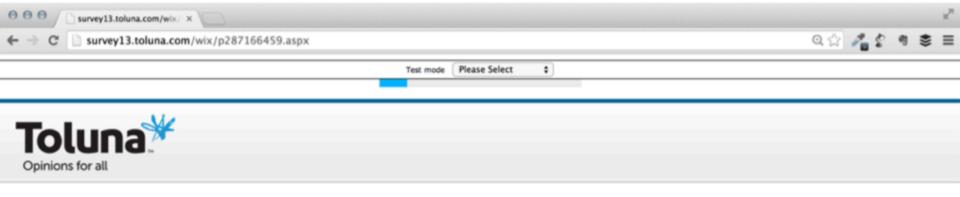
Screener - Pages 2 through 25
Tobacco Attitudes and Behaviors - Pages 26-84
Demographic Information - Pages 85-91
Technology and Media - Pages 92-103
Media and Awareness - Pages 104-109
Rough Cut / Copy Testing - Pages 110-124



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).



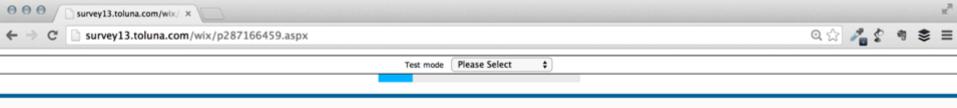


On behalf of the Centers for Disease Control and Prevention (CDC), we're conducting a study about health and smoking-specific advertising that you see in the media. Your opinions are very important to us! Please be assured that the purpose of this survey is to gather feedback regarding health and smoking-specific advertising. We will not report your answers individually and will only report the results from this survey for all participants combined. Thank you for taking the time to help us!

Your participation in this survey is voluntary.



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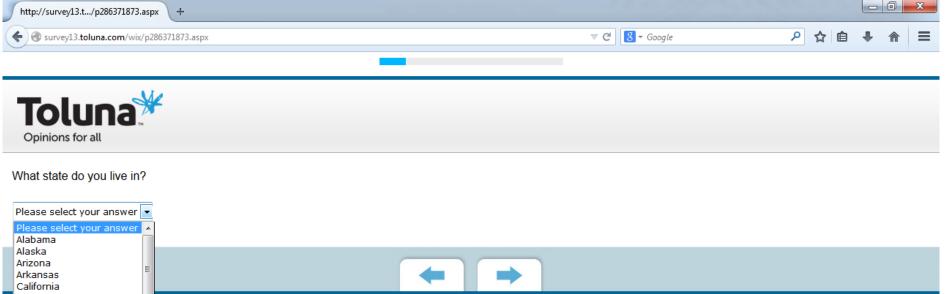




What is your current age?

- 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
- Refuse to answer



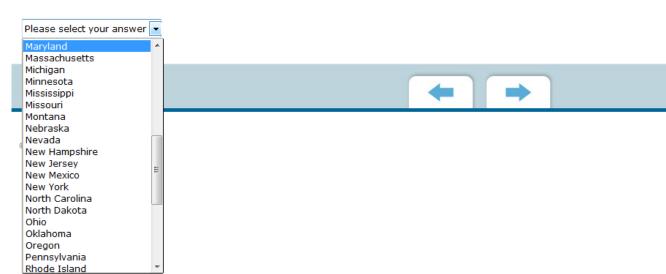


Please select your answer

Please select your answer
Alabama
Alaska
Arizona
Arkansas
California
Colorado
Connecticut
Delaware
Florida
Georgia
Hawaii
Idaho
Illinois
Indiana
Iowa
Kansas
Kentucky
Louisiana
Maine

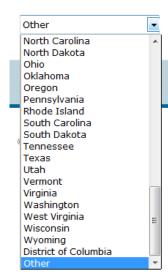


What state do you live in?

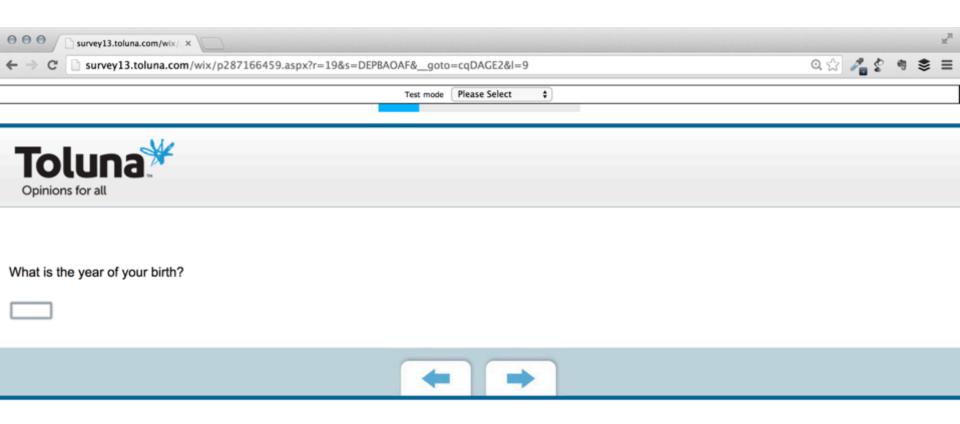


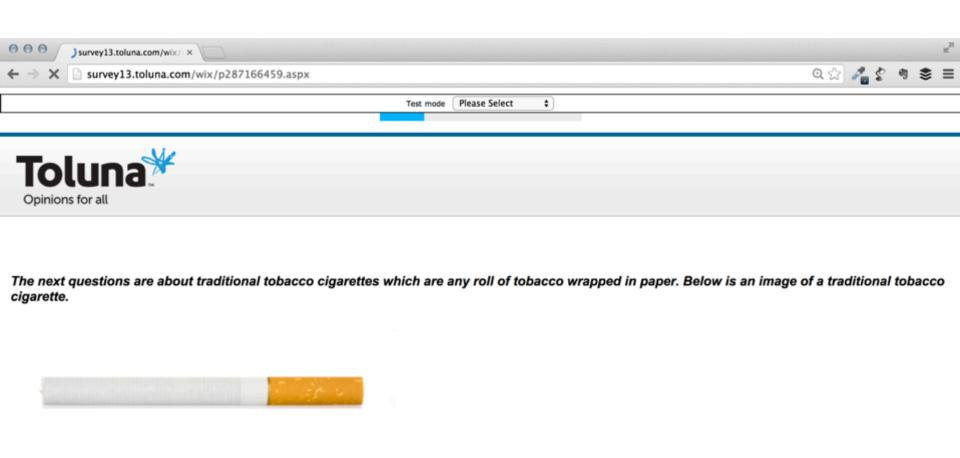


What state do you live in?



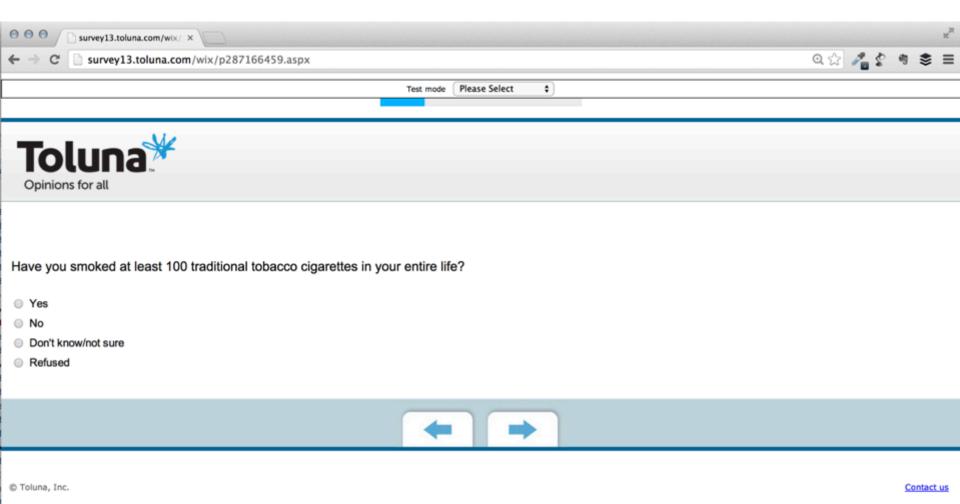


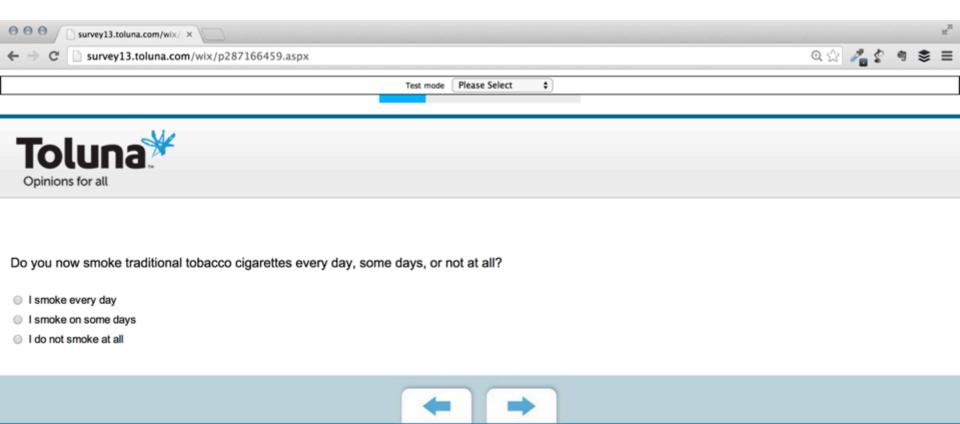


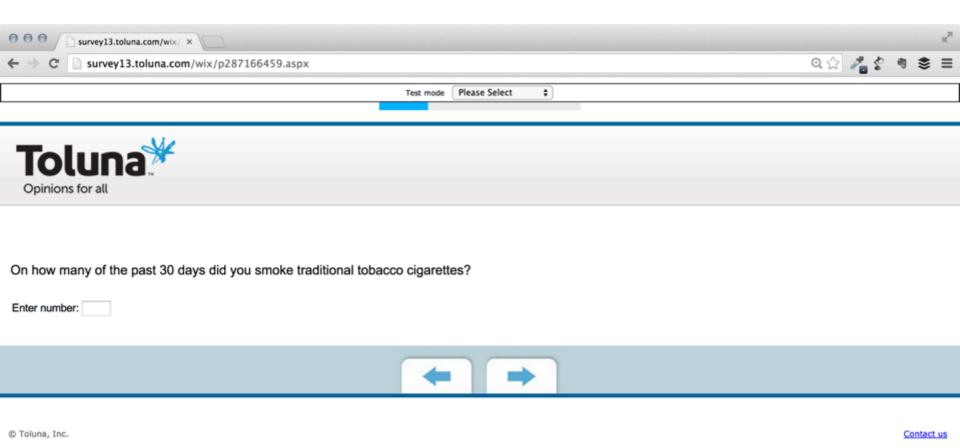


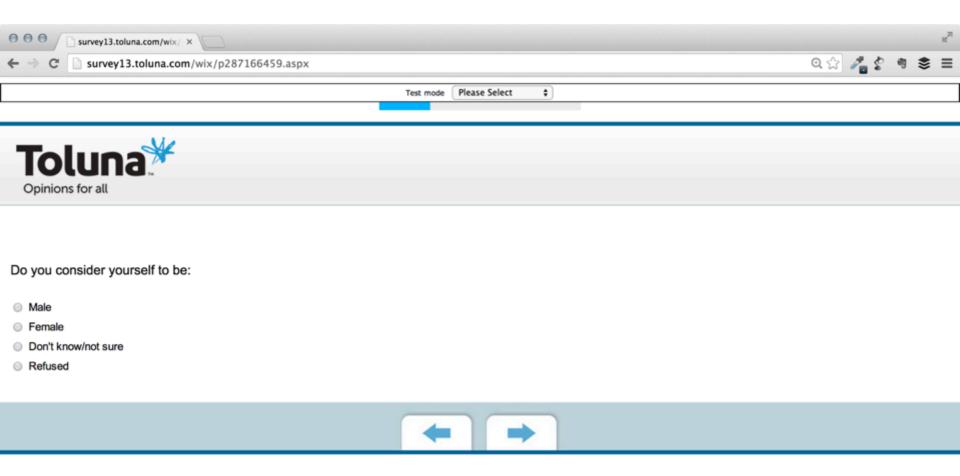
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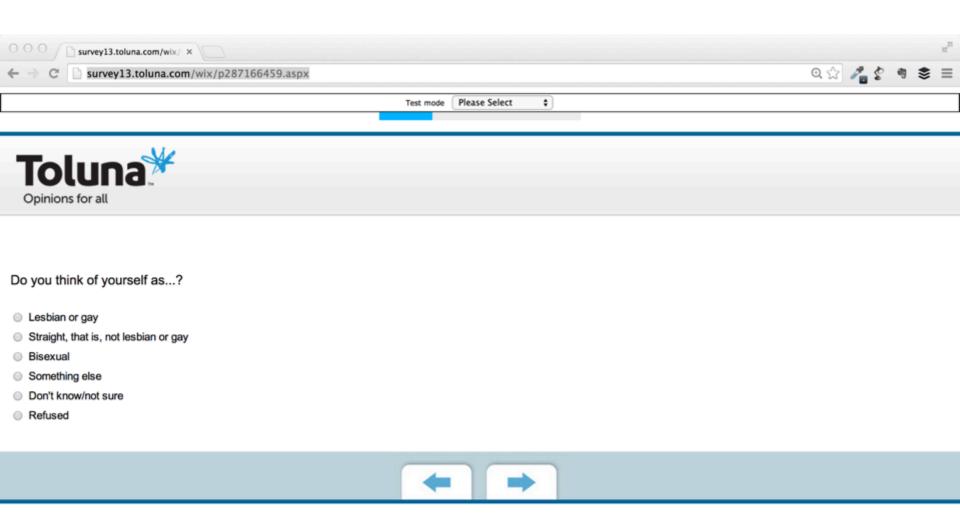






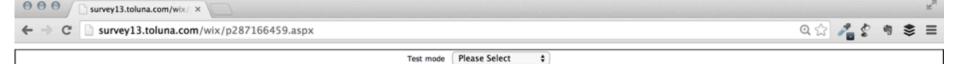


If respondent selected female in last question, ask the following question:



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If respondent selected male in the question two slides previous from this slide, ask the following question:





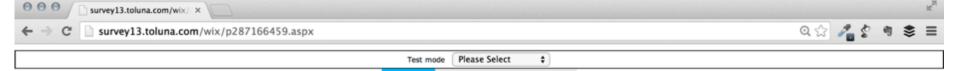
Do you think of yourself as ...?

