

Evaluation of the National Tobacco Prevention and Control Public Education Campaign
- Smoker Phase 2 Follow-up Questionnaire -

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SUBJECTS FOR QUESTIONNAIRE

SECTION A: INTRODUCTORY QUESTIONS
SECTION B: TOBACCO USE QUESTIONS
SECTION C: SMOKING CESSATION
SECTION D: ATTITUDES AND BELIEFS RELATED TO CESSATION
SECTION E: SECONDHAND SMOKE
SECTION F: MEDIA USE AND AWARENESS
SECTION G: CLOSING QUESTIONS

SECTION A: INTRODUCTORY QUESTIONS

A3. Do you now smoke every day, some days, or not at all?

1. I smoke every day
2. I smoke on some days
3. I do not smoke at all

SECTION B: TOBACCO USE QUESTIONS

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

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

Rationale: Key Outcome Indicator 2.08.2; NATS Q9

_____ number of cigarettes
I smoke less than 1 cigarette a day

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

Rationale: Provides an indicator of addiction; NATS Q19

1. Within 5 minutes
2. 6-30 minutes
3. From more than 30 minutes to 1 hour
4. After more than 1 hour

B3. Within the past 30 days, what is the main color of the cigarettes that you have smoked, not including the filter?

Rationale: Identify cigar smokers who mistakenly self-identify as cigarette smokers. Source: Developed from consultation with subject matter experts.

1. White Cigarettes (show picture with arrow to the body of the cigarette)
2. Brown Cigarettes (show picture with arrow to body of brown little cigar)
3. Both White Cigarettes and Brown Cigarettes
4. Other specify

B4. Within the last 30 days, have you smoked a cigarette with the following flavors (select all that apply)

Rationale: Flavored tobacco products appeal to youth and young adults. Source: Adapted from New York Tobacco Survey (added menthol).

1. Original, plain, OR regular
2. Menthol
3. Fruit (such as grape, strawberry, peach, apple)
4. Alcohol (such as wine, cognac, rum, irish cream)
5. Candy (such as chocolate, vanilla)
6. Mint, other than menthol (such as wintergreen, frost, spearmint, peppermint)
7. Other specify

B5. Since [FILL DATE OF CAMPAIGN LAUNCH], on how many days did you smoke cigars, cigarillos or very small cigars that look like cigarettes?

Rationale: Provides an indicator of cigar use. Source: National Adult Tobacco Survey

_____Number of days (0 – 30)

[IF B5 > 0, ASK B6]

B6. Which of the following types of cigars are most similar to the ones that you have smoked in the past 30 days? (select all that apply)

Rationale: Provides an indicator of type (a) and frequency (b) of type of cigar use.

Source: Developed from consultation with subject matter experts.

B6_1. [DISPLAY PHOTO OF LITTLE CIGAR]

In the past 30 days, approximately how many of this type of cigar did you smoke?

_____days (0 – 30)

B6_2. [DISPLAY PHOTO OF CIGARILLO]In the past 30 days, approximately how many of this type of cigar did you smoke?

_____days (0 – 30)

B6_3. [DISPLAY PHOTO OF PREMIUM CIGAR]

In the past 30 days, approximately how many of this type of cigar did you smoke?

_____days (0 – 30)

[IF B5 > 0, ASK B7]

B7. Within the last 30 days, have you smoked a cigar, cigarillo, or little cigar, with the following flavors? (select all that apply)

Rationale: Flavored tobacco products appeal to youth and young adults. Source: Adapted from New York Tobacco Survey (added menthol).

1. Original, plain, OR regular
2. Menthol
3. Fruit (such as grape, strawberry, peach, apple)
4. Alcohol (such as wine, cognac, rum, irish cream)
5. Candy (such as chocolate, VANILLA)
6. Mint, other than menthol (such as wintergreen, frost, spearmint, peppermint)
7. Other specify

SECTION C: SMOKING CESSATION

C1. During the past 12 months, that is, since [DATE FILL], how many times have you stopped smoking for one day or longer because you were trying to quit smoking cigarettes for good?

