

**Tips from Former Smokers Campaign**

**Tips 2 Formative Research  
Rough Cut Testing**

**Main Questionnaire**

**November 28, 2012**

Public reporting burden of this collection of information is estimated to average **13** 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 Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-0910).

**[21 ADS WILL BE TESTED, BUT EACH RESPONDENT WILL ONLY VIEW TWO OF THE ADS. Respondent will not see this list.]**

Ad Name For Selection		
TV Ads	Print Ads	Radio Ads
Nathan Dance	Jamason	Nathan
Michael Thinking	Ellie	Michael
Terrie Voice	Nathan	Bill
Bill List	Terrie	Tiffany
Tiffany Missed	Bill	Terrie
Jessica (Spanish)	Beatrice (Spanish)	Mariano (Spanish)
	Mariano (Spanish)	Jessica (Spanish)
	Jessica (Spanish)	

**Main Questionnaire: Message Evaluations**

We would now like to share with you a few ads and then gather your reactions to those ads. 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 and we appreciate your candid responses.

[IF SELECTED TO EVALUATE TV AD, INSERT THE FOLLOWING: Please make sure the volume on your computer is turned up, so that you may both see and hear the video.] [IF SELECTED TO EVALUATE RADIO AD, INSERT THE FOLLOWING: Please make sure the volume on your computer is turned up, so that you may hear the audio.]

Please click the forward arrow at the bottom of the screen to continue.

**Main Questionnaire SECTION 1: Questions for each ad, to be shown right after each ad**

What do you think [or would you say] is the main message of this advertisement?

People sometimes have different emotional reactions when they see or hear advertisements. On a scale from 1 to 5, where 1 indicates **not at all**, and 5 indicates **very**, please indicate how much this advertisement made you feel:

Not At All				Very
1	2	3	4	5

[RANDOMIZE LIST]

- Angry
- Afraid
- Ashamed
- Sad
- Hopeful
- Understood
- Surprised
- Trusting
- Motivated
- Regretful

On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please tell me the number which indicates how much you disagree or agree with the following statements.

Strongly Disagree				Strongly Agree
1	2	3	4	5

[RANDOMIZE LIST]

- A This ad is convincing
- B This ad grabbed my attention
- C This ad was easy to understand
- D I learned something new by viewing or hearing this ad
- E I trust the information in this ad
- F This ad is believable
- G I would talk to someone else about this ad
- H This ad is annoying
- I The people in this ad are believable
- J This ad is worth remembering
- K This ad is powerful
- L This ad is informative
- M This ad is meaningful
- N I can identify with what the ad says

[Please note that A,B,J,K,L,M will be used to calculate the PE score]

What do you like about this advertisement? Please be as specific as possible.

What do you dislike about this advertisement? Please be as specific as possible.

Is there anything confusing, unclear, or hard to understand?

- 1 Yes
- 2 No

What was confusing, unclear or hard to understand? Please be as specific as possible.

ONLY ASK THIS QUESTION OF RESPONDENTS SELECTED TO VIEW PRINT ADS

How much of the ad would you read?

- A. I would only read the headline.
- B. I would only look at the image.
- C. I would only read the headline and look at the image/s.
- D. I would read the whole thing.
- E. I wouldn't read any of it.

THE FOLLOWING QUESTIONS ARE FOR ALL RESPONDENTS

IF RESPONDENT IS A SMOKER, ASK THE FOLLOWING QUESTIONS

This question is about the possibility of you quitting smoking, based on the message you just saw or heard in the advertisement.

Does the ad make you want to quit smoking?

- Yes
- No

ASK IF PRIOR QUESTIONS RESPONSE IS NO

Why not? Please be as specific as possible.

ASK IF PRIOR QUESTIONS RESPONSE IS YES

What about the ad made you want to quit smoking? Please be as specific as possible.

IF RESPONDENT IS A NON-SMOKER, ASK THE FOLLOWING QUESTION

This question is about the possibility of encouraging someone you care about to quit smoking, based on the message you just saw or heard in the advertisement.

Does the ad make you want to encourage someone you care about to quit smoking?

- Yes

No

ASK IF PRIOR QUESTIONS RESPONSE IS NO  
Why not? Please be as specific as possible.

