Somewhat
- A lot

C8. Do you have a time frame in mind for quitting?

Select one answer only

- Yes
- No

C9. Do you plan to quit smoking for good...

Select one answer only

- In the next 7 days,
- In the next 30 days,
- In the next 6 months,
- In the next 1 year, or
- More than 1 year from now
- I don't plan to quit smoking

C10. If you decided to give up smoking altogether in the next 12 months, how likely do you think you would be to succeed? Would you say...

Select one answer only

- Extremely Likely
- Very Likely
- Somewhat Likely
- Very Unlikely
- Extremely Unlikely

C11. How much do you think your health would improve if you were to quit smoking?

Select one answer only

- Not at all
- A little
- Somewhat
- A lot

C12. How worried are you that smoking will damage your health in the future?

Select one answer only

- Not at all worried
- A little worried
- Somewhat worried
- Very worried

C13. How do you think most people who are important to you would feel about you quitting tobacco use during the next 12 months? Would they...

Select one answer only

- Strongly disapprove
- Disapprove
- Neither disapprove nor approve
- Approve
- Strongly approve

C14. Among close friends, do...

Select one answer only

- All of them smoke?
- Most of them smoke?
- Most of them not smoke?
- None of them smoke?

C15. Among close relatives, do...

Select one answer only

- All of them smoke?
- Most of them smoke?
- Most of them not smoke?
- None of them smoke?

C16. How many of your family members have quit smoking or are currently quitting smoking?

Select one answer only

- None
- Only a few
- Some
- Most
- All

C17. How many of your friends have quit smoking or are currently quitting smoking?

Select one answer only

- None
- Only a few
- Some
- Most
- All

C18. 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 you quit smoking?

Select one answer only

- Yes
- No

C19. If you decided to quit smoking in the future, would you gather information or support for quitting from...

Select one answer from each row in the grid

	Yes	No
C19_1 A telephone quitline	<input type="radio"/>	<input type="radio"/>
C19_2 An Internet website	<input type="radio"/>	<input type="radio"/>
C19_3 A class, program, or one-on-one counseling from a healthcare provider	<input type="radio"/>	<input type="radio"/>
C19_4 Your doctor or other health care professional	<input type="radio"/>	<input type="radio"/>

C20. Have you heard of 1-800-QUIT-NOW?

Select one answer only

- Yes
- No

C21. Have you ever called 1-800 QUIT-NOW or any other telephone quitline?

Select one answer only

- Yes
- No

C22. Have you called 1-800 QUIT-NOW or any other telephone quitline in the past 3 months?

Select one answer only

- Yes
- No

The next few questions will ask about your opinions related to smoking, tobacco use, and cessation.

Please tell us if you strongly disagree, disagree, agree, or strongly agree with the following statements.

Select one answer from each row in the grid

		Strongly disagree	Disagree	Agree	Strongly agree
D1.	I'm embarrassed that I have to smoke.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D2.	Smoking helps me concentrate and do better work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D3.	Smoking cigarettes relieves tension.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D4.	Smoking is hazardous to my health.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D5.	Smoking cigarettes is pleasurable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D6.	I would be more energetic right now if I didn't smoke.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please tell us if you strongly disagree, disagree, agree, or strongly agree with the following statements.

Select one answer from each row in the grid

		Strongly disagree	Disagree	Agree	Strongly agree
D7.	I am eager for a life without smoking.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D8.	I have been thinking a lot about quitting smoking recently.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D9.	I am not prepared to make changes in my life in order to quit smoking.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please tell us if you strongly disagree, disagree, agree, or strongly agree with the following statements.

