Pages 2-14: Screener

Pages 15-91: Main Questionnaire

- Pages 15-51: Questions for all ad types
- Pages 52-53: TV ads only
- Pages 54-55: Radio ads only
- Pages 56-57: Print ads only
- Pages 58-60: Questions for all ad types
- Pages 61-62: TV or Print ads only
- Pages 63-64: Radio ads only
- Pages 65-76: Questions for all ad types
- Pages 77-78: TV ads only
- Pages 79-80: Radio ads only
- Pages 81-82: Print ads only
- Pages 83-85: Questions for all ad types
- Pages 86-87: Print ads only
- Pages 88-89: TV ads only
- Pages 90-91: Radio ads only



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

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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).



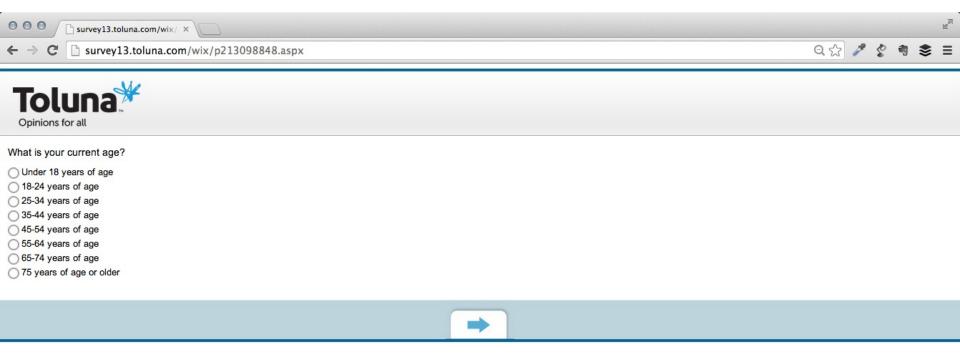
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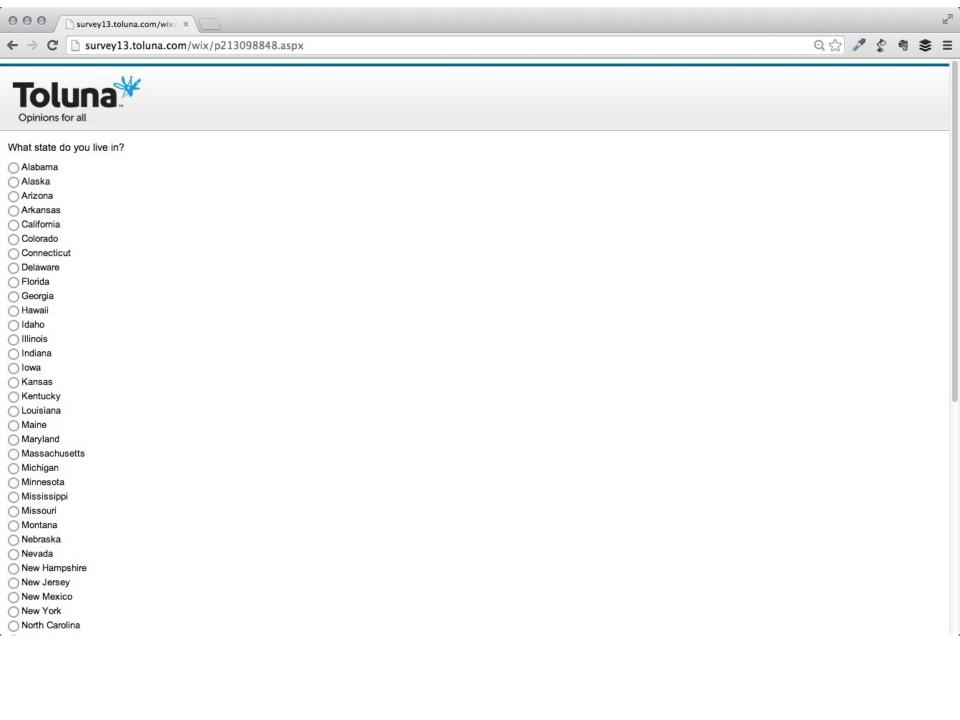


On behalf of the Centers for Disease Control and Prevention (CDC), we're conducting a study about different health and smoking-specific advertising that you see in the media. Your opinions are very important to us! Please be assured that the purpose of this survey is to gather feedback regarding specific 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.

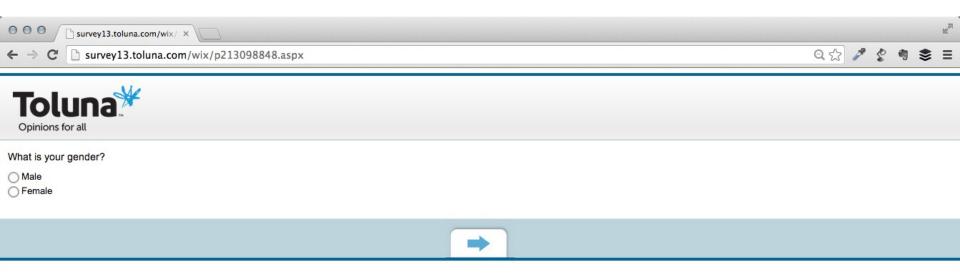




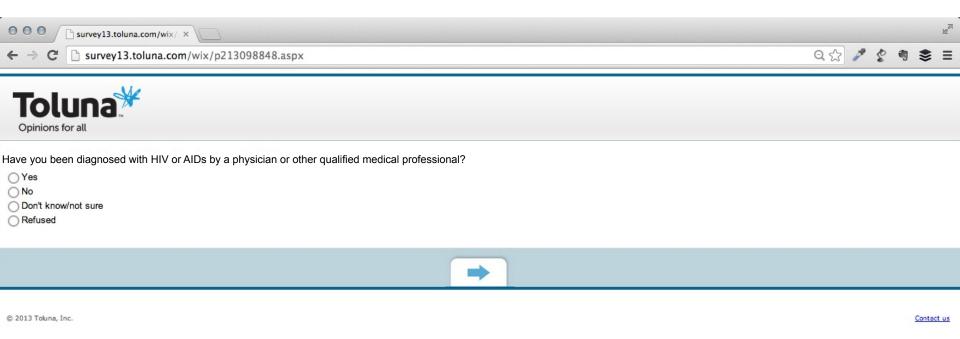


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Other please specify



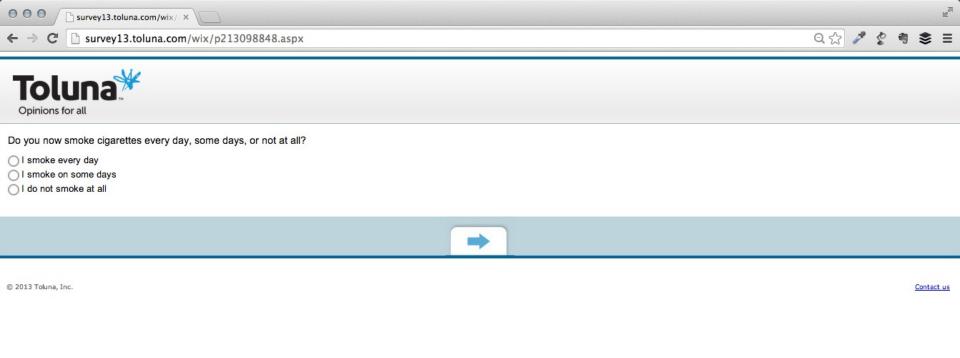








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Thank you for your participation in this study. Unfortunately, your responses indicate that you do not fit the specific criteria needed for this particular study, or that we have already reached our required quota of responses from participants similar to you. We appreciate your enthusiasm for our study and hope you will join us on future surveys!



