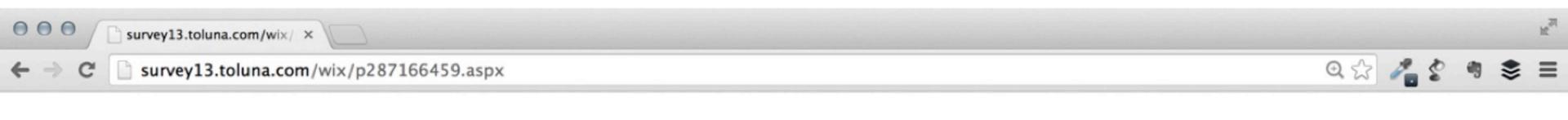
Pages 2-24: Screener

Pages 25-122: Main Questionnaire



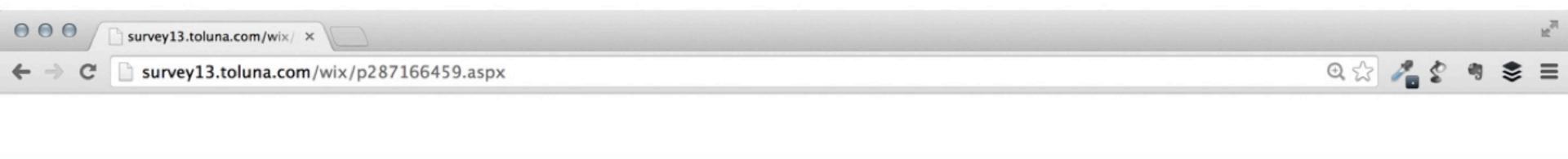


Form Approved OMB No. 0920-0910 Exp. Date 01/31/2015

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).



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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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Contact











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

SELECT ONE

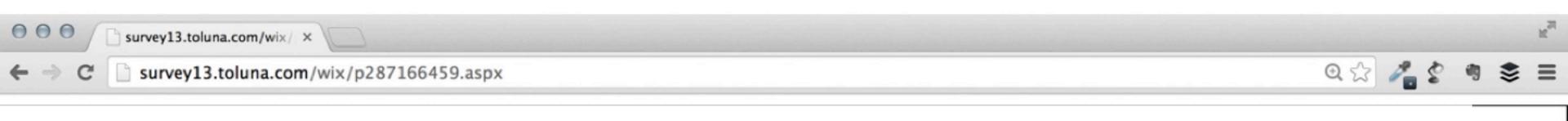
- Hispanic or Latino
- Not Hispanic or Latino

SELECT ONE OR MORE

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









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







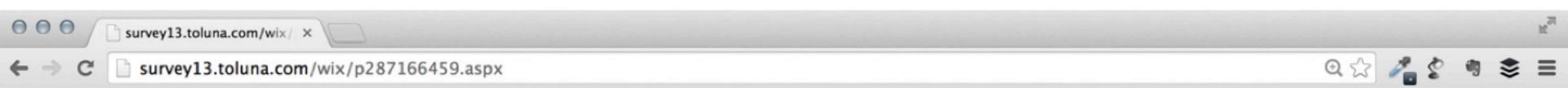
Do you speak a language other than English at home?

○ Yes ○ No

O No



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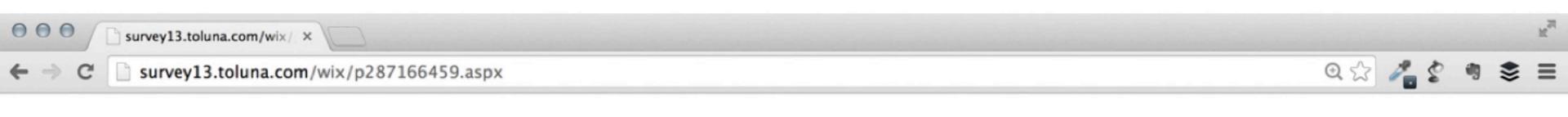


What is this language?

- Chinese
- Korean
- Vietnamese
- Other Specify





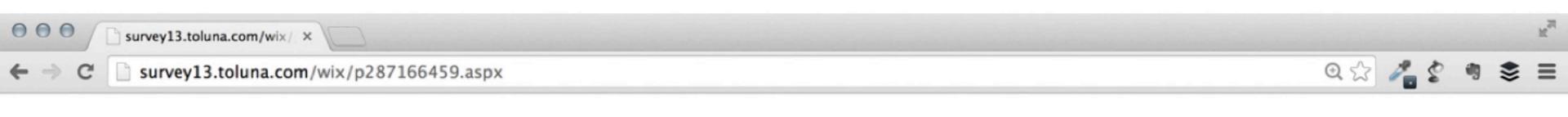




- Chinese only
- Chinese more than English
- Both Chinese and English equally
- English more than Chinese
- English only
- None of the above





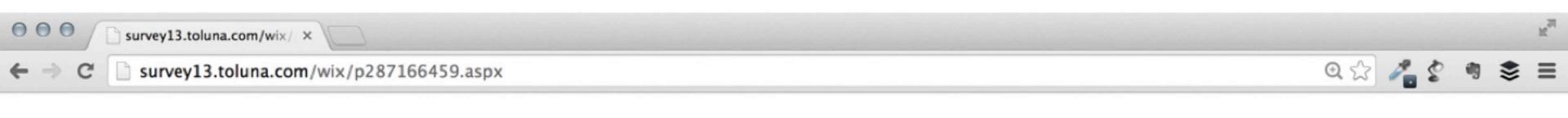




- Korean only
- Korean more than English
- Both Korean and English equally
- English more than Korean
- English only
- None of the above





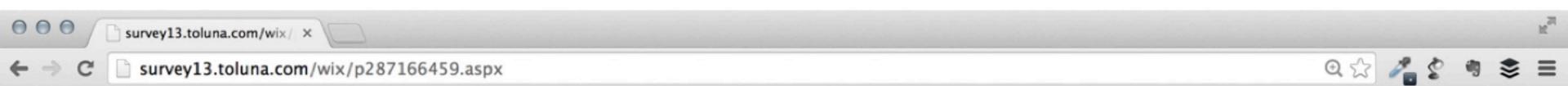




- Vietnamese only
- Vietnamese more than English
- Both Vietnamese and English equally
- English more than Vietnamese
- English only
- None of the above







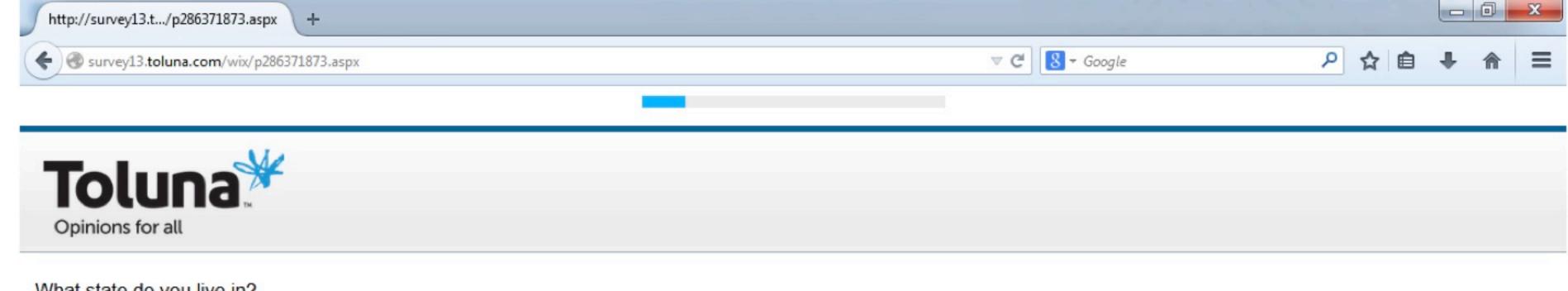


What is your current age?

- 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





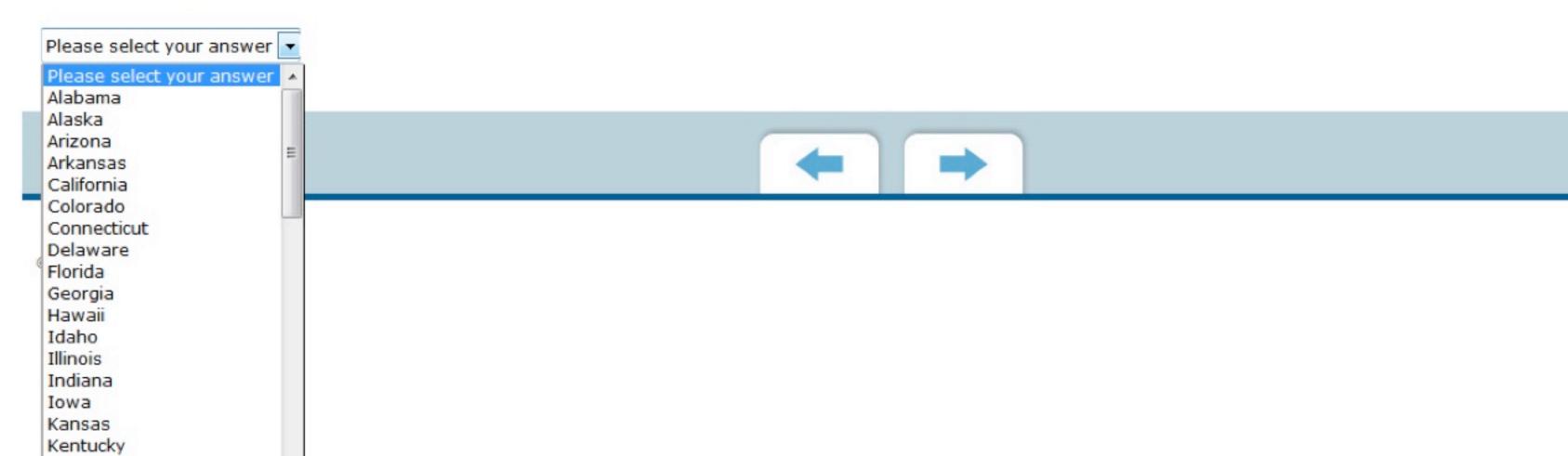


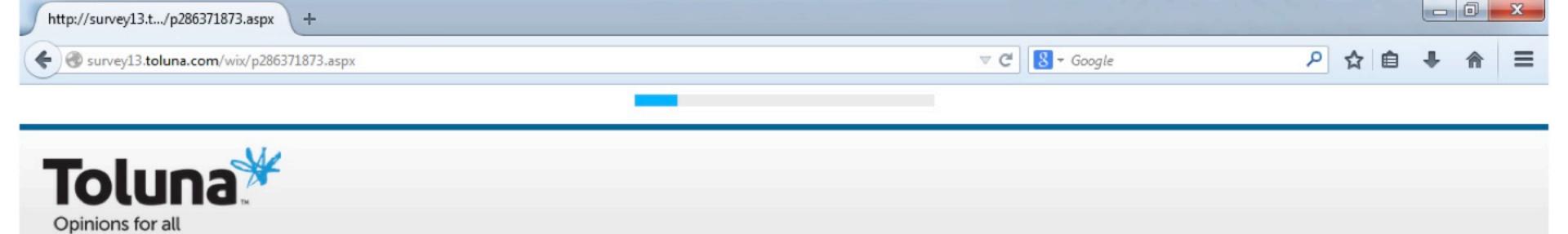
Contact us

What state do you live in?

