

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

Main Questionnaire for current cigarette smokers

Public reporting burden of this collection of information is estimated to average **16** 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).

{PREAMBLE SHOWN DURING SCREENER}

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.

Section: Attitudes and Behaviors

Overall Health Impression

OH1. Would you say your health in general is excellent, very good, good, fair, or poor?

- 1 Excellent
- 2 Very Good
- 3 Good
- 4 Fair
- 5 Poor

Smoking Behavior

{Base = all respondents}

TS1. On average, how many cigarettes do you now smoke a day?

[1 PACK = 20 CIGARETTES]
[RANGE 1-100]

{Numeric response}

{Base = Respondents who SMOKE EVERY DAY (IF TS2 = 1)}

TS2. When do you typically have your first cigarette after waking up?

- 1 Within 5 minutes
- 2 6-30 minutes
- 3 31-60 minutes
- 4 After 60 minutes

{Base = all respondents}

TS3. How old were you when you first started to smoke cigarettes fairly regularly?

{Numeric response; mask 0-125}

{Base = all respondents}

TS4. Where do you smoke most often?

- 1 At home
- 2 At work
- 3 Friend's or family's house
- 4 In my car or other type of vehicle

- 5 Someone else's car or other type of vehicle
- 6 At a party
- 7 At a restaurant
- 8 At a bar
- 9 Outdoors
- 10 Somewhere else (other specify)

E-Cigarette Behavior

{PREAMBLE}

The next questions are about electronic cigarettes, often called e-cigarettes. An e-cigarette looks like a regular cigarette, but it runs on a battery and produces vapor instead of smoke. There are many types of e-cigarettes.

{Base = all respondents}

E1. Have you ever used electronic cigarettes or e-cigarettes, such as Smoking Everywhere, NJOY, Blu or Vapor King, even one time?

- 1 Yes
- 2 No

{Note: respondent categorized as "used e-cigarettes" if E1= E1_01}

{Base = all respondents}

E2. How likely are you to consider using electronic cigarettes or e-cigarettes, for any reason, in the future?

- 1 Very Likely
- 2 Likely
- 3 Neither Likely nor Unlikely
- 4 Unlikely
- 5 Very Unlikely

{Note: respondent categorized as "open to using e-cigarettes" if (E1 = E1_02 and E2 = E2_01 or E2_02 and is not categorized already as "used e-cigarettes")}

{Base = All respondents}

E010. As far as you know or believe is the use of electronic cigarettes/e-cigarettes in combination with regular cigarettes less harmful than smoking only regular cigarettes, more harmful than smoking only regular cigarettes, or equally as harmful as smoking only regular cigarettes?

Please indicate your answer on a scale of 1 to 5, where one is much less harmful, 3 is the same as regular cigarettes, and 5 is much more harmful.

- 1 (much less harmful than smoking only regular cigarettes)
- 2
- 3 (equally as harmful as smoking only regular cigarettes)
- 4
- 5 (much more harmful than smoking only regular cigarettes)

Used e-cigarettes Subsection

{Base = used e-cigarettes}

EU1a. Do you now use electronic cigarettes or e-cigarettes....

- 1 Every day
- 2 Some days
- 3 Not at all

{Base = used e-cigarettes}

EU3. Do you use electronic cigarettes/e-cigarettes in places where smoking regular cigarettes is not allowed?

- 1 Yes
- 2 No

{Base = used e-cigarettes}

QA12. Are any of the following a reason why you [IF EU1a=3, FILL: first tried; IF EU1a=1 or 2, FILL: currently use] electronic cigarettes/e-cigarettes?

[SELECT ALL THAT APPLY, PRESENT RANDOMLY]

- 1 Yes
- 2 No

QA12_A. They cost less than other forms of tobacco

QA12_B. They can be used in places where smoking cigarettes isn't allowed

QA12_C. They might be less harmful to me than regular cigarettes

QA12_D. They might be less harmful to people around me than regular cigarettes

QA12_E. Electronic cigarettes/e-cigarettes come in flavors I like

QA12_F. Electronic cigarettes/e-cigarettes can help me quit smoking regular cigarettes

QA12_G. Electronic cigarettes/e-cigarettes can help me reduce the number of regular cigarettes I smoke.

QA12_H. Electronic cigarettes/e-cigarettes don't smell

QA12_I. Using an electronic cigarette/e-cigarette feels like smoking a regular cigarette

QA12_J. Electronic cigarettes/e-cigarettes don't bother people who don't use tobacco

QA12_K. The advertising for electronic cigarettes/e-cigarettes appeals to me.