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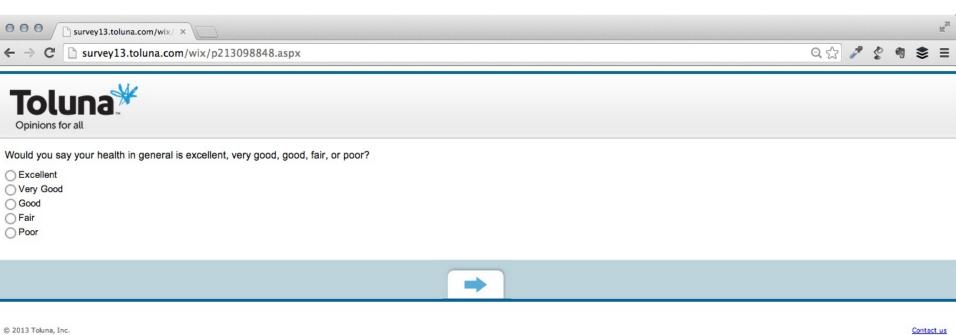


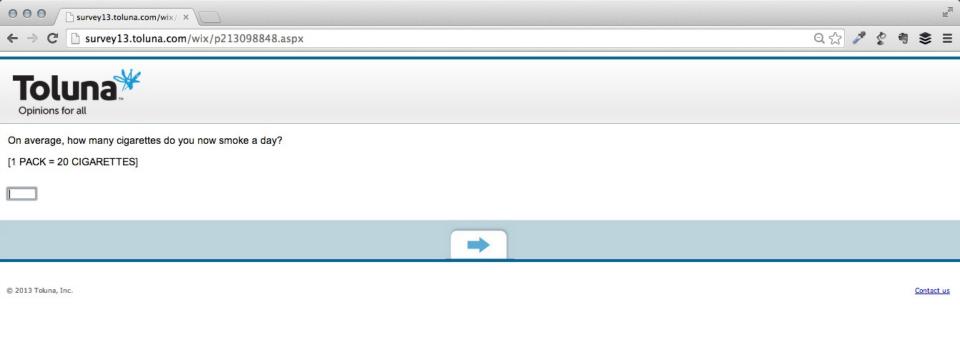
Form Approved OMB No. 0920-0910 Exp. Date 01/31/2015

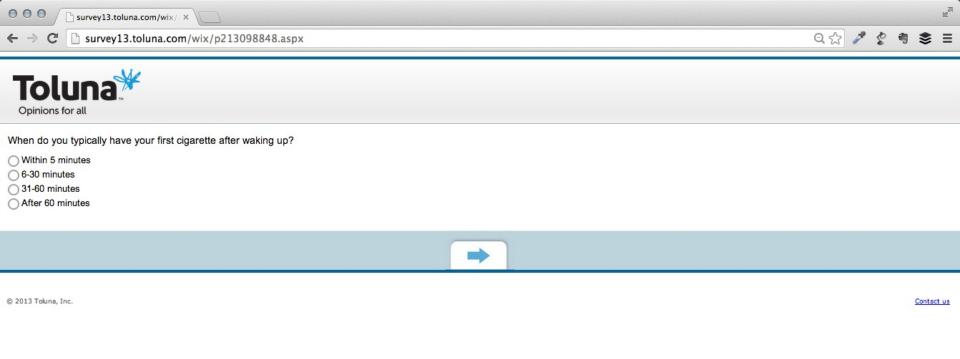
Public reporting burden of this collection of information is estimated to average 16 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may 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).

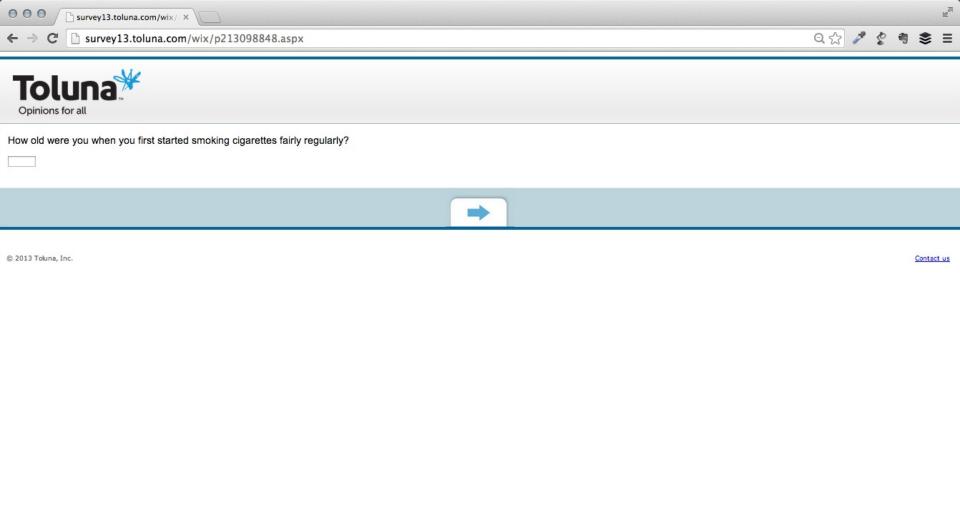


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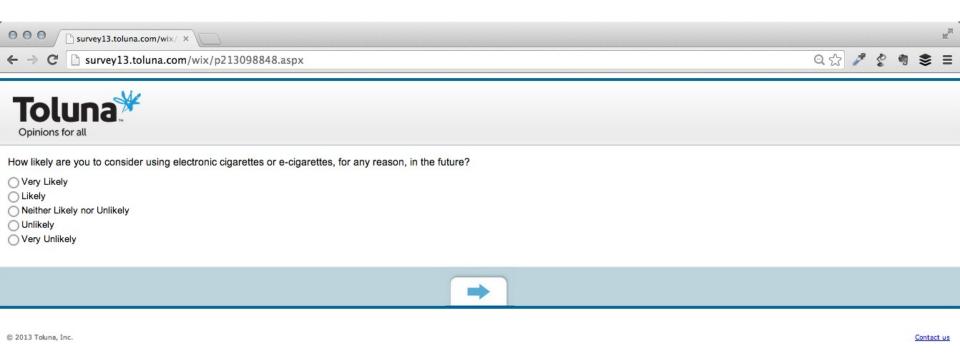












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Toluna: Opinions for all	

As far as you know or believe is the use of <u>electronic cigarettes/e-cigarettes in combination with regular cigarettes</u> 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
0	0	0	0	0