Select one answer from each row in the grid

		Strongly disagree	Disagree	Agree	Strongly agree
D10.	I get upset when I hear or read about illnesses caused by smoking.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D11.	I get upset when I think about my smoking.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D12.	Smokers should take warnings about cigarette smoking and lung cancer seriously.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D13.	I will not become a burden to others in the future because of my smoking.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D14.	Warnings about the health risks of smoking upset me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D15.	Smoking will severely lower my quality of life in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D16.	I am disappointed in myself because I smoke.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

D17. On a scale from 1 to 5 with 1 being the "lowest" and 5 being the "highest," how would you rate quitting smoking as a priority in your life?

Select one answer only

- 1 - Lowest
- 2
- 3
- 4
- 5 - Highest

D18. Smoking can cause immediate damage to your body.

Select one answer only

- Strongly disagree
- Disagree
- Agree
- Strongly agree

D19. How likely do you think a smoker is to develop a smoking-related disease as a result of smoking?

Select one answer only

- Extremely Likely
- Very Likely
- Somewhat Likely
- Very Unlikely
- Extremely Unlikely

D20. How likely do you think you are to develop a smoking-related disease as a result of smoking?

Select one answer only

- Extremely Likely
- Very Likely
- Somewhat Likely
- Very Unlikely
- Extremely Unlikely

D21. Do you believe cigarette smoking is related to:

Select one answer from each row in the grid

	Yes	No
D21_1. Gallstones	<input type="radio"/>	<input type="radio"/>
D21_2. Heart Disease	<input type="radio"/>	<input type="radio"/>
D21_3. Amputations (removal of limbs)	<input type="radio"/>	<input type="radio"/>
D21_4. Emphysema	<input type="radio"/>	<input type="radio"/>
D21_5. Asthma	<input type="radio"/>	<input type="radio"/>
D21_6. Hole in throat (stoma or tracheotomy)	<input type="radio"/>	<input type="radio"/>
D21_7. Diabetes	<input type="radio"/>	<input type="radio"/>
D21_8. Stroke	<input type="radio"/>	<input type="radio"/>
D21_9. Cancer of the mouth or throat	<input type="radio"/>	<input type="radio"/>
D21_10. Buerger's Disease	<input type="radio"/>	<input type="radio"/>
D21_11. Lung Cancer	<input type="radio"/>	<input type="radio"/>

D22. Thinking about all the health problems in your community, how important is addressing the problem of tobacco use? Would you say it is...

Select one answer only

- Among the most important health problems
- Equally as important as other health problems
- Among the least important health problems

D23. In general, how do the adults you spend time with feel about cigarette smoking by adults? Do they feel it is...

Select one answer only

- Totally acceptable
- Somewhat acceptable
- Neither acceptable nor unacceptable
- Somewhat unacceptable
- Totally unacceptable

D24. How do the adults you spend time with feel about someone smoking if children are present? Do they feel it is...

Select one answer only

- Totally acceptable
- Somewhat acceptable
- Neither acceptable nor unacceptable
- Somewhat unacceptable
- Totally unacceptable

E1. Other than yourself, does anyone who lives in your home smoke cigarettes now?

Select one answer only

- Yes
- No

E2. About how often do you smoke when you are in the company of children?

Select one answer only

- Always
- Sometimes
- Rarely
- Never

E3. Not counting decks, porches, or garages, during the past 7 days, that is, since last Wednesday, on how many days did someone other than you smoke tobacco inside your home while you were at home?

Type in the number for the answer

Number of days

E4. Not counting decks, porches, or garages, inside your home, is smoking...

Select one answer only

- Always allowed
- Allowed only at some times or in some places
- Never allowed

E5. Not counting motorcycles, in the vehicles that you and your family members who live with you own or lease, is smoking...

Select one answer only

- Always allowed in all vehicles
- Sometimes allowed in at least one vehicle
- Never allowed in any vehicle
- My family does not own or lease a vehicle

E6. The next few questions will ask about your opinions related to smoking, tobacco use, and cessation.

Please tell us if you strongly disagree, disagree, agree, or strongly agree with the following statements.