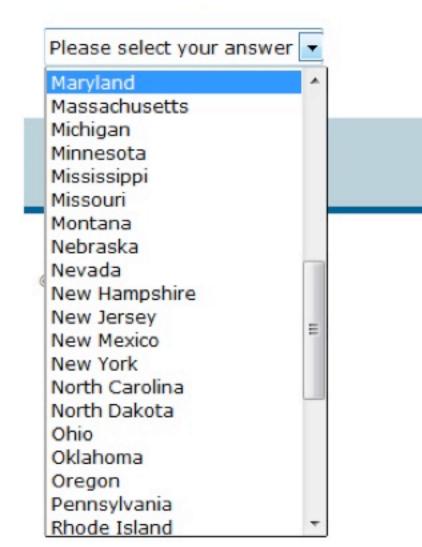
Louisiana

Maine

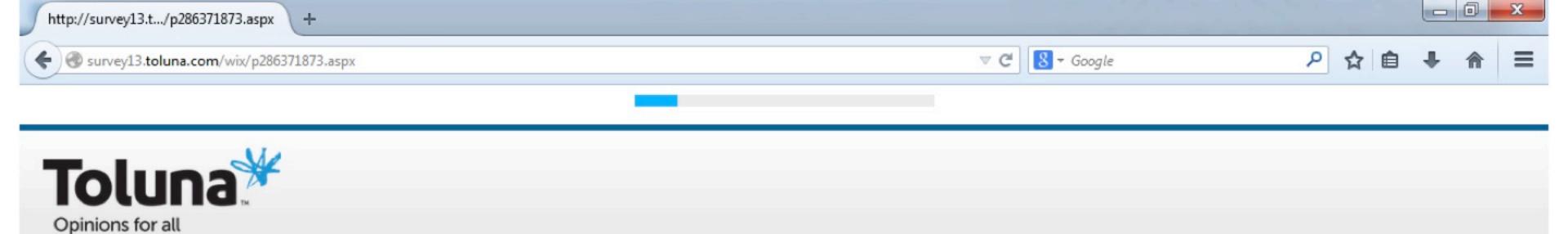




What state do you live in?

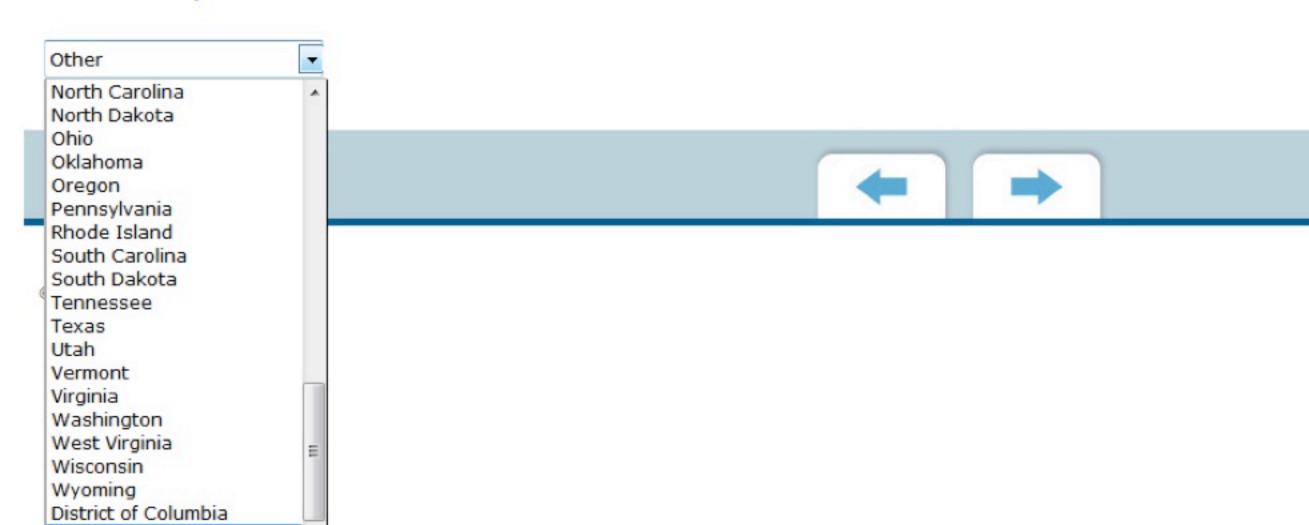


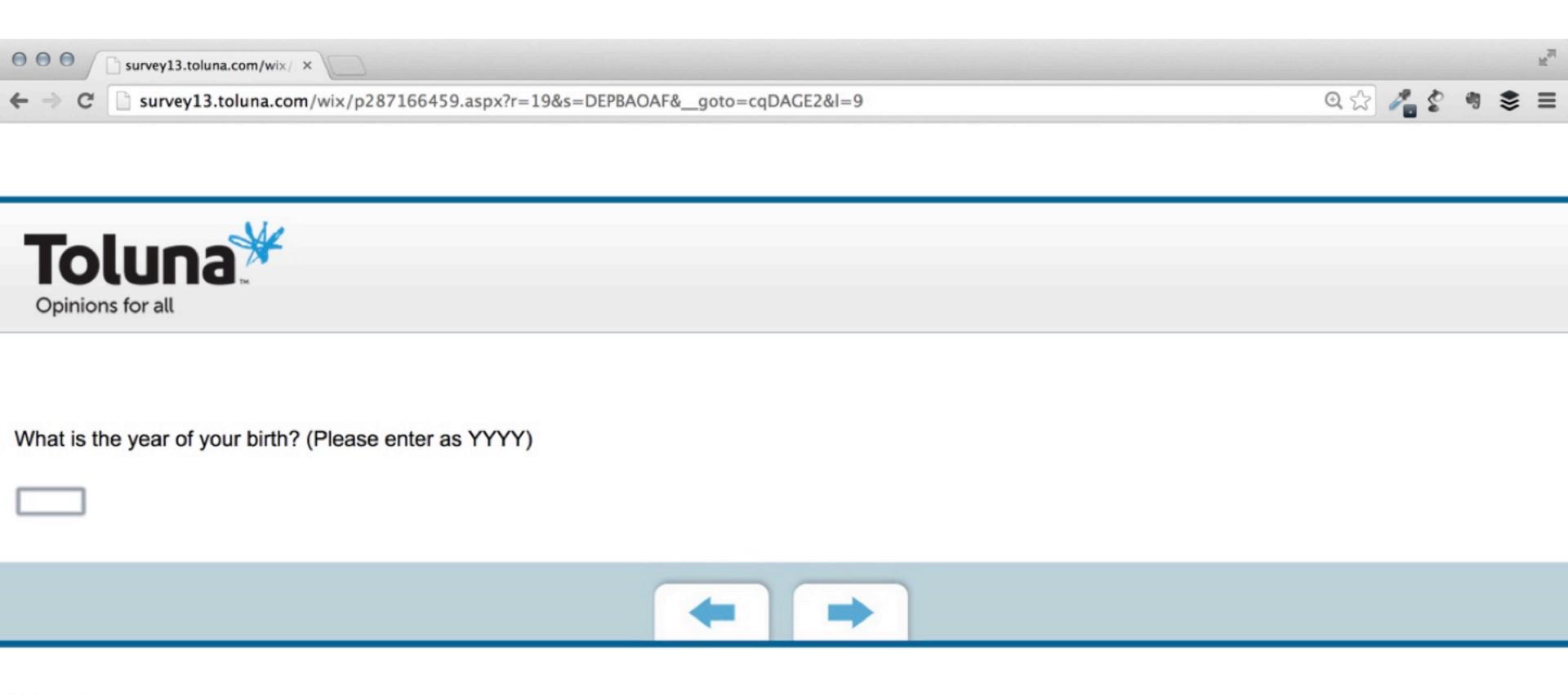




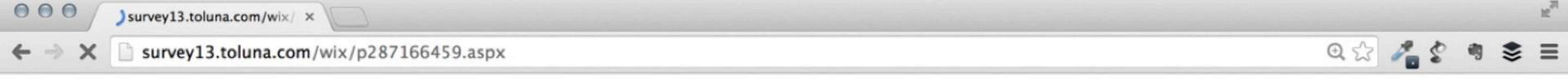
What state do you live in?