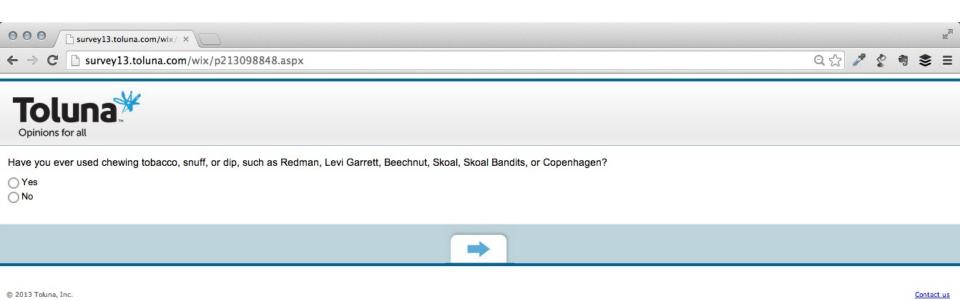


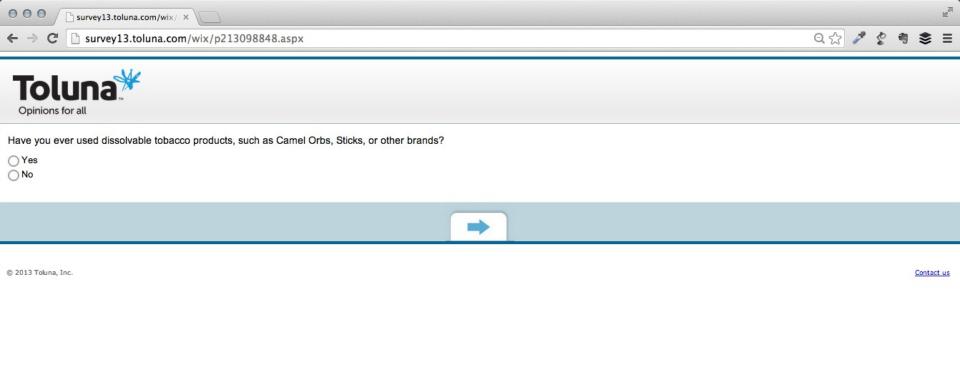
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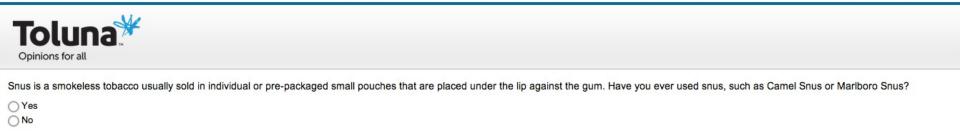
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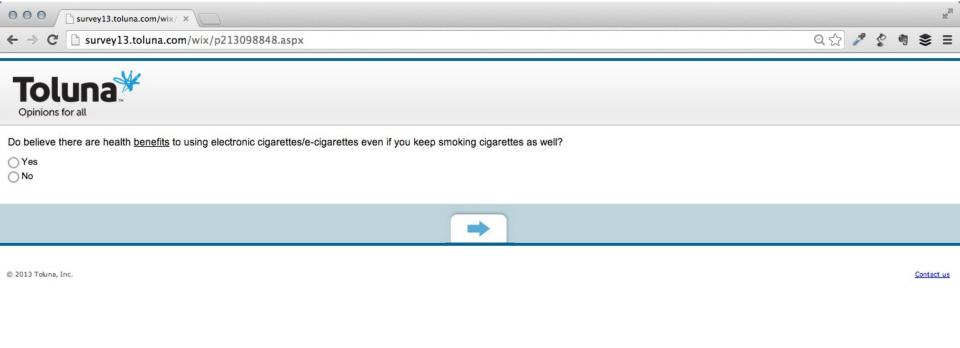




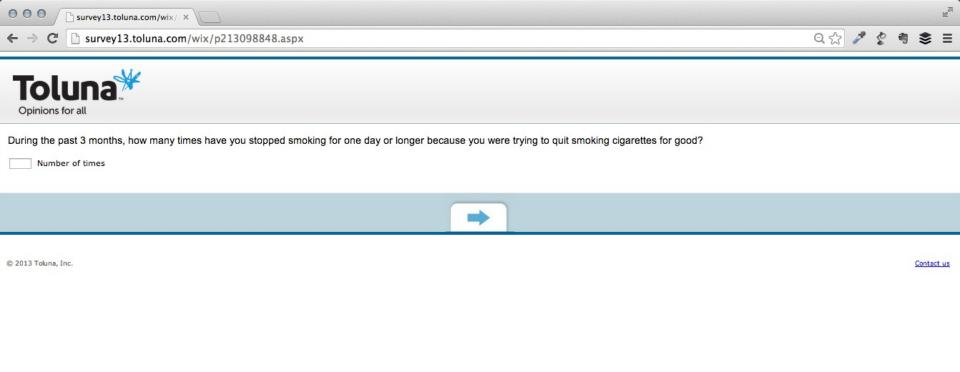
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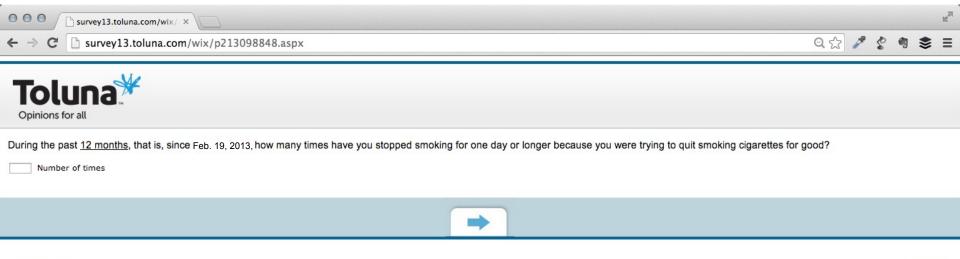
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When you last tried to quit smoking, did you do any of the following?

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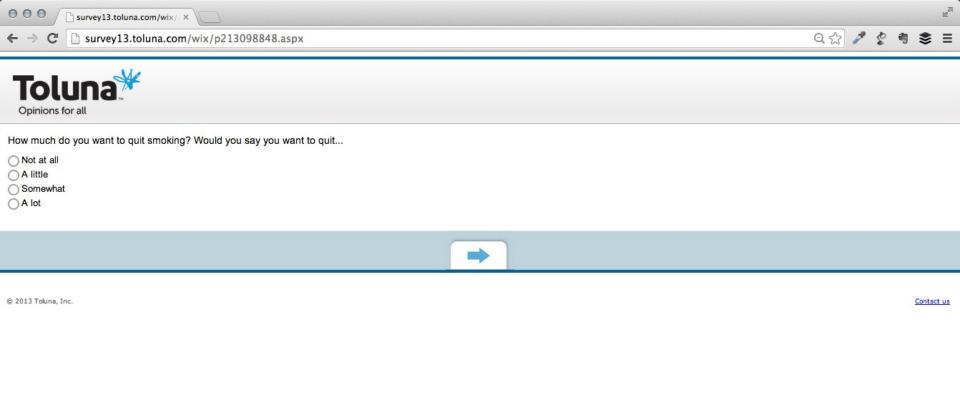
	Yes	No
Get help from a website such as Smokefree.gov	0	0
Give up cigarettes all at once	0	0
Substitute some of your regular cigarettes with electronic cigarettes or e-cigarettes	0	0
Use medications like Zyban or Chantix	0	0
Get help from a telephone quit line	0	0
Get help from a doctor or other health professional	0	0
Gradually cut back on cigarettes	0	0
Switch completely to electronic cigarettes or e-cigarettes such as Blu or NJOY	0	0
Use nicotine replacements like the nicotine patch or nicotine gum	0	0
Switch to mild or some other brand of cigarettes	0	0

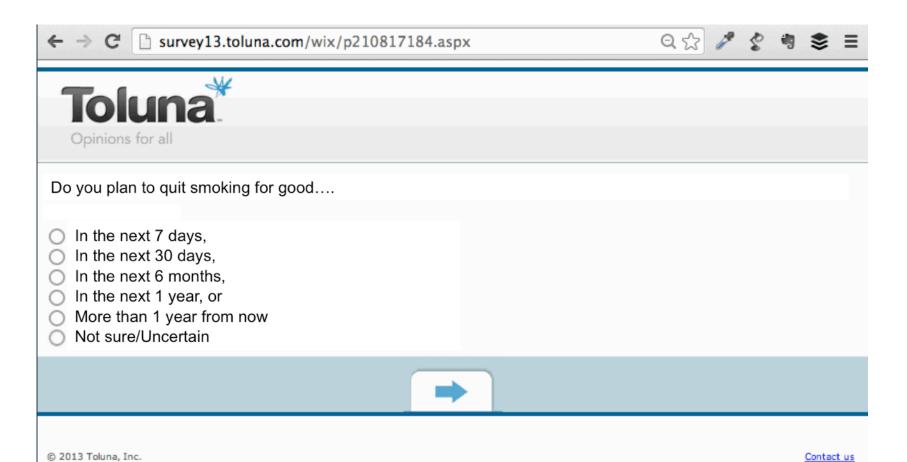
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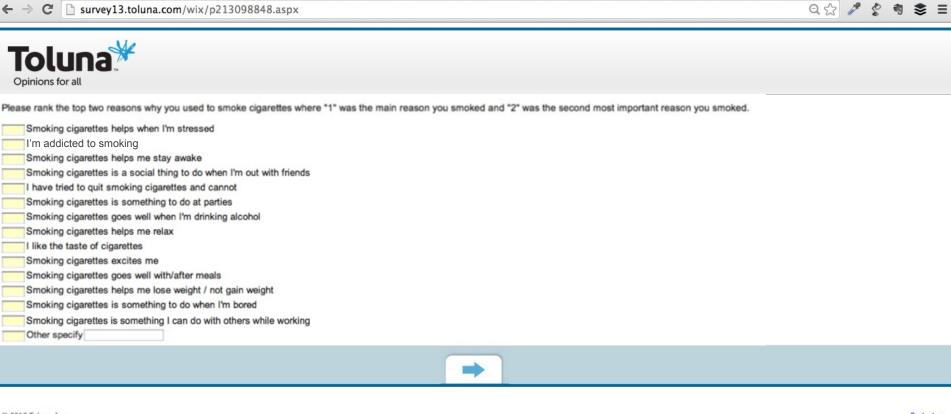