Rationale: Key Outcome Indicator 3.11.1; NATS Q49

_____ Number of times

[IF C1 > 0, ASK C2]

C2. Since [DATE FILL OF CAMPAIGN LAUNCH], how many times have you stopped smoking *for one day or longer* because you were trying to quit smoking cigarettes for good?

Rationale: Key Outcome Indicator 3.11.1; Revised from NATS Q49 with “Since [DATE FILL OF CAMPAIGN LAUNCH]” instead of “12 months.”

_____ Number of times

C4a1. During the past 12 months (365 days), what is the longest period of time you stopped smoking cigarettes because you were trying to quit smoking for good?

Rationale: Key Outcome Indicator 3.11.1; NATS Q49.”

_____ Number of days

[IF C4a1 > 0, ASK C4a2]

C4a2. Since [DATE FILL OF CAMPAIGN LAUNCH], what is the longest period of time you stopped smoking cigarettes because you were trying to quit smoking for good?

Rationale: Key Outcome Indicator 3.11.1; Revised from NATS Q49 with “Since [DATE FILL OF CAMPAIGN LAUNCH]” instead of “12 months.”

_____ Number of days

C4a3. During the past 12 months (365 days), how many days did you NOT smoke (not even a puff)?

Rationale: Key Outcome Indicator 3.11.1; NATS Q49.

_____ Number of days

[IF C4a3 > 0, ASK C4b]

C4b. Since [DATE FILL OF CAMPAIGN LAUNCH], how many days did you NOT smoke (not even a puff)?Rationale: Key Outcome Indicator 3.11.1; Revised from NATS Q49 with “Since [DATE FILL OF CAMPAIGN LAUNCH]” instead of “12 months.”

_____ Number of days

C5. Have you stopped smoking for one day or longer since January 1, 2013 because of a New Year’s resolution to stop smoking?

Rationale: Key Outcome Indicator 3.11.1; Revised from NATS Q49 to include “since January 1, 2012.”

1. Yes
2. No

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

Rationale: Key Outcome Indicator 3.08.3; NATS Q54

1. Yes
2. No

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

Rationale: Key Outcome Indicator 3.08.3.

1. Not at all
2. A little
3. Somewhat
4. A lot

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

Rationale: Key Outcome Indicator 3.08.3; NATS Q55

1. Yes
2. No

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

Rationale: Key Outcome Indicator 3.08.3; NATS Q56.

1. In the next 7 days,
2. In the next 30 days,
3. In the next 6 months,
4. In the next 1 year, or
5. More than 1 year from now?

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...

Rationale: Increased Awareness, Knowledge, and Intention to Quit;

Change in Beliefs about Perceived Ability to Quit Smoking. Source: NY ATS; FL Online Adult Longitudinal Media Survey

1. Extremely Likely
2. Very Likely
3. Somewhat Likely
4. Very Unlikely
5. Extremely Unlikely

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

Rationale: Increased Awareness Knowledge and Intention to Quit and Increased belief that smoking is harmful to health. Source: FL Online Adult Longitudinal Media Survey

1. Not at all
2. A little
3. Somewhat
4. A lot

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

Rationale: Increased Awareness Knowledge and Intention to Quit; Increased belief that smoking is harmful to health. Source: FL Online Adult Longitudinal Media Survey

1. Not at all worried
2. A little worried
3. Somewhat worried
4. Very worried

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

Rationale: Increased Awareness Knowledge and Intention to Quit; Change in beliefs about referent's attitudes about smoking. Source: FL Online Adult Longitudinal Media Survey

1. Strongly disapprove
2. Disapprove
3. Neither disapprove nor approve
4. Approve
5. Strongly approve

C14. Among close friends, do

Rationale: Normative behaviors about smoking and smoking cessation

1. All of them smoke?
2. Most of them smoke?
3. Most of them not smoke?
4. None of them smoke?

C15. Among close relatives, do

Rationale: Normative behaviors about smoking and smoking cessation

1. All of them smoke?
2. Most of them smoke?
3. Most of them not smoke?
4. None of them smoke?

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

Rationale: Normative behaviors about smoking and smoking cessation

5. None
6. Only a few
7. Some
8. Most
9. All

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

Rationale: Normative behaviors about smoking and smoking cessation

1. None
2. Only a few
3. Some
4. Most
5. All

CESSATION RESOURCES: QUITLINE USE AND AWARENESS AND HEALTH CARE PROFESSIONALS

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?