QA12_L. They help me deal with cravings to smoke.

QA12_M. I have a friend or family member who suggested I use electronic cigarettes/e-cigarettes as a way to quit smoking.

QA12_N. I was curious about electronic cigarettes/e-cigarettes

QA12_P. Other, please specify_____

QA13. Which of those is the main reason you [IF EU1a=3, FILL: first tried; IF EU1a=1 or 2, FILL: currently use] electronic cigarettes/e-cigarettes?

[IF MORE THAN ONE ITEM SELECTED IN QA12, DISPLAY LIST OF ALL REASONS SELECTED IN QA12. IF ONLY ONE ITEM SELECTED IN QA12, FILL FOR QA13]

Open to using e-cigarettes Subsection

{Base = open to using e-cigarettes}

EO3. Are any of the following a reason why you may use electronic cigarettes/e-cigarettes?

[SELECT ALL THAT APPLY, PRESENT RANDOMLY]

- 3 Yes
- 4 No

- EO3_A. They cost less than other forms of tobacco
- EO3_B. They can be used in places where smoking cigarettes isn't allowed
- EO3_C. They might be less harmful to me than regular cigarettes
- EO3_D. They might be less harmful to people around me than regular cigarettes
- EO3_E. Electronic cigarettes/e-cigarettes come in flavors I like
- EO3_F. Electronic cigarettes/e-cigarettes can help me quit smoking regular cigarettes
- EO3_G. Electronic cigarettes/e-cigarettes can help me reduce the number of regular cigarettes I smoke.
- EO3_H. Electronic cigarettes/e-cigarettes don't smell
- EO3_I. Using an electronic cigarette/e-cigarette feels like smoking a regular cigarette
- EO3_J. Electronic cigarettes/e-cigarettes don't bother people who don't use tobacco
- EO3_K. The advertising for electronic cigarettes/e-cigarettes appeals to me.
- EO3_L. They may help me deal with cravings to smoke.
- EO3_M. I have a friend or family member who suggested I use electronic cigarettes/e-cigarettes as a way to quit smoking.
- EO3_N. I am curious about electronic cigarettes/e-cigarettes
- EO3_P. Other, please specify _____

{Base = open to using e-cigarettes}

E07. Why haven't you used electronic cigarettes/e-cigarettes?

- 1 Electronic cigarettes/e-cigarettes are too expensive
- 2 Electronic cigarettes/e-cigarettes are too complicated
- 3 I don't know where I can purchase electronic cigarettes/e-cigarettes
- 4 I don't know how safe electronic cigarettes/e-cigarettes are
- 5 I would rather just smoke cigarettes
- 6 I am going to use electronic cigarettes/e-cigarettes to stop smoking cigarettes, and I don't want to quit smoking right now
- 7 I don't know enough about electronic cigarettes/e-cigarettes
- 8 Other, please specify

Other forms of tobacco/nicotine use

{Base = all respondents}

E3. Have you ever used chewing tobacco, snuff, or dip, such as Redman, Levi Garrett, Beechnut, Skoal, Skoal Bandits, or Copenhagen?

- 1 Yes
- 2 No

{Base = all respondents}

E4. Have you ever used dissolvable tobacco products, such as Camel Orbs, Sticks, or other brands?

- 1 Yes
- 2 No

{Base = all respondents}

E5. Snus is a smokeless tobacco usually sold in individual or pre-packaged small pouches that are placed under the lip against the gum. Have you ever used snus, such as Camel Snus or Marlboro Snus?

- 1 Yes
- 2 No

Quit Attempts

{Base = all respondents}

QA1. During the past 3 months, how many times have you stopped smoking for one day or longer because you were trying to quit smoking cigarettes for good?

_____ Number of times

[Ask QA1d of ALL RESPONDENTS]

QA1d. 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?

_____ Number of times

{Base = answers 1 to QA1}

QA3. When you last tried to quit smoking, did you do any of the following?

- 1 QA3_A. Give up cigarettes all at once
- 2 QA3_B. Gradually cut back on cigarettes
- 3 QA3_C. Switch completely to electronic cigarettes or e-cigarettes such as Blu or NJOY
- 4 QA3_D. Substitute some of your regular cigarettes with electronic cigarettes or e-cigarettes
- 5 QA3_E. Switch to mild or some other brand of cigarettes
- 6 QA3_F. Use nicotine replacements like the nicotine patch or nicotine gum
- 7 QA3_G. Use medications like Zyban or Chantix
- 8 QA3_H. Get help from a telephone quit line
- 9 QA3_I. Get help from a website such as Smokefree.gov

- 10 QA3_J. Get help from a doctor or other health professional
- 11 None of these

{Base = all respondents}

QA4. Do you want to quit smoking cigarettes for good?