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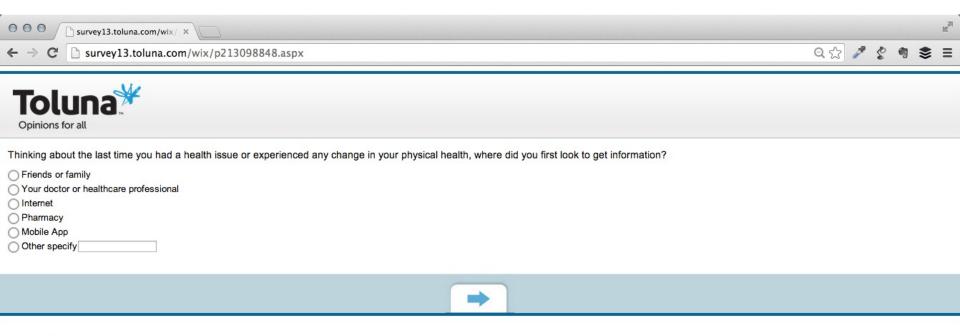


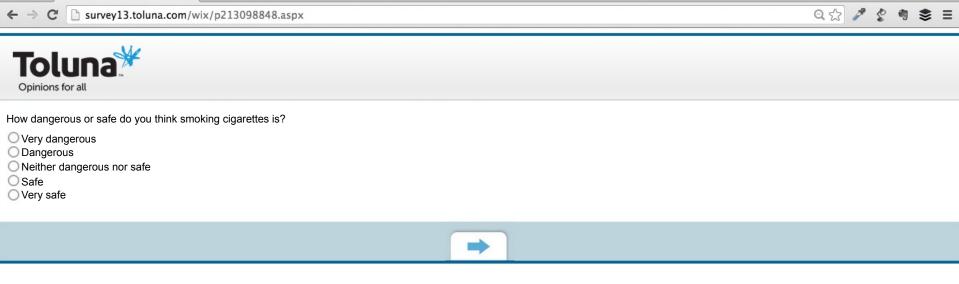




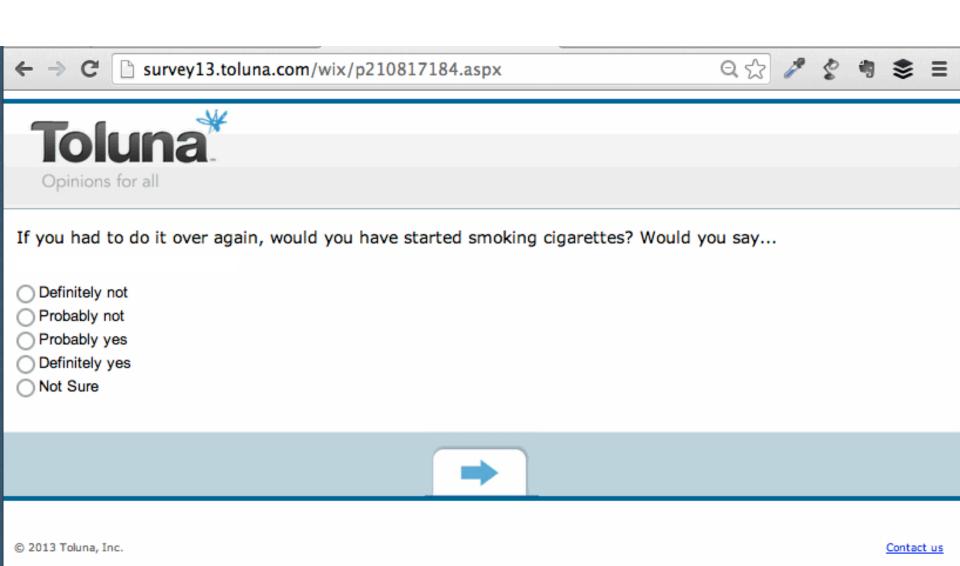


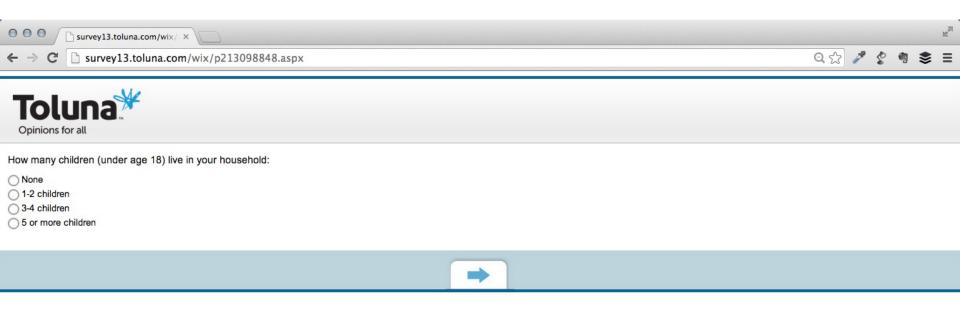
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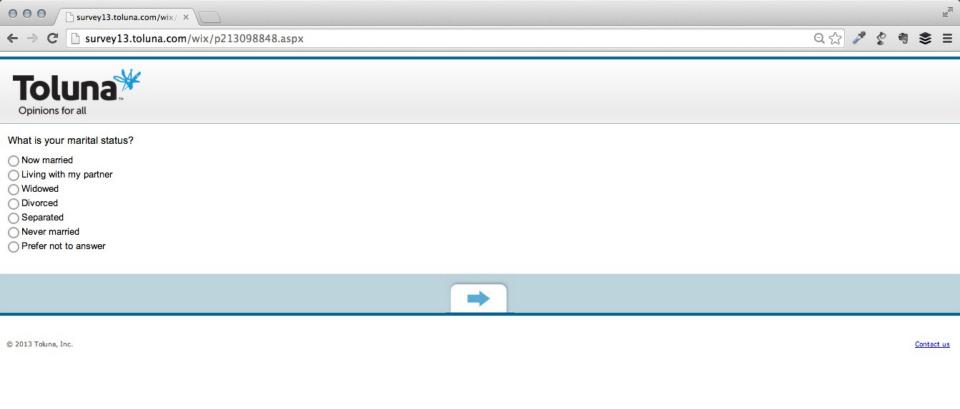


