

Tips from Former Smokers Campaign

**Tips 2 Formative Research
Rough Cut Testing**

Screeners for Spanish Speaking Hispanics

November 28, 2012

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On behalf of the Centers for Disease Control and Prevention (CDC), we're conducting a study about different health and smoking-specific advertising that you might see in the media. Your opinions are very important to us! Please be assured that the purpose of this survey is to gather feedback regarding specific health-related advertising. We do not plan to report your answers individually. We plan to report results from this survey for the group as a whole. Thank you for taking the time to help us!

If you decide to participate and are eligible, you will receive 100 points [note - \$1.00]. Your participation in this survey is voluntary.

Screening Criteria:

Screener Section I: DEMOGRAPHICS

Are you...?

Male

Female

In which of the following categories does your age fall?

Under 18 years of age **SCREEN OUT**

18-24 years of age

25-34 years of age

35-44 years of age

45-54 years of age

55-64 years of age **SCREEN OUT**

65-74 years of age **SCREEN OUT**

75 years of age or older **SCREEN OUT**

In what U.S. state or territory do you currently reside?

[insert standard list]

What is your zip code?

|_|_|_|_|

If Alabama or Nebraska and 18-24 years of age

How old are you?

|_|_|

If 18 SCREEN OUT

Do you work for...?

- A market research company
- An advertising agency or public relations firm
- The media (TV/radio/newspapers/magazines)
- A healthcare professional (doctor, nurse, pharmacist, dietician, etc.)
- None of these

IF ANY OF 1-4 SELECTED, **SCREEN OUT.**

Do you consider yourself...?

- Hispanic or Latino
- Not Hispanic or Latino - TERMINATE

Do you consider yourself...?

- White/Caucasian
- Black or African-American
- American Indian or Alaska Native
- Native Hawaiian or Other Pacific Islander
- Asian

What language do you speak in your home the majority of the time?

- Spanish only
- Spanish more than English
- Both Spanish and English equally
- English more than Spanish TERMINATE
- English only - TERMINATE
- Other - TERMINATE

How comfortable would you say you are reading/writing Spanish?

- Very
- Somewhat
- Not at all TERMINATE

In what language do you prefer to watch, read, and listen to media?

- Spanish only
- Spanish more than English
- Both Spanish and English equally
- English more than Spanish TERMINATE
- English only TERMINATE

Please think about how many hours you spend each week watching Spanish television, reading Spanish newspapers/magazines or listening to Spanish radio. How many hours of Spanish television, newspapers, magazines or radio do you watch, read, or listen to in a typical week?

- Less than one hour TERMINATE
- 1 - 4 hours
- 5 - 7 hours
- 8 - 9 hours
- 10 or more hours

Screener Section II. SMOKING HISTORY SCREENING

Have you smoked at least 100 cigarettes in your entire life?

- Yes CONTINUE
- No SKIP TO MAIN QUESTIONNAIRE

Do you now smoke cigarettes every day, some days, or not at all? SINGLE RESPONSE.

- Every day CONTINUE
- Some days CONTINUE
- Not at all SKIP NEXT FOUR QUESTIONS

On how many of the past 30 days did you smoke cigarettes?

Enter number: _____

On the average, on those (INSERT PRIOR QUESTION RESPONSE) days, how many cigarettes did you usually smoke each day?
FILL IN NUMBER _____

During the past 12 months, have you stopped smoking for one day or longer because you were trying to quit smoking?

- Yes
- No

Which of the following statements best describes you?

- 1 I am seriously thinking about quitting smoking in the next 30 days
- 2 I am seriously thinking about quitting smoking in the next 6 months
- 3 I am not thinking about quitting smoking

ASK FORMER SMOKERS ONLY

About how long has it been since you completely quit smoking cigarettes? FILL IN NUMBER FOR UNIT THAT APPLIES.

- _____ Days (RANGE OF 0 TO 30)
- _____ Weeks (RANGE OF 0 TO 5)
- _____ Months (RANGE OF 0 TO 12)
- _____ Years (RANGE OF 0 TO 50)

IF QUALIFIED, PROCEED TO THE MAIN QUESTIONNAIRE. ALL OTHERS SHOW THE MESSAGE BELOW.

GENERAL SCREEN OUT MESSAGE UNLESS OTHERWISE NOTED

Thank you for your participation in this study. Unfortunately, your responses indicate that you are not qualified for this particular study, or that we have already reached our required quota of responses from participants similar to you. We appreciate your enthusiasm for our study and hope you will join us on future surveys!