- 1 Yes
- 2 No

{Base = QA4_01}

QA5. How much do you want to quit smoking? Would you say you want to quit...

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

{Base = QA4_01}

QA6. Do you plan to quit smoking for good....

- 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
- 6 Not sure/Uncertain

Attitudinal

{Base = all respondents}

PA1a. Please rank the top two reasons why you smoke cigarettes where “1” is the main reason and “2” is the second most important reason.

{RANDOMIZE}

- 1 Smoking cigarettes is a social thing to do when I'm out with friends
- 2 Smoking cigarettes is something to do at parties
- 3 I just feel like smoking cigarettes
- 4 Smoking cigarettes goes well with/after meals
- 5 I like the taste of cigarettes
- 6 Smoking cigarettes helps me relax
- 7 Smoking cigarettes goes well when I'm drinking alcohol
- 8 Smoking cigarettes helps me stay awake
- 9 Smoking cigarettes helps when I'm stressed
- 10 Smoking cigarettes excites me
- 11 Smoking cigarettes is something to do when I'm bored
- 12 Smoking cigarettes helps me lose weight / not gain weight
- 13 I have tried to quit smoking cigarettes and cannot
- 14 Smoking cigarettes is something I can do with others while working
- 15 Other specify

{Base = All respondents}

PA8. Thinking about the last time you had a health issue or experienced any change in your physical health, where did you first look to get information?

- 1 Friends or family
- 2 Your doctor or healthcare professional
- 3 Internet
- 4 Pharmacy
- 5 Mobile App
- 6 Other specify

{Base = All respondents}

PA10b. How much do you agree or disagree with each of the following statements?

- A. There's nothing wrong with smoking cigarettes
- B. Smoking cigarettes is not such a big deal, it's just a lot of negative hype
- C. I would consider quitting smoking cigarettes because I don't want to harm my family or friends with second-hand smoke
- D. Smoking cigarettes seems acceptable because I see it all the time in movies
- E. When someone quits smoking cigarettes, the risk of getting a tobacco-related illness goes away
- F. Smoking cigarettes is a reward
- G. I have more respect for people who have quit smoking cigarettes than for people who have never smoked
- H. Non-smokers don't want to date someone who smokes
- I. People who smoke cigarettes have more friends
- J. There is nothing wrong with using electronic cigarettes/e-cigarettes

Scale for each of the items in PA10b:

- 1 Strongly agree
- 2 Somewhat agree
- 3 Neither agree nor disagree
- 4 Somewhat disagree
- 5 Strongly disagree

{Base = All respondents}

PA4. How much does smoking cigarettes relieve stress for you?

- 1 Extremely stress-relieving
- 2 Very stress-relieving
- 3 Somewhat stress-relieving
- 4 Slightly stress-relieving
- 5 Not at all stress-relieving

{Base = All respondents}

PA27. If you had to do it over again, would you have started smoking cigarettes? Would you say...

- 1 Definitely not
- 2 Probably not
- 3 Probably yes
- 4 Definitely yes

5 Not Sure

Demographics

{BASE for this section = all respondents}

DEMO1. What is your gender?

- 1 Male
- 2 Female

DEMO2. How many children (under age 18) live in your household:

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

DEMO3. What is your marital status?

- 1 Now married
- 2 Living with my partner
- 3 Widowed
- 4 Divorced
- 5 Separated
- 6 Never married
- 7 Prefer not to answer

DEMO4. Do you consider yourself to be (Select all that apply):

- 1 Heterosexual / Straight
- 2 Lesbian
- 3 Gay
- 4 Bisexual
- 5 Transgender
- 6 Something else - please specify _____
- 7 Prefer not to answer

MILQ1 Have you ever served on active duty in the U.S. Armed Forces, military Reserves, or National Guard?

- 01 Yes, now on active duty
- 02 Yes, on active duty during the past 12 months, but not now
- 03 Yes, was on active duty but not during the past 12 months
- 04 Am now training for Reserves or National Guard
- 05 No, never served in the military

{PREAMBLE}

Please indicate your race or ethnic background. Are you....?