- Gay
- Straight, that is, not gay
- Bisexual
- Something else
- Don't know/not sure
- Refused





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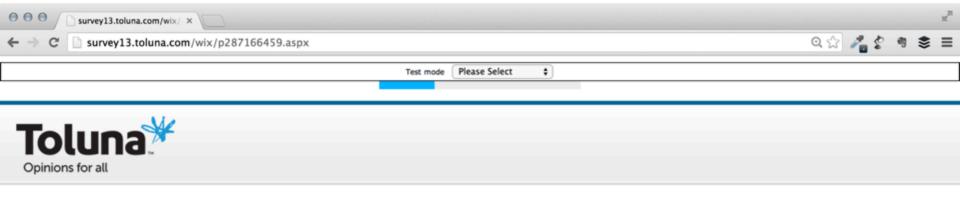
By something else, do you mean that ...

- You are not straight, but identify with another label such as queer, trisexual, omnisexual or pansexual.
- You are transgender, transsexual or gender variant.
- You have not figured out your sexuality or are in the process of figuring it out.
- You do not think of yourself as having sexuality.
- You do not use labels to identify yourself.
- You made a mistake and did not mean to pick this answer.
- You mean something else.
- Refused





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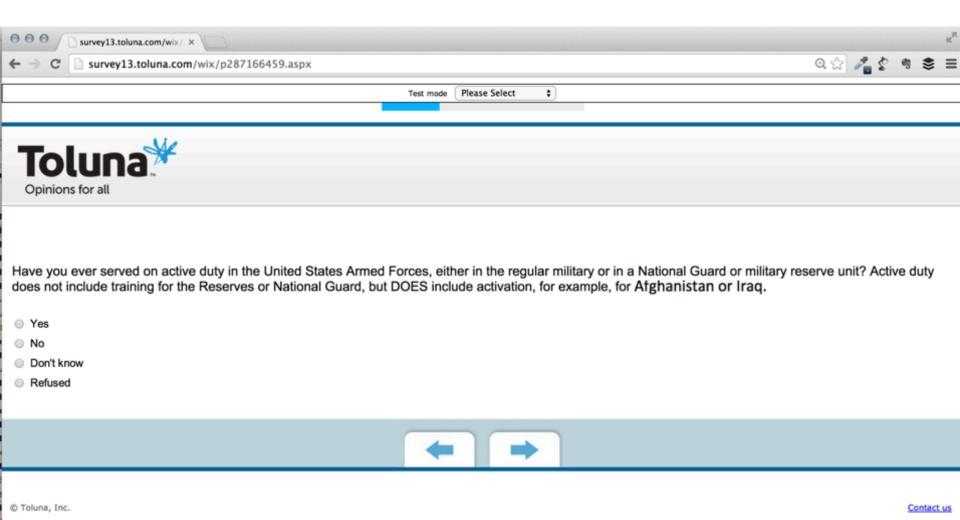
You gave "Don't know/not sure" as an answer. Is that because....

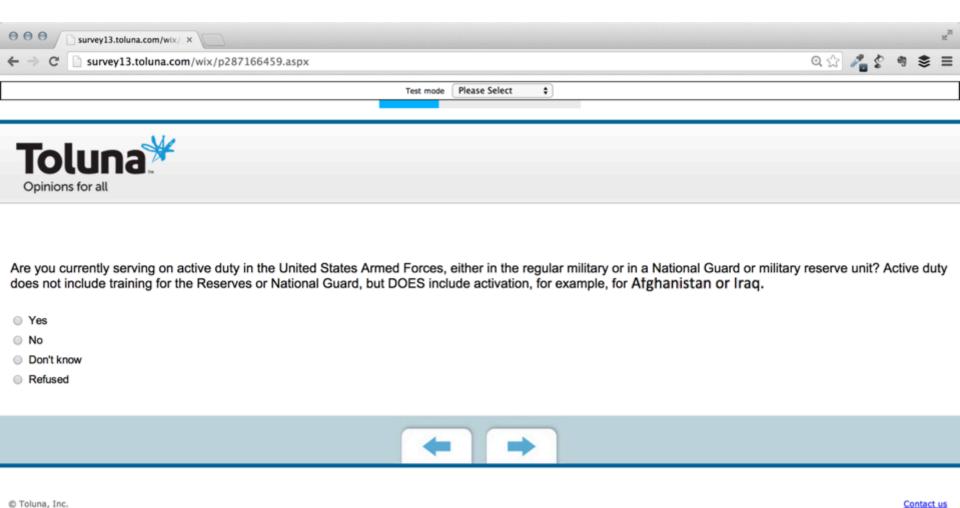
- You don't understand the words.
- You understand the words, but you have not figured out your sexuality or you are in the process of figuring it out.
- You mean something else
- Refused

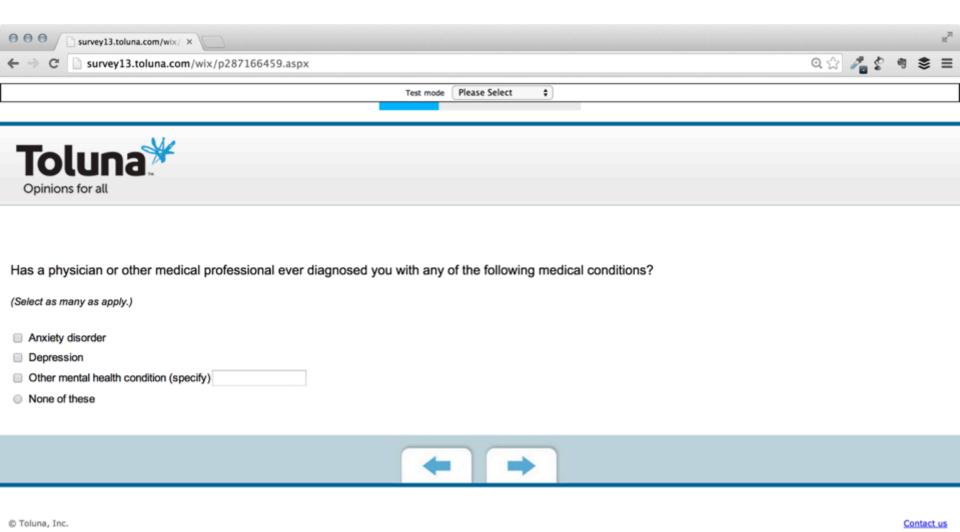


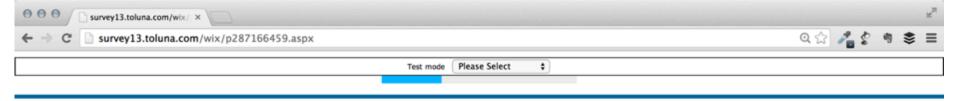


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Even if a physician or other qualified medical professional has not diagnosed you with any of these medical conditions, have you ever considered yourself to have any of the following medical conditions?

(Select as many as apply.)

- Anxiety disorder
- Depression
- Other mental health condition
- None of these





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Those respondents who do not qualify see the following screen:

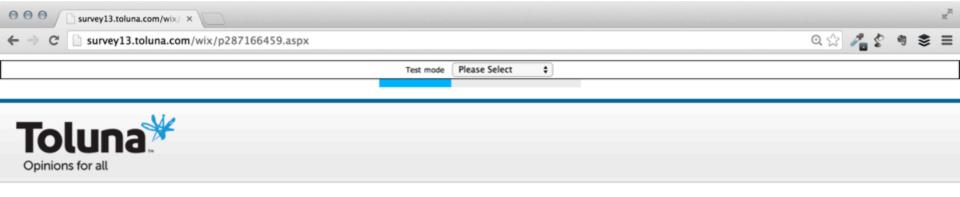


Thank you for your participation in this study. Unfortunately, your responses indicate that you do not fit the specific criteria needed for this particular study, or that we have already reached our required quota of responses from participants similar to you. We appreciate your enthusiasm for our study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



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Qualified respondents see the main portion of the questionnaire:

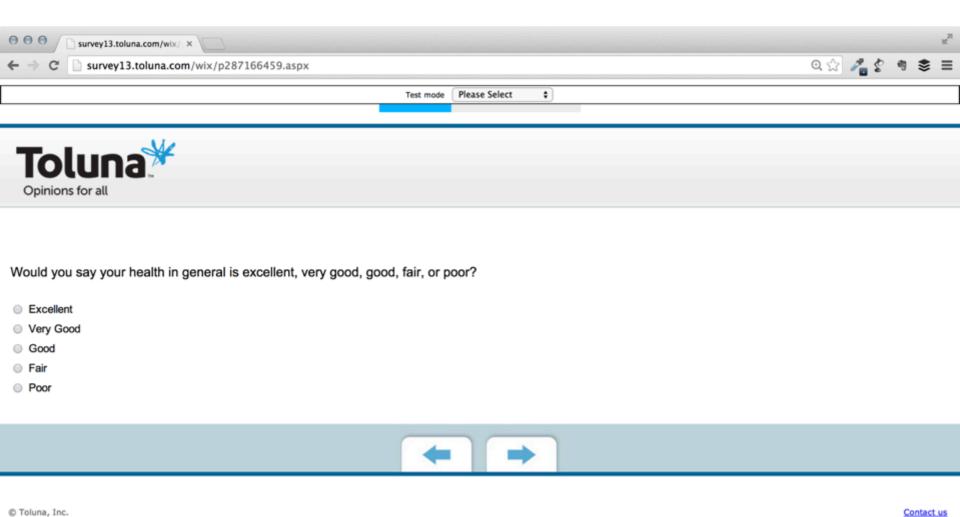


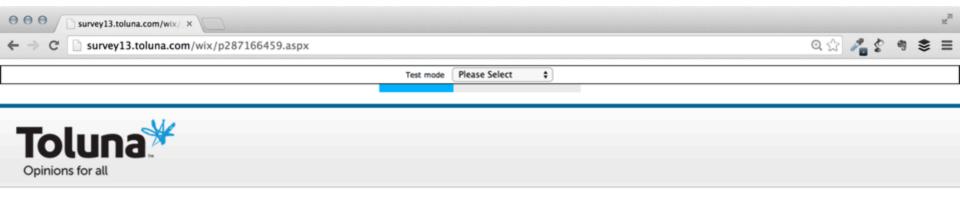
Form Approved OMB No. 0920-0910 Exp. Date 01/31/2015

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).



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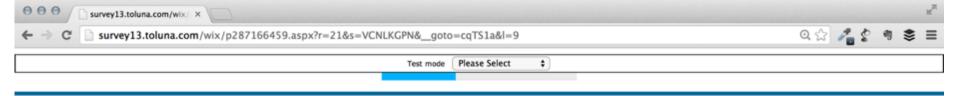




The next questions are about traditional tobacco cigarettes which are any roll of tobacco wrapped in paper. Below is an image of a traditional tobacco cigarette.







