

**National Tobacco Prevention and Control Public Education Campaign:
Message Testing for Dual Use**

Main Questionnaire

Public reporting burden of this collection of information is estimated to average **20** 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 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 and smoking-specific diseases. 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.

Qualified Categories - Complete Set			
Current Cigarette Smoker	AND CURRENTLY USES	Uses e-cigarettes or chewing tobacco or snus or a combination of these three	Current Cigarette Smoker AND (Current E-Cig User AND/OR Current Chewing Tobacco User AND/OR Current Snus User)
Former Cigarette Smoker	AND CURRENTLY USES	Uses e-cigarettes or chewing tobacco or snus or a combination of these three	Former Cigarette Smoker AND (Current E-Cig User AND/OR Current Chewing Tobacco User AND/OR Current Snus User)
Screening logic for following categories defined above as part of Categories Set #1			
Current user of cigars, cigarillos or little cigars exclusively			
Current tobacco cigarette smoker and currently uses cigars, cigarillos or little cigars			
Former tobacco cigarette smoker and currently uses cigars, cigarillos or little cigars			

Section: Attitudes and Behaviors

Overall Health Impression

{Base = all respondents}

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

Tobacco Cigarette Smoking Behavior

{Base = current smokers only}

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

[1 PACK = 20 TOBACCO CIGARETTES]

[RANGE 1-100]

{Numeric response}

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

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

- 1 Within 5 minutes

- 2 6-30 minutes
- 3 31-60 minutes
- 4 After 60 minutes

{Base = all current and former smokers}

TS3. How old were you the first time you smoked part or all of a traditional tobacco cigarette, even one or two puffs? Please enter age in years.

___ age in years

{Base = chewing tobacco/snus user}

TS4a. How old were you when you started using [TEXT FILL BASED ON CATEGORY: (“chewing tobacco” if chewing tobacco user), (“snus” if snus user) or (“chewing tobacco or snus” if both chewing tobacco and snus user)], combined with traditional tobacco cigarettes?

{Base = e-cigarette users}

TS5. How old were you when you started using electronic cigarettes/e-cigarettes?

___ age in years

{Base = e-cigarette users}

TS4b. How old were you when you started using e-cigarettes combined with traditional tobacco cigarettes?

{Base = former tobacco cigarette smokers}

TS6. Have you ever had the urge to start smoking traditional tobacco cigarettes again?

- 1 Yes
- 2 No

{Base = uses chew or snus}

TS7. Has using [TEXT FILL BASED ON CATEGORY: (“chewing tobacco” if chewing tobacco user), (“snus” if snus user) or (“chewing tobacco or snus” if both chewing tobacco and snus user)] ever made you want to smoke a traditional tobacco cigarette?

- 1 Yes
- 2 No

{Base = e-cigarette users}

TS8. Has using electronic cigarettes/e-cigarettes ever made you want to smoke a traditional tobacco cigarette?

- 1 Yes
- 2 No

Cigarillos/Cigars/Little Cigars

{Base = Smoked cigars, cigarillos, little cigars}

CO9. How often do you smoke cigars, cigarillos, or little cigars?

- 1 Every day
- 2 Some days
- 3 Not at all [GO TO Q CO10]

{Base = Smoked cigars/cigarillos/little cigars}

CO9a. Do you primarily smoke cigars, cigarillos, or little cigars?

- 1 Cigars
- 2 Cigarillos
- 3 Little cigars
- 4 I don't have a preference
- 5 Not sure

{Base = Smoked cigars/cigarillos/little cigars}

CO10. How old were you the first time you smoked part or all of a cigar, cigarillo or little cigar, even one or two puffs? Please enter age in years.

{Base = Smoked cigars/cigarillos/little cigars}

CO19. Do the words "little cigar" mean the same thing to you as "cigarillo?"

- 1 Yes
- 2 No

{Base = Smoked cigars/cigarillos/little cigars}

CO20. Does the word "cigar" mean the same thing to you as cigarillo?

- 1 Yes
- 2 No

{Base = Smoked cigars/cigarillos/little cigars}

CO21. Does the word "cigarillo" mean the same thing to you as cigar or little cigar?