SELECT ONE

DEMO6. Ethnicity

- 1 Hispanic or Latino
- 2 Not Hispanic or Latino

SELECT ONE OR MORE

DEMO7. Race:

- 3 White
- 4 Black or African American
- 5 American Indian or Alaska Native
- 6 Native Hawaiian or Other Pacific Islander
- 7 Asian

DEMO8. Which of the following income categories best describes your total 2012 household income before taxes?

- 1 Less than \$15,000
- 2 \$15,000 to \$19,999
- 3 \$20,000 to \$24,999
- 4 \$25,000 to \$29,999
- 5 \$30,000 to \$34,999
- 6 \$35,000 to \$49,999
- 7 \$50,000 to \$74,999
- 8 \$75,000 to \$99,999
- 9 \$100,000 or more
- 10 Prefer not to answer

DEMO9. Which statement best describes your current employment status?

- 01 Working – as a paid employee
- 02 Working – self-employed
- 03 Not working – on temporary layoff from a job
- 04 Not working – looking for work
- 05 Not working – retired
- 06 Not working – disabled
- 07 Not working – other
- 08 Prefer not to answer

DEMO11. How would you describe your household financial situation? Would you say you...

- 1 Live comfortably
- 2 Meet needs with a little left
- 3 Just meet basic expenses
- 4 Don't meet basic expenses

Technology/Media

{BASE for this section = all respondents}

T1. Think about the last time you went online to look for information...How did you begin looking?

Did you start at a search engine such as Google, Bing or Yahoo, at a site that specializes in topical information, like WebMD, at a more general site like Wikipedia, that contains information on all kinds of topics, or at a social network site like Facebook?

- 01 At a search engine such as Google, Bing or Yahoo
- 02 At a site that specializes in information, like WebMD
- 03 At a more general site like Wikipedia, that contains information on all kinds of topics
- 04 At a social network site like Facebook
- 05 Other specify

T11. Is the smartphone you use most often ...?

- 1 An iPhone
- 2 An Android device (e.g. Motorola Droid, Samsung Galaxy, etc.)
- 3 A Blackberry
- 4 A Windows Phone
- 5 Something else

T4. How often do you access the Internet on your smartphone?

- 1 More than once per day
- 2 Once per day
- 3 A few times per week
- 4 Once per week
- 5 Less than once per week
- 6 Rarely
- 7 Never

T5. During a typical month in the past year, how often did you read a newspaper in print or on the Internet?

- 1 Basically every day
- 2 A few times a week
- 3 A few times a month
- 4 Once a month
- 5 Not at all

T6. During a typical month in the past year, how often did you read news magazines such as Newsweek or Time, in print or on the Internet?

- 1 Basically every day
- 2 A few times a week
- 3 A few times a month
- 4 Once a month

- 5 Not at all

T7. During a typical month in the past year, how often did you watch television or television Internet sites?

- 1 Basically every day
- 2 A few times a week
- 3 A few times a month
- 4 Once a month
- 5 Not at all

T8. During a typical month in the past year, how often did you listen to the radio?

- 1 Basically every day
- 2 A few times a week
- 3 A few times a month
- 4 Once a month
- 5 Not at all

T9. During a typical month in the past year, how often did you obtain information from Internet sources such as blogs, chat rooms, or independent news services?

- 1 Basically every day
- 2 A few times a week
- 3 A few times a month
- 4 Once a month
- 5 Not at all

Section: Overall Awareness of Publicly Available Ads

{Base = All respondents}

EAD1. Have you seen or heard one or more ads for electronic cigarettes/e-cigarettes in the past three months?

- 1 Yes
- 2 No

{Base = EAD1_01}

EAD2. Where have you seen or heard an advertisement for electronic cigarettes/e-cigarettes? (Select all that apply)

- 1 On the Internet
- 2 In newspapers or magazines
- 3 Convenience stores, supermarkets, gas stations, or shopping malls
- 4 On TV or at the movies
- 5 On the radio
- 6 On billboards or other outdoor ads
- 7 Other specify
- 8 None of the above

{Base = All respondents}

OAS1. Are you aware of any advertising or tobacco education campaigns against smoking, tobacco products, or tobacco companies that are now taking place?

- 1 Yes
- 2 No

{Base = recall anti-smoking advertising (OAS1/1)}

OAS2. Please comment on what you remember about these ads or tobacco education campaigns against smoking, tobacco products, or tobacco companies.

[OPEN END]

Section: Click-to-Call Rough Cut Test

{Base in this section = Qualified respondents or as indicated}

Setup Questions

CC1. Please think about where you use your smartphone.

Using the list below, please indicate which three places you use your smartphone most often, where "1" indicates the place you use your smartphone the most often, "2" indicates the place where you use your smartphone second most often and "3" indicates where you use your smartphone the third most often.