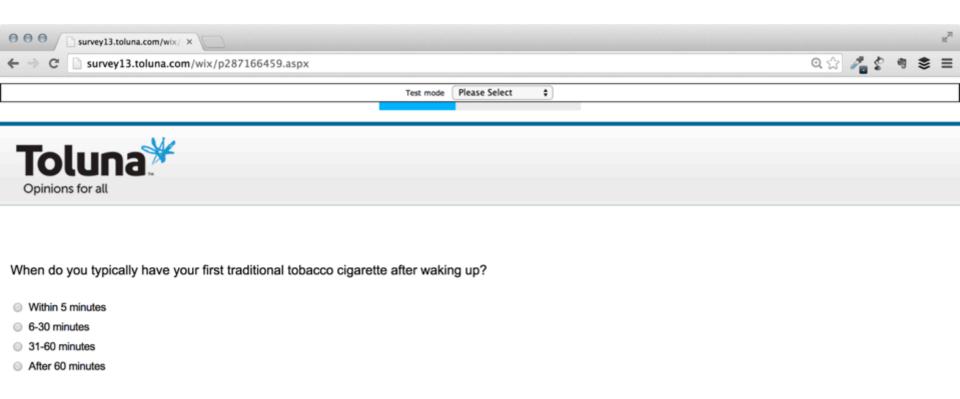


On average, how many traditional tobacco cigarettes do you now smoke a day?

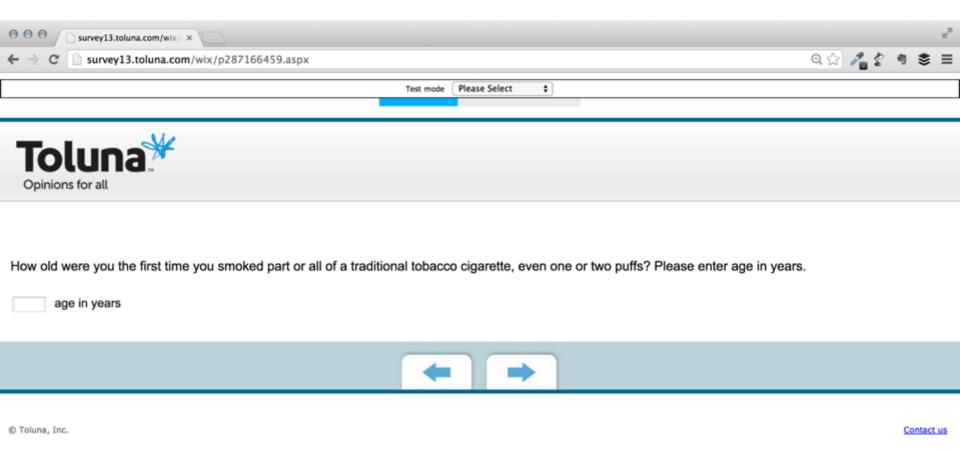
[1 PACK = 20 TRADITIONAL TOBACCO CIGARETTES]



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+

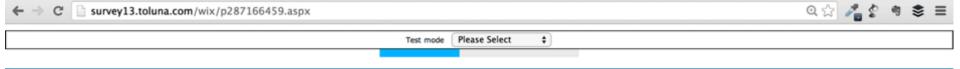


Where do you smoke most often?

- At home
- At work
- Friend's or family's house
- In my car or other type of vehicle
- Someone else's car or other type of vehicle
- At a party
- At a restaurant
- At a bar
- Outdoors
- Somewhere else (Other specify)









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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.

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







Please Select Test mode

•



How much do you agree or disagree with each of the following statements?

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I know everything/almost everything there is to know about the physical effects of smoking traditional tobacco cigarettes	0	0	0	0	0
I wish I knew more about the physical effects of smoking traditional tobacco cigarettes	0	0	0	0	0
I think that smoking traditional tobacco cigarettes is addictive	0	0	0	0	0
Nicotine Replacement Therapy, such as nicotine gum or patch, makes it easier to quit smoking traditional tobacco cigarettes	0	0	0	0	0





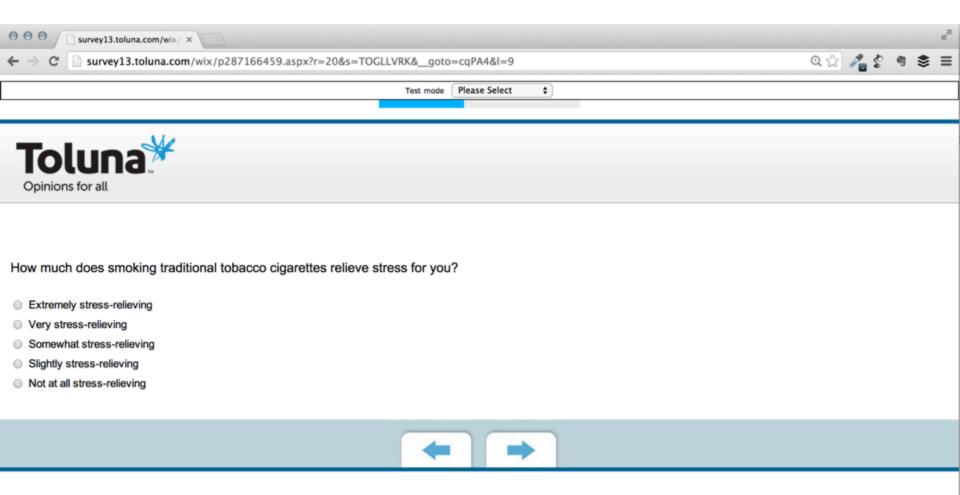
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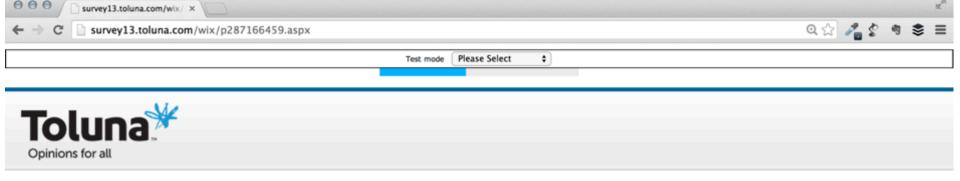


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How much do you agree or disagree with each of the following statements?

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
There's nothing wrong with smoking traditional tobacco cigarettes	0	0	0	0	0
Smoking traditional tobacco cigarettes is not such a big deal, it's just a lot of negative hype	0	0	0	0	0
I would consider quitting smoking traditional tobacco cigarettes because I don't want to harm my family or friends with second-hand smoke	0	0	0	0	0
Smoking traditional tobacco cigarettes seems acceptable because I see it all the time in movies and/or on TV shows	0	0	0	0	0
When someone quits smoking traditional tobacco cigarettes, the risk of getting a tobacco-related illness goes down a lot or goes away	0	0	0	0	0
Smoking traditional tobacco cigarettes is a reward	0	0	0	0	0
I have more respect for people who have quit smoking traditional tobacco cigarettes than for people who have never smoked	0	0	0	0	0
Non-smokers don't want to date someone who smokes traditional tobacco cigarettes	0	0	0	0	0
People who smoke traditional tobacco cigarettes have more friends	0	0	0	0	0
There is nothing wrong with using electronic cigarettes/e-cigarettes	0	0	0	0	0





Would quitting smoking traditional tobacco cigarettes positively or negatively impact your relationship with family or friends?

- It would <u>positively</u> impact my relationship with family or friends
- It would positively impact some relationships with some family or friends, and negatively impact some relationships with other family or friends.
- It would <u>neither positively nor negatively</u> impact my relationship with family or friends
- It would <u>negatively</u> impact my relationship with family or friends



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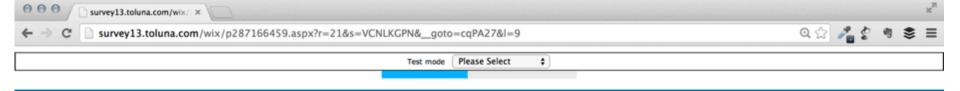
How dangerous or safe do you think smoking traditional tobacco cigarettes is?

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





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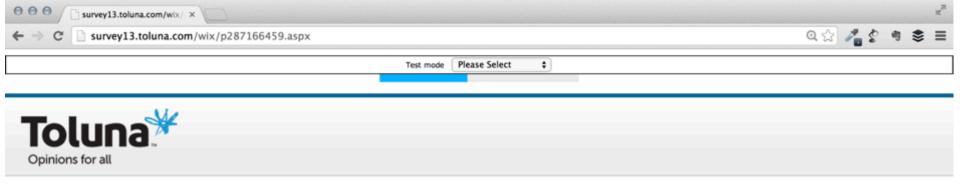
If you had to do it over again, would you have started smoking traditional tobacco cigarettes? Would you say...

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





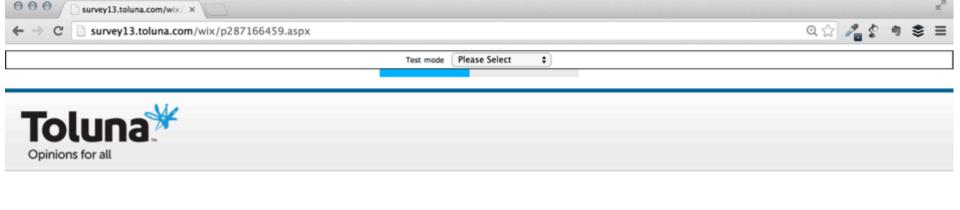
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The next questions are about electronic vapor products, which include e-cigarettes or electronic cigarettes. For the purposes of this study, we will use the words "electronic cigarette/e-cigarette." An electronic vapor product can looks like a traditional tobacco cigarette, but it runs on a battery and produces vapor instead of smoke. There are several hundred brands of electronic vapor products, which come in a variety of different sizes, shapes, and flavors.



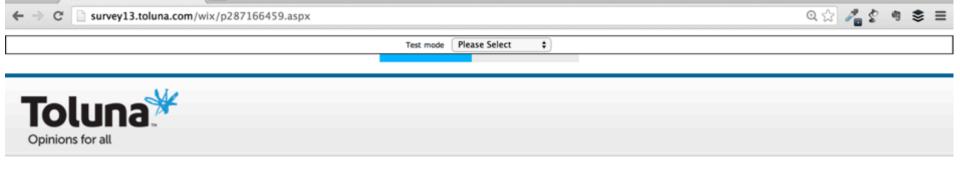
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Have you ever used electronic cigarettes or e-cigarettes, such as NJOY, Blu or LOGIC, even one time?

- Yes
- No





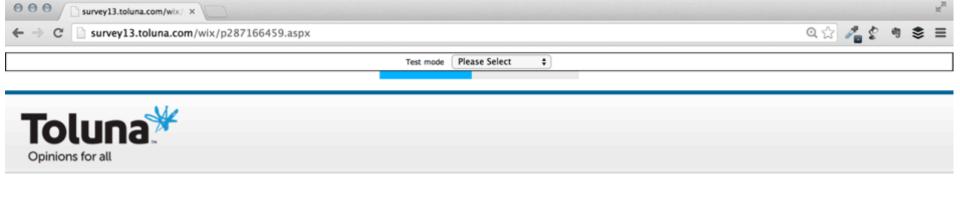
Do you now use electronic cigarettes or e-cigarettes...?

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- Every day
- Some days
- Rarely
- Not at all

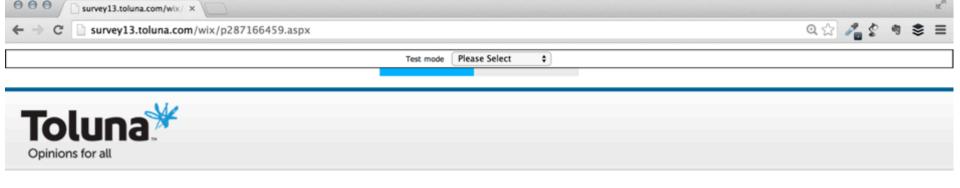


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How old were you the first time you used electronic cigarettes or e-cigarettes? Please enter age in years.



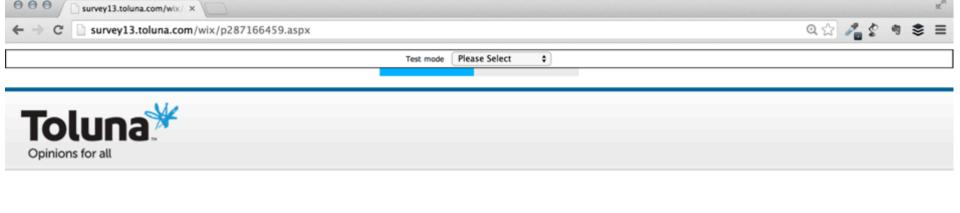


Do you usually use disposable electronic cigarettes/e-cigarettes, an electronic cigarette/e-cigarette that uses cartridges, or an electronic cigarette/e-cigarette that uses tanks?

- Disposable electronic cigarettes/e-cigarettes
- Electronic cigarette/e-cigarette that uses cartridges
- Electronic cigarette/e-cigarette that uses tanks



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

- Yes
- No

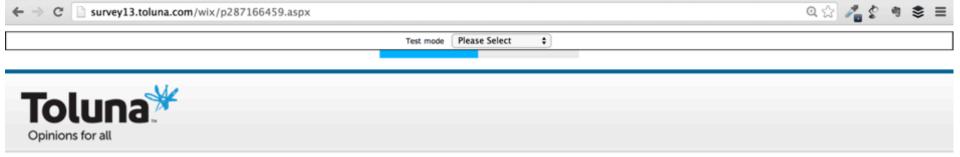




Do you believe there are health benefits to using electronic cigarettes/e-cigarettes even if you keep smoking traditional tobacco cigarettes as well?