- 1 Yes
- 2 No

{Base = Smoked cigars/cigarillos/little cigars}

CO11. When you first started smoking cigars, cigarillos, or little cigars, were they flavored to taste like mint, clove, spice, candy, fruit, chocolate, alcohol (such as wine or cognac), or other sweets?

- 1 Yes
- 2 No

{IF SCREENER.CO9=1 smokes every day; GO TO CO12. IF CO9 = 2 (smokes some days), GO TO CO17. }

{Base = Smoked cigars/cigarillos/little cigars}

CO12. On average, about how many cigars, cigarillos, or little cigars do you now smoke each day?

RANGE: 1-99

{Base = Smoked cigars/cigarillos/little cigars DAILY}

CO13. When do you typically have your cigar, cigarillo, or little cigars after waking up?

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

{Base = Smoked cigars/cigarillos/little cigars}

CO14. On how many of the past 30 days did you smoke cigars, cigarillos, or little cigars?

{Base = Smoked cigars/cigarillos/little cigars and smoked cigars/cigarillos/little cigars in past 30 days}

CO15. On average, on those days, how many cigars, cigarillos, or little cigars did you usually smoke each day?

{Base = Smoked cigars/cigarillos/little cigars and smoked cigars/cigarillos/little cigars in past 30 days}

CO16. On the days that you smoke cigars, cigarillos, or little cigars, when do you typically have your cigar, cigarillo, or little cigars after waking up?

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

{Base = Smoked cigars/cigarillos/little cigars and former or current smoker }

CO17. Do you smoke cigars, cigarillos, or little cigars as a way of cutting down on your cigarette smoking?

- 1 Yes
- 2 No

{Base = Smoked cigars/cigarillos/little cigars and former or current smoker}

CO18. Do you smoke cigars, cigarillos, or little cigars as an alternative to quitting smoking altogether?

- 1 Yes
- 2 No

{Base = cigars/cigarillos/little cigars users and former or current smoker}

C3b. Did you start using cigars, cigarillos, or little cigars to reduce the health risk of smoking cigarettes?

- 1 Yes
- 2 No

{Base = all respondents}

C40. Do you believe there are health benefits to using cigars, cigarillos, or little cigars even if you keep smoking cigarettes as well?

- 1 Yes
- 2 No

{Base = c40.01}

C41. What about smoking cigars, cigarillos, or little cigars is healthier than cigarettes?

E-Cigarette Use and Alternative forms Of Tobacco

{Base = E-Cigarette user & former or current smoker}

E4. Did you start using electronic cigarettes/e-cigarettes to reduce the health risk of smoking traditional tobacco cigarettes?

- 1 Yes
- 2 No

{Base = All respondents}

E1. Do you believe there are health benefits to using electronic cigarettes/e-cigarettes even if you keep smoking traditional tobacco cigarettes as well?

- 1 Yes
- 2 No

{Base = All respondents}

E2. As far as you know or believe is the use of electronic cigarettes/e-cigarettes in combination with traditional tobacco cigarettes less harmful than smoking only traditional tobacco cigarettes, more harmful than smoking only traditional tobacco cigarettes, or equally as harmful as smoking only traditional tobacco cigarettes?

- Much less harmful than smoking only traditional tobacco cigarettes
- Somewhat less harmful than smoking traditional tobacco cigarettes
- Equally harmful as smoking only traditional tobacco cigarettes
- Somewhat more harmful than smoking traditional tobacco cigarettes
- Much more harmful than smoking only traditional tobacco cigarettes

Use of Chew and Snus

{Base = uses chew}

D100. How old were you the first time you used chewing tobacco? Please enter age in years.

{Base = uses snus}

D100. How old were you the first time you used snus? Please enter age in years.

{Base = all respondents}

D1. Do you believe there are health benefits to using chewing tobacco even if you keep smoking traditional tobacco cigarettes as well?

- 1 Yes
- 2 No

{Base = all respondents}

D2. Do you believe there are health benefits to using snus even if you keep smoking traditional tobacco cigarettes as well?

- 1 Yes
- 2 No

{Base = all respondents}

D4. Do you think there are health risks associated with using smokeless tobacco products, such as chewing tobacco, snuff, dip, or snus, or are there no health risks from using them?