Other





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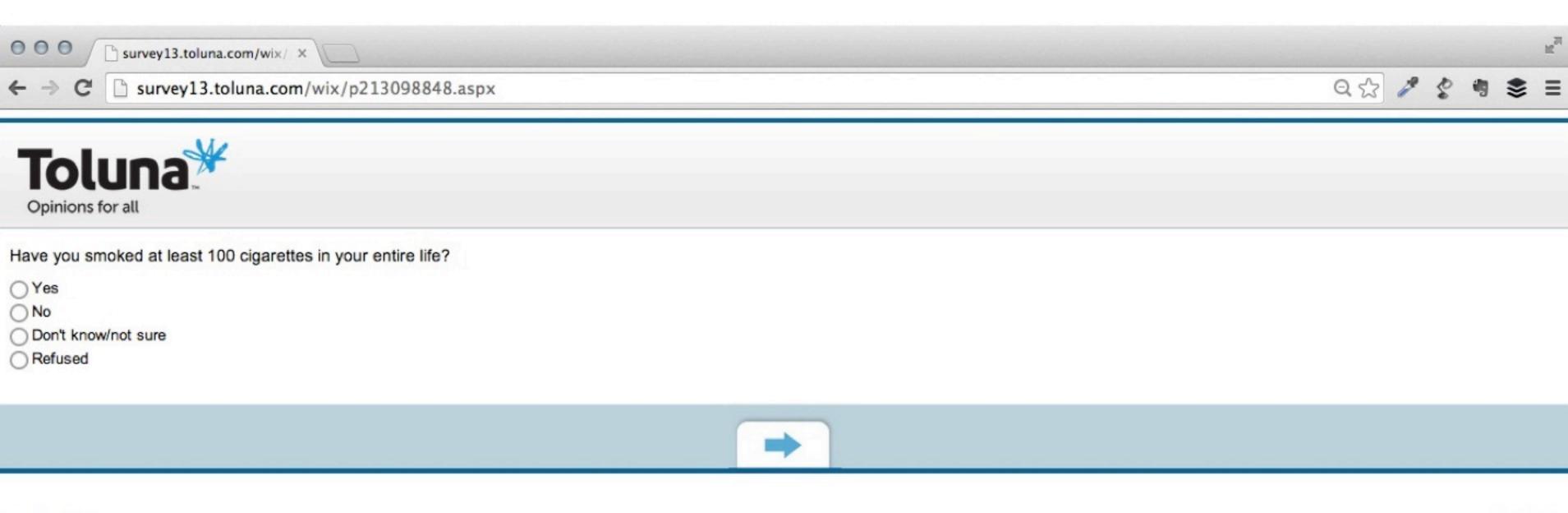


The next questions are about cigarettes which are any roll of tobacco wrapped in paper. Below is an image of a cigarette.





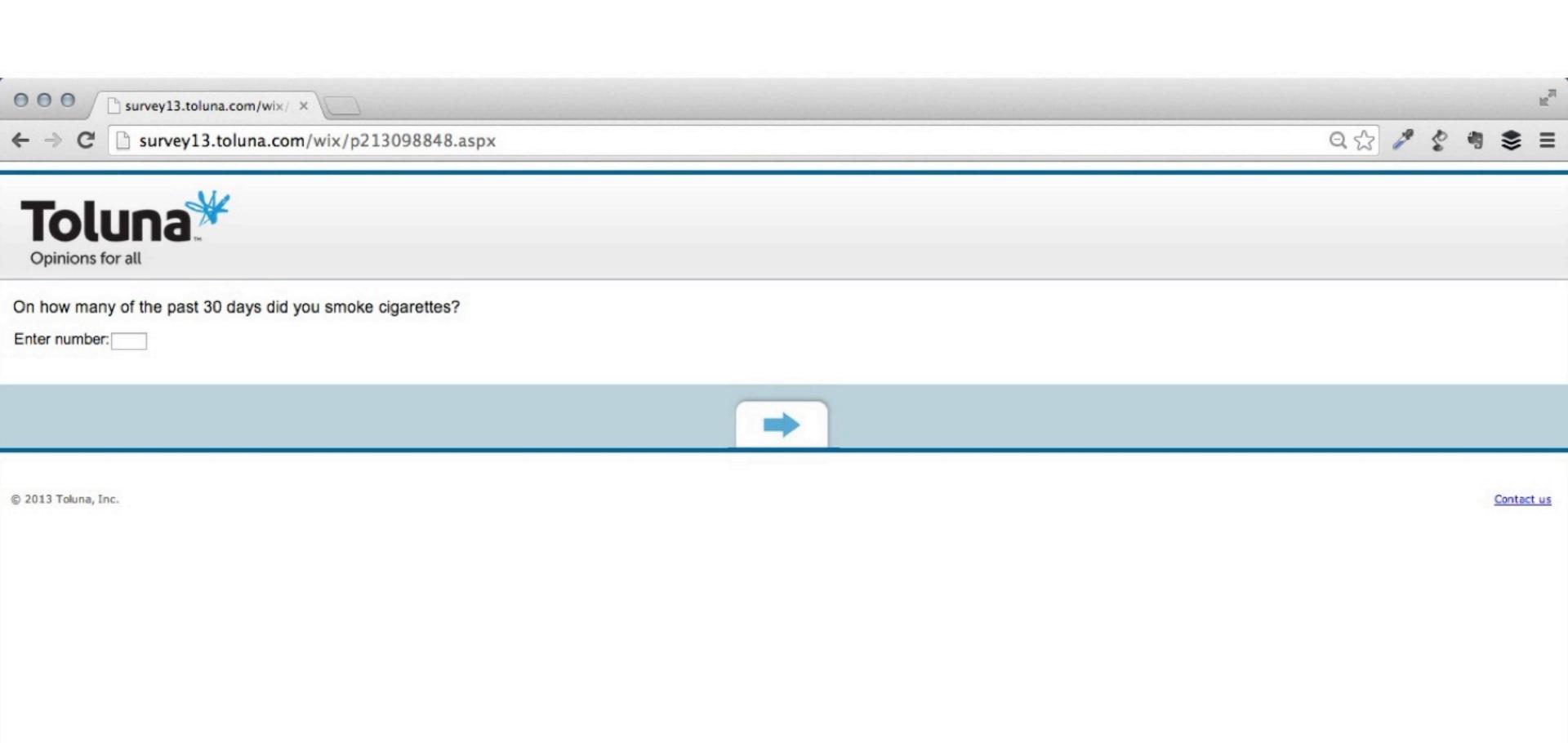
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survey13.toluna.com/wix/ ×

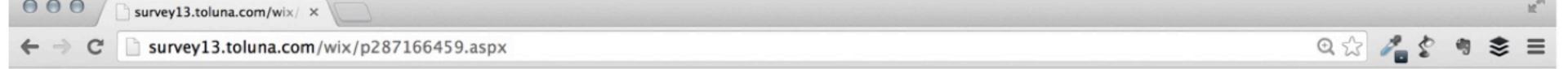




The next questions are about electronic vapor products. These are devices that usually contain a nicotine-based liquid that is vaporized and inhaled. You may also know them as e-cigarettes, vape-pens, hookah-pens, electronic hookahs (e-hookahs), electronic cigars (e-cigars), electronic pipes (e-pipes),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



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

- Yes
- No



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Do you now use electronic vapor products ...

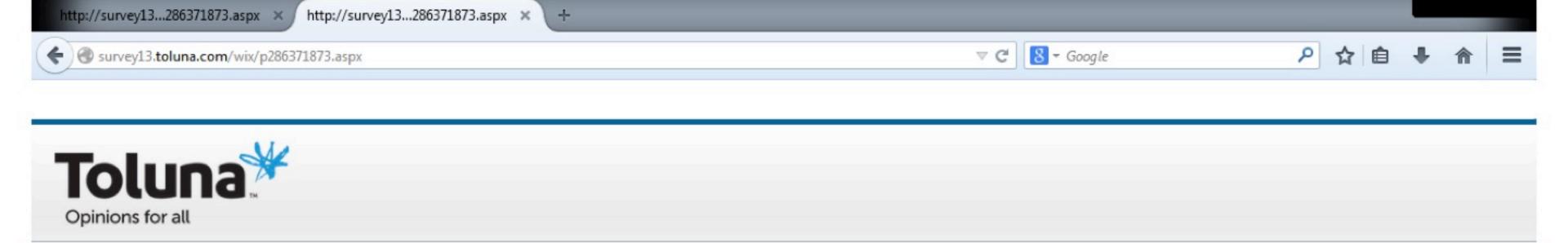
- Every day
- Some days
- Not at all





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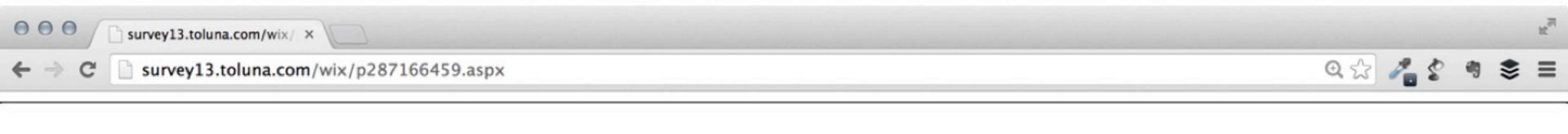
The next screenshot is only for those respondents who do not qualify for the survey.



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

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





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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





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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?

survey13.toluna.com/wix/p287166459.aspx

- 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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Other specify

P	lease 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
Ī	Smoking cigarettes is something to do at parties
Ī	I'm addicted to smoking
Ī	Smoking cigarettes goes well with/after meals
Ī	I like the taste of regular cigarettes
Ī	Smoking cigarettes helps me relax
Ī	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











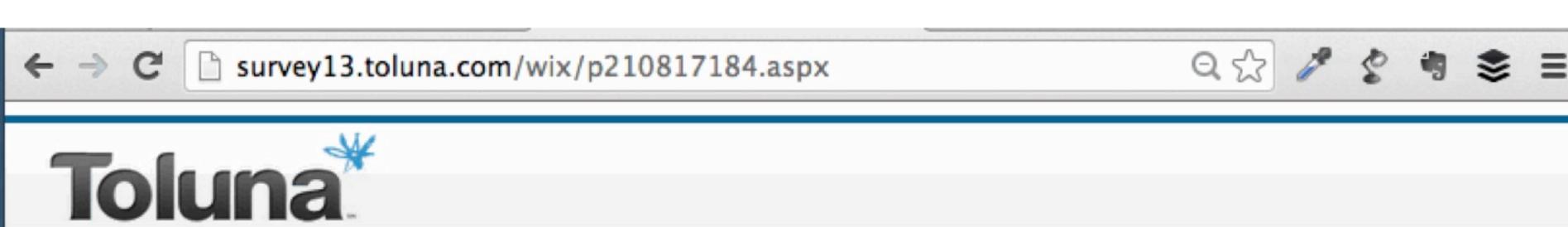
How dangerous or safe do you think smoking cigarettes is?