- Yes
- No





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

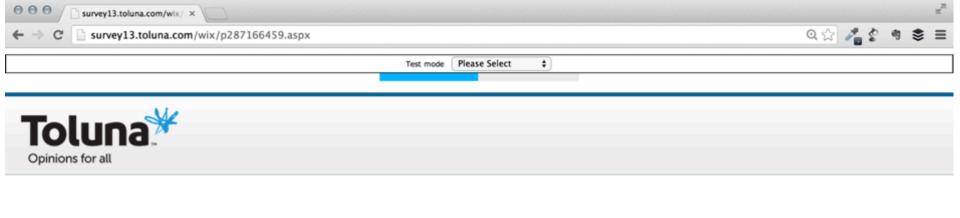
- Very Likely
- Likely
- Neither Likely nor Unlikely

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- Unlikely
- Very Unlikely



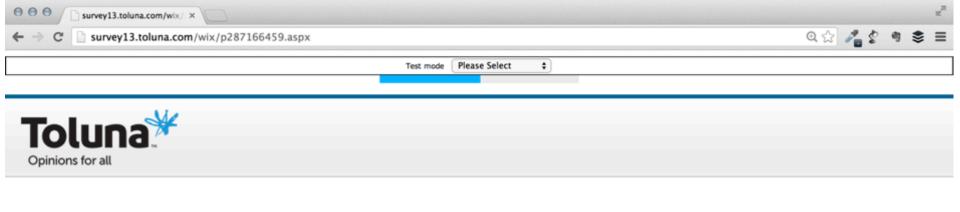
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Have you ever used chewing tobacco, snuff, or dip, such as Redman, Levi Garrett, Beechnut, Skoal, Skoal Bandits, or Copenhagen?

- Yes
- No





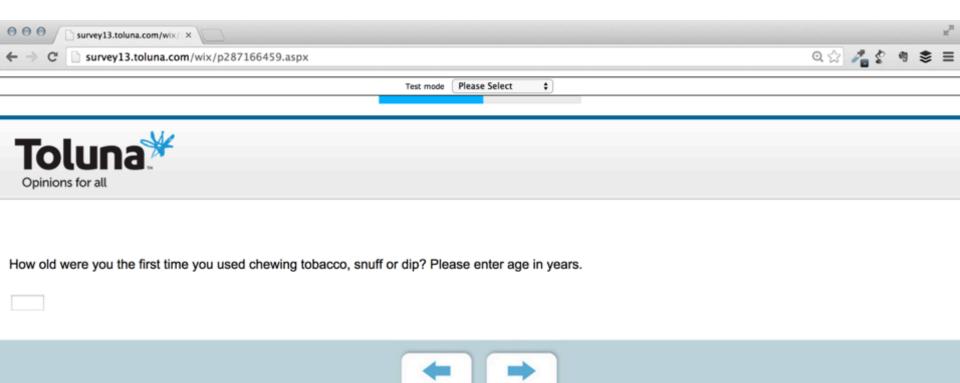
Snus is a spitless smokeless tobacco usually sold in individual or pre-packaged small pouches that are placed under the lip against the gum. Have you ever used snus, such as Camel Snus or Marlboro Snus?

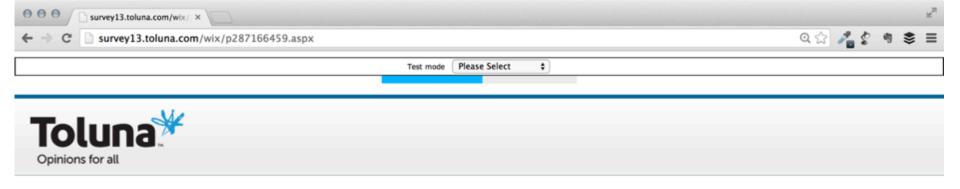
Yes

No



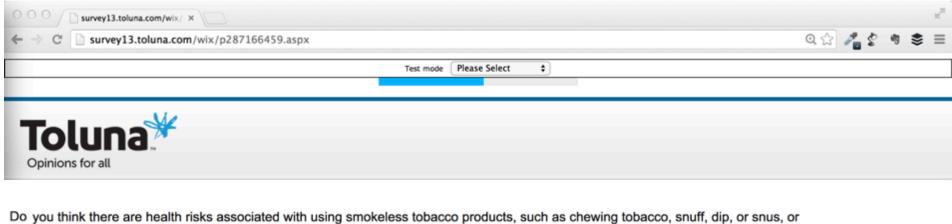
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How old were you the first time you used snus? Please enter age in years.





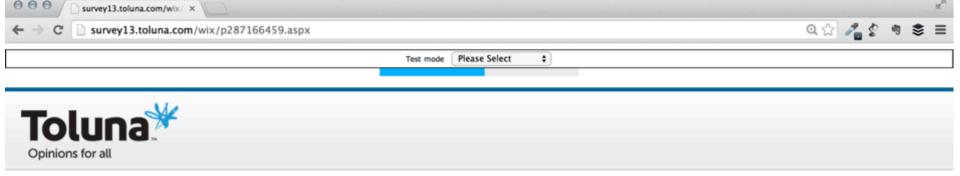
are there no health risks from using them?

- There are definitely health risks associated with using smokeless tobacco products
- There are probably some health risks associated with using smokeless tobacco products
- There are probably no health risks associated with using smokeless tobacco products
- There are definitely no health risks associated with using smokeless tobacco products





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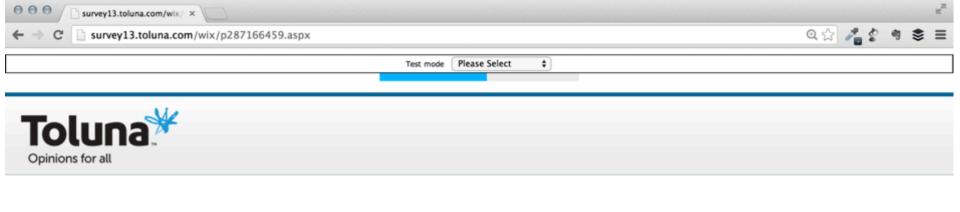
Do you believe there are health <u>benefits</u> to using chewing tobacco, snuff or dip even if you keep smoking traditional tobacco cigarettes as well, if it means that you cut down smoking even one or two cigarettes?

Yes

No



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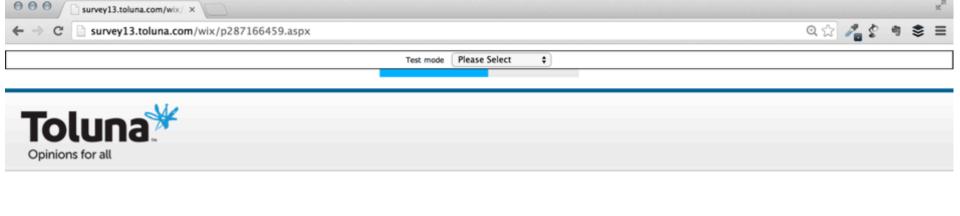


Do you believe there are health <u>benefits</u> to using snus, even if you keep smoking traditional tobacco cigarettes as well, if it means that you cut down smoking even one or two cigarettes?

- Yes
- No



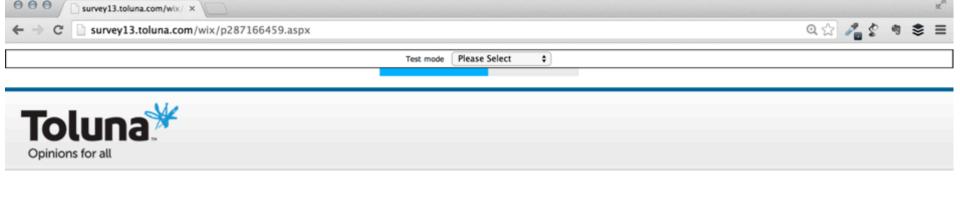
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Did you start using chewing tobacco, snuff or dip in order to cut down smoking traditional tobacco cigarettes?

- Yes
- No





Did you start using snus in order to cut down smoking traditional tobacco cigarettes?

- Yes
- No





How stressed, if at all, would you say you are by each of the following?

	Not Stressed At All	Somewhat Stressed	Very Stressed	Extremely Stressed	Does Not Apply
Issues related to job/work	0	0	0	0	0
Taking care of other family members (children, parents, etc.)	0	0	0	0	0
Expectations of family and friends	0	0	0	0	0
Technology	0	0	0	0	0
Your weight / physical appearance	0	0	0	0	0
Your health	0	0	0	0	0
Money / Paying Bills	0	0	0	0	0
Saving for the future	0	0	0	0	0
Societal expectations	0	0	0	0	0
Your relationship with your spouse or significant other	0	0	0	0	0
Your relationships with other family members (children, parents, etc.)	0	0	0	0	0
You relationships with friends	0	0	0	0	0
Other specify	0	0	0	0	





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Test mode Please Select



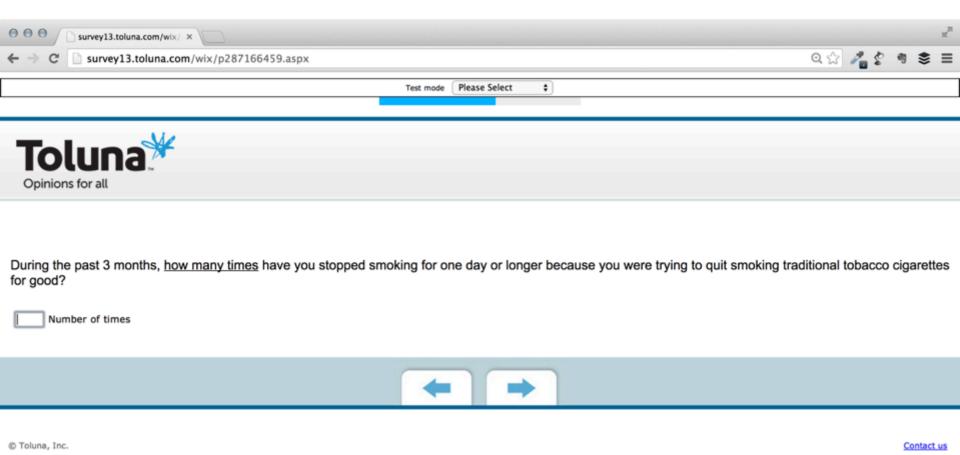
cqPA12a

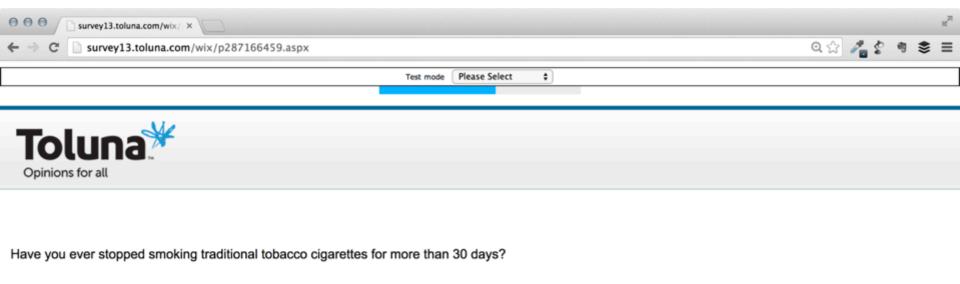
Of the stresses you selected in the last question, for which ones do you use traditional tobacco cigarette smoking as a stress-reliever, if at all?