- 1 There are **definitely** health risks associated with using smokeless tobacco products
- 2 There are **probably** some health risks associated with using smokeless tobacco products
- 3 There are **probably no health risks** associated with using smokeless tobacco products
- 4 There are **definitely** no health risks associated with using smokeless tobacco products

{Base = uses chew}

D1c. Did you start using chewing tobacco to reduce the health risk of smoking traditional tobacco cigarettes?

- 1 Yes
- 2 No

{Base = uses snus}

D3c. Did you start using snus to reduce the health risk of smoking traditional tobacco cigarettes?

- 1 Yes
- 2 No

Quit Attempts

{Base = current tobacco cigarette smokers}

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 traditional tobacco cigarettes for good?

_____ Number of times

{Base = current smokers}

QA20. Have you ever stopped smoking traditional tobacco cigarettes for more than 30 days?

- 1 Yes

- 2 No
- 3 DON'T KNOW/NOT SURE
- 4 REFUSED

{Answered 01 to QA20}

QA26. What was the date you stopped smoking traditional tobacco cigarettes for more than 30 days? (Please give month, day and year)

{CALENDAR PICKER + Data Entry for Month, Day, and Year}

{Base = current smokers who answered 1 or more to QA1}

QA2. When you last tried to quit smoking, did you do any of the following?

[PRESENT IN RANDOM ORDER]

- 1 YES
- 2 NO

QA3_A. Give up traditional tobacco cigarettes all at once

QA3_B. Gradually cut back on traditional tobacco cigarettes

QA3_C. Substitute some of your traditional tobacco cigarettes with electronic cigarettes/e-cigarettes

QA3_D. Switch completely to electronic cigarettes/e-cigarettes

QA3_E. Switch to mild or some other brand of traditional tobacco cigarettes

QA3_F. Use nicotine replacement products such as a nicotine patch or nicotine gum

QA3_G. Use medications like Zyban or Chantix

QA3_H. Get help from a telephone quit line

QA3_I. Get help from a website such as Smokefree.gov

QA3_J. Get help from a doctor or other health professional

{Base = current tobacco cigarette smokers}

QA3. Do you want to quit smoking traditional tobacco cigarettes for good?

- 1 Yes
- 2 No

{Base = current tobacco cigarette smokers}

QA4. 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 = current cigarette smokers}

QA5. 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 I don't plan to quit smoking traditional tobacco cigarettes
- 7 Not sure/Uncertain

{Base = Former Cigarette Smokers}

QA6. Did you use electronic cigarettes/e-cigarettes to help you stop smoking?

- 1 Yes
- 2 No

{Base = Former Cigarette Smokers AND uses Chewing tobacco or Snus}

QA7. Did you use [TEXT FILL BASED ON CATEGORY: ("chewing tobacco" if chewing tobacco user), ("snus" if snus user) or ("chewing tobacco or snus" if both chewing tobacco and snus user)] to help you stop smoking traditional tobacco cigarettes?

- 1 Yes
- 2 No

{Base = Current Cigarette Smokers}

QA8a. If you were to look for information on quitting smoking traditional tobacco cigarettes ... which of the following would you use? Select all that apply.

- 1 Online resource
- 2 1-800-QUIT NOW
- 3 Family or Friends
- 4 Doctor or Clinic
- 5 Other specify

{Base = Former Cigarette Smokers}

QA8b. When you were quitting smoking traditional tobacco cigarettes, did you seek information on quitting smoking traditional tobacco cigarettes?

- 1 Yes
- 2 No

{Base = answered Yes to QA8b}

QA8c. Which of the following did you use when you looked for information on quitting traditional tobacco cigarette smoking? Select all that apply.

- 1 Online resource
- 2 1-800-QUIT NOW
- 3 Family or Friends
- 4 Doctor or Clinic
- 5 Other specify

{Former Smokers Only}

QA9. What was the final event or trigger that made you want to quit smoking traditional tobacco cigarettes?

- 1 Friend or family asked you to quit
- 2 Current significant health problem
- 3 Future health problem
- 4 Social pressure
- 5 Expense

- 6 Lack of places open to smoking
- 7 Impact on friend or family

{Former Smokers Only}

QA27. What is the date you stopped smoking traditional tobacco cigarettes? (Please give month, day and year)

{CALENDAR PICKER + Data Entry for Month, Day, and Year}

Psychographic/Attitudinal

{Base = Current smokers}

P1. Please rank the top two reasons why you smoke traditional tobacco cigarettes where “1” is the main reason and “2” is the second most important reason.

