Form Approved

OMB No. 0920-0910

Exp. Date 01/31/2015

**National Tobacco Prevention and Control Public Education Campaign:**

**Rough Cut Testing of Television, Print/Digital Print and Radio Ads**

**Screener for Smokers (18-54 years old),**

**Female smokers between the ages of 18-44,
and Non-Smokers (ages 18-54 years old),
Smokers with HIV, or**

**Smokers who are Lesbian, Gay, Bi-Sexual, or Transgender (LGBT)**

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.

# Section: Screening Items

## 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}
9. Refuse to answer {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}*

### Gender1. What is your gender?

1. Male
2. Female

### DEMO8. Do you consider yourself to be (Select all that apply):

01 Heterosexual / Straight

02 Lesbian

03 Gay (male)

04 Bisexual

05 Transgender

06 Something else – please specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_

07 Prefer not to answer

### Health1. Have you been diagnosed with HIV or AIDs by a physician or other qualified medical professional?

1. Yes
2. No
3. Don’t know/not sure
4. Refused

## Smoking Behavior – Core

*{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: \_\_\_\_\_\_\_

***Programmer Instructions:***

|  |  |  |
| --- | --- | --- |
| ***Segments*** | ***Definition*** | ***Criteria*** |
| *Smokers* | *Smokers* | *Answers TS1\_1 to TS1 AND (TS2\_1 or TS2\_2 to TS2) AND Answers TS3 > 0* |
| *Non-Smokers* | *Non-Smokers* | *Answers TS1\_2 to TS1 AND (TS2\_3 to TS2) AND Answers TS3 = 0* |
| *Non-Smokers* | *Former Smokers*  | *Answers TS1\_1 to TS1 AND (TS2\_3 to TS2) AND Answers TS3 = 0* |
| *HIVSmokers* | *Smokers who have HIV* | *Health1 = 1 & Answers TS1\_1 to TS1 AND (TS2\_1 or TS2\_2 to TS2) AND Answers TS3 > 0* |
| *LGBTSmokers* | *Smokers who are Lesbian, Gay, Bi-Sexual, or Transgender (LGBT)* | *DEMO8 = 2, 3, 4, 5 & Answers TS1\_1 to TS1 AND (TS2\_1 or TS2\_2 to TS2) AND Answers TS3 > 0* |
| *TargetFemaleSmokers* | *Smokers who are female and between the ages of 18-44* | *Answers 02, 03, 04 to DAGE1 and 02 to GENDER1 and Answers TS1\_1 to TS1 AND (TS2\_1 or TS2\_2 to TS2) AND Answers TS3 > 0* |

# {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!