- 1 At home
- 2 At work
- 3 At school
- 4 At a friend's or family's house
- 5 In a car or other type of vehicle
- 6 At a restaurant
- 7 At a bar
- 8 At a store or a mall
- 9 On public transportation, such as a bus or a train
- 10 Outdoors
- 11 Somewhere else (other specify)

{Recode first choice to hidden punch, **CC1b**, using the following values}

CC1 Response	CC1b Recode
1 At home	at home
2 At work	at work
3 At school	at school
4 At a friend's or family's house	at a friend's or family's house
5 In a car or other type of vehicle	in a car or vehicle
6 At a restaurant	at a restaurant
7 At a bar	at a bar
8 At a store or a mall	at a store

9	On public transportation, such as a bus or a train	on a bus or train
10	Outdoors	outdoors
11	Somewhere else (other specify)	{CC1 response #2, recoded}

{Pipe value of CC1b to \${SmartPhoneLocation}}

```
{
    Show ANDROID wrapper image if T11 = 02 (Android),
    Show iPHONE wrapper image if T11 = 01 (iPhone),
    Show ANDROID wrapper image if T11 = 03-05 (Other),
    Keep phone type constant throughout Rough Cut Test except where
    otherwise noted
}
```

Ad Test Scenario

{Programmer note – five ads will be tested, listed below in ad index. Randomize ads to respondents in monadic method. Respondent should only see one ad and take this subsection once}

Ad Index:

Set A

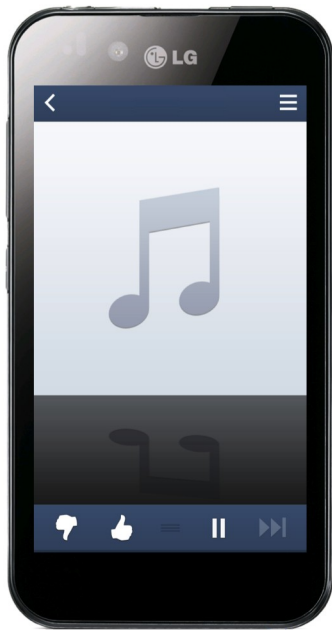
1. 300x250 Brandon x “Call for Free Help”
2. 300x250 Brandon x “Click to Call Free Help”
3. 300x250 Brandon x Black Background x “Click to Call Free Help to Quit”

Set B

4. 320x50 “Click to Call” x “800-QUIT-NOW”
5. 320x50 “Click to Call” x “Free Help”
6. 320x50 “Click for **Info**” x “Free Help”

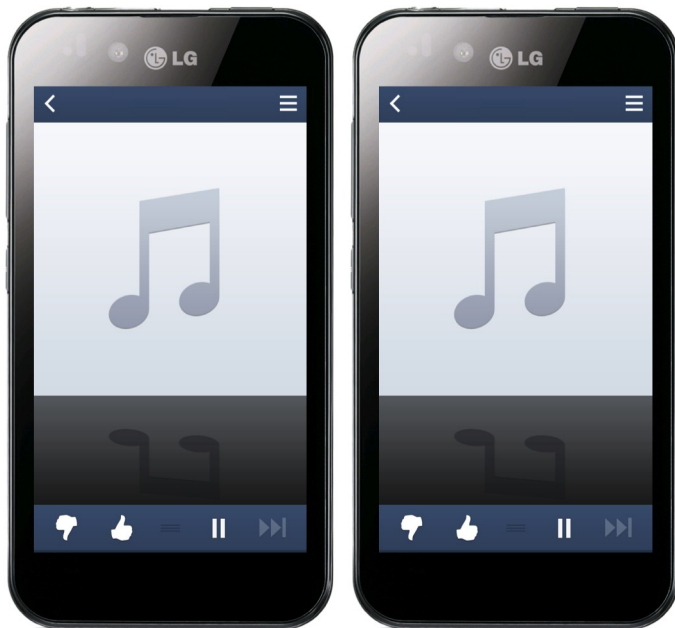
{PREAMBLE TO RESPONDENT}

Imagine that you are \${SmartPhoneLocation}, looking at your smartphone and using a music app, such as YouTube, Pandora or Spotify. The app might look like the following:



{Prompt to Respondent} Click next after you look at the image of the music app.

Imagine that while you are looking at the music app on your smartphone, you see ads that appear at the bottom of the screen, just like the ad does in the image below. The ad was made specifically for a smartphone and appears directly in the app you are using.



