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Form Approved  
OMB No. 0920-0910  
Exp. Date 01/31/2015

Public reporting burden of this collection of information is estimated to average 3 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.





What is your current age?

- Under 18 years of age
- 18-24 years of age
- 25-34 years of age
- 35-44 years of age
- 45-54 years of age
- 55-64 years of age
- 65-74 years of age
- 75 years of age or older





What state do you live in?

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina

- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- Washington
- West Virginia
- Wisconsin
- Wyoming
- District of Columbia
- Other please specify





What is the year of your birth?





What is your gender?

- Male
- Female







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

- Heterosexual / Straight
- Lesbian
- Gay (male)
- Bisexual
- Transgender
- Something else - please specify
- Prefer not to answer





Have you been diagnosed with HIV or AIDs by a physician or other qualified medical professional?

- Yes
- No
- Don't know/not sure
- Refused





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

- Yes
- No
- Don't know/not sure
- Refused





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

- I smoke every day
- I smoke on some days
- I do not smoke at all





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

Enter number:





Opinions for all

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!





Form Approved  
OMB No. 0920-0910  
Exp. Date 01/31/2015

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).





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

- Excellent
- Very Good
- Good
- Fair
- Poor







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

[1 PACK = 20 CIGARETTES]





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

- Within 5 minutes
- 6-30 minutes
- 31-60 minutes
- After 60 minutes





How old were you when you first started smoking cigarettes fairly regularly?





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

- Yes
- No





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

- Very Likely
- Likely
- Neither Likely nor Unlikely
- Unlikely
- Very Unlikely





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.

Much less harmful than smoking only regular cigarettes 1	2	Equally as harmful as smoking only regular cigarettes 3	4	Much more harmful than smoking only regular cigarettes 5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





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

- Every day
- Some days
- Not at all





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

- Yes
- No







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

- Yes
- No





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?

- Yes
- No





Do believe there are health benefits to using electronic cigarettes/e-cigarettes even if you keep smoking cigarettes as well?

- Yes
- No





Is the following statement new information for you, "Using electronic cigarettes/e-cigarettes does not improve my health"?

- Yes
- No





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





During the past 12 months, that is, since Feb. 19, 2013, 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



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

	Yes	No
Get help from a website such as Smokefree.gov	<input type="radio"/>	<input type="radio"/>
Give up cigarettes all at once	<input type="radio"/>	<input type="radio"/>
Substitute some of your regular cigarettes with electronic cigarettes or e-cigarettes	<input type="radio"/>	<input type="radio"/>
Use medications like Zyban or Chantix	<input type="radio"/>	<input type="radio"/>
Get help from a telephone quit line	<input type="radio"/>	<input type="radio"/>
Get help from a doctor or other health professional	<input type="radio"/>	<input type="radio"/>
Gradually cut back on cigarettes	<input type="radio"/>	<input type="radio"/>
Switch completely to electronic cigarettes or e-cigarettes such as Blu or NJOY	<input type="radio"/>	<input type="radio"/>
Use nicotine replacements like the nicotine patch or nicotine gum	<input type="radio"/>	<input type="radio"/>
Switch to mild or some other brand of cigarettes	<input type="radio"/>	<input type="radio"/>

Other specify





Do you want to quit smoking cigarettes for good?

- Yes
- No







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

- Not at all
- A little
- Somewhat
- A lot





Opinions for all

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

- In the next 7 days,
- In the next 30 days,
- In the next 6 months,
- In the next 1 year, or
- More than 1 year from now
- Not sure/Uncertain





Opinions for all

Please rank the top two reasons why you used to smoke cigarettes where "1" was the main reason you smoked and "2" was the second most important reason you smoked.

- Smoking cigarettes helps when I'm stressed
- I'm addicted to smoking
- Smoking cigarettes helps me stay awake
- Smoking cigarettes is a social thing to do when I'm out with friends
- I have tried to quit smoking cigarettes and cannot
- Smoking cigarettes is something to do at parties
- Smoking cigarettes goes well when I'm drinking alcohol
- Smoking cigarettes helps me relax
- I like the taste of cigarettes
- Smoking cigarettes excites me
- Smoking cigarettes goes well with/after meals
- Smoking cigarettes helps me lose weight / not gain weight
- Smoking cigarettes is something to do when I'm bored
- Smoking cigarettes is something I can do with others while working
- Other specify





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?