{RANDOMIZE}

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

{Base = all respondents}

P2. Who or what do you trust when you need information about quitting smoking? Is it a friend, family, co-worker, doctor, a website, or someone or something else?

- 1 Friends
- 2 Family
- 3 Co-workers
- 4 Doctor
- 5 Website
- 6 Someone or something else? (SPECIFY)

{Base=all respondents}

P4. Has a friend or family member ever tell you about health benefits of electronic cigarettes/e-cigarettes when compared to traditional tobacco cigarette smoking?

- 1 Yes
- 2 No

{Base=all respondents}

P5. Are you afraid of dying from a tobacco-related disease?

- 1 Yes
- 2 No

{Base=current smokers}

P6. Please tell us if you strongly disagree, somewhat disagree, neither agree or disagree, somewhat agree, or strongly agree with the following statements.

1. Strongly disagree
2. Somewhat disagree
3. Neither agree or disagree
4. Somewhat agree
5. Strongly agree

Response Items:

P6_10. I get upset when I think about my smoking.

P6_11. I am disappointed in myself because I smoke.

P6_12. I get upset when I hear or read about illnesses caused by smoking.

P6_13. Warnings about the health risks of smoking upset me.

P6_14. Smoking will severely lower my quality of life in the future.

P6_16. Smokers should take warnings about traditional tobacco cigarette smoking and lung cancer seriously.

{Base=all respondents}

P21. Do you believe traditional tobacco cigarette smoking is related to

1. Yes
2. No

Response Items:

D21_1. Lung Cancer

D21_2. Cancer of the mouth or throat

D21_3. Heart Disease

D21_4. Diabetes

D21_5. Emphysema

D21_6. Stroke

D21_7. Hole in throat (stoma or tracheotomy)

D21_8. Buerger's Disease

D21_9. Amputations (removal of limbs);

D21_10. Asthma

D21_11. Gallstones

D21_12. Chronic Obstructive Pulmonary Disease (COPD) or Chronic Bronchitis

D21_13. Periodontal or Gum Disease

D21_14. Premature birth

D21_15. Colorectal Cancer

{Base=all respondents}

QK9. In your opinion, smoking/using [cigarettes AND {TEXTFILL (electronic cigarettes OR chewing tobacco OR cigars, cigarillos, or little cigars)}] is... Select all that apply.

- a. Cool
- b. Dangerous
- c. Gross
- d. Irresponsible
- e. Rebellious
- f. Rude
- g. Sexy
- h. Sophisticated
- i. Stupid
- j. Tough
- k. Ugly
- l. On its way in
- m. On its way out
- n. None of these
- o. Other, specify _____

QK5. Please tell us how much you agree or disagree with the following statements.

{Base = cigars cigarillo/little cigar smokers}

- 1. I feel healthier when I smoke cigarillos/little cigars instead of regular cigarettes.
- 2. When I first started smoking cigarillos/little cigars, I smoked the flavored ones (e.g. menthol, mint, clove, spice, candy, fruit, etc.).

{Base = e-cigarette smokers}

- 1. I feel healthier when I smoke e-cigarettes instead of traditional tobacco cigarettes.
- 2. E-cigarettes have helped me quit smoking traditional tobacco cigarettes completely.
- 3. E-cigarettes have helped me reduce the number of traditional tobacco cigarettes I smoke, but not to quit completely.
- 4. Smoking both e-cigs and traditional tobacco cigarettes is just as harmful as smoking only traditional tobacco cigarettes.

{Base = cigars cigarillo/little cigar smokers}

- 1. I feel healthier when I use chewing tobacco/dip instead of smoking cigarettes.
- 2. Chewing tobacco and smoking cigarettes is just as harmful as only smoking cigarettes.

- 1. Strongly disagree
- 6. Somewhat disagree
- 7. Neither agree or disagree
- 8. Somewhat agree
- 9. Strongly agree

Demographic Information

{BASE for this section is all RESPONDENTS}

DEMO1. What is your gender?