Rationale: Key Outcome Indicator 3.08.6. Source: NATS Q44

1. Yes
2. No

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

1. Yes 2. No

C19_1. A telephone quitline

C19_2. An Internet website

C19_3. Class, program, or one-on-one counseling from a healthcare provider

C19_4. Your doctor or other health care professional

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

Rationale: Awareness of quit line as smoking cessation resource.

1. Yes
2. No

[IF C20=1, ASK C22]

C22. Since [FILL DATE OF CAMPAIGN LAUNCH], have you called 1-800 QUIT-NOW or any other telephone quitline?

Rationale: Use of quit line as smoking cessation resource.

1. Yes
2. No

C23. Since [FILL DATE OF CAMPAIGN LAUNCH], have you talked with your doctor or health care professional about quitting smoking?

Rationale: Health care professional as smoking cessation resource.

1. Yes
2. No

SECTION D: ATTITUDES AND BELIEFS RELATED TO CESSATION

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

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

1	2	3	4
Strongly			Strongly
<u>disagree</u>	<u>Disagree</u>	<u>Agree</u>	<u>agree</u>

Rationale: Helps assess attitudes about smoking cigarettes. Source: **Adolescent Decisional Balance Scale from Velicer et al. J. Pers. Soc. Psych., 48(5): 1279-89.**

[RANDOMIZE ORDER]

- D1. Smoking cigarettes is pleasurable.
- D2. Smoking cigarettes relieves tension.
- D3. Smoking helps me concentrate and do better work.
- D4. I would be more energetic right now if I didn't smoke.
- D5. I'm embarrassed that I have to smoke.
- D6. Smoking is hazardous to my health.

Thoughts About Quitting

Rationale: helps assess intentions to quit smoking. Source: Legacy surveys, FL Online Adult Longitudinal Media Survey

[RANDOMIZE ORDER]

- D7. I have been thinking a lot about quitting smoking recently.
- D8. I am eager for a life without smoking.
- D9. I am not prepared to make changes in my life in order to quit smoking.

Worries About Health

Rationale: Assesses attitudes about smoking and D14 addresses belief about harm from smoking. Source: FL Online Adult Longitudinal Media Survey

[RANDOMIZE ORDER]

- D10. I get upset when I think about my smoking.
- D11. I am disappointed in myself because I smoke.
- D12. I get upset when I hear or read about illnesses caused by smoking.
- D13. Warnings about the health risks of smoking upset me.
- D14. Smoking will severely lower my quality of life in the future.
- D15. I will not become a burden to others in the future because of my smoking.

General Attitudes Related to Smoking and Cessation

Rationale: intention to quit smoking and beliefs about harmful effects of smoking. Source: FL Online Adult Longitudinal Media Survey (and for D18 American Legacy surveys).

[RANDOMIZE ORDER]

- D16. Smokers should take warnings about cigarette smoking and lung cancer seriously.
- 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?

- 1. Lowest

- 2.
- 3.
- 4.
- 5. Highest

Risk Perception

D18. Smoking can cause immediate damage to your body.

- 1. Strongly Agree
- 2. Agree
- 3. Disagree
- 4. Strongly Disagree

D19. 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

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

- 1. Extremely Likely
- 2. Very Likely
- 3. Somewhat Likely
- 4. Very Unlikely
- 5. Extremely Unlikely

D21. Do you believe cigarette smoking is related to:

Rationale: Beliefs about cigarette smoking and health effects related to smoking. Source: NHIS.