- Friends or family
- Your doctor or healthcare professional
- Internet
- Pharmacy
- Mobile App
- Other specify





How dangerous or safe do you think smoking cigarettes is?

- Very dangerous
- Dangerous
- Neither dangerous nor safe
- Safe
- Very safe





Opinions for all

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

- Definitely not
- Probably not
- Probably yes
- Definitely yes
- Not Sure





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

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





What is your marital status?

- Now married
- Living with my partner
- Widowed
- Divorced
- Separated
- Never married
- Prefer not to answer







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

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





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

- Ethnicity
- Hispanic or Latino
  - Not Hispanic or Latino

- Race:
- White
  - Black or African American
  - American Indian or Alaska Native
  - Native Hawaiian or Other Pacific Islander
  - Asian





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.

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





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

- Less than \$15,000
- \$15,000 to \$19,999
- \$20,000 to \$24,999
- \$25,000 to \$29,999
- \$30,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 or more
- Prefer not to answer





Which statement best describes your current employment status?

- Working - as a paid employee
- Working - self-employed
- Not working - on temporary layoff from a job
- Not working - looking for work
- Not working - retired
- Not working - disabled
- Not working - other
- Prefer not to answer





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?

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





Do you currently own a cell phone?

- Yes
- No
- Don't Know/Not Sure





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?

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





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

- On the Internet
- In newspapers or magazines
- Convenience stores, supermarkets, gas stations, or shopping malls
- On TV or at the movies
- On the radio
- On billboards or other outdoor ads
- Other specify
- None of the above





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

- Yes
- No





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



{Note to reviewers: **Respondents randomly are assigned an eligible ad.** The next preamble is shown if the ad type associated with the ad assigned is “TV” .}



We would now like to show you a television ad and then gather your reactions to that ad. Please make sure the volume on your computer is turned up, so that you can both see and hear the video. *Please click "Next" to continue.*



{Note to reviewers: **Respondents randomly are assigned an eligible ad.** The next preamble is shown if the ad type associated with the ad assigned is “Radio”.}



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.*



{Note to reviewers: **Respondents randomly are assigned an eligible ad.** The next preamble is shown if the ad type associated with the ad assigned is “Print” .}





We would now like to show you an ad and then gather your reactions to that ad. Please click "Next" to continue.





What do you believe is the main message of this ad?





How believable or unbelievable was the person in the ad?

- Extremely believable
- Moderately believable
- Slightly believable
- Neither believable nor unbelievable
- Slightly unbelievable
- Moderately unbelievable
- Extremely unbelievable



People sometimes have different emotional reactions when they see or hear advertisements.

On a scale from 1 to 5, where 1 indicates not feeling any emotion, and 5 indicates feeling emotion with extreme intensity, please indicate how much this advertisement made you feel:

	I did not feel this emotion	Slight emotion	Moderate emotion	Very intense emotion	Extreme and intense emotion
Angry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Afraid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ashamed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hopeful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Surprised	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trusting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motivated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regretful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



{Note to reviewers: The next question is asked if the ad type associated with the ad assigned is "TV or Print".}

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

	Strongly disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree
This ad is convincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad grabbed my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was easy to understand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I learned something new by viewing this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the information in this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is believable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would talk to someone else about this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is annoying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The people in this ad are believable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is worth remembering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is powerful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is meaningful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can identify with what the ad says	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



{Note to reviewers: The next question is asked if the ad type associated with the ad assigned is "Radio".}

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

	Strongly disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree
This ad is convincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad grabbed my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was easy to understand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I learned something new by hearing this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the information in this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is believable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would talk to someone else about this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is annoying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The people in this ad are believable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is worth remembering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is powerful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is meaningful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can identify with what the ad says	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>







Is there anything about the ad that is confusing, unclear, or hard to understand?

- Confusing
- Unclear
- Hard to understand
- None of the above





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





Was there anything about the ad that you liked?

- Yes
- No





What, if anything, do you like about this ad? Please be as specific as possible.





Was there anything about the ad that you disliked?

- Yes
- No





What, if anything, do you dislike about this ad? Please be as specific as possible.





Does this ad make you want to quit smoking cigarettes?