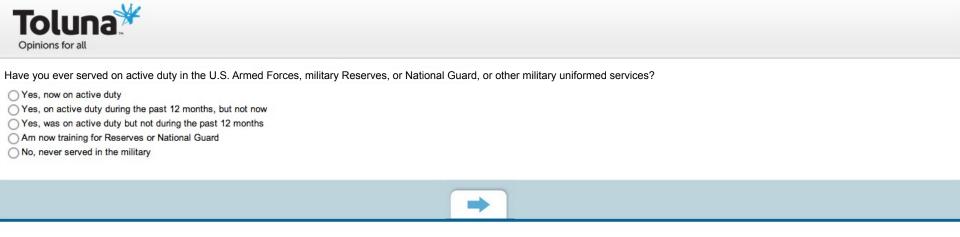


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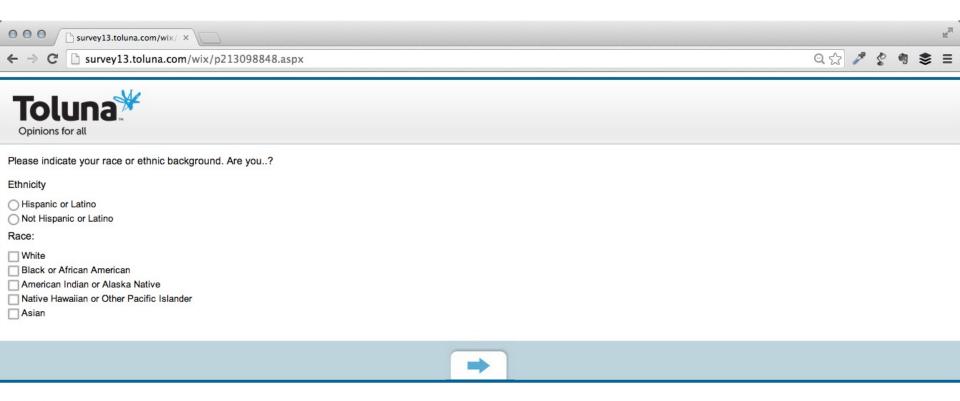
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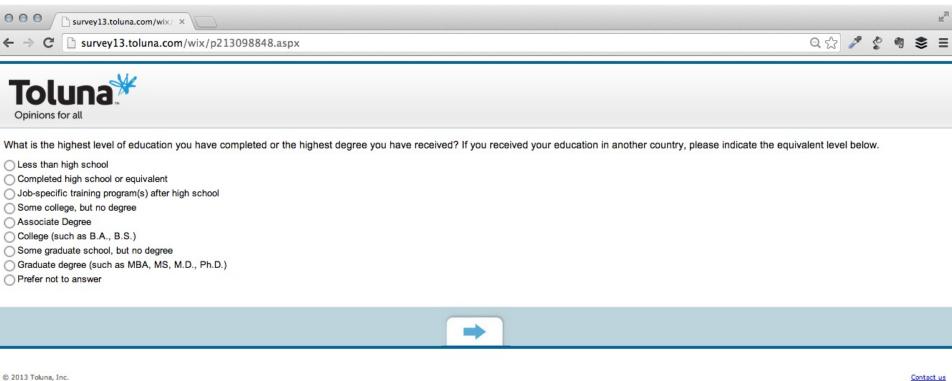
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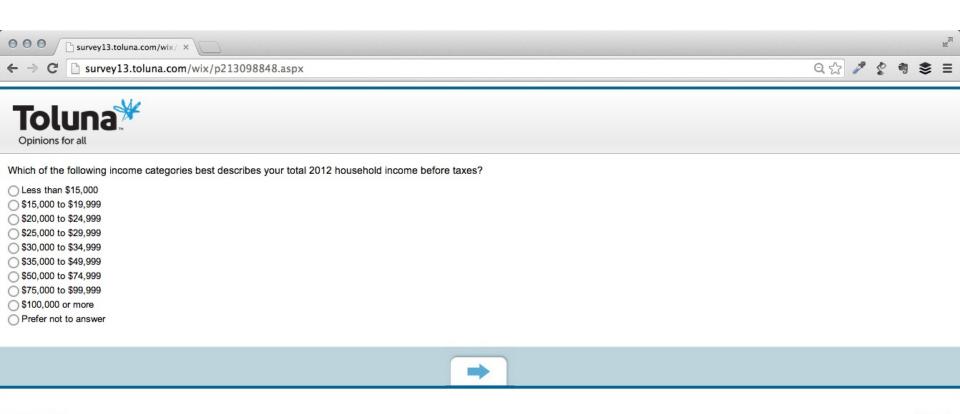
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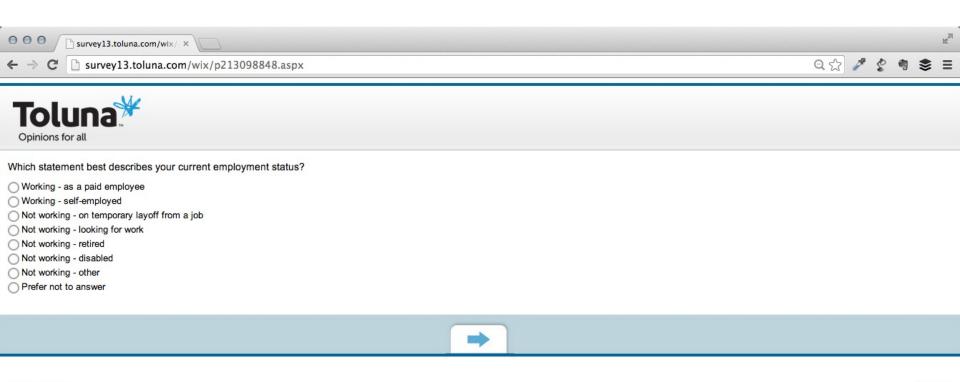
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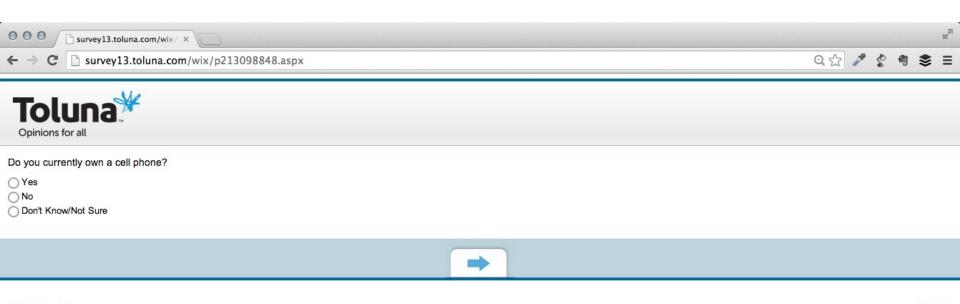


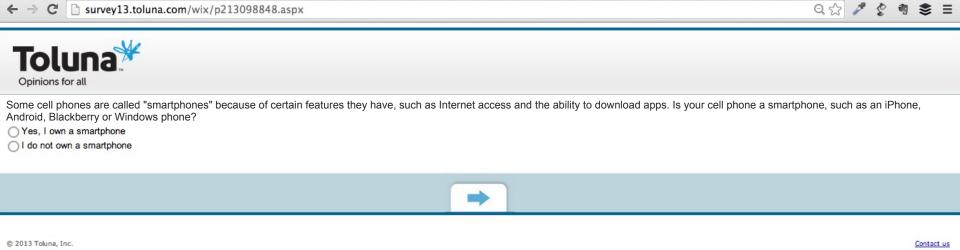
Think about the last time you went online to look for information...How did you begin looking?