- 1 Male
- 2 Female

DEMO1. 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

DEMO2. 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

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

- 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 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

SES1. 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.

- 1 Less than high school
- 2 Completed high school
- 10 Completed General Education Diploma (GED)
- 3 Job-specific training program(s) after high school
- 4 Some college, but no degree
- 5 Associate Degree
- 6 College (such as B.A., B.S.)
- 7 Some graduate school, but no degree
- 8 Graduate degree (such as MBA, MS, M.D., Ph.D.)
- 9 Prefer not to answer

DEMO40. 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

DEMO5. Which of the following income categories best describes your total 2013 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

DEMO6. 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

Technology/Media

{BASE for this section is 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 topical 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

T2. Do you currently own a cell phone?

- 1 Yes
- 2 No
- 3 Don't Know/Not Sure

{BASE = answers T2_01}

T3. 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?

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

{BASE = answers T3_01 & Current Smoker}

T40. Would you use your smartphone to find information, apps or websites that will help you quit smoking traditional tobacco cigarettes?

- 1 Yes
- 2 No
- 3 Don't Know/Not Sure

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 Intranet?

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

{Base = T5.01 or T5.02}

T51. What newspapers do you frequently read?

{Open-End}

T50. During a typical month in the past year, how often did you read a magazine 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 on a television set?

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

T70. During a typical month in the past year, how often did you watch television 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

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

T8. During a typical month in the past year, how often did you listen to a streaming music source, like iTunes or Pandora?

- 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 health information from online 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: Media Awareness Section

{BASE for this section is all RESPONDENTS}

EAD1. Have you ever seen or heard an advertisement for electronic cigarettes/e-cigarettes?

- 1 Yes
- 2 No

{if 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
- 5 At the movies
- 6 On the radio
- 7 On billboards or other outdoor ads
- 8 Other specify

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 = current cigarette smokers recall anti-smoking advertising (OAS1/1)}

OAS2. Does the advertising against smoking, tobacco products, or tobacco companies make you want to quit smoking traditional tobacco cigarettes?

- 1 Yes
- 2 No

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

OAS3. Did the advertising against smoking, tobacco products, or tobacco companies help you quit smoking traditional tobacco cigarettes?

- 1 Yes
- 2 No

Section: Message Testing

Display of Message

{Programmer Instructions: Each respondent reviews 1 message from a set of 9 messages; randomize messages to respondents confirming that all 9 messages are equally viewed.}

Preamble

Here is a statement about quitting smoking. Please read the following statement, we'd like to get your opinions about it. Please be sure to review the statement completely before answering the questions that follow. *Note that the next questions will ask you about the message without you being able to review it.*

{Programmer instruction: Display selected statement by itself for 15 seconds before showing the "next" button}

Unaided Response

M1. Based on what you read, what are the first three words that come to mind about the statement?

[OPEN END]

M2. What do you believe is the main message of the statement you just read?

[OPEN END]

Aided Response

{Programmer instruction: For the rest of the questions in this section, display the selected statement. Rotate the rest of the questions as indicated}

{for viewers of messages with e-cigarette respondents}

M20. Based on the statement that you just read, does the message say that the use of electronic cigarettes/e-cigarettes is less harmful than smoking traditional tobacco cigarettes, more harmful than smoking traditional tobacco cigarettes, or equally as harmful as smoking traditional tobacco cigarettes?

- 1 The use of electronic cigarettes/e-cigarettes is much less harmful than smoking traditional tobacco cigarettes
- 2 The use of electronic cigarettes/e-cigarettes is somewhat less harmful than smoking traditional tobacco cigarettes
- 3 The use of electronic cigarettes/e-cigarettes is equally as harmful as smoking traditional tobacco cigarettes
- 4 The use of electronic cigarettes/e-cigarettes is somewhat more harmful than smoking traditional tobacco cigarettes
- 5 The use of electronic cigarettes/e-cigarettes is much more harmful than smoking traditional tobacco cigarettes
- 6 I don't know/Not sure

{for viewers of messages on cigars/cigarillos/little cigars}

M30. Based on the statement that you just read, do you believe that the use of cigars, cigarillos or little cigars is less harmful than smoking tobacco cigarettes, more harmful than smoking traditional tobacco cigarettes, or equally as harmful as smoking traditional tobacco cigarettes?