- Yes
- No





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







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





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

- Yes
- No





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





What about the ad makes you want to encourage someone to quit smoking cigarettes? Please be as specific as possible.



{Note to reviewers: The next question is asked if the ad type associated with the ad assigned is “TV” .}



In the future, if you saw or heard this ad on television, on a scale from 1 to 5, where 1 indicates not at all likely and 5 is very likely, how likely would you be to take the following actions in the next 6 months?

	Very Unlikely	Unlikely	Neither Likely Nor Unlikely	Likely	Very Likely
Call 1-800-QUIT-NOW for assistance in quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Visit an informational government website, such as www.cdc.gov/tips for information on quitting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk with my doctor about quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not smoke around others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit the Twitter site for the campaign.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Try to quit on my own	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use an electronic cigarette/ e-cigarette to help quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support smoke-free laws in my community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



{Note to reviewers: The next question is asked if the ad type associated with the ad assigned is "Radio".}



In the future, if you heard this ad on the radio, on a scale from 1 to 5, where 1 indicates not at all likely and 5 is extremely likely, how likely would you be to take the following actions in the next 6 months?

	Very Unlikely	Unlikely	Neither Likely Nor Unlikely	Likely	Very Likely
Call 1-800-QUIT-NOW for assistance in quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Visit an informational government website, such as www.cdc.gov/tips for information on quitting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk with my doctor about quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not smoke around others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit the Twitter site for the campaign.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Try to quit on my own	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use an electronic cigarette/ e-cigarette to help quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support smoke-free laws in my community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





{Note to reviewers: The next question is asked if the ad type associated with the ad assigned is "Print".}



In the future, if you saw this ad in a newspaper or magazine, on a scale from 1 to 5, where 1 indicates not at all likely and 5 is extremely likely, how likely would you be to take the following actions in the next 6 months?

	Very Unlikely	Unlikely	Neither Likely Nor Unlikely	Likely	Very Likely
Call 1-800-QUIT-NOW for assistance in quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Visit an informational government website, such as www.cdc.gov/tips for information on quitting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk with my doctor about quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not smoke around others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit the Twitter site for the campaign.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Try to quit on my own	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use an electronic cigarette/ e-cigarette to help quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support smoke-free laws in my community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





Does the ad make you want to quit smoking?

- Yes
- No





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





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



{Note to reviewers: The next question is asked if the ad type associated with the ad assigned is “print” .}



In the future, if you saw this ad in a newspaper or magazine, on a scale from 1 to 5, where 1 indicates not at all likely and 5 is extremely likely, how likely would you be to take the following actions in the next 6 months?

	Very Unlikely	Unlikely	Neither Likely Nor Unlikely	Likely	Very Likely
Call 1-800-QUIT-NOW for information to help someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Visit an informational government website, such as www.cdc.gov/tips for information to help someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to your doctor about helping someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ask someone to not smoke around you or others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage someone you care about to use e-cigarettes to help quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit the Twitter site for the campaign	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support smoke-free laws in your community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage someone you care about to quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



{Note to reviewers: The next question is asked if the ad type associated with the ad assigned is “TV” .}





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

	Very Unlikely	Unlikely	Neither Likely Nor Unlikely	Likely	Very Likely
Call 1-800-QUIT-NOW for information to help someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Visit an informational government website, such as www.cdc.gov/tips for information to help someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to your doctor about helping someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ask someone to not smoke around you or others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage someone you care about to use e-cigarettes to help quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit the Twitter site for the campaign	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support smoke-free laws in your community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage someone you care about to quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



{Note to reviewers: The next question is asked if the ad type associated with the ad assigned is "Radio".}



In the future, if you heard this ad on the radio, on a scale from 1 to 5, where 1 indicates not at all likely and 5 is extremely likely, how likely would you be to take the following actions in the next 6 months?

	Very Unlikely	Unlikely	Neither Likely Nor Unlikely	Likely	Very Likely
Call 1-800-QUIT-NOW for information to help someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Visit an informational government website, such as www.cdc.gov/tips for information to help someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to your doctor about helping someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ask someone to not smoke around you or others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage someone you care about to use e-cigarettes to help quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit the Twitter site for the campaign	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support smoke-free laws in your community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage someone you care about to quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