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





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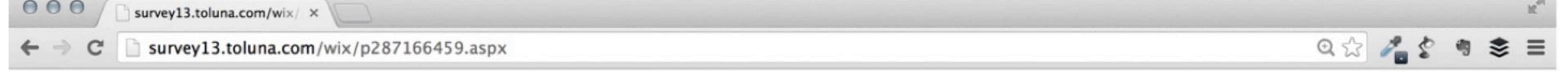
Opinions for all

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



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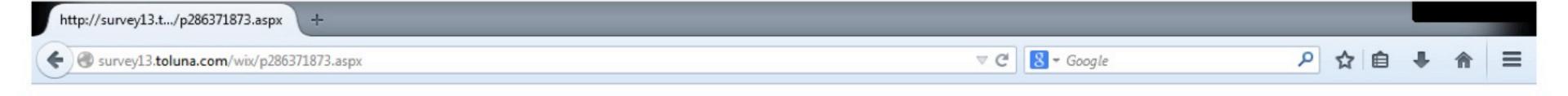


Have you ever used chewing tobacco, snuff, or dip, such as Redman, Levi Garrett, Beechnut, Skoal, Skoal Bandits, or Copenhagen?

- Yes
- No



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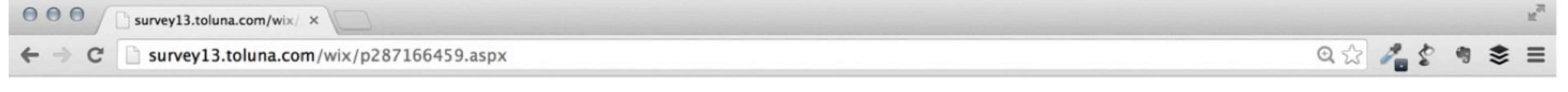


Do you now use chewing tobacco, snuff, or dip...?

- Every day
- Some days
- Not at all



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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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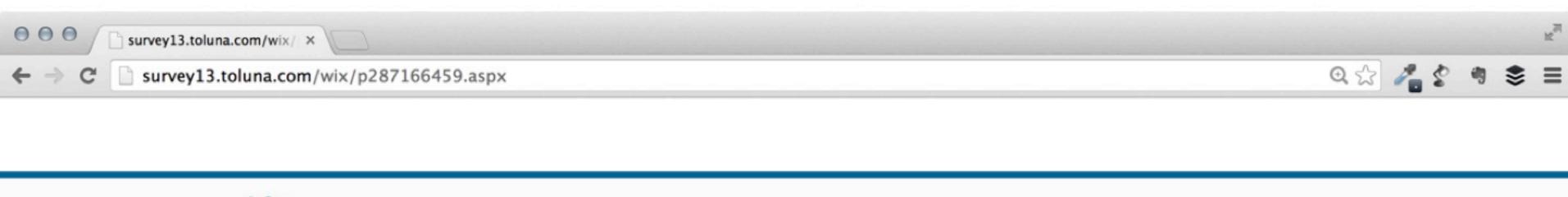


Do you now use snus...?

- Every day
- Some days
- Not at all



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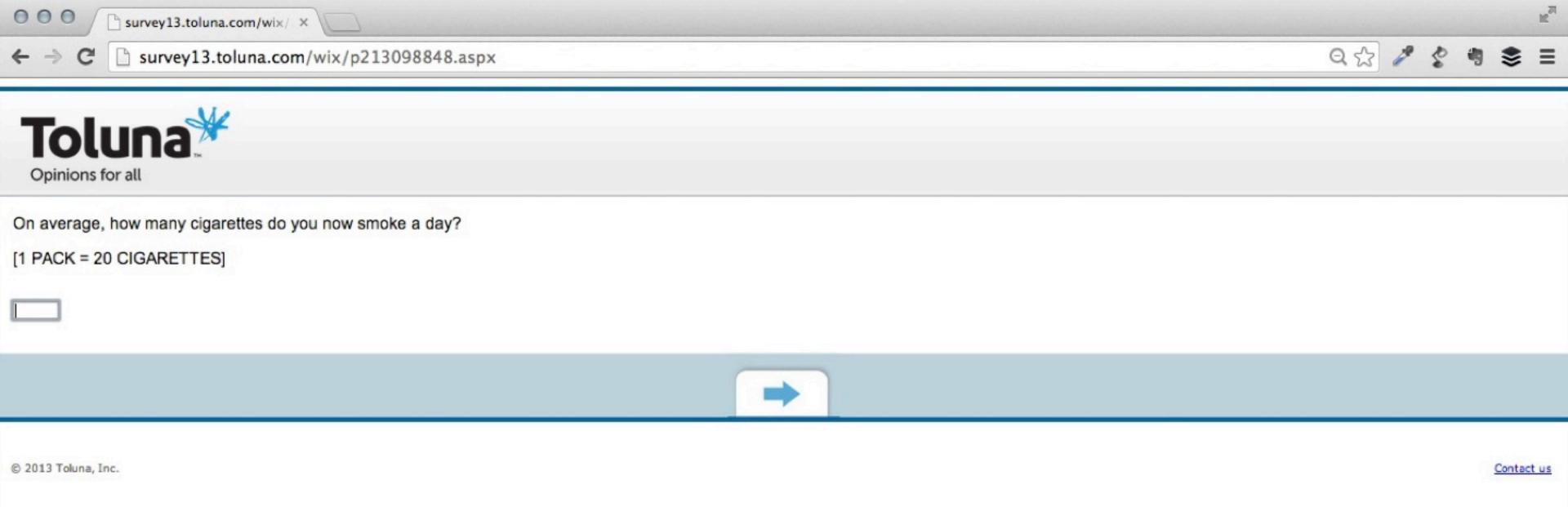


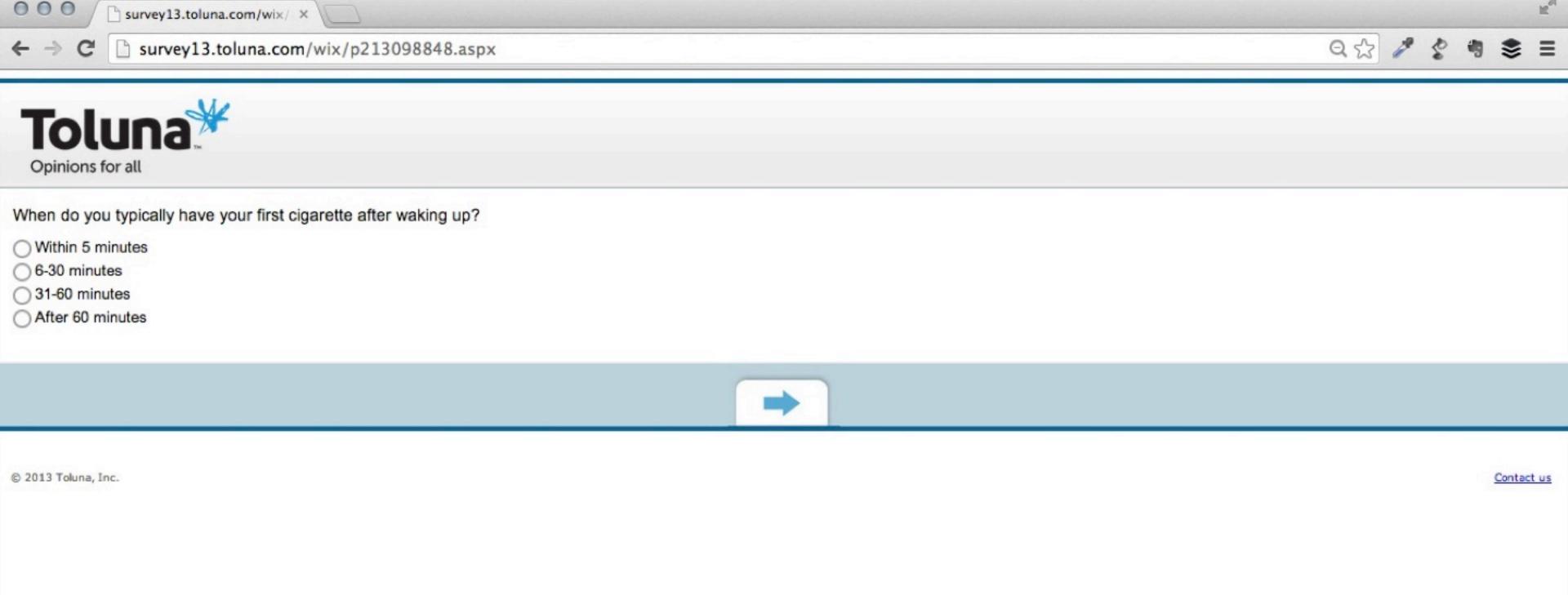
Would you say your health in general is excellent, very good, good, fair, or poor?

- Excellent
- Very Good
- Good
- Fair
- Poor



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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.



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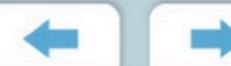




Do you usually use disposable electronic vapor products, an electronic vapor product that uses cartridges, or an electronic vapor product that uses tanks?

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



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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





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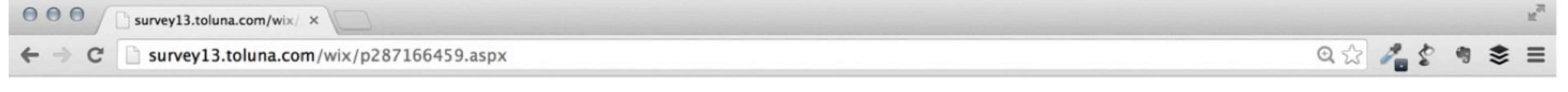


Are any of the following a reason why you currently use electronic vapor products?