[RANDOMIZE ORDER] 1 2
 Yes No

- D21_1.** Lung Cancer
- D21_2.** Cancer of the mouth or throat
- D21_3.** Heart Disease
- D21_4.** Diabetes
- D21_5.** Emphysema

- D21_6.** Stroke
- D21_7.** Hole in throat (stoma or tracheotomy)
- D21_8.** Buerger's Disease
- D21_9.** Amputations (removal of limbs);
- D21_10.** Asthma
- D21_11.** Gallstones
- D21_12.** COPD or Chronic bronchitis

D21_a. Do you believe cigars, cigarillos, or little cigars smoking is:
Rationale: Beliefs about cigar smoking compared to cigarettes smoking. Source:
Developed from consultation with subject matter experts.

1. Healthier than smoking cigarettes
2. About the same health effects as smoking cigarettes
3. Less healthier than smoking cigarettes

D21_b. Do you believe smoking brown cigarettes is:
Rationale: Beliefs about cigar smoking compared to cigarettes smoking. Source:
Developed from consultation with subject matter experts.

1. Healthier than smoking cigarettes
2. About the same health effects as smoking cigarettes
3. Less healthier than smoking cigarettes

D21c. How likely do you think it is that smoking worsens medical complications of diabetes such as blindness, renal failure, or amputations?
Rationale: Increased belief that cigarette smoking is harmful to health.

1. Extremely Likely
2. Very Likely
3. Somewhat Likely
4. Very Unlikely
5. Extremely Unlikely

[ASK ALL]

Social Norms of Smoking and SHS

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

1. Among the most important health problems
2. Equally as important as other health problems
3. 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...

Rationale: norms about tobacco use.

1. Totally acceptable
2. Somewhat acceptable
3. Neither acceptable nor unacceptable
4. Somewhat unacceptable
5. Totally unacceptable

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

Rationale: norms about tobacco use.

1. Totally acceptable
2. Somewhat acceptable
3. Neither acceptable nor unacceptable
4. Somewhat unacceptable
5. Totally unacceptable

SECTION E: SECONDHAND SMOKE

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

Rationale: Perceived social norms about smoking. Source: NY ATS; FL Online Adult Longitudinal Media Survey.

1. Yes
2. No

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

Rationale: Perceived social norms about smoking. Source: FL Online Adult Longitudinal Media Survey.

1. Always
2. Sometimes
3. Rarely
4. Never

E3. 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: Perceived social norms about smoking. Source: NATS.

Number of days _____

E4. 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

E5. 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

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

E6. Please tell us if you strongly agree, agree, disagree, or strongly disagree with the following statements.

Rationale: belief that cigarette smoking and secondhand smoke are harmful to health.

Source: Cantor, O'Hare, and O'Connor, 2006.

1	2	3	4
Strongly			Strongly
<u>disagree</u>	<u>Disagree</u>	<u>Agree</u>	<u>agree</u>

E6_1. Cigarette smoking has no serious effects on non-smokers.

E6_2. Parents who live with their children should not be allowed to smoke in their homes.

E6_3. Adults should not smoke around other people in their home.

E6_4. I protect all other household members from any harm related to smoking.

E7. 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

E8. 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

E8a. How likely do you think it is that regularly breathing secondhand smoke from cigarettes would cause non-smokers to have asthma, infections, or lung damage?

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

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

1. Definitely Yes
2. Probably Yes
3. Probably Not
4. Definitely Not

SECTION F: MEDIA USE AND AWARENESS

F1. On an average day, how much television do you watch?

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

F2. On an average day, how many hours do you listen to the radio?

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

F3. On an average day, how many hours do you use the Internet for personal reasons?

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

F3a. Overall, when you use the Internet, are you mostly using your cell phone or mostly using some other device like a desktop, laptop, tablet or other mobile device?

Rationale: access to Internet via computer/laptop versus mobile phones. Source: Adapted from PEW Survey on Internet Use Q2.

