

Pages 2-24: Screener

Pages 25-122: Main Questionnaire



Form Approved
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Public reporting burden of this collection of information is estimated to average 4 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.





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

SELECT ONE

- Hispanic or Latino
- Not Hispanic or Latino

SELECT ONE OR MORE

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





In what language do you prefer to watch, read, and listen to media?

- Spanish only
- Spanish more than English
- Both Spanish and English equally
- English more than Spanish
- English only
- None of the above





Do you speak a language other than English at home?

- Yes
- No





What is this language?

- Chinese
- Korean
- Vietnamese
- Other Specify





In what language do you prefer to watch, read, and listen to media?

- Chinese only
- Chinese more than English
- Both Chinese and English equally
- English more than Chinese
- English only
- None of the above





In what language do you prefer to watch, read, and listen to media?

- Korean only
- Korean more than English
- Both Korean and English equally
- English more than Korean
- English only
- None of the above





In what language do you prefer to watch, read, and listen to media?

- Vietnamese only
- Vietnamese more than English
- Both Vietnamese and English equally
- English more than Vietnamese
- English only
- None of the above





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





What state do you live in?

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



[Contact us](#)



What state do you live in?

Please select your answer

- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island



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What state do you live in?

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



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What is the year of your birth? (Please enter as YYYY)



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





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

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





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

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





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

Enter number:



The next questions are about electronic vapor products. These are devices that usually contain a nicotine-based liquid that is vaporized and inhaled. You may also know them as e-cigarettes, vape-pens, hookah-pens, electronic hookahs (e-hookahs), electronic cigars (e-cigars), electronic pipes (e-pipes), or e-vaporizers. Some brand examples are Blu, NJOY, Vuse, MarkTen, and Starbuzz.





Have you ever used electronic vapor products, even one time?

- Yes
- No





Do you now use electronic vapor products ...

- Every day
- Some days
- Not at all



The next screenshot is only for those respondents who do not qualify for the survey.



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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Public reporting burden of this collection of information is estimated to average 16 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-0910).





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

- Less than high school
- Completed high school or equivalent
- 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





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



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

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





How dangerous or safe do you think smoking cigarettes is?

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





survey13.toluna.com/wix/p210817184.aspx



Opinions for all

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

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





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

- Yes
- No





Do you now use chewing tobacco, snuff, or dip...?

- Every day
- Some days
- Not at all





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





Do you now use snus...?

- Every day
- Some days
- Not at all





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

- Excellent
- Very Good
- Good
- Fair
- Poor





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

[1 PACK = 20 CIGARETTES]



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

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





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





Do you usually use disposable electronic vapor products, an electronic vapor product that uses cartridges, or an electronic vapor product that uses tanks?

Please indicate the type of electronic vapor product that you use the most.

- Disposable electronic vapor product
- Electronic vapor product that use cartridges
- Electronic vapor product that use tanks





How dangerous or safe do you think substituting electronic vapor products for a few regular cigarettes is?

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



Are any of the following a reason why you currently use electronic vapor products?

	Yes	No
They cost less than other forms of tobacco	<input type="radio"/>	<input type="radio"/>
They can be used in places where smoking regular cigarettes isn't allowed	<input type="radio"/>	<input type="radio"/>
They might be less harmful to me than regular cigarettes	<input type="radio"/>	<input type="radio"/>
They might be less harmful to people around me than regular cigarettes	<input type="radio"/>	<input type="radio"/>
Electronic vapor products come in flavors I like	<input type="radio"/>	<input type="radio"/>
Electronic vapor products can help me quit smoking regular cigarettes	<input type="radio"/>	<input type="radio"/>
Electronic vapor products can help me reduce the number of regular cigarettes I smoke	<input type="radio"/>	<input type="radio"/>
Electronic vapor products don't smell	<input type="radio"/>	<input type="radio"/>
Using an electronic vapor product feels like smoking a regular cigarette	<input type="radio"/>	<input type="radio"/>
Electronic vapor products don't bother people who don't use tobacco	<input type="radio"/>	<input type="radio"/>
The advertising for electronic vapor products appeals to me	<input type="radio"/>	<input type="radio"/>
They help me deal with cravings to smoke	<input type="radio"/>	<input type="radio"/>
I have a friend or family member who suggested I use electronic vapor products as a way to quit smoking regular cigarettes	<input type="radio"/>	<input type="radio"/>
I was curious about electronic vapor products	<input type="radio"/>	<input type="radio"/>
Other <input type="text"/>	<input type="radio"/>	<input type="radio"/>





Do you use electronic vapor products in places where smoking regular cigarettes is not allowed?

- Yes
- No



Do you use electronic vapor products in any of the following places?