	Yes	No
They cost less than other forms of tobacco	0	0
They can be used in places where smoking regular cigarettes isn't allowed	0	0
They might be less harmful to me than regular cigarettes		0
They might be less harmful to people around me than regular cigarettes	0	0
Electronic vapor products come in flavors I like	0	0
Electronic vapor products can help me quit smoking regular cigarettes	0	0
Electronic vapor products can help me reduce the number of regular cigarettes I smoke	0	0
Electronic vapor products don't smell	0	
Using an electronic vapor product feels like smoking a regular cigarette	0	0
Electronic vapor products don't bother people who don't use tobacco	0	0
The advertising for electronic vapor products appeals to me	0	0
They help me deal with cravings to smoke	0	0
I have a friend or family member who suggested I use electronic vapor products as a way to quit smoking regular cigarettes	0	0
I was curious about electronic vapor products		
Other	0	0



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

- Yes
- No

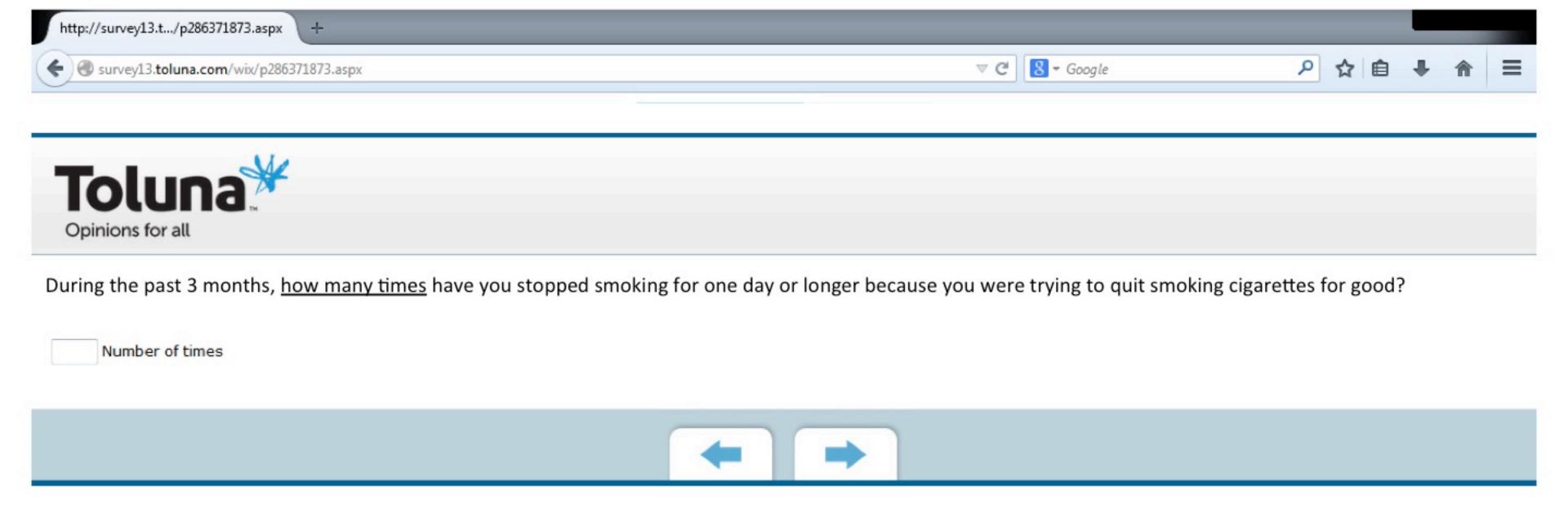


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Do you use electronic vapor products in any of the following places?

	Yes	No	
Restaurants or bars			
Stores or shopping malls			
Airplanes			
Beaches, parks, or other outdoor places			
In your car or other type of vehicle			
In your home			
Somewhere else, specify			



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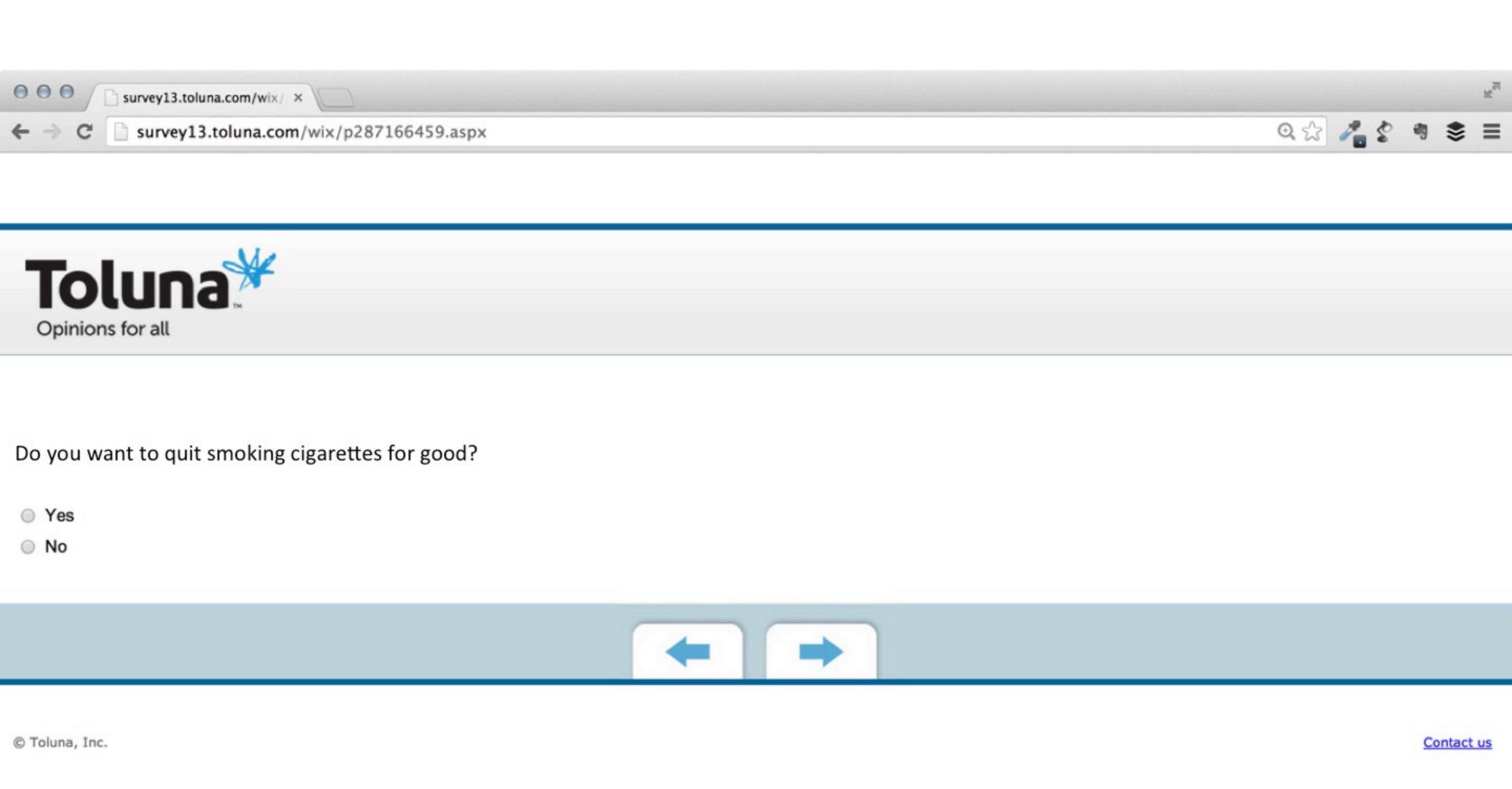


When you last tried to quit smoking, did you do any of the following?

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









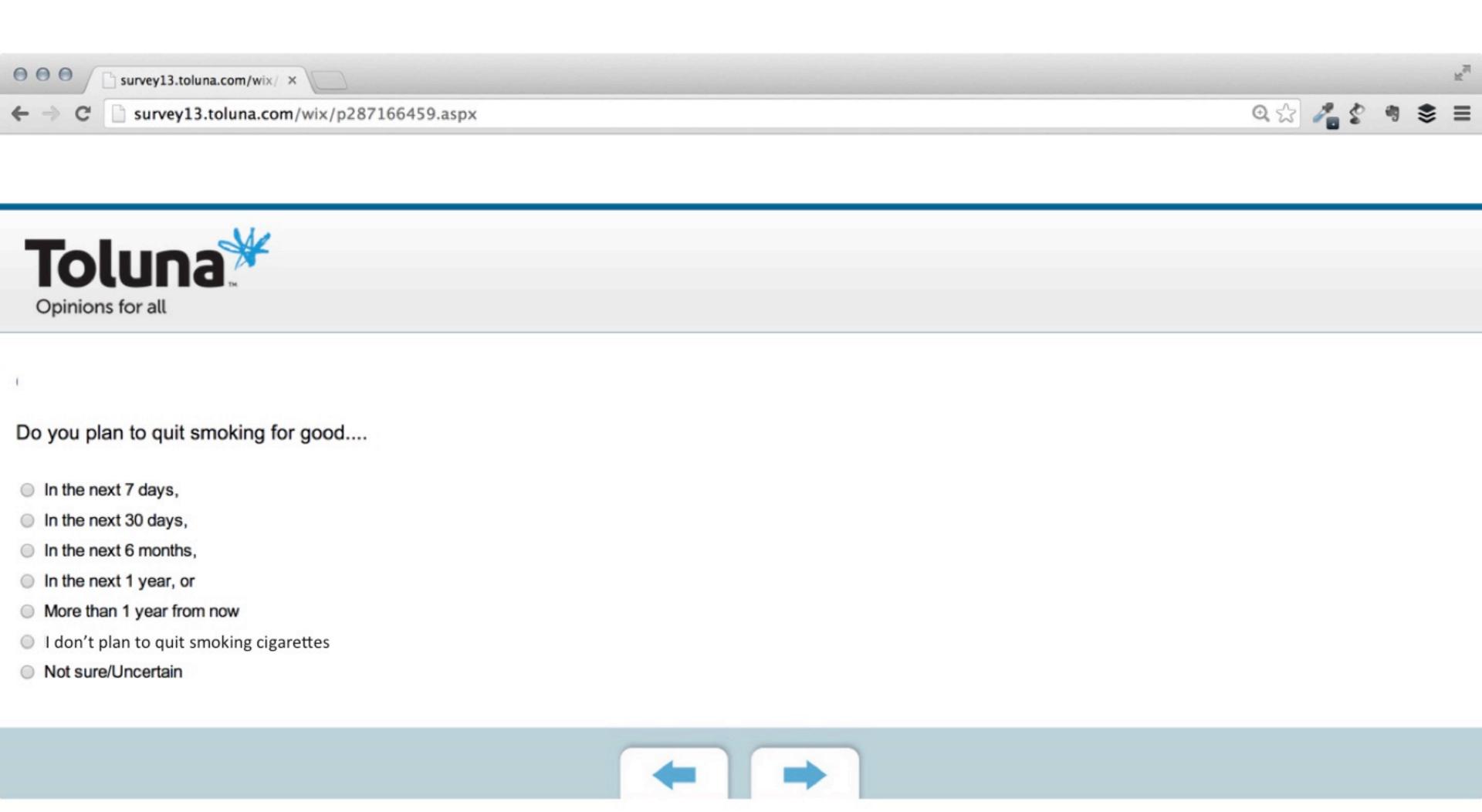
How much do you want to quit smoking? Would you say you want to quit...