	I use traditional tobacco cigarette smoking to relieve stress	I do not use traditional tobacco cigarette smoking to relieve stress
Issues related to job/work	0	0
Taking care of other family members (children, parents, etc.)	0	0
Expectations of family and friends	0	0
Technology	0	0
Your weight / physical appearance	0	0
Your health	0	0
Money / Paying Bills	0	0
Saving for the future	0	0
Societal expectations	0	0
Your relationship with your spouse or significant other	0	0
Your relationships with other family members (children, parents, etc.)	0	0
You relationships with friends	0	0









Yes

No

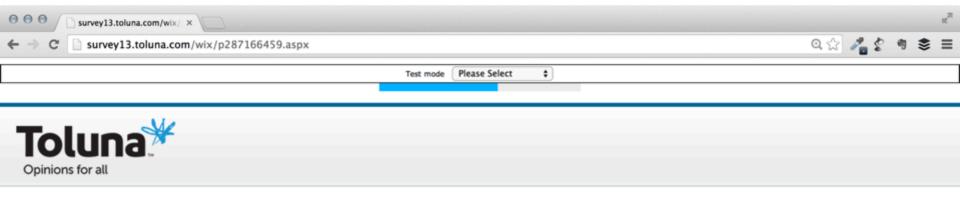
Don't Know/Not Sure

Refused

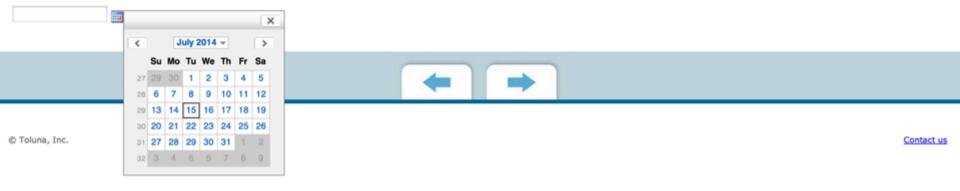


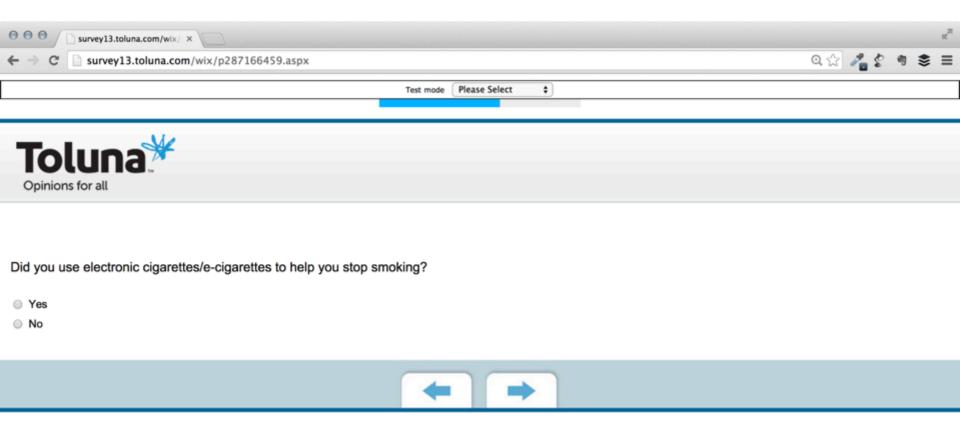


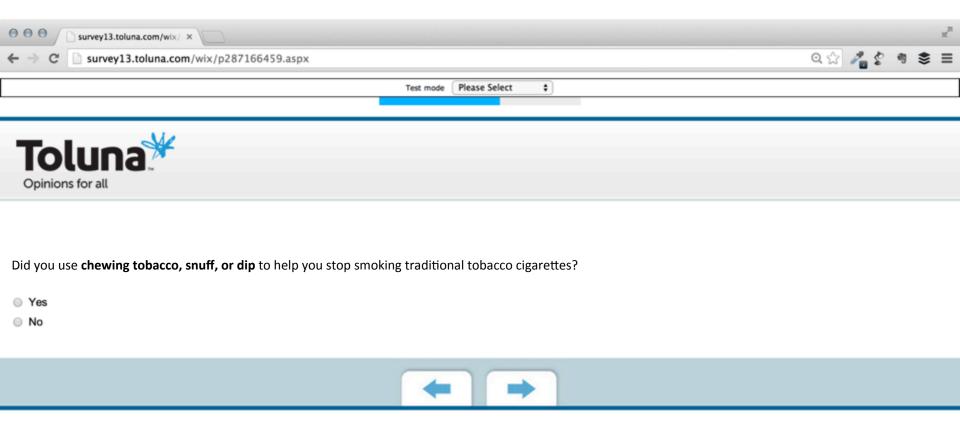
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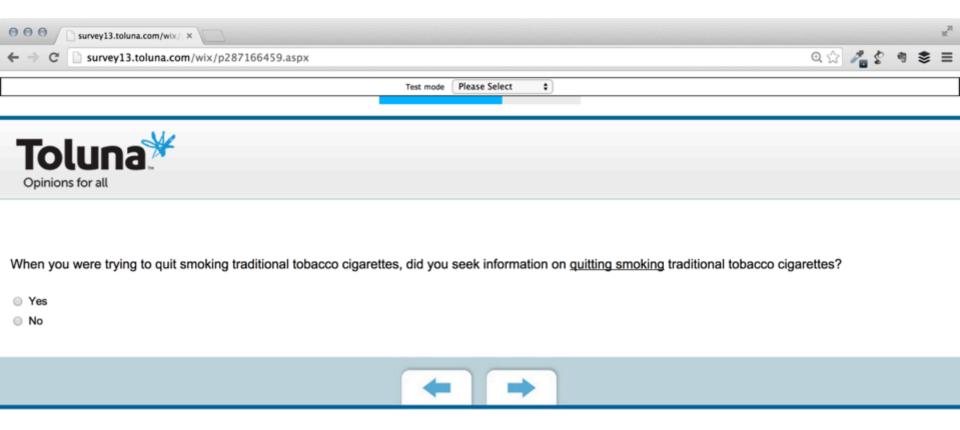


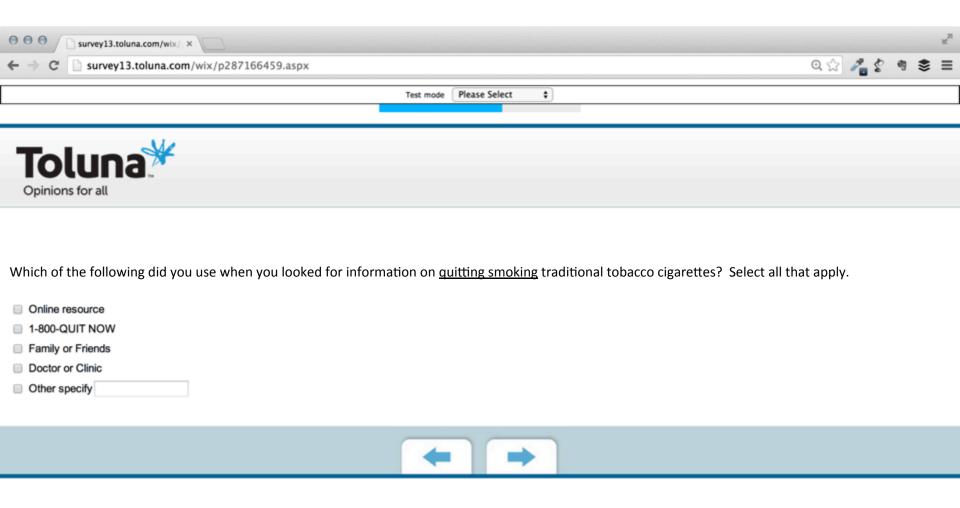
What was the date you last stopped smoking traditional tobacco cigarettes for more than 30 days?

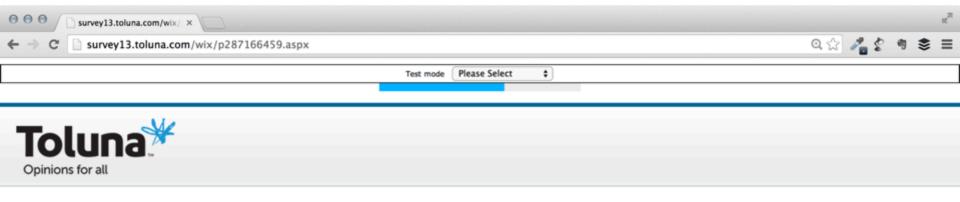










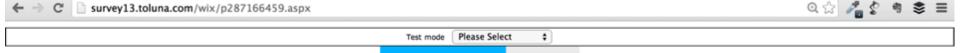


The last time you stopped smoking traditional tobacco cigarettes for more than 30 days, what was the <u>final</u> event or trigger that made you want to quit smoking traditional tobacco cigarettes?

- Friend or family asked you to quit
- Current health problem
- Concerns over future health problem
- Social pressure from people other than family and friends
- Smoking traditional tobacco cigarettes became too expensive
- Lack of places that allow smoking
- Impact of my smoking on friend or family
- Other specify









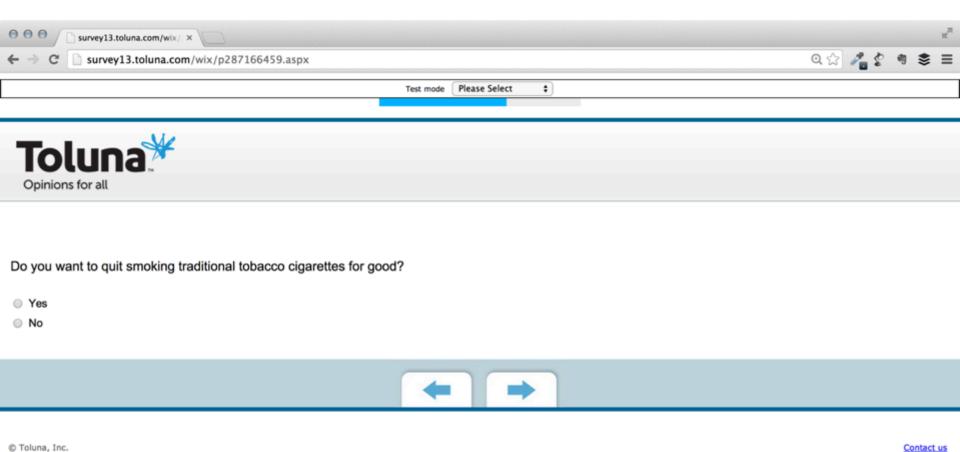
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When you last tried to quit smoking, did you do any of the following?

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









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

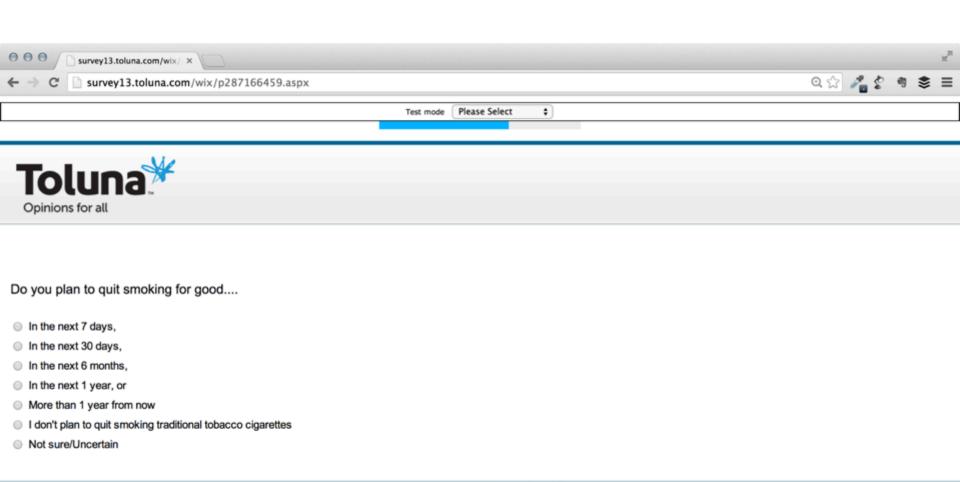
- Not at all
- A little
- Somewhat
- A lot