Select one answer from each row in the grid

	Strongly disagree	Disagree	Agree	Strongly agree
E6_1. Cigarette smoking has no serious effects on non-smokers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E6_2. I protect all other household members from any harm related to smoking.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E6_3. Parents who live with their children should not be allowed to smoke in their homes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E6_4. Adults should not smoke around other people in their home.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

E7. Do you think that breathing smoke from other people's cigarettes or from other tobacco products is...

Select one answer only

- Not at all harmful to one's health
- Somewhat harmful to one's health
- Very harmful to one's health

E8. How likely do you think it is that regularly breathing secondhand smoke from cigarettes would cause children to have asthma or breathing problems?

Select one answer only

- Extremely Likely
- Very Likely
- Somewhat Likely
- Very Unlikely
- Extremely Unlikely

E9. Are you seriously considering increasing restrictions on smoking in your household?

Select one answer only

- Definitely Yes
- Probably Yes
- Probably Not
- Definitely Not

F5. In the past 3 months, about how often have you seen ads against smoking on television?

Select one answer only

- Never
- Rarely
- Sometimes
- Often
- Always

F6. In the past 3 months, how often have you heard ads against smoking on the radio?

Select one answer only

- Never
- Rarely
- Sometimes
- Often
- Always

F7. In the past 3 months, how often have you seen ads against smoking in newspapers or magazines?

Select one answer only

- Never
- Rarely
- Sometimes
- Often
- Always

F8. In the past 3 months, how often have you seen ads against smoking in videos, or websites online?

Select one answer only

- Almost every time I was online
- Frequently when I was online
- Occasionally when I am online
- Never/Not that I remember
- I rarely or never go online or use the internet

F9. Have you ever heard of any quit smoking websites online?

Select one answer only

- Yes
- No

F10A. Have you visited any quit smoking websites online in the past 3 months?

Select one answer only

- Yes
- No

F11. Have you heard of the Website www.smokefree.gov?

Select one answer only

- Yes
- No

F12A. Have you visited www.smokefree.gov in the past 3 months?

Select one answer only

- Yes
- No

F13. In the past 3 months, have you seen or heard advertisements for products to help people quit smoking, such as nicotine patches or gums?

Select one answer only

- Never
- Rarely
- Sometimes
- Often
- Always

F17. In the past 3 months, have you seen or heard of any ads against tobacco on television or radio with the following themes or slogans?

Select one answer from each row in the grid

	Yes	No
F17_1. TRUTH	<input type="radio"/>	<input type="radio"/>
F17_2. TIPS FROM A FORMER SMOKER	<input type="radio"/>	<input type="radio"/>
F17_3. BECOME AN EX	<input type="radio"/>	<input type="radio"/>
F17_4. EVERY CIGARETTE IS DOING YOU DAMAGE	<input type="radio"/>	<input type="radio"/>
F17_5. TOBACCO FREE LIVING	<input type="radio"/>	<input type="radio"/>

F18A. Have you heard of the Website www.cdc.gov/quitting/tips?

Select one answer only

- Yes
- No

F18B. Have you visited www.cdc.gov/quitting/tips in the past 3 months?

Select one answer only

- Yes
- No

**Video_
Display**

Now, we would like you to view a series of television advertisements that have been shown in the U.S. Please be sure to turn the volume up on your computer. When you are ready, please click on the link below to view the first advertisement. There are a total of 7 ads to view. After you view each ad, there will be a few questions that ask about your opinions of the ad.

**Video_
Play**



Please watch the entire video before pressing the "Next" button to continue your survey.

F21.

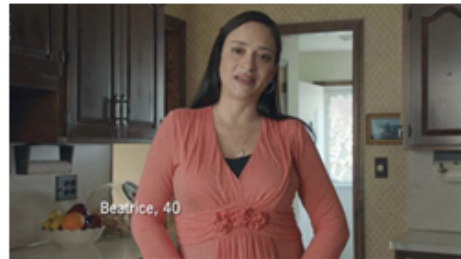
Were you able to view this video?