{Note to reviewers - the 320x50 ad is to give a sense of what the larger ad will look during the survey, if respondent is viewing the ad - in this section, only one specific ad will be shown}

- {
 1. Show First Screenshot for 10 seconds (no ad)

2. Display ad for 20 seconds
 3. Remove image of smartphone completely
- }

{Prompt to Respondent} Click Next.

Unaided

CC2. Did you notice the ad appear on the screen?

- 1 Yes
- 2 No

CC3. In your own words, what was the primary message of the ad you just saw?

[OPEN END]

CC4. Did the ad prompt you to do something?

- 1 Yes
- 2 No

{Base = respondents who answered 01 to CC4}

CC5. What action did the ad prompt?

{OPEN END}

{Base = respondents who answered 02 to CC6a}

CC6b. Why do you think you ignored the ad?

{OPEN END}

{Base = respondents who answered 01 to CC6a}

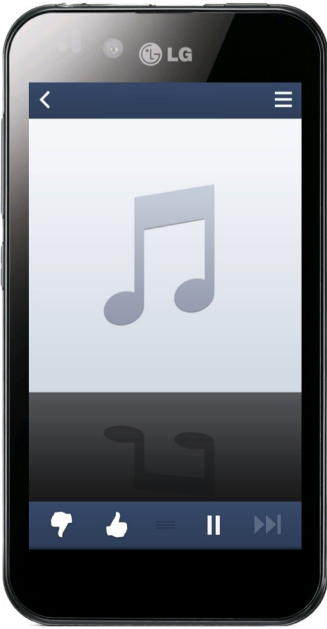
CC6c. Why do you think you looked the ad?

{OPEN END}

{Prompt to Respondent} Click Next.

Aided – Prior to Click Description

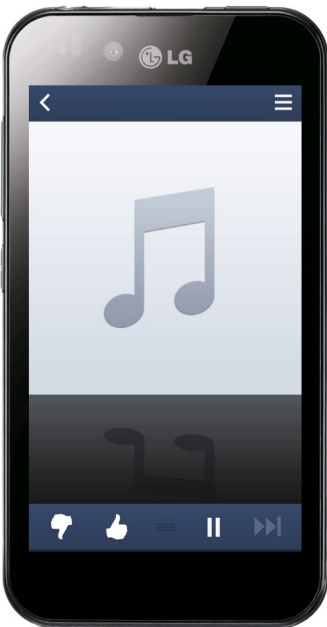
This is the same image of the music app on your smartphone that you saw a few moments ago. Please click on the arrow next to the ad so that we know you are able to interact with the app in the image.



{

1. Interactive Smartphone Image will have arrow next to the ad
2. Record any arrow click
3. When respondent clicks on arrow, highlight the ad as it appears in the 3rd screenshot

}



CC7. If you saw this ad on your smartphone, do you think the ad would grab your attention?

- 1 Yes

- 2 No

{Base = respondent is reviewing an ad in Set A}

CC20. Which of the following grabs your attention the most, when looking at the ad?

- 1 The text "You can quit smoking"
- 2 The man sitting on the bed
- 3 The green button
- 4 The text on the green button

{Base = respondent is reviewing an ad in Set B}

CC20. Which of the following grabs your attention the most, when looking at the ad?

- 1 The text "You can quit smoking"
- 2 The green and white button
- 3 The words on the green and white button

CC17. Does the ad make you want to quit smoking?

- 1 Yes
- 2 No

{Base = ask only if CC17.02}

CC18. Why doesn't the ad make you want to quit smoking? Please be as specific as possible.

{Open End}

CC20. Is there anything about the ad that is confusing or unclear? (Select all that apply)

- 1 Confusing
- 2 Unclear
- 3 The ad is not confusing nor unclear

{Base = CC20 = 1, 2}

CC21. What was confusing or unclear? Please be as specific as possible.

{Open End}

CC9. If you saw this ad on your smartphone, in your own words, what do you think clicking on the ad would do?

{OPEN END}

- 1 I did not realize I could click on the ad

{Base = only ask this question to respondents who see Ad #6}

CC10a. To you, what would be the ideal action if you decided to click on the ad?