	Yes	No
Restaurants or bars	<input type="radio"/>	<input type="radio"/>
Stores or shopping malls	<input type="radio"/>	<input type="radio"/>
Airplanes	<input type="radio"/>	<input type="radio"/>
Beaches, parks, or other outdoor places	<input type="radio"/>	<input type="radio"/>
In your car or other type of vehicle	<input type="radio"/>	<input type="radio"/>
In your home	<input type="radio"/>	<input type="radio"/>
Somewhere else, specify <input type="text"/>	<input type="radio"/>	<input type="radio"/>





During the past 3 months, how many times have you stopped smoking for one day or longer because you were trying to quit smoking cigarettes for good?

Number of times





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

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



Do you want to quit smoking cigarettes for good?

- Yes
- No



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

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





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

- In the next 7 days,
- In the next 30 days,
- In the next 6 months,
- In the next 1 year, or
- More than 1 year from now
- I don't plan to quit smoking cigarettes
- Not sure/Uncertain





What is your gender?

- Male
- Female





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

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





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

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





What is your marital status?

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





Does your partner or spouse smoke cigarettes?

- Yes
- No





Has your partner or spouse tried to quit smoking cigarettes?

- Yes
- No





Are you currently serving on active duty in the United States Armed Forces, either in the regular military or in a National Guard or military reserve unit? Active duty does not include training for the Reserves or National Guard, but DOES include activation, for example, for Afghanistan or Iraq.

- Yes
- No
- Don't know
- Refused





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





Do you currently own a cell phone?

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





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



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

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



Would you consider using your smartphone to call a quitline that will help you quit smoking cigarettes?

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





Have you ever seen or heard an advertisement for electronic vapor products such as electronic cigarettes/e-cigarettes?

Yes

No





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

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





Did seeing these ads for electronic vapor products make you want to do any of the following?

- Quit smoking
- Cut back on the number of cigarettes I smoke
- Use electronic vapor products
- Switch to mild or some other brand of cigarettes
- Use nicotine replacements like the nicotine patch or nicotine gum
- Use medications like Zyban or Chantix
- Call a telephone quit line
- Visit a web site such as Smokefree.gov or CDC.gov/Tips
- Talk to a doctor or other health professional about quitting





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

- Yes
- No





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



{IF Ad Type is "TV"}



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



{IF Ad Type is "Radio"}



Please make sure the volume on your computer is turned up, so that you may hear the audio. *Please click the forward arrow at the bottom of the screen to continue.*



{IF Ad Type is “Print” or “Digital”}

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





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





How believable or unbelievable was the person in the ad?

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





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

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

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

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

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



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

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





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





Was there anything about the ad that you liked?

- Yes
- No





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





Was there anything about the ad that you disliked?

- Yes
- No





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





Does this ad make you want to quit smoking cigarettes?

- Yes
- No





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





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



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



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

	Not at all likely	A little likely	Moderately likely	Very likely	Extremely likely
Call 1-800-QUIT-NOW for assistance in quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit an informational government website, such as www.cdc.gov/tips for information on quitting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to your doctor about quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to your eye doctor about quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not smoke around others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Follow the Tips campaign on Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Try to quit on your own	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use an electronic vapor product to help quit smoking regular cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support smoke-free laws in your community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





In the future, **because** 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 extremely likely, how likely would you be to take the following actions in the next 6 months?

	Not at all likely	A little likely	Moderately likely	Very likely	Extremely likely
Call 1-800-QUIT-NOW for assistance in quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit an informational government website, such as www.cdc.gov/tips for information on quitting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to your doctor about quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to your eye doctor about quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not smoke around others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Follow the Tips campaign on Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Try to quit on your own	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use an electronic vapor product to help quit smoking regular cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support smoke-free laws in your community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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



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

	Not at all likely	A little likely	Moderately likely	Very likely	Extremely likely
Call 1-800-QUIT-NOW for assistance in quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit an informational government website, such as www.cdc.gov/tips for information on quitting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to your doctor about quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to your eye doctor about quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not smoke around others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Follow the Tips campaign on Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Try to quit on your own	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use an electronic vapor product to help quit smoking regular cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support smoke-free laws in your community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





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

	Not at all likely	A little likely	Moderately likely	Very likely	Extremely likely
Call 1-800-QUIT-NOW for assistance in quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit an informational government website, such as www.cdc.gov/tips for information on quitting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to your doctor about quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to your eye doctor about quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not smoke around others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Follow the Tips campaign on Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Try to quit on your own	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use an electronic vapor product to help quit smoking regular cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support smoke-free laws in your community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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



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

	Not at all likely	A little likely	Moderately likely	Very likely	Extremely likely
Call 1-800-QUIT-NOW for assistance in quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit an informational government website, such as www.cdc.gov/tips for information on quitting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to your doctor about quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to your eye doctor about quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not smoke around others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Follow the Tips campaign on Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Try to quit on your own	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use an electronic vapor product to help quit smoking regular cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support smoke-free laws in your community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