ASK IF PRIOR QUESTIONS RESPONSE IS YES  
What about the ad made you want to encourage someone you care about to quit smoking? Please be as specific as possible.

ASK ALL ENGLISH-LANGUAGE RESPONDENTS

If you saw or heard this advertisement, on a scale from 1 to 5, where 1 is not at all likely and 5 is extremely likely, how likely would you be to take the following actions in the next 6 months?

Not At All  
Likely  
1 2 3 4 5  
Extremely  
Likely

SHOW RESPONSES 1-8, TO ENGLISH-LANGUAGE SMOKERS

- 1 Call 1-800-QUIT-NOW for assistance in quitting smoking
- 2 Visit an informational government website, such as [www.cdc.gov/tips](http://www.cdc.gov/tips) for information on quitting
- 3 Talk with your doctor about quitting smoking
- 4 Not smoke around others
- 5 Visit the Twitter site for the campaign.
- 6 Try to quit on your own
- 7 Support smoke-free laws in your community
- 8 Do nothing

SHOW RESPONSES 10-17 TO ENGLISH-LANGUAGE NON-SMOKERS

- 10 Call 1-800-QUIT-NOW for information to help someone you care about quit smoking
- 11 Visit an informational government website, such as [www.cdc.gov/tips](http://www.cdc.gov/tips) for information to help someone you care about quit smoking
- 12 Talk to your doctor about helping someone you care about quit smoking
- 13 Ask someone to not smoke around you or others
- 14 Visit the Twitter site for the campaign.
- 15 Support smoke-free laws in your community
- 16 Encourage someone you care about to quit smoking
- 17 Do nothing

ASK ALL SPANISH-LANGUAGE RESPONDENTS

If you saw or heard this advertisement, on a scale from 1 to 5, where 1 is not at all likely and 5 is extremely likely, how likely would you be to take the following actions in the next 6 months?

Not At All  
Likely  
1 2 3 4 5  
Extremely  
Likely

SHOW RESPONSES 1-8, TO SPANISH-LANGUAGE SMOKERS

- 1a Call an English-language 1-800-QUIT-NOW number for assistance in quitting smoking
- 1b Call a Spanish-language 1-855-DEJALO-YA number for assistance in quitting smoking
- 2a Visit an English-language informational government website, such as [www.cdc.gov/tips](http://www.cdc.gov/tips) for Information on quitting
- 2b Visit a Spanish-language informational government website, such as [www.cdc.gov/consejos](http://www.cdc.gov/consejos) for information on quitting
- 3 Talk with your doctor about quitting smoking
- 4 Not smoke around others
- 5 Visit the an English-language Twitter site for the campaign
- 6 Try to quit on your own



Now we have a few additional questions for demographic purposes only.

How many children (under age 18) currently live in your household?

- None
- 1-2 children
- 3-4 children
- 5 or more children

What is the highest level of education you have completed?

- Grade school
- Less than high school graduate/some high school
- High school graduate or completed GED
- Some college or technical school
- Received four-year college degree
- Some post graduate studies
- Received advanced degree
- Other

What is your current occupational status?

- Employed full time
- Employed part time
- Unemployed
- Homemaker
- Student
- Retired
- Disabled
- Other

What is your marital status?

- Married
- Unmarried living with a partner
- Divorced
- Widowed
- Separated
- Single, never been married

Which of the following categories best describe your total, annual household income?

- Under \$20,000/year
- \$20,001 - \$30,000/year
- \$30,001 - \$40,000/year
- \$40,001 - \$50,000/year
- \$50,001 - \$60,000/year
- \$60,001 - \$80,000/year
- \$80,001 - \$100,000/year
- Over \$100,000/year



Of the following, which do you consider yourself to be?

[RANDOMIZE 2-4.]

- |    |                         |        |
|----|-------------------------|--------|
| 01 | Heterosexual (Straight) | ANCHOR |
| 02 | Lesbian                 |        |
| 03 | Gay                     |        |
| 04 | Bisexual                |        |
| 96 | Other                   | ANCHOR |
| 99 | Decline to answer       | ANCHOR |

**Thank you for your participation in this survey. We appreciate your responses and hope you will join us on future surveys!**