Select one answer only

- Yes
- No

F23.

Now we would like to show you some screen shots from a television advertisement that has been shown in the U.S. Once you have viewed the images displayed below, please click on the forward arrow below to continue with the survey.



Beatrice: "The thought of my sons growing up without me inspired me to quit smoking."



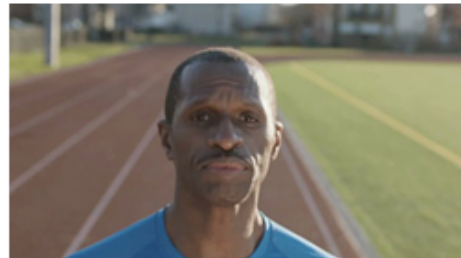
Wilma: "I talked to my doctors and then I threw away all my cigarettes, ashtrays and lighters."



James: "I started exercising instead of smoking."
Beatrice: "Letting my friends online knowing I was quitting kept me on track."



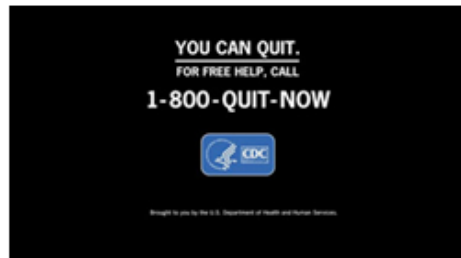
Wilma: "Staying away from alcohol when I was first quitting was key."



James: "I kept on trying, learning something each time."
Wilma: "Do whatever it takes."
James: "No matter how many times it takes."



Beatrice: "We did it, you can too."



Announcer: "For free help, call 1-800-QUIT-NOW."

F24. Have you seen this ad on television in the past 3 months?

Select one answer only

- Yes
- No

F24A. In the past 3 months, how frequently have you seen this ad on television?

Select one answer only

- Rarely
- Sometimes
- Often
- Very Often

F25. Please tell us if you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements.

Select one answer from each row in the grid

		Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
F25_1.	This ad is meaningful to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F25_2.	This ad is worth remembering.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F25_3.	This ad grabbed my attention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F25_4.	This ad is powerful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F25_5.	This ad is terrible.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F25_6.	This ad was difficult to watch.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F25_7.	This ad is convincing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F25_8.	This ad is informative.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F25_9.	This ad is ridiculous.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

F26. On scale of 1 to 5, where 1 means "not at all" and 5 means "very", please indicate how much this ad made you feel...

Select one answer from each row in the grid

	Not at all				Very
	1	2	3	4	5
F26_1. Discouraged	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F26_2. Sad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F26_3. Afraid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F26_4. Irritated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F26_5. Understood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F26_6. Angry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F26_7. Hopeful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F26_8. Ashamed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F26_9. Motivated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

F27. Would this ad make you want to encourage someone you care about to quit smoking?

Select one answer only

- Yes
- No

F28. Would this ad make you want to quit smoking?

Select one answer only

- Yes
- No

Video_
Outro

To view the next ad, please click the "Next" arrow below.

[REPEAT ABOVE SEQUENCE OF QUESTIONS FOR EACH TV AD SHOWN]

**F29_
Display**

For the next few questions, think about all of the advertisements you just viewed and recalled seeing in the past three months.

F29.

Did seeing these ads on television make you want to encourage someone you care about to quit smoking?

Select one answer only

- Yes
- No

F30.

Did you talk to anyone about any of these ads?

Select one answer only

- Yes
- No

F31.

When you talked about the ads, did you talk about any of the following topics? Please select all that apply.

Select one answer from each row in the grid

	Yes	No
F31_1. These ads were effective	<input type="radio"/>	<input type="radio"/>
F31_2. These ads were NOT effective	<input type="radio"/>	<input type="radio"/>
F31_3. I should stop smoking	<input type="radio"/>	<input type="radio"/>
F31_4. The person I was talking to or someone else I know should stop smoking	<input type="radio"/>	<input type="radio"/>
F31_5. Other, specify <input type="text"/>	<input type="radio"/>	<input type="radio"/>

F22.