- a. Mostly on cell phone
- b. Mostly on something else
- c. Both equally
- d. Depends
- e. Don't know
- f. Refused

F4. What type of Internet connection do you have for your home computer or other primary computer?

1. Cable/DSL/Broadband/High-Speed
2. Dial-Up
3. Not sure
4. 4. No internet at home

F5. Since [FILL DATE OF CAMPAIGN LAUNCH], 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

F6. Since [FILL DATE OF CAMPAIGN LAUNCH], how often have you heard ads against smoking on the radio?

Rationale: exposure to radio ads. Source: FL Online Adult Longitudinal Media Survey (replaced “anti smoking” with “ads against smoking”).

1. Never
2. Rarely
3. Sometimes
4. Often
5. Always

F7. Since [FILL DATE OF CAMPAIGN LAUNCH], how often have you seen ads against smoking in newspapers or magazines?

Rationale: exposure to print ads.

1. Never
2. Rarely
3. Sometimes
4. Often
5. Always

F8. Since [FILL DATE OF CAMPAIGN LAUNCH], how often have you seen ads against smoking in videos online?

Rationale: exposure to web ads and/or 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

F9. Since [FILL DATE OF CAMPAIGN LAUNCH], have you ever heard of any quit smoking websites online?

Rationale: awareness of internet smoking cessation resources.

1. Yes
2. No

[IF F9 = 1, ASK F10A]

F10A. Since [FILL DATE OF CAMPAIGN LAUNCH], have you visited any quit smoking websites online?

Rationale: use of internet smoking cessation resources.

1. Yes
2. No

F11. Have you heard of the Website [insert final url]?

Rationale: awareness of smoking cessation resources.

1. Yes
2. No

[IF F11 = 1, ASK F12A]

F12A. Since [FILL DATE OF CAMPAIGN LAUNCH], have you visited [insert final url]?

Rationale: use of internet smoking cessation resources.

1. Yes
2. No

F13. Since [FILL DATE OF CAMPAIGN LAUNCH], have you seen or heard advertisements for products to help people quit smoking, such as nicotine patches or gums?

Rationale: awareness of smoking cessation resources.

1. Never
2. Rarely
3. Sometimes
4. Often
5. Always

F14. Since [FILL DATE OF CAMPAIGN LAUNCH], when you were using the Internet or your smartphone, how many times did you see information about...?

Rationale: Awareness, use, and sharing of tobacco related information.

- 1 = never
- 2 = 1-2 times
- 3 = 3-5 times
- 4 = 6-10 times
- 5 = > 10 times
- 99 = Don't know

- ...Cigarettes and other tobacco products?
- ...Ways to quit smoking?
- ...Secondhand smoke?
- ...The health effects of smoking?
- ...Electronic cigarettes?
- ...Warning labels on cigarette packages?
- ...Banning menthol cigarettes?
- ...Coupons or discounts for buying cigarettes or other tobacco products online?
- ...Antismoking ads?

F14a. Since [FILL DATE OF CAMPAIGN LAUNCH], have you ever seen information about any of these topics when using the following platforms? (Mark all that apply)

	Internet search engines	Online News Sources	Twitter	Facebook	YouTube	Tumblr	Email	Some Other Social Network
Cigarettes and other tobacco products								
Coupons or discounts for buying cigarettes								
Ways to quit smoking								
Advertisements for e-cigarettes								

F14b. Since [FILL DATE OF CAMPAIGN LAUNCH], when you were using the Internet or your smartphone, how many times did you search for information about...? Rationale: Awareness, use, and sharing of tobacco related information.

- 1 = never
- 2 = 1-2 times
- 3 = 3-5 times
- 4 = 6-10 times
- 5 = > 10 times
- 99 = Don't know...

Cigarettes and other tobacco products?

- ...Ways to quit smoking?
- ...Secondhand smoke?
- ...The health effects of smoking?
- ...Electronic cigarettes?
- ...Warning labels on cigarette packages?
- ...Banning menthol cigarettes?
- ...Coupons or discounts for buying cigarettes or other tobacco products online?
- ...Antismoking ads?