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 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

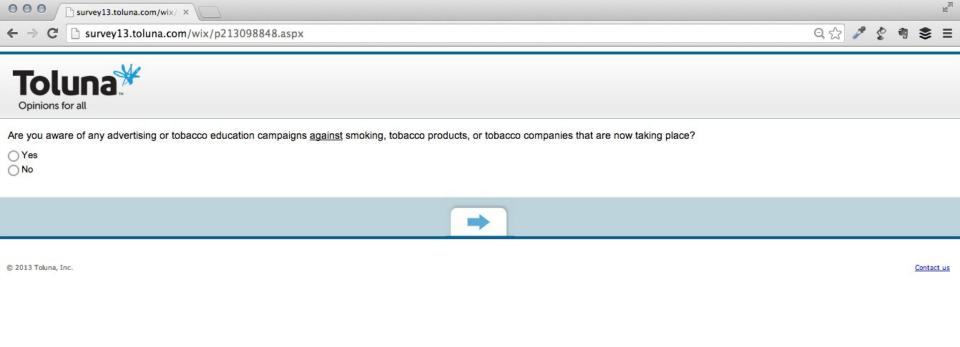


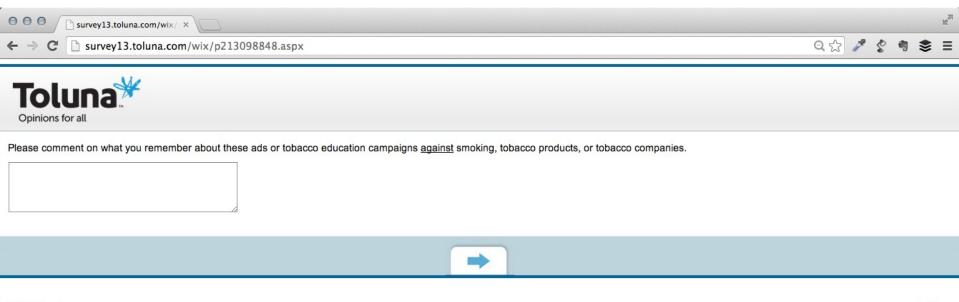




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Where have you seen or heard an advertisement for electronic cigarettes/e-cigarettes? (Select all that apply)	
On the Internet In newspapers or magazines Convenience stores, supermarkets, gas stations, or shopping malls On TV or at the movies On the radio On billboards or other outdoor ads Other specify None of the above	
→	
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{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".}

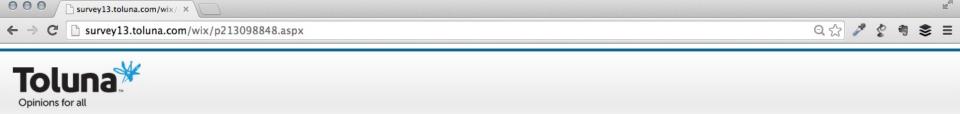


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We would now like to show you a television ad and then gather your reactions to that ad. Please make sure the volume on your computer is turned up, so that you can both see and hear the video. Please click "Next" to continue.



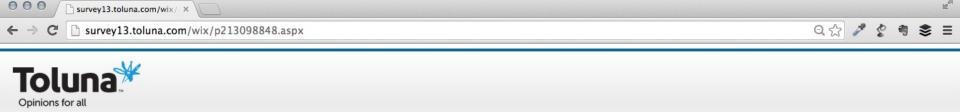
{Note to reviewers: **Respondents randomly are assigned an eligible ad.** The next preamble is shown if the ad type associated with the ad assigned is "Radio".}



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.*



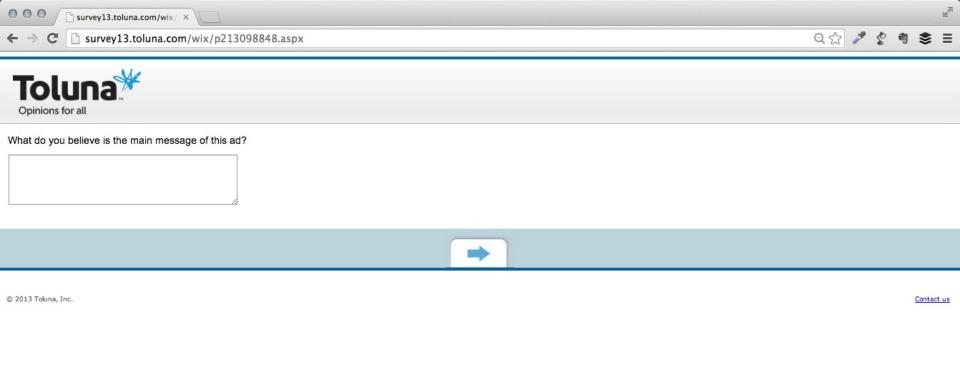
{Note to reviewers: **Respondents randomly are assigned an eligible ad.** The next preamble is shown if the ad type associated with the ad assigned is "Print".}

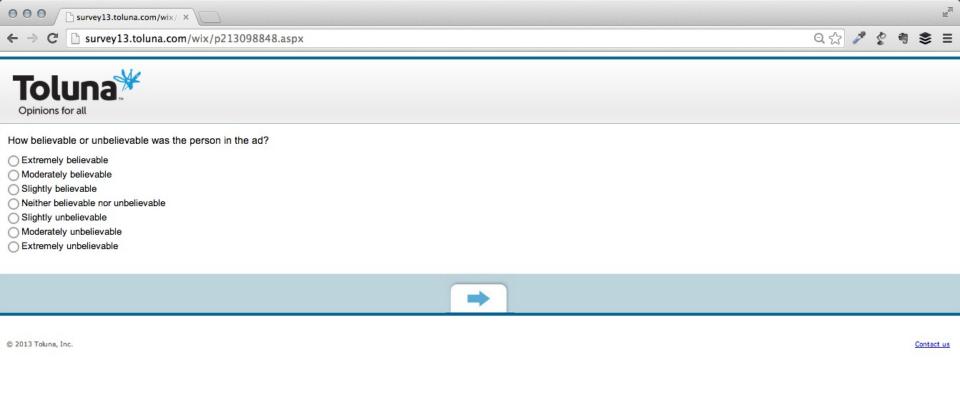


We would now like to show you an ad and then gather your reactions to that ad. Please click "Next" to continue.



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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	0	0	0	0	0
Afraid	0	0	0	0	0
Ashamed	0	0	0	0	0
Sad	0	0	0	0	0
Hopeful	0	0	0	0	0
Understood	0	0	0	0	0
Surprised	0	0	0	0	0
Trusting	0	0	0	0	0
Motivated	0	0	0	0	0
Regretful	0	0	0	0	0



© 2013 Toluna, Inc. Contact us {Note to reviewers: The next question is asked if the ad type associated with the ad assigned is "TV or Print".}

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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	0	0	0	0	0
This ad grabbed my attention	0	0	0	0	0
This ad was easy to understand	0	0	0	0	0
I learned something new by viewing this ad	0	0	0	0	0
I trust the information in this ad	0	0	0	0	0
This ad is believable	0	0	0	0	0
I would talk to someone else about this ad	0	0	0	0	0
This ad is annoying	0	0	0	0	0
The people in this ad are believable	0	0	0	0	0
This ad is worth remembering	0	0	0	0	0
This ad is powerful	0	0	0	0	0
This ad is informative	0	0	0	0	0
This ad is meaningful	0	0	0	0	0
I can identify with what the ad says	0	•	0	0	0

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

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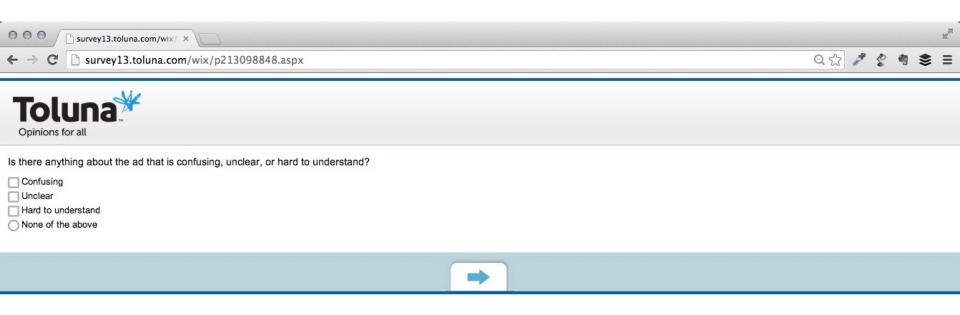


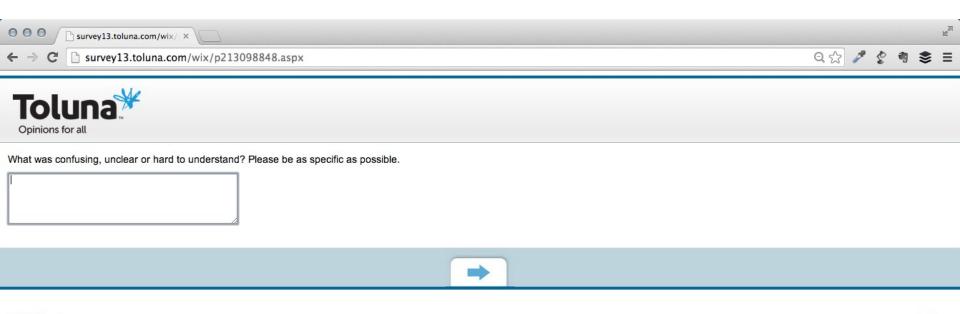


On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please indicate how much you disagree or agree with the following statements.