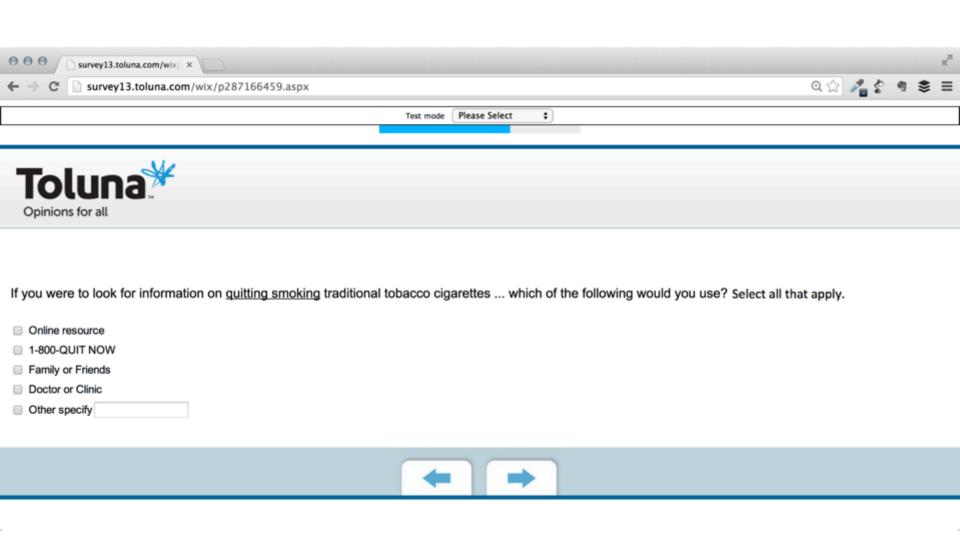


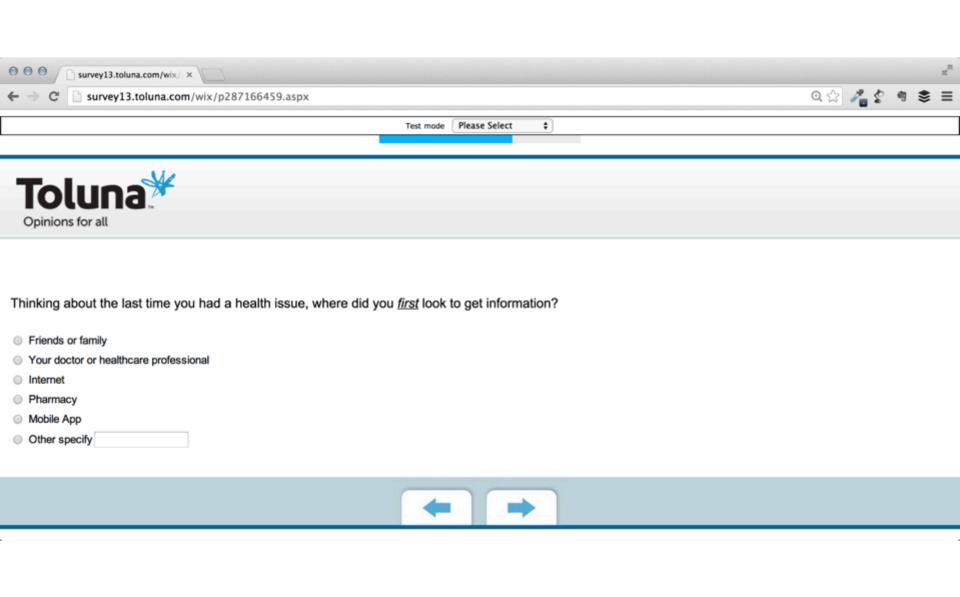
Test mode Please Select

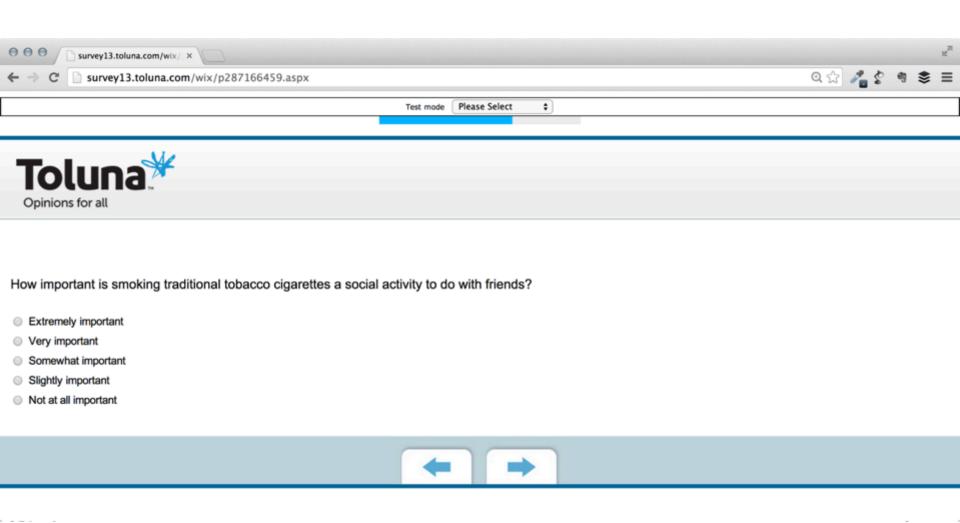
•

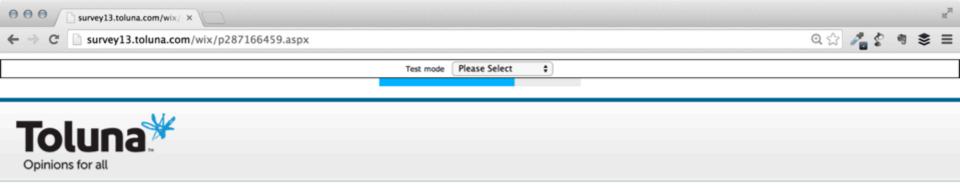










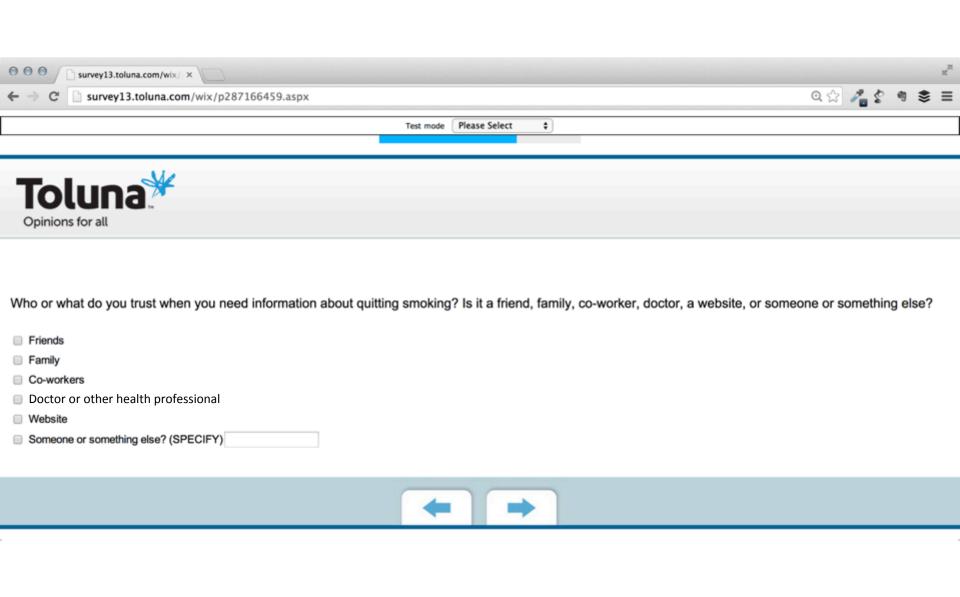


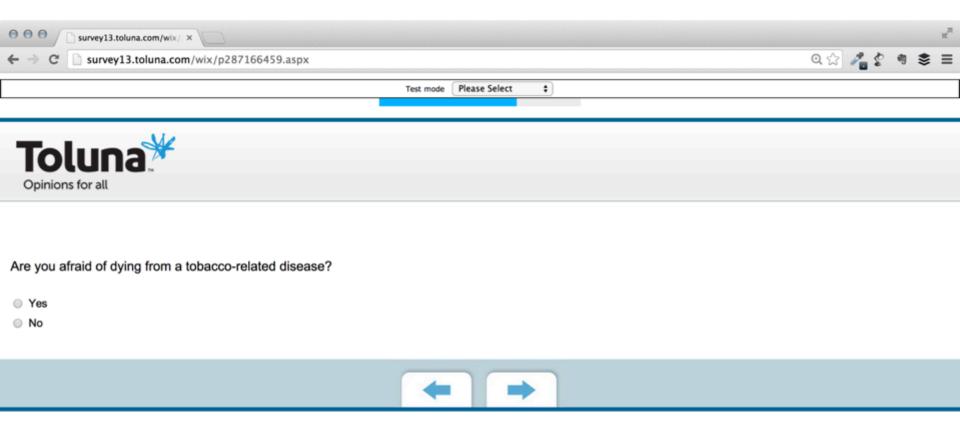
Have you ever performed poorly during a fitness evaluation due to the health impact of smoking traditional tobacco cigarettes?

- I have performed poorly during a fitness evaluation due to the health impact of smoking traditional tobacco cigarettes
- I have not performed poorly during a fitness evaluation due to the health impact of smoking traditional tobacco cigarettes
- I have not had a fitness evaluation since I starting smoking traditional tobacco cigarettes



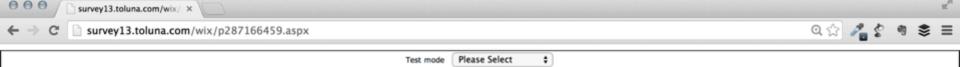
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Contact us

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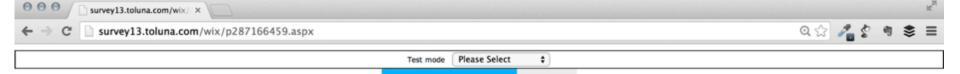
Please tell us if you strongly disagree, somewhat disagree, neither agree nor disagree, somewhat agree, or strongly agree with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I get upset when I think about my smoking.	0	0	0	0	0
I am disappointed in myself because I smoke.	0	0	0	0	0
I get upset when I hear or read about illnesses caused by smoking.	0	0	0	0	0
Warnings about the health risks of smoking upset me.	0	0	0	0	0
Smoking will severely lower my quality of life in the future.	0	0	0	0	0
Smokers should take warnings about traditional tobacco cigarette smoking and lung cancer seriously.	0	0	0	0	0





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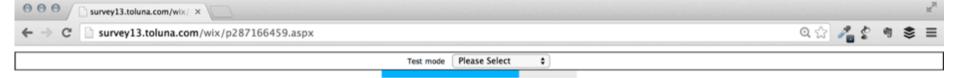


Please tell us if you strongly disagree, somewhat disagree, neither agree nor disagree, somewhat agree, or strongly agree with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I need more hours in the day to do all the things that are expected from me.	0	0	0	0	0
I can't ever seem to get caught up.	0	0	0	0	0
I don't ever seem to have any time for myself.	0	0	0	0	0
There are times when I cannot meet everyone's expectations.	0	0	0	0	0
Sometimes I feel as if there are not enough hours in the day.	0	0	0	0	0
Many times I have to cancel my commitments.	0	0	0	0	0
I seem to have to overextend myself in order to be able to finish everything I have to do.	0	0	0	0	0
I seem to have more commitments to overcome than some of my friends do.	0	0	0	0	0
I feel I have to do things hastily and maybe less carefully in order to get everything done.	0	0	0	0	0
I just cannot find the energy in me to do all the things expected of me.	0	0	0	0	0







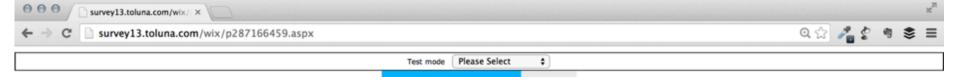


Please tell us how much you agree or disagree with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I feel healthier when I smoke electronic cigarettes/e-cigarettes instead of traditional tobacco cigarettes.	0	0	0	0	0
Electronic cigarettes/e-cigarettes have helped me quit smoking traditional tobacco cigarettes completely.	0	0	0	0	0
Electronic cigarettes/e-cigarettes have helped me reduce the number of traditional tobacco cigarettes I smoke, but not to quit completely.	0	0	0	0	0



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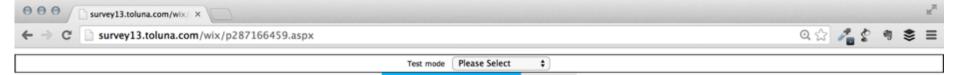


Please tell us how much you agree or disagree with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I feel healthier when I use snus instead of smoking traditional tobacco cigarettes.	0	0	0	0	0
Using snus has helped me quit smoking traditional tobacco cigarettes completely.	0	0	0	0	0
Snus has helped me reduce the number of traditional tobacco cigarettes I smoke, but not to quit completely.	0	0	0	0	0



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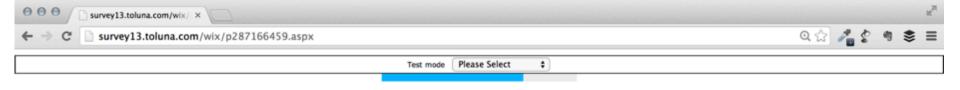
Please tell us how much you agree or disagree with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I feel healthier when I use chewing tobacco, snuff, or dip instead of smoking traditional tobacco cigarettes.	0	0	0	0	0
Using chewing tobacco, snuff, or dip has helped me quit smoking traditional tobacco cigarettes completely.	0	0	0	0	0
Using chewing tobacco, snuff, or dip has helped me reduce the number of traditional tobacco cigarettes I smoke, but not to quit completely.	0	0	0	0	0



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The next section are the demographic questions:





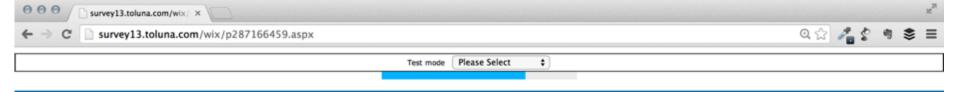
When did you serve on active duty in the U.S. Armed Forces? Select each period in which you served, even if you served for part of the period.

- October 2010 to the present
- September 2001 to September 2010
- August 1990 to August 2001 (including Persian Gulf war)
- September 1980 to July 1990
- May 1975 to August 1980
- Vietnam era (August 1964 to April 1975)





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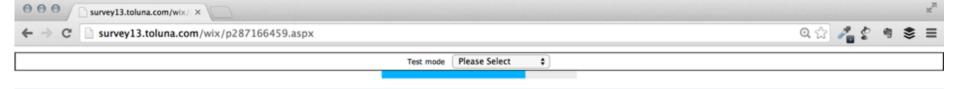


During your active duty career, have you been deployed for more than 30 consecutive days?