F15. Since [FILL DATE OF CAMPAIGN LAUNCH], have you ever searched information about any of these topics when using the following platforms? (Mark all that apply)

	Inter net searc h engin es	Onlin e News Sour ces	Twitt er	Faceboo k	YouTu be	Tumb lr	Ema il	Some Other Social Netwo rk
Cigarettes and other tobacco products								
Coupons or discounts for buying cigarettes								
Ways to quit smoking								
Advertisements for e-cigarettes								

F16. Since [FILL DATE OF CAMPAIGN LAUNCH], how many times have you shared information with other people, or posted information on your social network (e.g., Facebook, LinkedIn, Twitter, MySpace, YouTube or another social network) about each of the following?

Rationale: Awareness, use, and sharing of tobacco related information.

- 1 = never
- 2 = 1-2 times
- 3 = 3-5 times
- 4 = 6-10 times
- 5 = > 10 times
- 99 = Don't know

- ...Cigarettes and other tobacco products?
- ...Ways to quit smoking?
- ...Secondhand smoke?
- ...The health effects of smoking?
- ...Electronic cigarettes?
- ...Warning labels on cigarette packages?
- ...Banning menthol cigarettes?
- ...Coupons or discounts for buying cigarettes or other tobacco products online?
- ...Antismoking ads?

F16b. Since [FILL DATE OF CAMPAIGN LAUNCH], have you ever shared information about any of these topics when using the following platforms? (Mark all that apply)

	Inter net searc h engin es	Onlin e News Sour ces	Twitt er	Faceboo k	YouTu be	Tumb lr	Ema il	Some Other Social Netwo rk
Cigarettes and other tobacco products								
Coupons or discounts for buying cigarettes								
Ways to quit smoking								
Advertisements for e-cigarettes								

F17. Since [FILL DATE OF CAMPAIGN LAUNCH], have you seen or heard of any ads on television or radio with the following themes or slogans?

Rationale: Ad awareness. Source: FL Online Adult Longitudinal Media Survey.

[RANDOMIZE ORDER] 1 2
 Yes No

F17_1. TIPS FROM A FORMER SMOKER

F17_2. TRUTH

- F17_3. BECOME AN EX
- F17_4. EVERY CIGARETTE IS DOING YOU DAMAGE
- F17_5. TOBACCO FREE LIVING

[IF F17_1 = YES, ASK F18]

F18. Where have you seen or heard about the TIPS Campaign?

Rationale: Ad awareness. Source: FL Online Adult Longitudinal Media Survey.

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

- F18_1. On TV
- F18_2. On the radio
- F18_3. In newspapers or magazines
- F18_4. On the Internet
- F18_5. On a mobile device
- F18_6. Billboards or other outdoor ads

F18a. Have you heard of the Website [INSERT FINAL URL]

- 1. Yes
- 2. No

F18b. Since [FILL DATE OF CAMPAIGN LAUNCH], have you visited [INSERT FINAL URL]?

- 1. Yes
- 2. No

F20. The TIPS campaign is on social networking sites including Facebook, YouTube and Twitter. Have you ever seen the TIPS campaign on these sites?

Rationale: Ad awareness. Source: FL Online Adult Longitudinal Media Survey.

- 1. Yes
- 2. No

EXPOSURE AND REACTION TO TV & ONLINE VIDEO ADS

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

[RANDOMIZE ORDER OF ADS]

[RECORD ORDER]

SHOW AD #1

F21. Were you able to view this video?

Rationale: exposure to ad. Source: FL Online Adult Longitudinal Media Survey.

1. Yes
2. No

[IF F21=NO, SKIP TO F23]

F22. As you viewed this ad, how was it 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.

Rationale: clear exposure to ad. Source: NY Media Tracking Survey Online.

1. Not at all clear and smooth
2. Somewhat clear and smooth
3. Clear and smooth
4. Very clear and smooth
5. Extremely clear and smooth

F23. Now we would like to show you some screen shots from a television and online video 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.