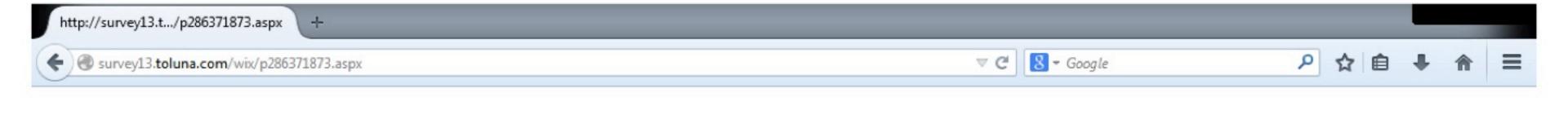
- Not at all
- A little
- Somewhat
- A lot





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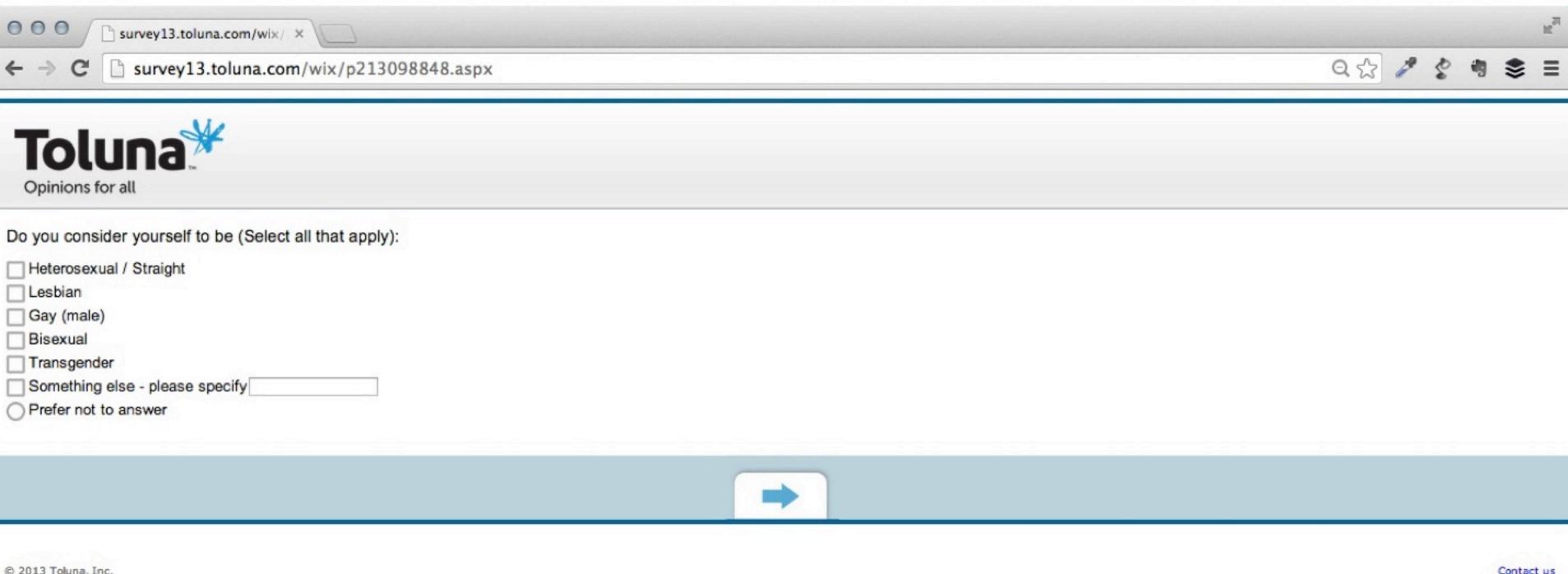
What is your gender?

- Male
- Female





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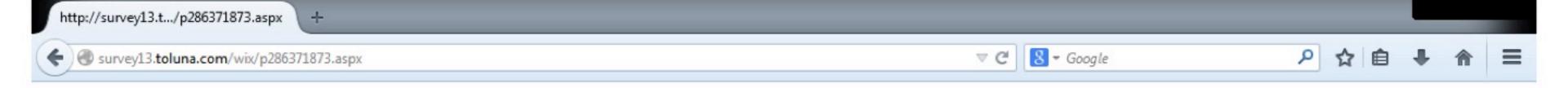
How many children (under age 18) live in your household:

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





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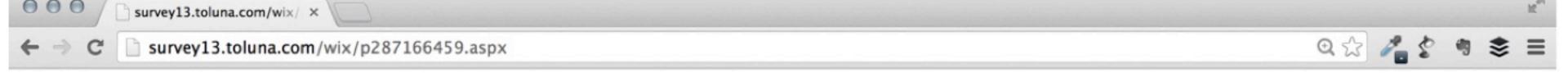
What is your marital status?

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





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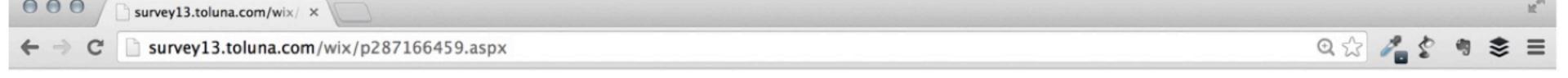


Does your partner or spouse smoke cigarettes?

- Yes
- No



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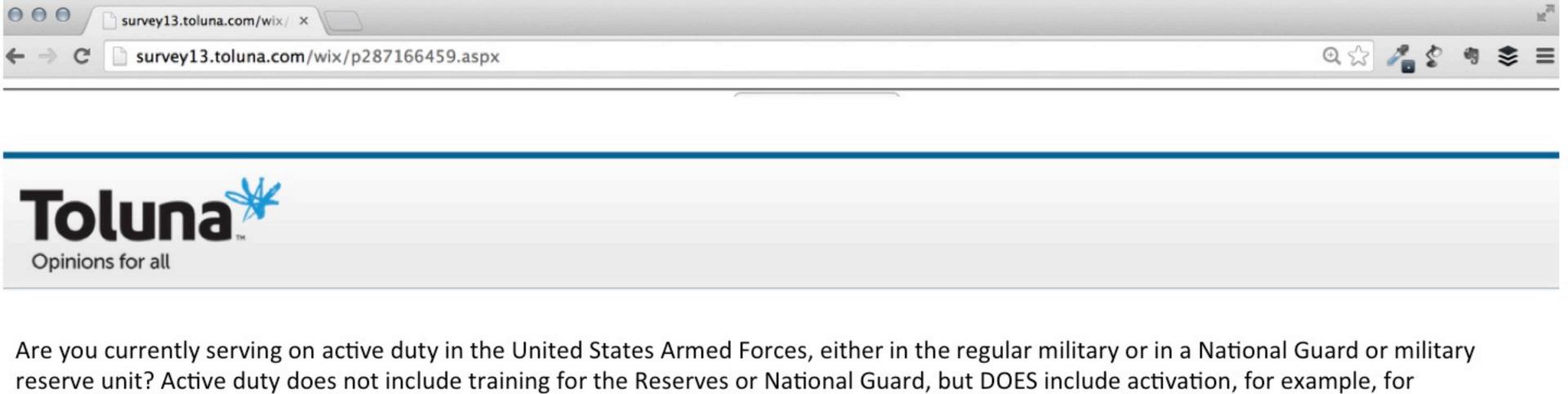
Has your partner or spouse tried to quit smoking cigarettes?

Yes

No



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Yes

No

Don't know

Afghanistan or Iraq.

Refused





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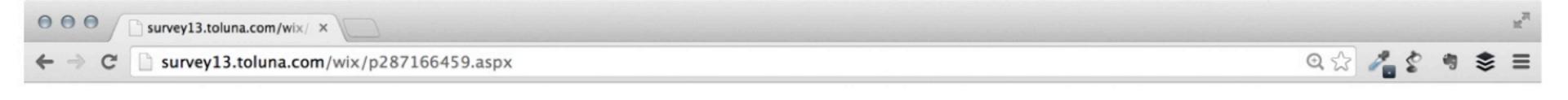
Think about the last time you went online to look for information...How did you begin looking?

- 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 cigarettes?

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





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

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





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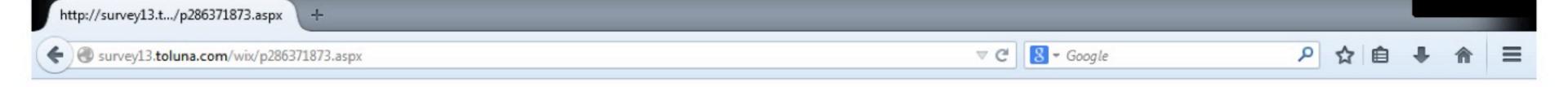
Have you ever seen or heard an advertisement for electronic vapor products such as electronic cigarettes/e-cigarettes?