- 1 The use of cigars, cigarillos or little cigars is much less harmful than smoking traditional tobacco cigarettes
- 2 The use of cigars, cigarillos or little cigars is somewhat less harmful than smoking traditional tobacco cigarettes
- 3 The use of cigars, cigarillos or little cigars is equally as harmful as smoking traditional tobacco cigarettes
- 4 The use of cigars, cigarillos or little cigars is somewhat more harmful than smoking traditional tobacco cigarettes
- 5 The use of cigars, cigarillos or little cigars is much more harmful than smoking traditional tobacco cigarettes
- 6 I don't know/Not sure

{for viewers of messages on chewing tobacco}

M31. Based on the statement that you just read, do you believe that the use of chewing tobacco is less harmful than smoking traditional tobacco cigarettes, more harmful than smoking traditional tobacco cigarettes, or equally as harmful as smoking traditional tobacco cigarettes?

- 1 The use of chewing tobacco is much less harmful than smoking traditional tobacco cigarettes
- 2 The use of chewing tobacco is somewhat less harmful than smoking traditional tobacco cigarettes
- 3 The use of chewing tobacco is equally as harmful as smoking traditional tobacco cigarettes
- 4 The use of chewing tobacco is somewhat more harmful than smoking traditional tobacco cigarettes
- 5 The use of chewing tobacco is much more harmful than smoking traditional tobacco cigarettes
- 6 I don't know/Not sure

{for viewers of Messages with "Quit Smoking"}

M40. The phrase “Quit smoking” is highlighted in the statement above. Based on the statement you just read, what kind of smoking do you think that phrase was referencing? Does the phrase mean...

1. Quit smoking traditional tobacco cigarettes
2. Quit smoking electronic cigarettes/e-cigarettes
3. Quit smoking electronic cigarettes/e-cigarettes and traditional tobacco cigarettes
4. Other specify

{for viewers of Messages with “Quit Smoking Cigarettes”}

M50. The phrase “Quit smoking cigarettes” is highlighted in the statement above. Based on the statement you just read, what kind of cigarette do you think that phrase was referencing? Does the phrase mean...

1. Quit smoking traditional tobacco cigarettes
2. Quit smoking electronic cigarettes/e-cigarettes
3. Quit smoking electronic cigarettes/e-cigarettes and traditional tobacco cigarettes
4. Other specify

M3. People sometimes have different emotional reactions when they read statements like the one above.

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 statement made you feel:

- 1 Angry
- 2 Afraid
- 3 Ashamed
- 4 Sad
- 5 Hopeful
- 6 Understood
- 7 Surprised
- 8 Motivated
- 9 Regretful

Scale for items M3.A-J:

- 1 I did not feel this emotion
- 2 Slight emotion
- 3 Moderate emotion
- 4 Very intense emotion
- 5 Extreme and intense emotion

M4. 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.

- 1 This statement is convincing
- 2 This statement grabbed my attention
- 3 This statement was easy to understand
- 4 I learned something new by reading this statement
- 5 I trust the information in this statement
- 6 This statement is believable
- 7 I would talk to someone else about this statement

- 8 This statement is annoying
- 9 This statement is worth remembering
- 10 This statement is powerful
- 11 This statement is informative
- 12 This statement is meaningful
- 13 I can identify with what the statement says

Scale for items M4.A-N:

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

{base = for e-cigarette messages}

K11a. After reading the message, how much do you agree or disagree with the following statements. The message...

- 1 ... motivates me to quit smoking traditional tobacco cigarettes and e-cigarettes.
- 2 ... motivates me to stop smoking e-cigarettes but continue smoking traditional tobacco cigarettes
- 3 ... motivates me to quit smoking traditional tobacco cigarettes but continue smoking e-cigarettes.
- 4 ... makes me think that cutting down on traditional tobacco cigarettes is not enough to reduce my risk for disease.
- 5 ...makes me feel like I might as well smoke more traditional tobacco cigarettes.

1. Strongly disagree
2. Somewhat disagree
3. Neither agree or disagree
4. Somewhat agree
5. Strongly agree

{base = for chewing tobacco messages}

K11b. After reading the message, how much do you agree or disagree with the following statements. The message...