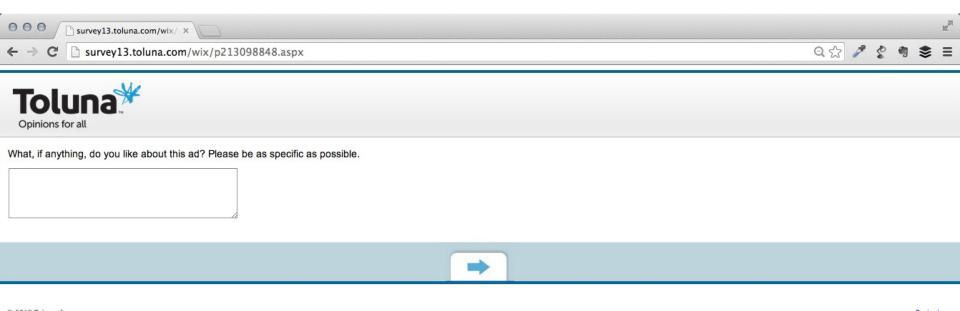
	Strongly disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree
This ad is convincing	0	0	0	0	0
This ad grabbed my attention	0	0	0	0	0
This ad was easy to understand	0	0	0	0	0
I learned something new by hearing this ad	0	0	0	0	0
I trust the information in this ad	0	0	0	0	0
This ad is believable	0	0	0	0	0
I would talk to someone else about this ad	0	0	0	0	0
This ad is annoying	0	0	0	0	0
The people in this ad are believable	0	0	0	0	0
This ad is worth remembering	0	0	0	0	0
This ad is powerful	0	0	0	0	0
This ad is informative	0	0	0	0	0
This ad is meaningful	0	0	0	0	0
I can identify with what the ad says	0	•	0	0	0



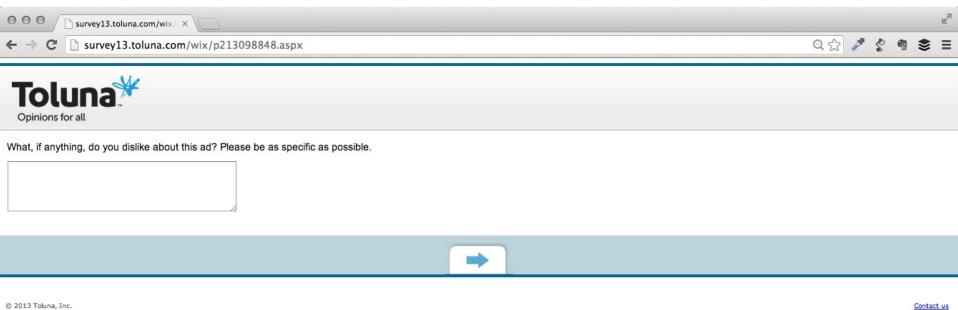




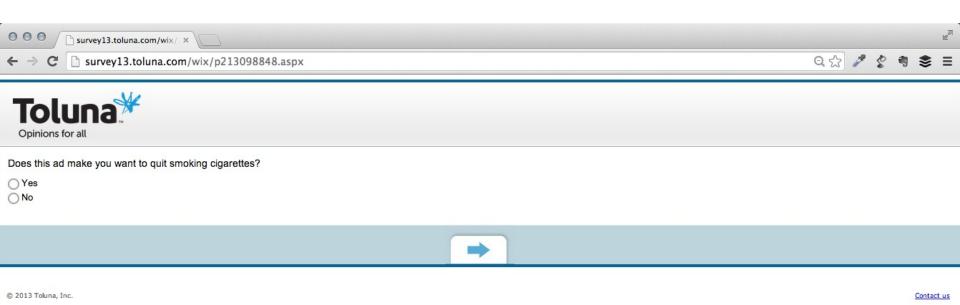


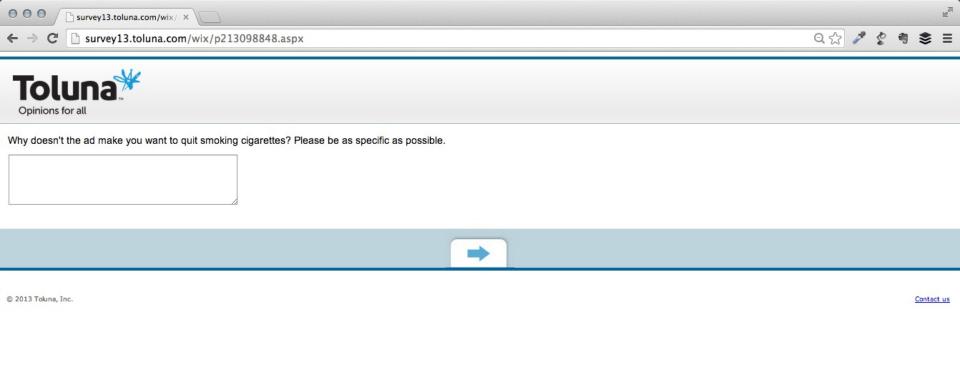


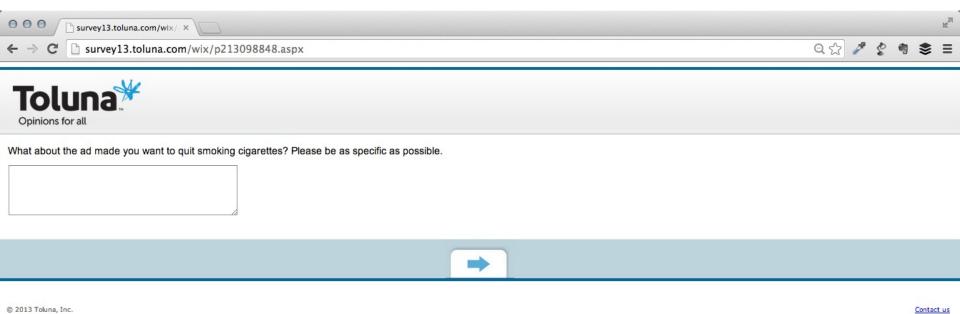




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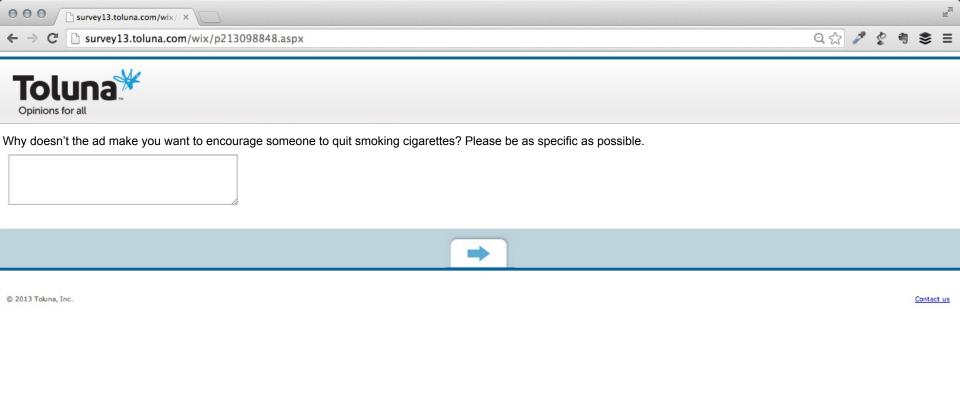