As you viewed these ads, how were they in terms of viewing and sound quality? In answering, think about such issues as whether the images were jerky or unclear or whether the sound was clear and smooth.

Select one answer only

- Not at all clear and smooth
- Somewhat clear and smooth
- Clear and smooth
- Very clear and smooth
- Extremely clear and smooth

**Radio_
Display**

Now, we would like you to listen to a series of radio advertisements that have aired in the U.S. When you are ready, please click on the link below to listen to the first advertisement. There are a total of 3 ads to listen to. After you listen to each ad, there will be a few questions that ask about your recent recall of the ad.

**Radio_
Play**



F32.

Were you able to listen to this ad?

Select one answer only

- Yes
- No

F34.

Now we would like to show you a script from a radio advertisement that has aired in the U.S. Once you have read the script displayed below, please click on the forward arrow below to continue with the survey.

[Brandon] Hey, I'm Brandon. The disease I got from smoking led to me having both of my legs amputated. It's called Buerger's disease. It can destroy your skin tissue and lead to infection, gangrene, or worse. So I have a tip in case that happens to you. Take showers instead of baths, and use a shower chair. You'll find bathtubs are a lot harder to get in and out of when you don't have legs.

[Announcer] Smoking causes immediate damage to your body. You can quit. For free help, call 1-800-QUIT-NOW.

A message from the US Department of Health and Human Services and CDC.

F35.

Have you heard this ad on the radio in the past 3 months?

Select one answer only

- Yes
- No

F35A.

In the past 3 months, how frequently have you heard this ad on the radio?

Select one answer only

- Rarely
- Sometimes
- Often
- Very Often

**Radio_
Outro**

To hear the next radio ad, please click the "Next" arrow to the right.

[REPEAT ABOVE SEQUENCE OF QUESTIONS FOR EACH RADIO AD]

F57.

For this question, think about all of the radio advertisements you just listened to and recalled seeing in the past three months.

As you listened to these ads in the survey, how were they in terms of sound quality?

Select one answer only

- Not at all clear and smooth
- Somewhat clear and smooth
- Clear and smooth
- Very clear and smooth
- Extremely clear and smooth

**Image_
Display**

Next, you will see some advertisements that have recently appeared in magazines, on websites, and on signs in areas such as bus shelters, bus interiors, and other public places. There are 3 sets of images to view, followed by a few questions about whether you have seen these ads before. When you are ready to view them, please click "Next."

Image_
Show_
Outro



Please click "Next" to view the next set of images.

Image_
Show_
Outro



A TIP FROM A FORMER SMOKER

AFTER YOU HAVE A LUNG REMOVED, TAKE SHORT BREATHS.

Annette, Age 57
New York

For free help, call 1-800-QUIT-NOW.



A TIP FROM A FORMER SMOKER

THROW AWAY YOUR ASHTRAYS AND LIGHTERS.

Beatrice, Quit at age 37
New York

For free help, call 1-800-QUIT-NOW.



A TIP ABOUT SECONDHAND SMOKE

ASK PEOPLE NOT TO SMOKE AROUND YOUR KIDS.

Aden, Age 7
Jessica, His mother
New York

For free help, call 1-800-QUIT-NOW.



A TIP FROM A FORMER SMOKER

DO YOUR HEART A FAVOR. QUIT SMOKING.

Roosevelt, Age 51
Virginia

For free help, call 1-800-QUIT-NOW.



A TIP FROM A FORMER SMOKER

BE CAREFUL NOT TO CUT YOUR STOMA.