- 1 ... motivates me to quit all tobacco products.
- 2 ... motivates me to stop chewing tobacco but continue smoking traditional tobacco cigarettes
- 3 ... motivates me to quit smoking traditional tobacco cigarettes but continue chewing tobacco.
- 4 ... makes me think that cutting down on traditional tobacco cigarettes is not enough to reduce my risk for disease.
- 5 ...makes me feel like I might as well smoke more traditional tobacco cigarettes.

6. Strongly disagree
7. Somewhat disagree
8. Neither agree or disagree

- 9. Somewhat agree
- 10. Strongly agree

M5a. Is there anything about the statement that is confusing, unclear, or hard to understand?

- A. Confusing
- B. Unclear
- C. Hard to understand
- D. None of the above

[Base = IF M5 is any of 1, 2, or 3]

M5b. What was confusing, unclear or hard to understand? Please be as specific as possible.

{Open End}

{Base = Current smokers}

M60a. Does this statement make you want to smoke more traditional tobacco cigarettes than you do today?

- 1 Yes
- 2 No

{Base = Current smokers}

M6a. Does this statement make you want to quit smoking traditional tobacco cigarettes?

- 1 Yes
- 2 No

{Base = e-cigarette users}

M6b. Does this statement make you want to quit using electronic cigarettes/e-cigarettes?

- 1 Yes
- 2 No

{Base = chew or snus}

M6c. Does this statement make you want to quit using [TEXT FILL BASED ON CATEGORY: ("chewing tobacco" if chewing tobacco user), ("snus" if snus user) or ("chewing tobacco or snus" if both chewing tobacco and snus user)]?

- 1 Yes
- 2 No

{Base = ask only if M6a.02}

M7. Why doesn't the statement make you want to quit smoking traditional tobacco cigarettes? Please be as specific as possible.

{Open End}

{Base = ask only if M6.01}

M8. What about the statement made you want to quit smoking traditional tobacco cigarettes? Please be as specific as possible.

{Open End}

{BASE = Former Smokers}

This question is about the possibility of encouraging someone you care about to quit smoking traditional tobacco cigarettes , based on the message you just read.

{BASE = Non-Smokers and all Ad Types}

M9. Does the message make you want to encourage someone to quit smoking traditional tobacco cigarettes?

- 1 Yes
- 2 No

{BASE = Non-Smokers and all Ad Types}

M9. Does the message make you more or less likely to smoke traditional tobacco cigarettes in the future?

- 1 I am more likely to smoke traditional tobacco cigarettes in the future after reading this message
- 2 I am less likely to smoke traditional tobacco cigarettes in the future after reading this message
- 3 I neither am more or less likely to smoke traditional tobacco cigarettes in the future after reading this message

{Base = ask only if M9.02}

M10. Why doesn't the message make you want to encourage someone to quit smoking traditional tobacco cigarettes? Please be as specific as possible.

{Open End}

{Base = ask only if M9.01}

M11. What about the message makes you want to encourage someone to quit smoking traditional tobacco cigarettes? Please be as specific as possible.

{Open End}

{Base = All respondents}

E2. As far as you know or believe is the use of electronic cigarettes/e-cigarettes in combination with tobacco cigarettes less harmful than smoking only traditional tobacco cigarettes, more harmful than smoking only traditional tobacco cigarettes, or equally as harmful as smoking only traditional tobacco cigarettes?

- 1 Much less harmful than smoking only traditional tobacco cigarettes
- 2 Somewhat less harmful than smoking traditional tobacco cigarettes
- 3 Equally as harmful as smoking only traditional tobacco cigarettes
- 4 Somewhat more harmful than smoking traditional tobacco cigarettes
- 5 Much more harmful than smoking only traditional tobacco cigarettes

{Base=all respondents}

P7. Do you think that cutting down on traditional tobacco cigarettes decrease your risk of getting a tobacco-related disease?

- A. Yes
- B. No

{Base = ask only if selected for IDI}

M12. You have been selected for an in-depth interview to discuss your answers in this survey. The interview will take 30 minutes of your time, and the incentive will be \$20. Would you be interested in participating in the in-depth interview?

- 1. Yes
- 2. No

{If Yes, redirect to IDI system}