

**National Tobacco Prevention and Control Public Education Campaign:
Copy testing of television advertising**

**Screeners for current or former cigarette smokers
who use or are open to using electronic cigarettes or e-cigarettes**

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 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}

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
Former Smokers	Answers TS1_1 to TS1 AND (TS2_3 to TS2) AND Answers TS3 = 0

{Terminate all who are not current smokers or former smokers}

Smoking Behavior - e-cigarettes

{Base = Current or former smokers}

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.

Smoking Behavior - e-cigarettes

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”)}

Qualified Respondent Category				Screening Logic
Current	AN	USED	Electronic cigarettes	“Current Smoker” AND (answers “Yes” to E1)

Qualified Respondent Category			Screening Logic	
Smoker	D			
Current Smoker	AN D	MAY USE	Electronic cigarettes	"Current Smoker" AND (answers 1-3 to E2)
Former Smoker	AN D	USED	Electronic cigarettes	"Former Smoker" AND (answers "Yes" to E1)
Former Smoker	AN D	MAY USE	Electronic cigarettes	"Former Smoker" AND (answers 1-3 to E2)

(Screen out all who do not meet this criteria)

{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!