Yes

No



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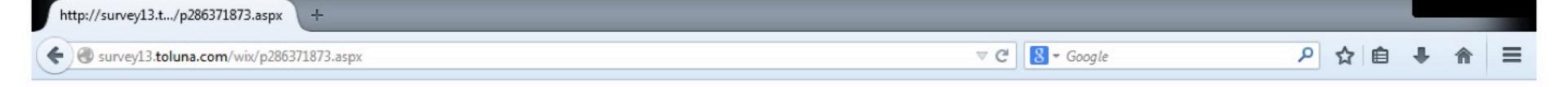


Where have you seen or heard an advertisement for electronic vapor products such as electronic cigarettes/e-cigarettes? (Select all that apply)

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



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Did	cooling these	ande for	- alastronis	uanar products	make were want	to do anu o	f the fellowing?
Dia	seeing these	e ads to	r electronic	vapor products	make vou want	to do any o	f the following?

-						
\neg		sm	-	100	March.	~
.,		200		кп		
 ×	-		-	2.0		9

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





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

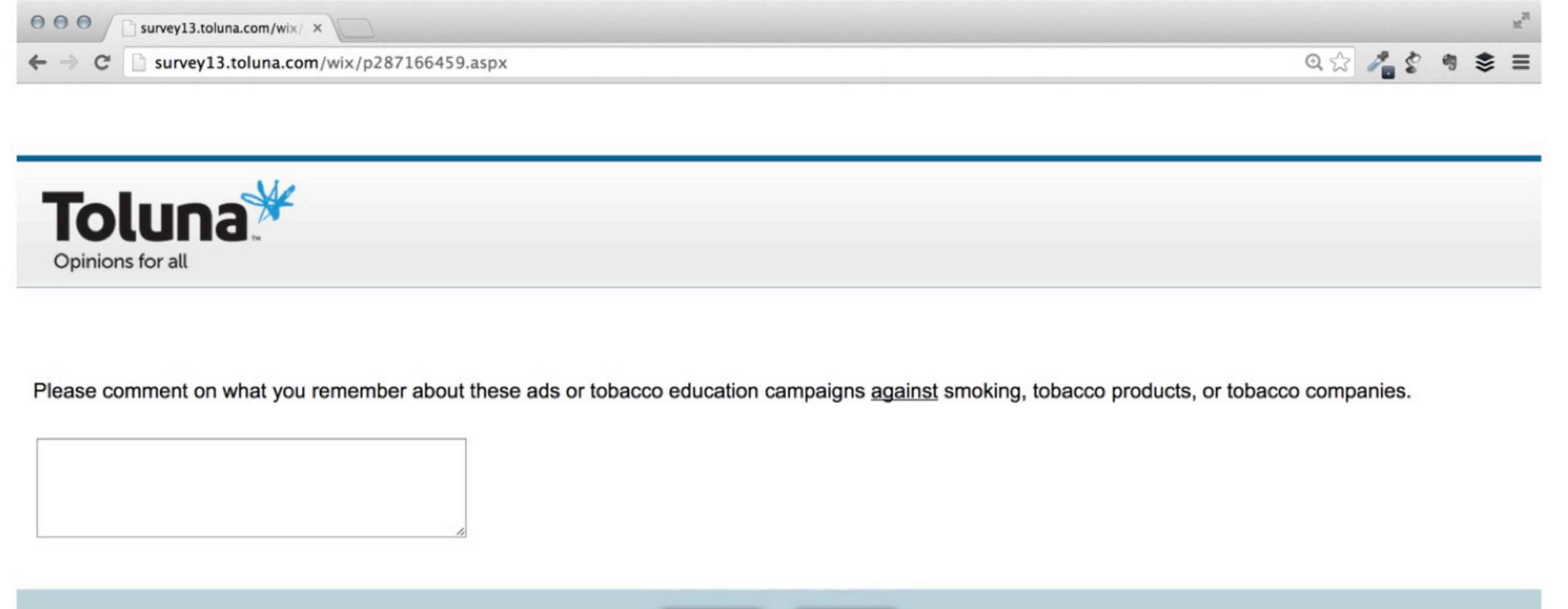
Yes

No





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{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.



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Opinions for all

survey13.toluna.com/wix/ ×

{IF Ad Type is "Radio"}

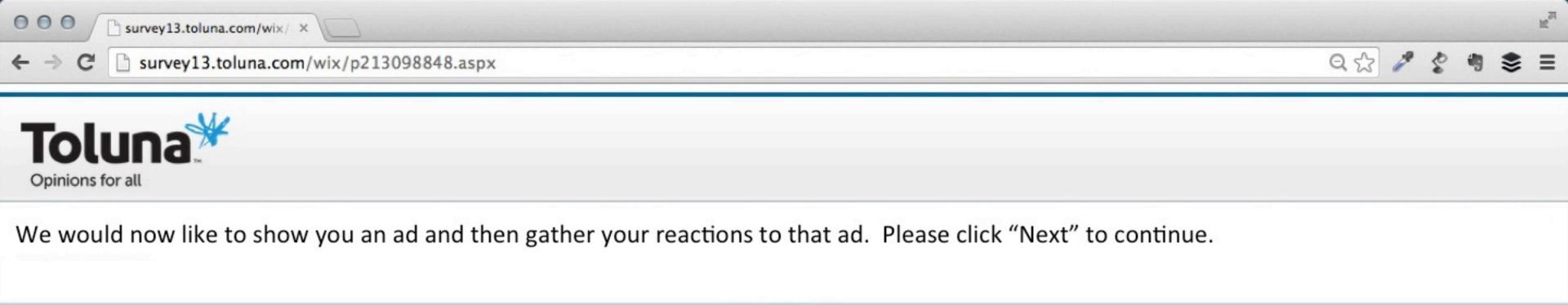


Please make sure the volume on your computer is turned up, so that you may hear the audio. Please click the forward arrow at the bottom of the screen to continue.

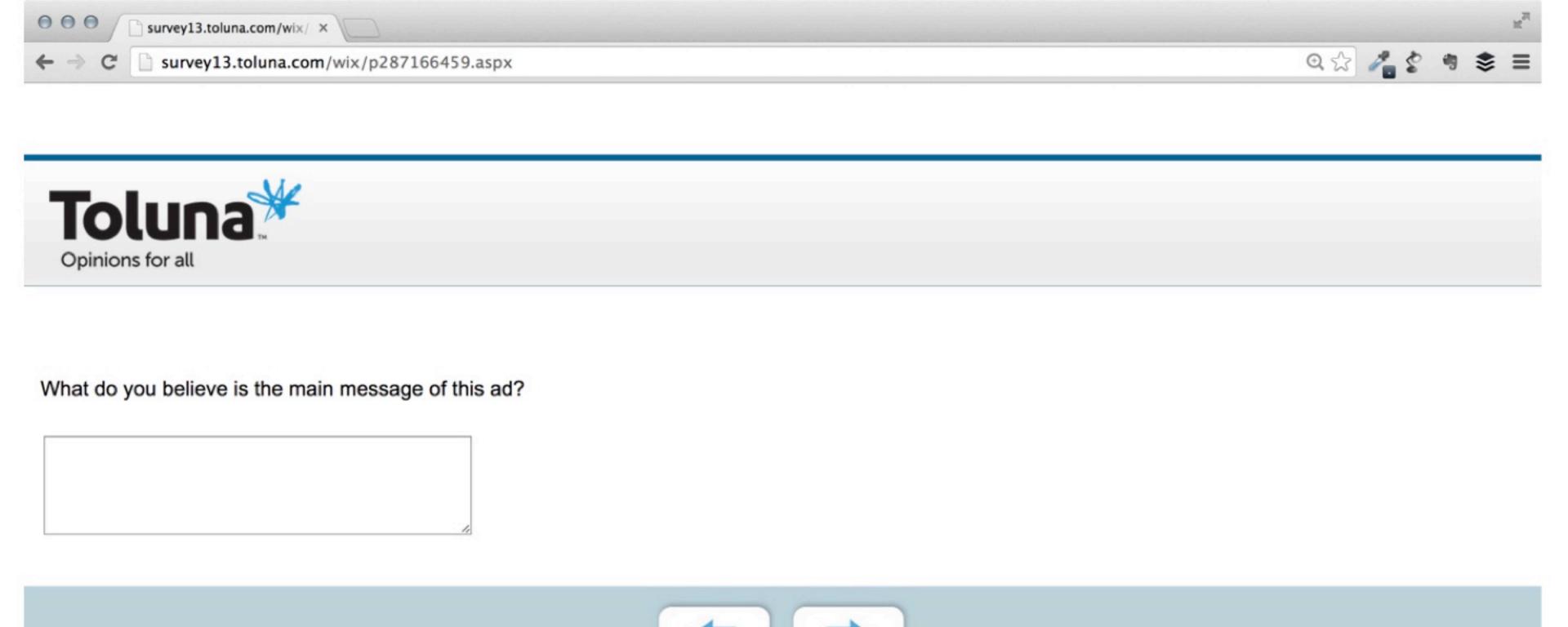


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{IF Ad Type is "Print" or "Digital"}



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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





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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
Afraid		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
Trusting		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 or disagree	Somewhat agree	Strongly agree
This ad is convincing	0	0	0	0	0
This ad grabbed my attention	0	0	0		0
This ad was easy to understand	0	0	0		0
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 or disagree	Somewhat agree	Strongly agree
The people in this ad are believable	0	0	0		0
This ad is worth remembering	0	0	0	0	0
This ad is powerful	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