{Randomize}

- 1 If I click on the ad, my web browser app would open and I would see a web page with **information** about quitting smoking cigarettes

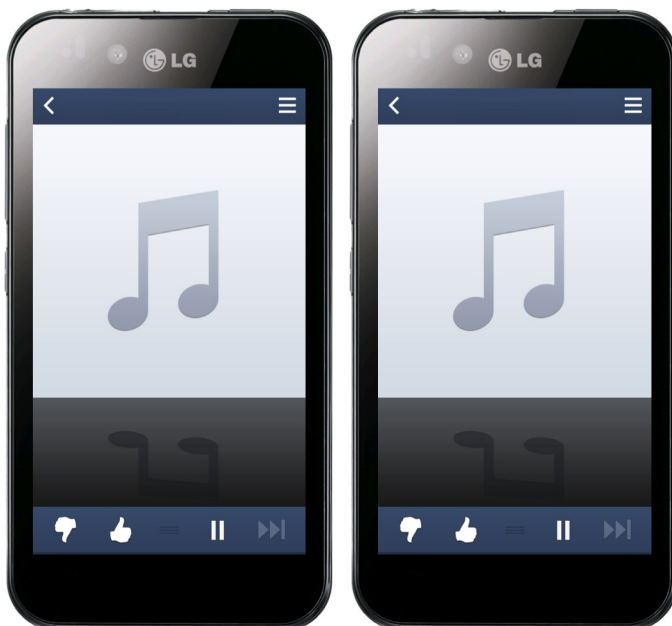
- 2 If I click on the ad, I would be able to **make a telephone call and speak to a person** about quitting smoking cigarettes
- 3 If I click on the ad, I would be able to **make a telephone call and speak to a person so I would be able to schedule a telephone conversation** at another time about quitting smoking cigarettes
- 4 If I click on the ad, I would be able to **make a telephone call and reach an automated recording giving information** about quitting smoking cigarettes
- 5 If I click on the ad, I would be able to **send a text message to enroll in a text program** to help me quit smoking cigarettes
- 6 If I click on the ad, I would be able to **send a text message to have someone call me back with information** about quitting smoking cigarettes
- 7 Other specify

Aided – with Click Description

{DO NOT SHOW THIS SUBSECTION FOR RESPONDENTS WHO HAVE SEEN AD #6}

Now we're going to show what happens if you click on the ad.

```
{
Image with the following text below the image: "Clicking on the ad launches a
"call" dialog box with two choices: a prompt of "Call" to dial a telephone number
and a prompt of "Hang Up" that would return you to the app."
1. Show Second Screenshot for 10 seconds (ad)
2. Show image with click on ad
3. Show Call Dialog Box.
}
```

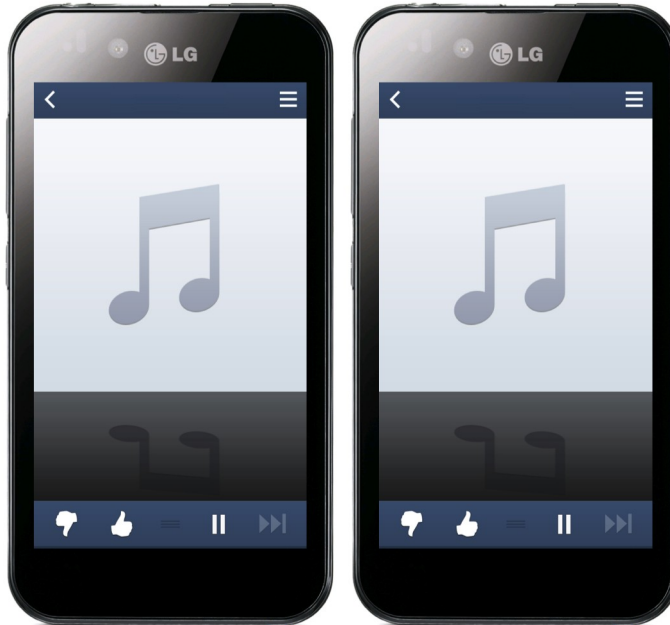


Clicking on the ad launches a "call" dialog box with two choices: a prompt of "Call" to dial a telephone number and a prompt of "Cancel" that would return you to the app.

Click Next. {Prompt to Respondent}

Go ahead and click on the ad below.

```
{  
  PLACEHOLDER FOR FIFTH SCREENSHOT OF MUSIC APP in selected wrapper  
  image, where image changes to SIXTH SCREENSHOT OF MUSIC APP when  
  user clicks on it  
}
```



{Make questions appear only after the respondent clicks on the ad}

{Base = all respondents except those who viewed Ad #6}

CC11. If you clicked on the ad on your smartphone and then clicked the “Call” button as shown in the image, what would you expect to happen?

{OPEN END}

{Base = all respondents except those who viewed Ad #6}

CC12. If you saw this ad on your smartphone, how likely is it that you would click on the ad and then click the “Call” button?