- Yes, in the past 24 months
- O Yes, but not in the past 24 months
- No



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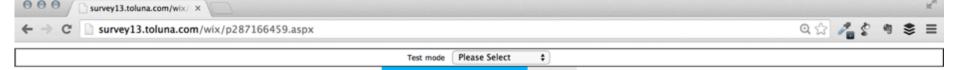


How many children (under age 18) live in your household:

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



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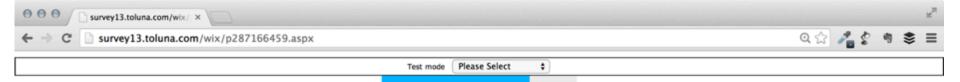
What is your marital status?

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





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

Select one answer.

Ethnicity

- Hispanic or Latino
- Not Hispanic or Latino

Race

Select one or more.

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







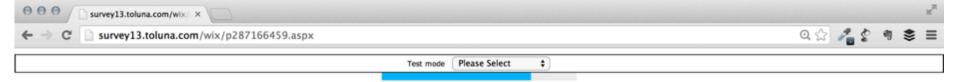


What is the highest level of education you have completed or the highest degree you have received? If you received your education in another country, please indicate the equivalent level below.

- Less than high school
- Completed high school
- Completed General Education Diploma (GED)
- 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









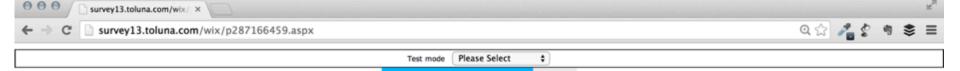
Which of the following income categories best describes your total 2013 household income before taxes?

- 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





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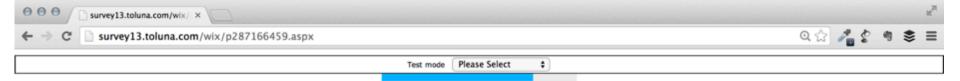
Which statement best describes your current employment status?

- 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





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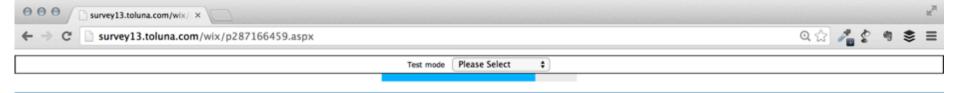
Think about the last time you went online to look for information...How did you begin looking?

- 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





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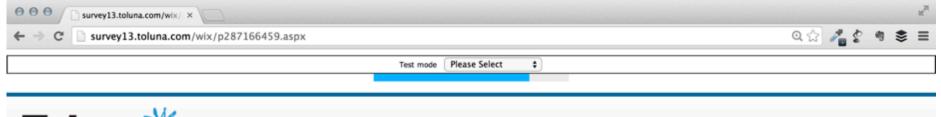


Do you currently own a cell phone?

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



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Some cell phones are called "smartphones" because they have Internet access. Is your cell phone a smartphone, such as an iPhone, Android, Blackberry or Windows phone?

- Yes
- No
- Not Sure



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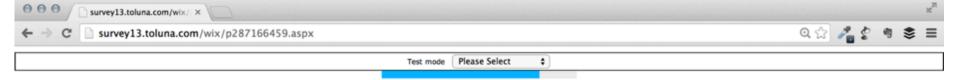
Would you consider using your smartphone to find information, apps or websites that will help you quit smoking traditional tobacco cigarettes?

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





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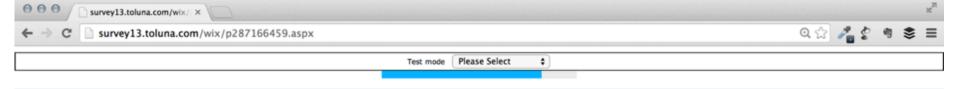
How often do you access the Internet on your smartphone?

- More than once per day
- Once per day
- A few times per week
- Once per week
- Less than once per week
- Rarely
- Never





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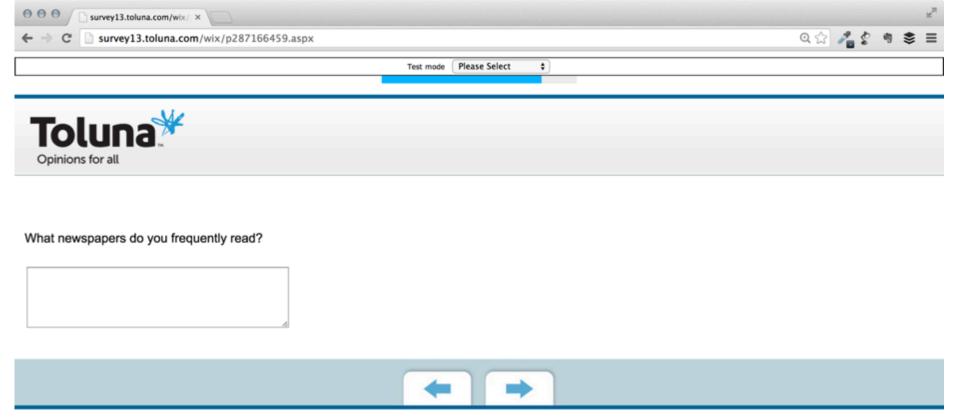
During the past month, how often did you read a <u>newspaper</u>, <u>either</u> in print or on the Internet?

- Every day
- A few times a week
- A few times
- Once
- Not at all

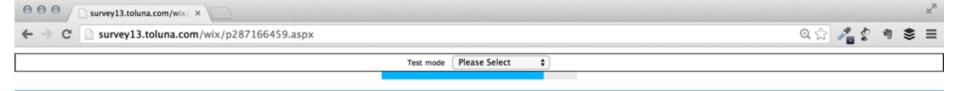




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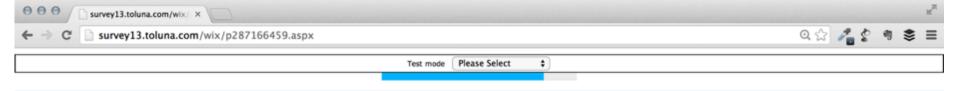
During the past month, how often did you read a magazine in print or on the Internet?

- Basically every day
- A few times a week
- A few times a month
- Once a month
- Not at all





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During the past month, how often did you watch television on a television set?

- Every day
- A few times a week
- A few times
- Once
- Not at all





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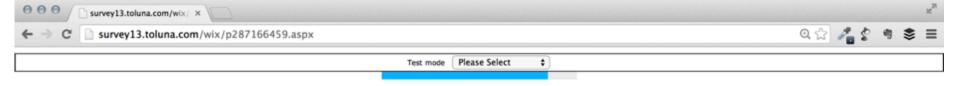
During the past month, how often did you watch television on the Internet?

- Every day
- A few times a week
- A few times
- Once
- Not at all





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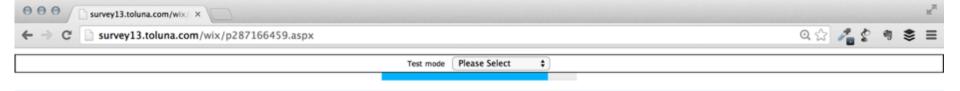
During the past month, how often did you listen to the radio?

- Every day
- A few times a week
- A few times
- Once
- Not at all





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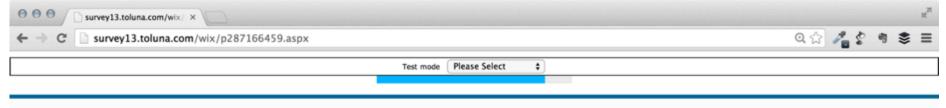
During the past month, how often did you listen to a streaming music source, like iTunes or Pandora?

- Every day
- A few times a week
- A few times
- Once
- Not at all





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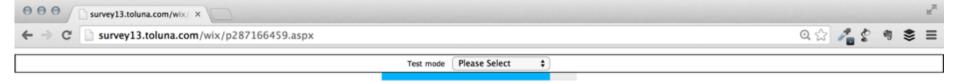


Have you ever seen or heard an advertisement for electronic cigarettes/e-cigarettes?

- Yes
- No



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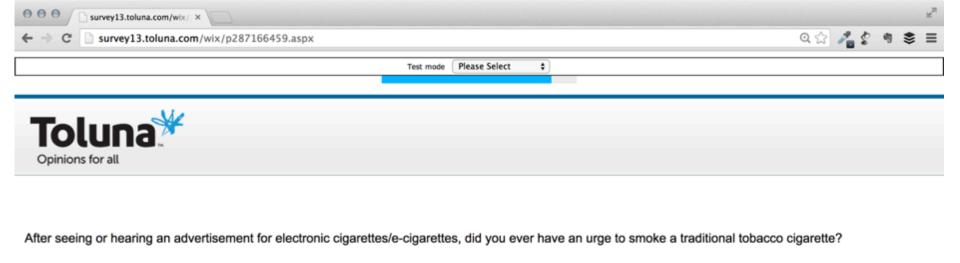
Where have you seen or heard an advertisement for electronic cigarettes/e-cigarettes?

(Select as many as apply.)

On the Internet
In newspapers or magazines
Convenience stores, supermarkets, gas stations, or shopping malls
On TV
At the movies
On the radio
On billboards or other outdoor ads
Other specify



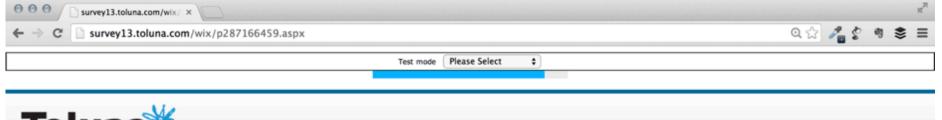
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Yes





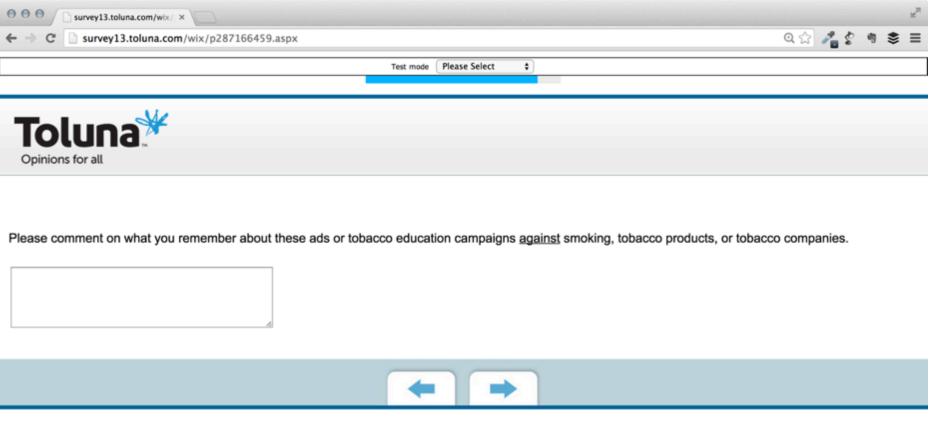
Are you aware of any advertising or tobacco education campaigns <u>against</u> smoking, using other tobacco products such as smokeless, or against tobacco companies that are taking place now?