[DISPLAY IMAGES FOR AD #1]

F24. Since [FILL DATE OF CAMPAIGN LAUNCH], have you seen this ad on television ?

Rationale: exposure to ad.

1. Yes
2. No

[IF F24=1, ASK F24A]

F24A. Since [FILL DATE OF CAMPAIGN LAUNCH], how frequently have you seen this ad on television?

Rationale: exposure to ad.

1. Rarely
2. Sometimes
3. Often
4. Very Often

F24A1

Since [FILL DATE OF CAMPAIGN LAUNCH], have you seen this ad on the internet?

1. Yes
2. No

[IF F24A1=1, ASK F24B]

F24B. Since [FILL DATE OF CAMPAIGN LAUNCH], how frequently have you seen this ad on the internet?

Rationale: exposure to ad.

1. Rarely
2. Sometimes
3. Often
4. Very Often

F24C. Since [FILL DATE OF CAMPAIGN LAUNCH], have you seen this ad on a mobile device?

1. Yes
2. No

[IF F24C=1, ASK F24D]

F24D. Since [FILL DATE OF CAMPAIGN LAUNCH], how frequently have you seen this ad on a mobile device?

Rationale: exposure to ad.

1. Rarely
2. Sometimes
3. Often
4. Very Often

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

Rationale: resonance of ad. Source: FL Online Adult Longitudinal Media Survey.

1. Strongly Disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly Agree

[RANDOMIZE ORDER]

F25_1. This ad is worth remembering.

- F25_2. This ad grabbed my attention.
- F25_3. This ad is powerful.
- F25_4. This ad is informative.
- F25_5. This ad is meaningful to me.
- F25_6. This ad is convincing.
- F25_7. This ad is ridiculous.
- F25_8. This ad is terrible.
- F25_9. This ad was difficult to watch.

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...

	1	2	3	4	5
[RANDOMIZE ORDER]	<u>Not at all</u>				<u>Very</u>

- F26_1. Sad
- F26_2. Afraid
- F26_3. Irritated
- F26_4. Ashamed
- F26_5. Discouraged
- F26_6. Hopeful
- F26_7. Motivated
- F26_8. Understood
- E26_9. Angry

F27. Would this ad make you want to encourage someone you care about to quit smoking? Rationale: ad impact. Source: CDC Health Message Testing System.

- 1. Yes
- 2. No

F28. Would this ad make you want to quit smoking? Rationale: ad impact. Source: Adapted from the CDC Health Message Testing System.

- 1. Yes
- 2. No

[REPEAT ABOVE SEQUENCE OF QUESTIONS FOR EACH AD SHOWN]

For the next few questions, think about all of the advertisements you just viewed and recalled seeing since [FILL CAMPAIGN LAUNCH DATE].

F28a. Do you think these ads would be relevant for people who smoke cigars, cigarillos or very small cigars that look like cigarettes?

- 1. Strongly Disagree
- 2. Disagree
- 3. Neither agree nor disagree

4. Agree
5. Strongly Agree

F28b. Do you think these ads would be relevant for people who smoke brown cigarettes?

1. Strongly Disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly Agree

F29. Did seeing these ads make you want to encourage someone you care about to quit smoking?

Rationale: ad impact. Source: CDC Health Message Testing System.

1. Yes
2. No

F30. Did you talk to anyone about any of these ads?

Rationale: resonance of ad. Source: FL Online Adult Longitudinal Media Survey.

3. Yes
4. No

[IF F30=1, ASK F31]

F31. When you talked about the ads, did you talk about any of the following topics?

Please select all that apply.

Rationale: ad impact. Source: FL Online Adult Longitudinal Media Survey.

<u>1</u>	<u>2</u>
Yes	No

F31_1. These ads were effective

F31_2. These ads were NOT effective

F31_3. I should stop smoking

F31_4. The person I was talking to or someone else I know should stop smoking

F31_5. Other, specify _____

EXPOSURE TO RADIO ADS

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 XX 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.