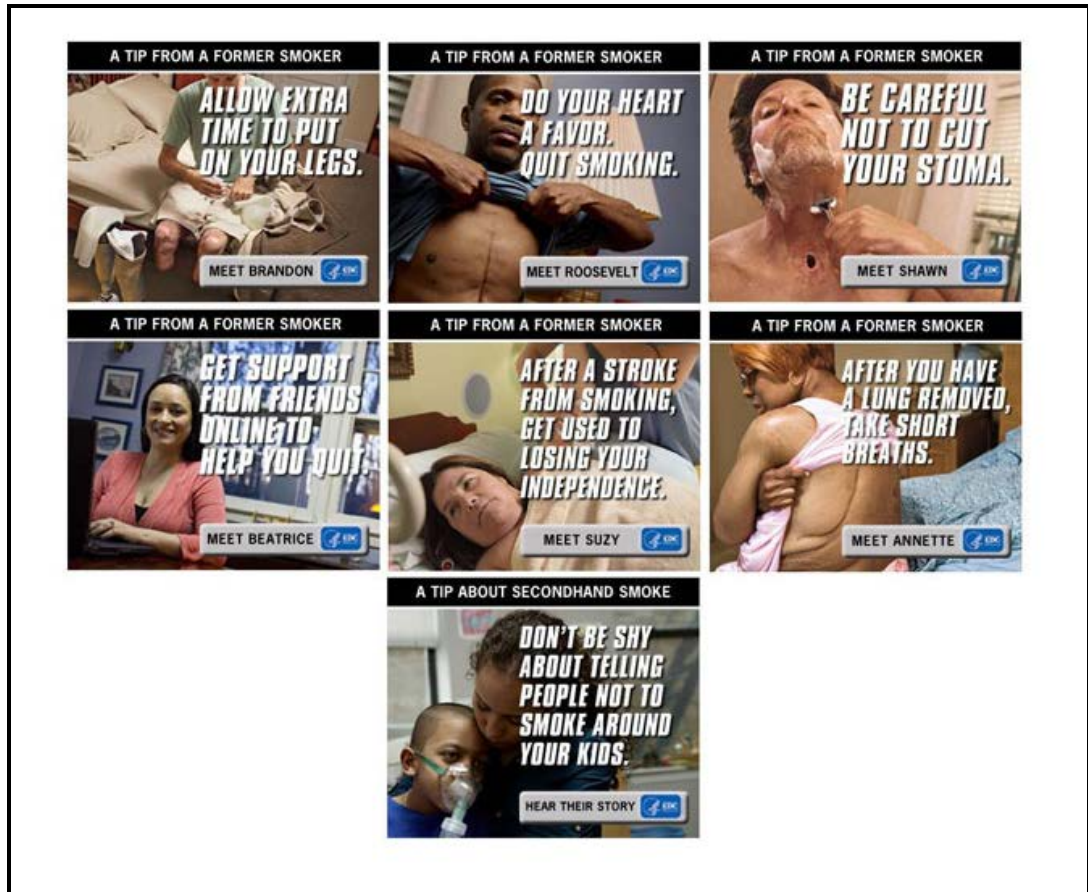
Shawn, Age 50
Washington State

For free help, call 1-800-QUIT-NOW.



Please click "Next" to view the next set of images.

Image_
Show_



F36. In the past 3 months, have you seen any of these ads in magazines, on Websites, or in public places outside your home?

Select one answer only

- Yes
 No

F37. Where did you see these advertisements?

Select one answer from each row in the grid

	Yes	No
F37_1. Magazines or print publications	<input type="radio"/>	<input type="radio"/>
F37_2. Websites online	<input type="radio"/>	<input type="radio"/>
F37_3. Public places such as bus shelters, bus interiors, outdoor bulletins, etc.	<input type="radio"/>	<input type="radio"/>

F38. The TIPS campaign is on social networking sites including Facebook, Youtube, and Twitter. Have you ever seen the TIPS campaign on these sites?

Select one answer only

- Yes
- No

Outro

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 15,000 KN points for completing this survey.