

**National Tobacco Prevention and Control Public Education Campaign:
Digital Media Copy Testing for
Click-to-Call Ads**

Screenener for current cigarette smokers

Public reporting burden of this collection of information is estimated to average 2 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).

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 may 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!

Your participation in this survey is voluntary.

Demographic Information

DAGE1: What is your current age?

- 1 Under 18 years of age {TERMINATE}
- 2 18-24 years of age
- 3 25-34 years of age
- 4 35-44 years of age
- 5 45-54 years of age
- 6 55-64 years of age {TERMINATE}
- 7 65-74 years of age {TERMINATE}
- 8 75 years of age or older {TERMINATE}

DEMO5: What state do you live in?

- 1 Alabama
- 2 Alaska
- 3 Arizona
- 4 Arkansas
- 5 California
- 6 Colorado
- 7 Connecticut
- 8 Delaware
- 9 Florida
- 10 Georgia
- 11 Hawaii
- 12 Idaho
- 13 Illinois
- 14 Indiana
- 15 Iowa
- 16 Kansas
- 17 Kentucky
- 18 Louisiana
- 19 Maine
- 20 Maryland
- 21 Massachusetts
- 22 Michigan
- 23 Minnesota
- 24 Mississippi
- 25 Missouri
- 26 Montana

- 27 Nebraska
- 28 Nevada
- 29 New Hampshire
- 30 New Jersey
- 31 New Mexico
- 32 New York
- 33 North Carolina
- 34 North Dakota
- 35 Ohio
- 36 Oklahoma
- 37 Oregon
- 38 Pennsylvania
- 39 Rhode Island
- 40 South Carolina
- 41 South Dakota
- 42 Tennessee
- 43 Texas
- 44 Utah
- 45 Vermont
- 46 Virginia
- 47 Washington
- 48 West Virginia
- 49 Wisconsin
- 50 Wyoming
- 51 District of Columbia
- 52 Other please specify

{Base = if DAGE1 = 02 & (AL (DEMO5.01) or NE (DEMO5.27))}

DAGE2. What is the year of your birth?

{Open-end, Mask for YYYY}

{Terminate respondent if respondent is from AL (DEMO5.01) or NE (DEMO5.27) & is 18 or 19 years old}

SES1. What is the highest level of education you have completed or the highest degree you have received? If you received your education in another country, please indicate the equivalent level below.

- 1 Less than high school
- 2 Completed high school or equivalent
- 3 Job-specific training program(s) after high school
- 4 Some college, but no degree
- 5 Associate Degree
- 6 College (such as B.A., B.S.)
- 7 Some graduate school, but no degree
- 8 Graduate degree (such as MBA, MS, M.D., Ph.D.)
- 9 Prefer not to answer

{Assign Low SES segment = answers 01-03 to SES1}

Smoking Behavior - Cigarettes

{Base = All respondents}

TS1. Have you smoked at least 100 cigarettes in your entire life?

- 1 Yes
- 2 No
- 3 Don't know/not sure
- 4 Refused

{Base = All respondents}

TS2. Do you now smoke cigarettes 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

{Base = All respondents}

TS3: On how many of the past 30 days did you smoke cigarettes?

Enter number: _____

Qualified Respondent Category	SCREENING LOGIC
Current Smokers	Answers TS1_1 to TS1 AND (TS2_1 or TS2_2 to TS2) AND Answers TS3 > 0

{Terminate all who are not current smokers}

Smartphone Usage

T2. Do you currently own a cell phone?

- 1 Yes
- 2 No
- 3 Don't Know/Not Sure

{Terminate T2_02 and T2_03}

{BASE = answers T2_01}

T3. Some cell phones are called "smartphones" because of certain features they have, such as Internet access and the ability to download apps. Is your cell phone a smartphone, such as an iPhone, Android, Blackberry or Windows phone?

- 1 Yes, I own a smartphone
- 2 I do not own a smartphone

{Terminate T3_01}

{SCREENING COMPLETE}

{GENERAL SCREEN OUT MESSAGE}

Thank you for your participation in this study. Unfortunately, your responses indicate that you do not fit the specific criteria needed 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!