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Talk to your eye doctor about quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not smoke around others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Try to quit on your own	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use an electronic vapor product to help quit smoking regular cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support smoke-free laws in your community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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



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

	Not at all likely	A little likely	Moderately likely	Very likely	Extremely likely
Call 1-800-QUIT-NOW for assistance in quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit an informational government website, such as www.cdc.gov/tips for information on quitting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to your doctor about quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to your eye doctor about quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not smoke around others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Follow the Tips campaign on Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Try to quit on your own	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use an electronic vapor product to help quit smoking regular cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support smoke-free laws in your community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





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

	Not at all likely	A little likely	Moderately likely	Very likely	Extremely likely
Call 1-800-QUIT-NOW for assistance in quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit an informational government website, such as www.cdc.gov/tips for information on quitting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to your doctor about quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to your eye doctor about quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not smoke around others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Follow the Tips campaign on Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Try to quit on your own	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use an electronic vapor product to help quit smoking regular cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support smoke-free laws in your community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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



This question is about the possibility of encouraging someone you care about to quit smoking, based on the message you just saw in the ad.



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



This question is about the possibility of encouraging someone you care about to quit smoking, based on the message you just heard in the ad.





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

- Yes
- No





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





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



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



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

	Not at all likely	A little likely	Moderately likely	Very likely	Extremely likely
Call 1-800-QUIT-NOW for information to help someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit an informational government website, such as www.cdc.gov/tips for information to help someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to your doctor about helping someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to your eye doctor about helping someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ask someone to not smoke around you or others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage someone you care about to use an electronic vapor product to help quit smoking regular cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Follow the Tips campaign on Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support smoke-free laws in your community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage someone you care about to quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





In the future, **because** 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 extremely likely, how likely would you be to take the following actions in the next 6 months?

	Not at all likely	A little likely	Moderately likely	Very likely	Extremely likely
Call 1-800-QUIT-NOW for information to help someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit an informational government website, such as www.cdc.gov/tips for information to help someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to your doctor about helping someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Ask someone to not smoke around you or others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Follow the Tips campaign on Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support smoke-free laws in your community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage someone you care about to quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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



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

	Not at all likely	A little likely	Moderately likely	Very likely	Extremely likely
Call 1-800-QUIT-NOW for information to help someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit an informational government website, such as www.cdc.gov/tips for information to help someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to your doctor about helping someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to your eye doctor about helping someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ask someone to not smoke around you or others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage someone you care about to use an electronic vapor product to help quit smoking regular cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Follow the Tips campaign on Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support smoke-free laws in your community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage someone you care about to quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





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

	Not at all likely	A little likely	Moderately likely	Very likely	Extremely likely
Call 1-800-QUIT-NOW for information to help someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit an informational government website, such as www.cdc.gov/tips for information to help someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Talk to your eye doctor about helping someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ask someone to not smoke around you or others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage someone you care about to use an electronic vapor product to help quit smoking regular cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Follow the Tips campaign on Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support smoke-free laws in your community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage someone you care about to quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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



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

	Not at all likely	A little likely	Moderately likely	Very likely	Extremely likely
Call 1-800-QUIT-NOW for information to help someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Do nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





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Talk to your eye doctor about helping someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Encourage someone you care about to quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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



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

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Talk to your doctor about helping someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Encourage someone you care about to quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





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Support smoke-free laws in your community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Do nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





How likely would you be to call 1-800-QUIT-NOW to get information on quitting smoking after viewing the ad?

- Definitely would call 1-800-QUIT-NOW to get information on quitting smoking
- Probably would call 1-800-QUIT-NOW to get information on quitting smoking
- Might or might not call 1-800-QUIT-NOW to get information on quitting smoking
- Probably would not call 1-800-QUIT-NOW to get information on quitting smoking
- Definitely would not call 1-800-QUIT-NOW to get information on quitting smoking





What do you remember about the message written on the last screen of the ad? Even if you remember just one or two words of the message, please write those words.





This is a snapshot of the last screen of the same ad that you saw a few moments ago.





Does the offer of free medication to help you quit (such as nicotine patches or nicotine gum) motivate you to call 1-800-QUIT-NOW?

- The offer of free medication to help me quit definitely motivates me to to call 1-800-QUIT-NOW
- The offer of free medication to help me quit probably motivates me to to call 1-800-QUIT-NOW
- The offer of free medication to help me quit might motivate me to to call 1-800-QUIT-NOW
- The offer of free medication to help me quit probably would not motivate me to to call 1-800-QUIT-NOW
- The offer of free medication to help me quit definitely would not motivate me to to call 1-800-QUIT-NOW





Why is the offer of free medication to help you quit motivating you to call the quit line?





Why is the offer of free medication to help you quit not motivating you to call the quit line?