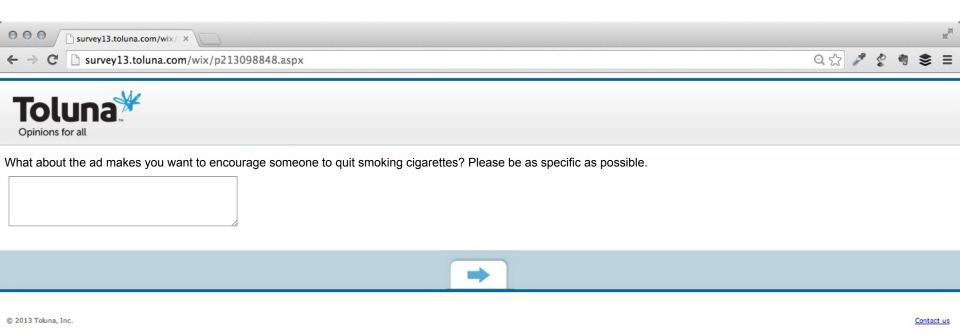




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{Note to reviewers: The next question is asked if the ad type associated with the ad assigned is "TV".}

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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	0	0	0	0	•
Visit an informational government website, such as www.cdc.gov/tips for information on quitting	0	0	0	0	0
Talk with my doctor about quitting smoking	0	0	0	0	0
Not smoke around others	0	0	0	0	0
Visit the Twitter site for the campaign.	0	0	0	0	0
Try to quit on my own	0	0	0	0	0
Use an electronic cigarette/ e-cigarette to help quit smoking	0	0	0	0	0
Support smoke-free laws in my community	0	0	0	0	0
Do nothing	0	0	0	0	0



{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	0	0	0	0	•	
Visit an informational government website, such as www.cdc.gov/tips for information on quitting	0	0	0	0	0	
Talk with my doctor about quitting smoking	0	0	0	0	0	
Not smoke around others	0	0	0	0	0	
Visit the Twitter site for the campaign.	0	0	0	0	0	
Try to quit on my own	0	0	0	0	0	
Use an electronic cigarette/ e-cigarette to help quit smoking	0	0	0	0	0	
Support smoke-free laws in my community	0	0	0	0	0	
Do nothing	0	0	0	0	0	



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

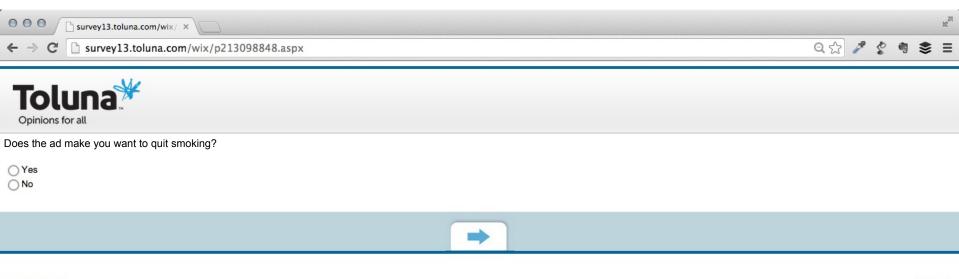
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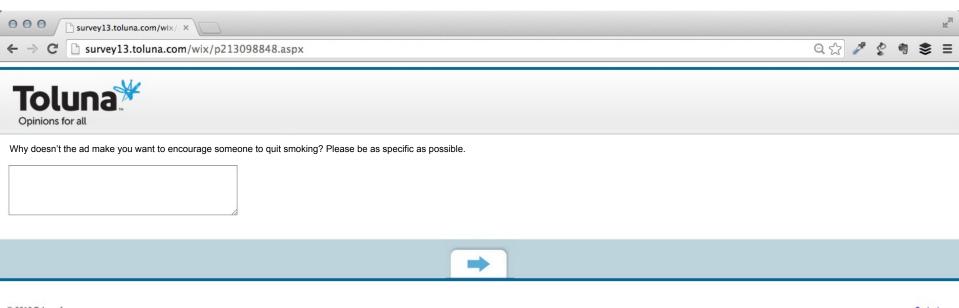


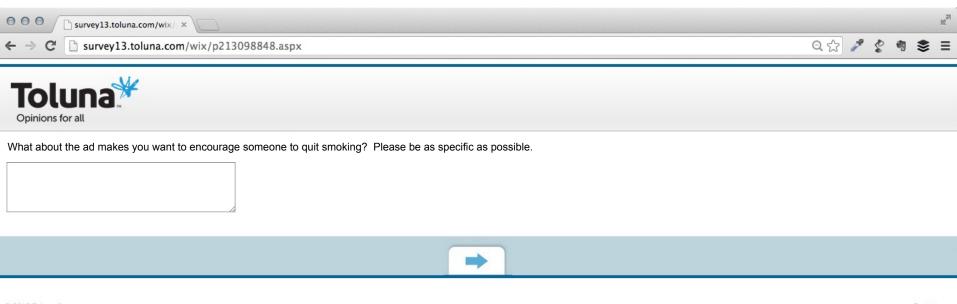
In the future, if you saw this ad in a newspaper or magazine, on a scale from 1 to 5, where 1 indicates not at all likely and 5 is extremely likely, how likely would you be to take the following actions in the next 6 months?

	Very Unlikely	Unlikely	Neither Likely Nor Unlikely	Likely	Very Likely
Call 1-800-QUIT-NOW for assistance in quitting smoking	0	0	0	0	•
Visit an informational government website, such as www.cdc.gov/tips for information on quitting	0	0	0	0	0
Talk with my doctor about quitting smoking	0	0	0	0	0
Not smoke around others	0	0	0	0	0
Visit the Twitter site for the campaign.	0	0	0	0	0
Try to quit on my own	0	0	0	0	0
Use an electronic cigarette/ e-cigarette to help quit smoking	0	0	0	0	0
Support smoke-free laws in my community	0	0	0	0	0
Do nothing	0	0	0	0	0









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

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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	0	0	0	0	•
Visit an informational government website, such as www.cdc.gov/tips for information to help someone you care about quit smoking		0	0	0	0
Talk to your doctor about helping someone you care about quit smoking	0	0	0	0	0
Ask someone to not smoke around you or others	0	0	0	0	0
Encourage someone you care about to use e-cigarettes to help quit smoking	0	0	0	0	0
Visit the Twitter site for the campaign	0	0	0	0	0
Support smoke-free laws in your community	0	0	0	0	0
Encourage someone you care about to quit smoking	0	0	0	0	0
Do nothing	0	0	0	0	0



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

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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	0	0	0	0	•
Visit an informational government website, such as www.cdc.gov/tips for information to help someone you care about quit smoking		0	0	0	0
Talk to your doctor about helping someone you care about quit smoking	0	0	0	0	0
Ask someone to not smoke around you or others	0	0	0	0	0
Encourage someone you care about to use e-cigarettes to help quit smoking	0	0	0	0	0
Visit the Twitter site for the campaign	0	0	0	0	0
Support smoke-free laws in your community	0	0	0	0	0
Encourage someone you care about to quit smoking	0	0	0	0	0
Do nothing	0	0	0	0	0



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

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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	0	0	0	0	•
Visit an informational government website, such as www.cdc.gov/tips for information to help someone you care about quit smoking		0	0	0	0
Talk to your doctor about helping someone you care about quit smoking	0	0	0	0	0
Ask someone to not smoke around you or others	0	0	0	0	0
Encourage someone you care about to use e-cigarettes to help quit smoking	0	0	0	0	0
Visit the Twitter site for the campaign	0	0	0	0	0
Support smoke-free laws in your community	0	0	0	0	0
Encourage someone you care about to quit smoking	0	0	0	0	0
Do nothing	0	0	0	0	0