Yes

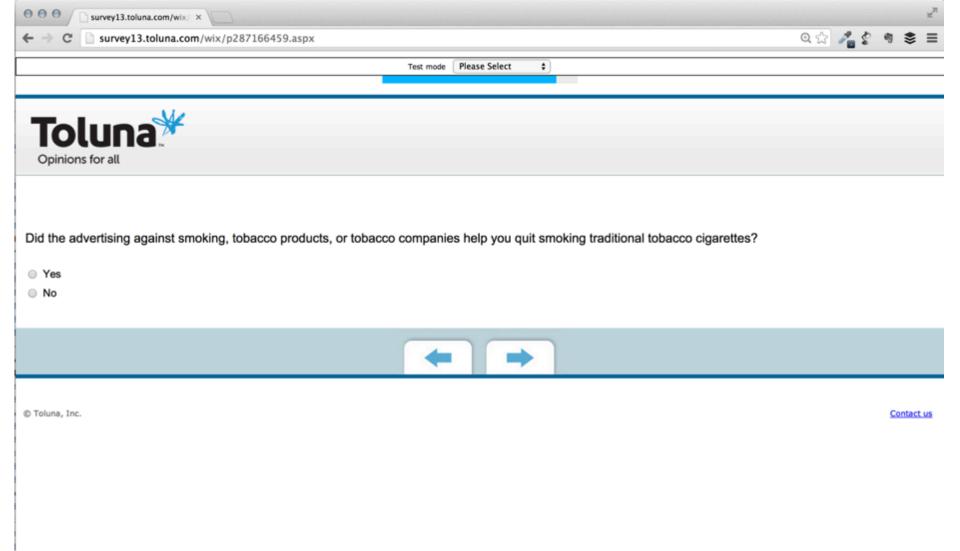
No

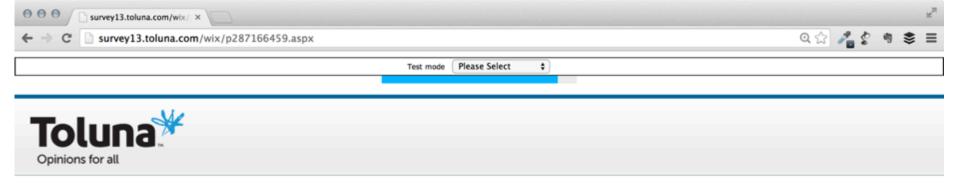


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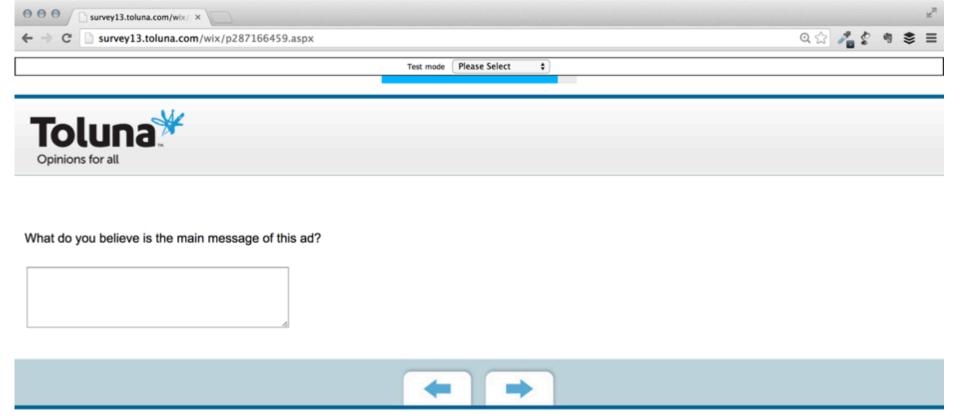


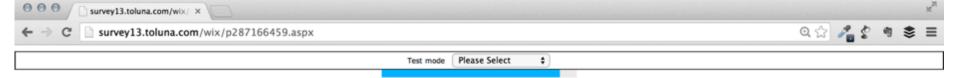


We would now like to show you a television ad and then gather your reactions to that ad. Please make sure the volume on your computer is turned up, so that you can both see and hear the video. Please click "Next" to continue.



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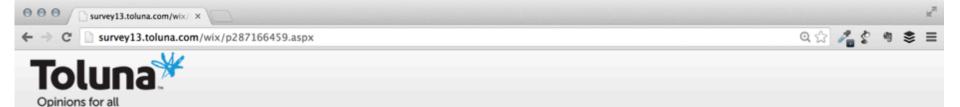
How believable or unbelievable was the person in the ad?

- Extremely believable
- Believable
- Neither believable nor unbelievable
- Unbelievable
- Extremely unbelievable





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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:

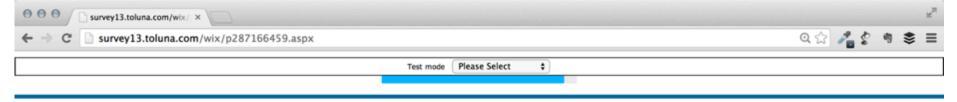
	I did not feel this emotion	Slight emotion	Moderate emotion	Very intense emotion	Extreme and intense emotion	
Angry	0	0	0	0	0	
Afraid	0	0	0	0	0	
Ashamed	0	0	0	0	0	
Sad	0	0	0	0	0	
Hopeful	0	0	0	0	0	
Understood	0	0	0	0	0	
Surprised	0	0	0	0	0	
Trusting	0	0	0	0	0	
Motivated	0	0	0	0	0	
Regretful	0	0	0	0	0	





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 nor 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 or 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
	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
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	0
This ad speaks to me	0	0	0	0	0



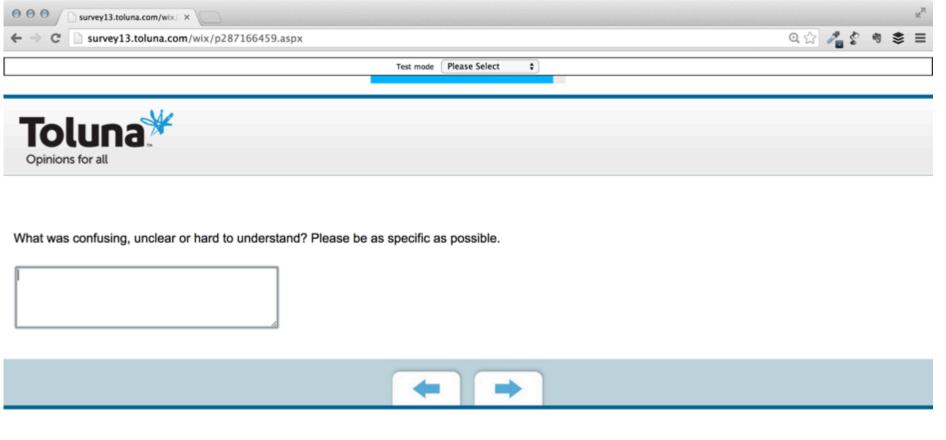


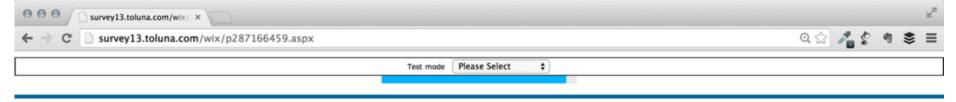
Is there anything about the ad that is confusing, unclear, or hard to understand?

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



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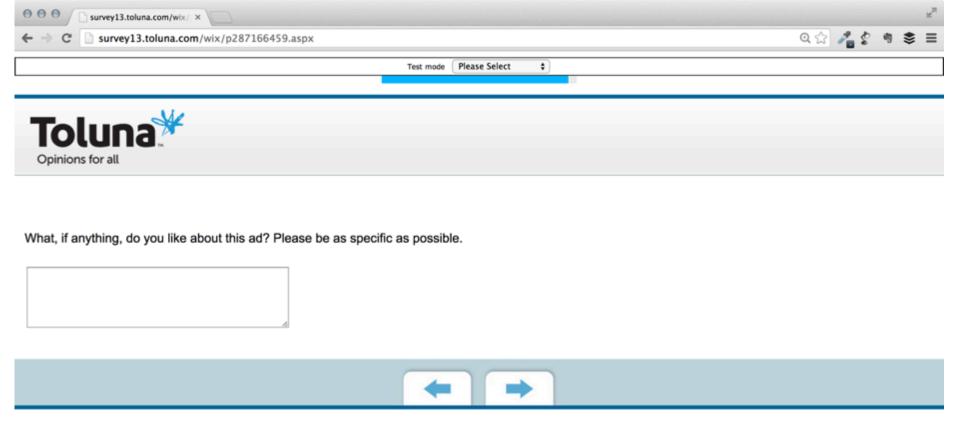


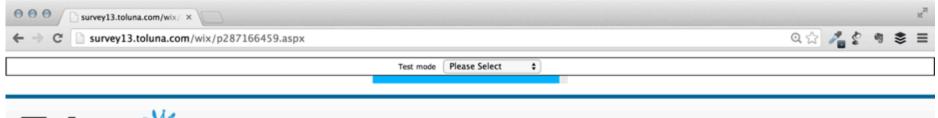
Was there anything about the ad that you liked?

- Yes
- No



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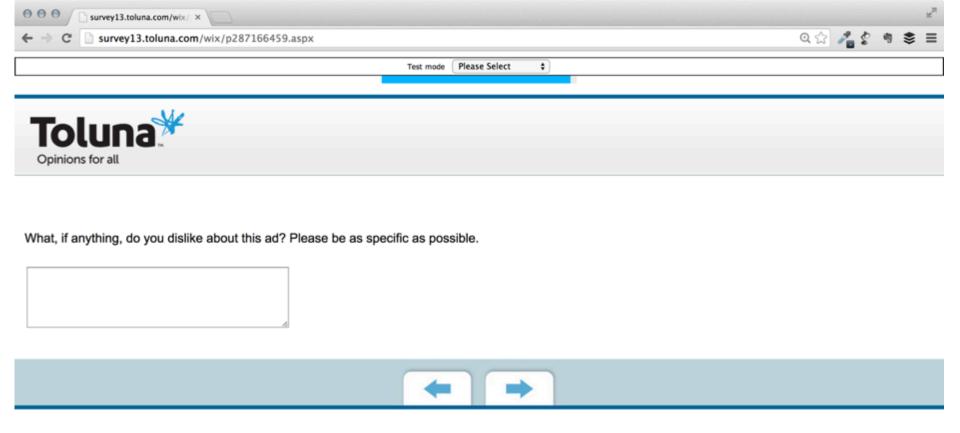


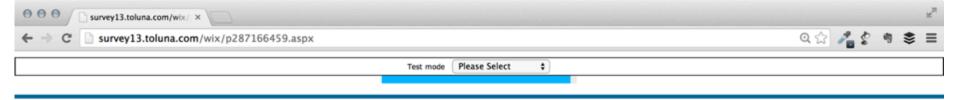
Was there anything about the ad that you disliked?

- Yes
- No



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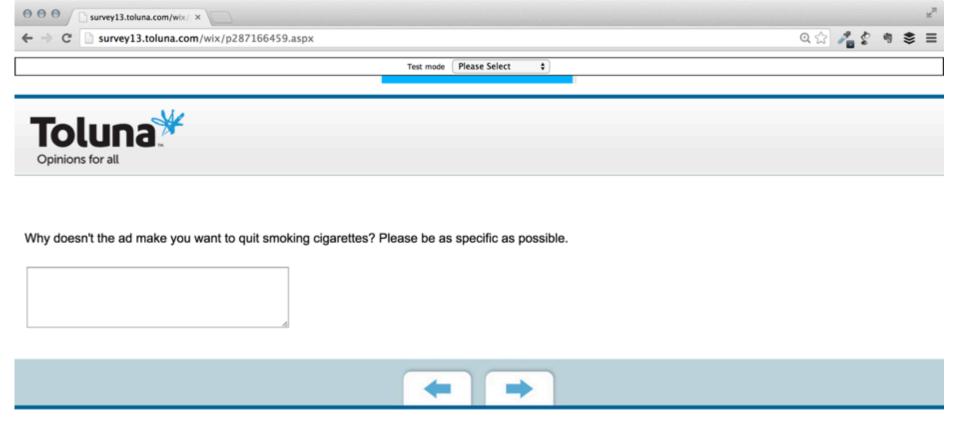


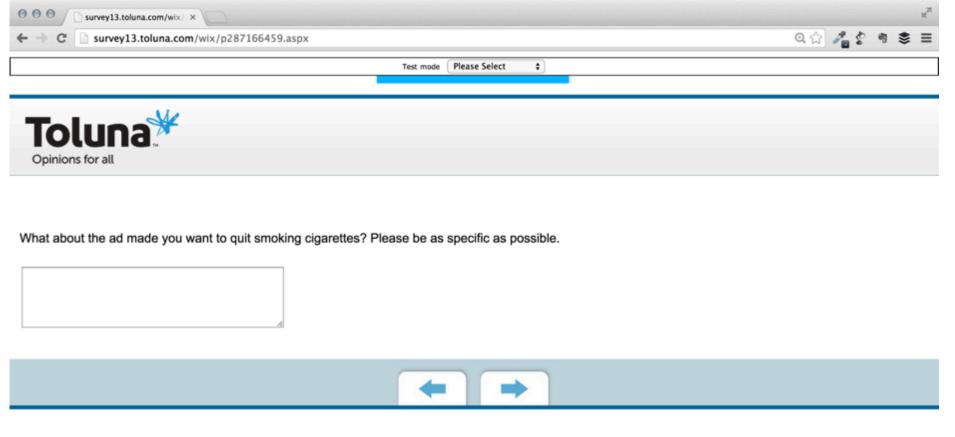
Does this ad make you want to quit smoking cigarettes?

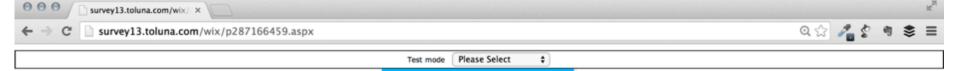
- Yes
- No



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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
Talk with my doctor or other health professionals about quitting smoking	0	0	•	0	0
Not smoke around others	0	0	0	•	0
Visit the Twitter site for the campaign.	0	0	•	0	0
Try to quit on my own	0	0	•	0	0
Use an electronic cigarette/ e-cigarette to help quit smoking	0	0	0	0	•
Support smoke-free laws in my community	0	0	0	•	0
Do nothing	•	0	0	0	0