- 1 **Definitely** would click on the ad and then click the “Call” button
- 2 **Probably** would click on the ad and then click the “Call” button
- 3 **Might or might not** click on the ad and then click the “Call” button
- 4 **Probably would not** click on the ad and then click the “Call” button
- 5 **Definitely would not** click on the ad and then click the “Call” button

{Base = CC12 is 3, 4, 5}

CC13. Why wouldn't you click on the ad and then click the "Call" button?

{OPEN END}

{Base = CC12 is 1, 2}

CC14. Why would you click on the ad and place the call? {Randomize answers}

- 1 I want to quit smoking cigarettes
- 2 I need help quitting smoking cigarettes
- 3 I will get free help to quit smoking cigarettes
- 4 I want to see what help is available to quit smoking
- 5 Other [SPECIFY]

{Base = CC12 is 1, 2}

CC15. If you saw this ad on your smartphone, and if you clicked the call button, would there be any reason why you would hang up before you spoke to someone?

{OPEN END}

{Base = CC12 is 1, 2}

CC16. What information would you want to receive, if you clicked the call button?

- 1 Receive practical advice about quitting smoking.
- 2 Receive free smoking cessation products to help me quit, like the nicotine patch, nicotine gum, or other over-the counter or prescription medications
- 3 Receive information on local services for quitting smoking.
- 4 Other [SPECIFY]

{Base = all respondents except those who viewed Ad #6}

CC10b. To you, what would be the ideal action if you click on the ad?

{Randomize}

- 1 If I click on the ad, my web browser app would open and I would see a web page with **information** about quitting smoking cigarettes
- 2 If I click on the ad, I would be prompted to **make a telephone call and speak to a person** about quitting smoking cigarettes
- 3 If I click on the ad, I would be able to **make a telephone call and speak to a person so I would be able to schedule a telephone conversation** at another time about quitting smoking cigarettes
- 4 If I click on the ad, I would be prompted to **make a telephone call and reach an automated recording giving information** about quitting smoking cigarettes
- 5 If I click on the ad, I would be able to **send a text message to enroll in a text program** to help me quit smoking cigarettes
- 6 If I click on the ad, I would be able to **send a text message to have someone call me back with information** about quitting smoking cigarettes
- 7 Other specify

Discrete Choice Scenario

{In this test scenario, Respondents see the ad they saw in the “Ad Test Scenario” + the other ads from its corresponding set.}

Ad Index:

Set A

1. 300x250 Brandon x “Call for Free Help”
2. 300x250 Brandon x “Click to Call Free Help”
3. 300x250 Brandon x Black Background x “Click to Call Free Help to Quit”

Set B

4. 320x50 “Click to Call” x “800-QUIT-NOW”
5. 320x50 “Click to Call” x “Free Help”
6. 320x50 “Click for **Info**” x “Free Help”

Brandon Discrete Choice Sub-Section (Set A)

{The three ads are shown side by side, without the smartphone image wrapper; randomize position}



DCB1. Looking at the text “You Can Quit Smoking” in each of the ads, click on the ad that has the most readable text.

DCB3. Click on the ad that has the most compelling button, that is, which green button makes you want to click on it the most?

DCB4. Looking at the text on the green button, which message is most compelling, that is, makes you want to click on it the most?

{Two ads are shown side by side, without the smartphone image wrapper; one of the ads is Ad #3 and the other is equally randomized between Ads #2 and #1; randomize position of the ads}

DCB2. Looking at the background in the ad, click on the ad that grabs your attention more.

320x50 Discrete Choice Section (Set B)



{Two of the three ads are shown side by side, without the smartphone image wrapper; randomize position of the ads; conjoint the ad selection}

- 4. 320x50 “Click to Call” x “800-QUIT-NOW”
- 5. 320x50 “Click to Call” x “Free Help”
- 6. 320x50 “Click for **Info**” x “Free Help”

{FOR THESE TWO QUESTIONS, make the AD CLICKABLE as well as offer the SINGLE PUNCH}

{If one of the ads is Ad #6, ask}

DCB3. Looking at the text on the green portion of the button, which of the following messages is more compelling, that is, makes you want to click on it?

- 1 Click to Call
- 2 Click for Info

{If one of the ads is Ad #4, ask}

DCB3. Looking at the text on the white portion of the button, which of the following messages is more compelling, that is, makes you want to click on it?

- 1 800-QUIT-NOW
- 2 Click for Info

{CLOSE}

Thank you for your time taking this survey.