[RANDOMIZE ORDER OF ADS]

[RECORD ORDER]

PLAY RADIO AD #1

F32. Were you able to listen to this ad?

Rationale: exposure to ad. Source: FL Online Adult Longitudinal Media Survey.

1. Yes
2. No

[IF F32=NO, SKIP TO F34]

F33. As you listened to this ad, how was it in terms of sound quality?

Rationale: clear exposure to ad. Source: NY Media Tracking Survey Online.

1. Not at all clear and smooth
2. Somewhat clear and smooth
3. Clear and smooth
4. Very clear and smooth
5. Extremely clear and smooth

F34. Now we would like to show you a script from a radio advertisement that has been shown in the U.S. Once you have read the script displayed below, please click on the forward arrow below to continue with the survey.

[DISPLAY SCRIPT FOR AD #1]

F35. Since [FILL DATE OF CAMPAIGN LAUNCH], have you heard this ad on the radio ?

Rationale: exposure to ad.

1. Yes
2. No

[IF F35=1, ASK F35A]

F35A. Since [FILL DATE OF CAMPAIGN LAUNCH], how frequently have you heard this ad on the radio?

Rationale: exposure to ad.

1. Rarely
2. Sometimes
3. Often

4. Very Often

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."

SHOW IMAGE #1

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

SHOW IMAGE #2

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

SHOW IMAGE #3

F36. Since [FILL DATE OF CAMPAIGN LAUNCH], have you seen any of these ads in magazines, on Websites, or in public places outside your home?

1. Yes
2. No

[IF F36.>0, ASK F37]

F37. Where did you see these advertisements?

1. Yes
2. No

F37_1. Magazines or print publications

F37 2. Websites online

F37 3. Public places such as bus shelters, bus interiors, outdoor bulletins, etc.

SECTION G: CLOSING QUESTIONS

G14. In what zip code do you live?

G1. How many children aged 17 or younger live in your household 6 months or more of the year?

___ Number of Children

[ASK G2 IF OFF-PANEL]

G2. What is your sex?

1. Male
2. Female

G3. Are you Hispanic, Latino/a, or of Spanish origin (1 or more categories may be selected)?

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

G4. What is your race? (1 or more categories may be selected)

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

G5. What is the highest level of school you have completed or the highest degree you have received?

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).

G6. 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?

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

G7. Are you now ...?

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

G8. Which statement best describes your current employment status?

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

[ASK G12 IF OFF-PANEL]

[ASK G13 IF OFF-PANEL]

G13. What county do you live in?

_____ Pull Down List of Counties

[ASK G14 IF OFF-PANEL]

[ASK G16-G19 IF OFF-PANEL]

G16. Would you say you can carry on a conversation in Spanish, both understanding and speaking – very well, pretty well, just a little, or not at all?

1. Very well
2. Pretty well
3. Just a little
4. Not at all

G17. Would you say you can read a newspaper or book in Spanish – very well, pretty well, just a little, or not at all?

1. Very well
2. Pretty well
3. Just a little
4. Not at all

G18. Would you say you can carry on a conversation in English, both understanding and speaking – very well, pretty well, just a little, or not at all?

1. Very well
2. Pretty well
3. Just a little
4. Not at all

G19. Would you say you can read a newspaper or book in English – very well, pretty well, just a little, or not at all?

1. Very well
2. Pretty well
3. Just a little
4. Not at all

[ASK G20-G22 IF OFF-PANEL]

G20. Do you or anyone in this household connect to the Internet from home?

1. Yes
2. No

G21. Do you live in a metro or non-metro area?

1. Non-Metro (Rural)
2. Suburban
3. Urban

G22. Using the scale below, please tell us how much you agree or disagree with the following statements.

1	2	3	4	5
Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree

G20A. I usually try new products before other people do.

G20B. I often try new brands because I like variety and get bored with the same old thing.

G20C. When I shop I look for what is new.

G20D. I like to be the first among my friends and family to try something new.

G20E. I like to tell others about new brands or technology.

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 the survey.