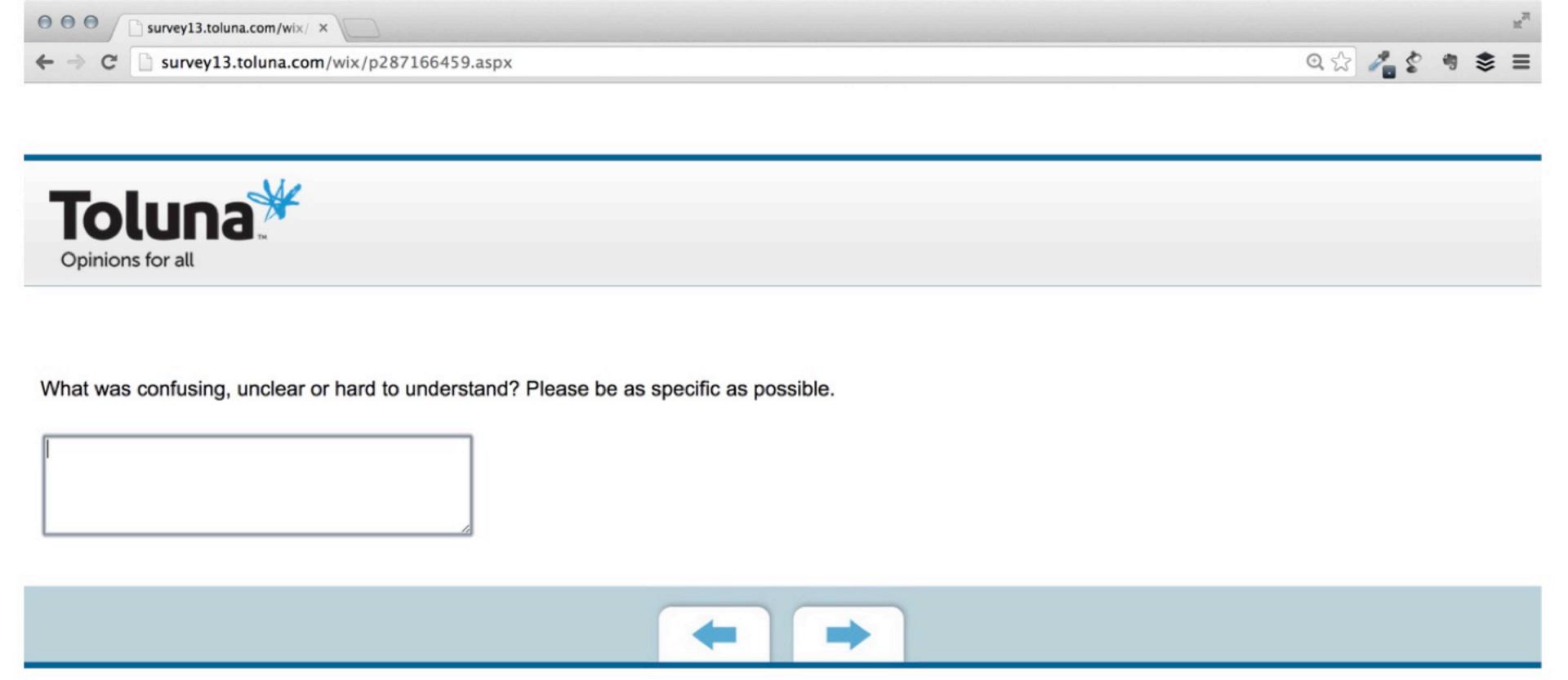
Is there anything about the ad that is confusing, unclear, or hard to understand?

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





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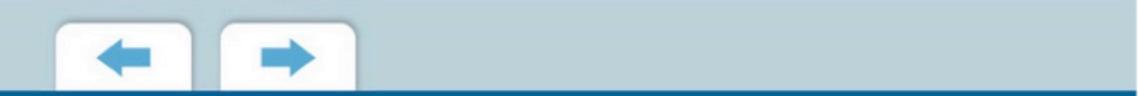




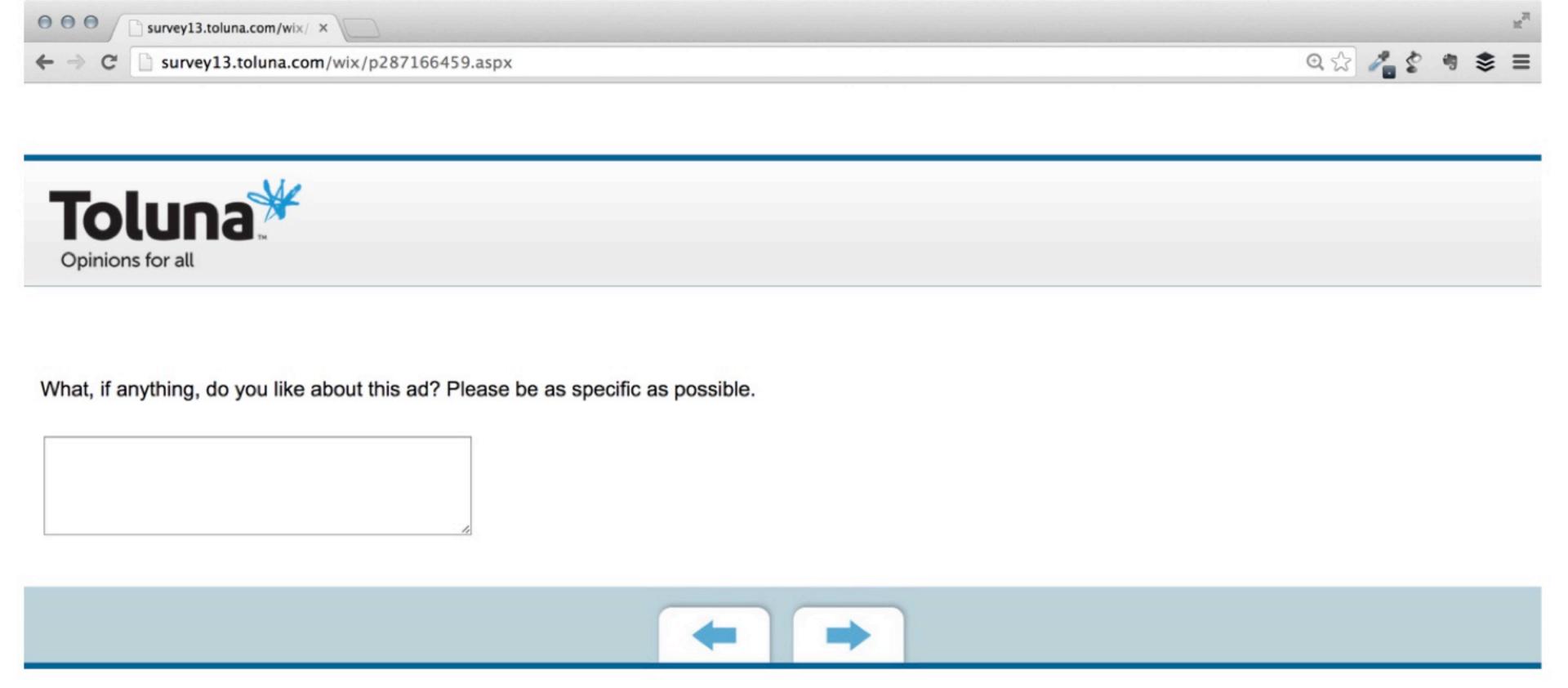


Was there anything about the ad that you liked?

- Yes
- No



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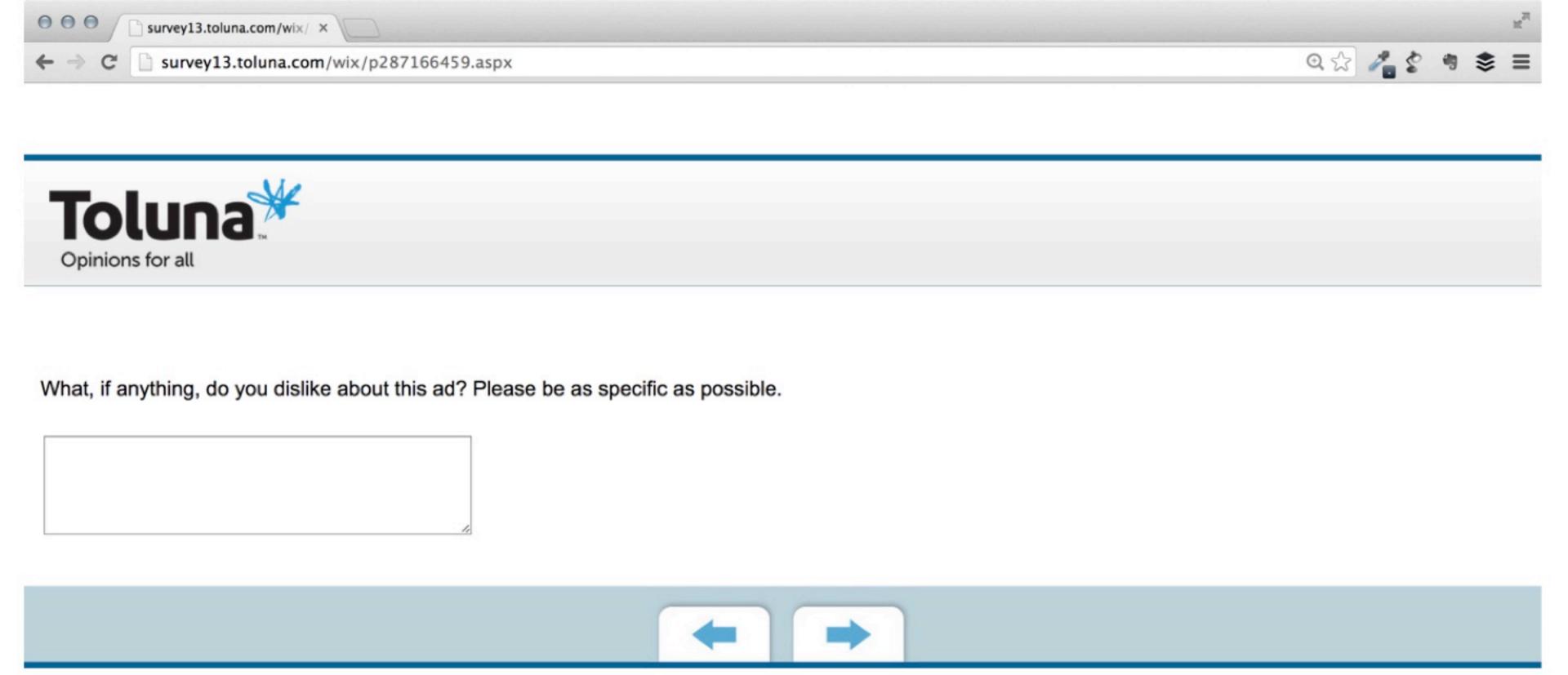
Was there anything about the ad that you disliked?

Yes

No



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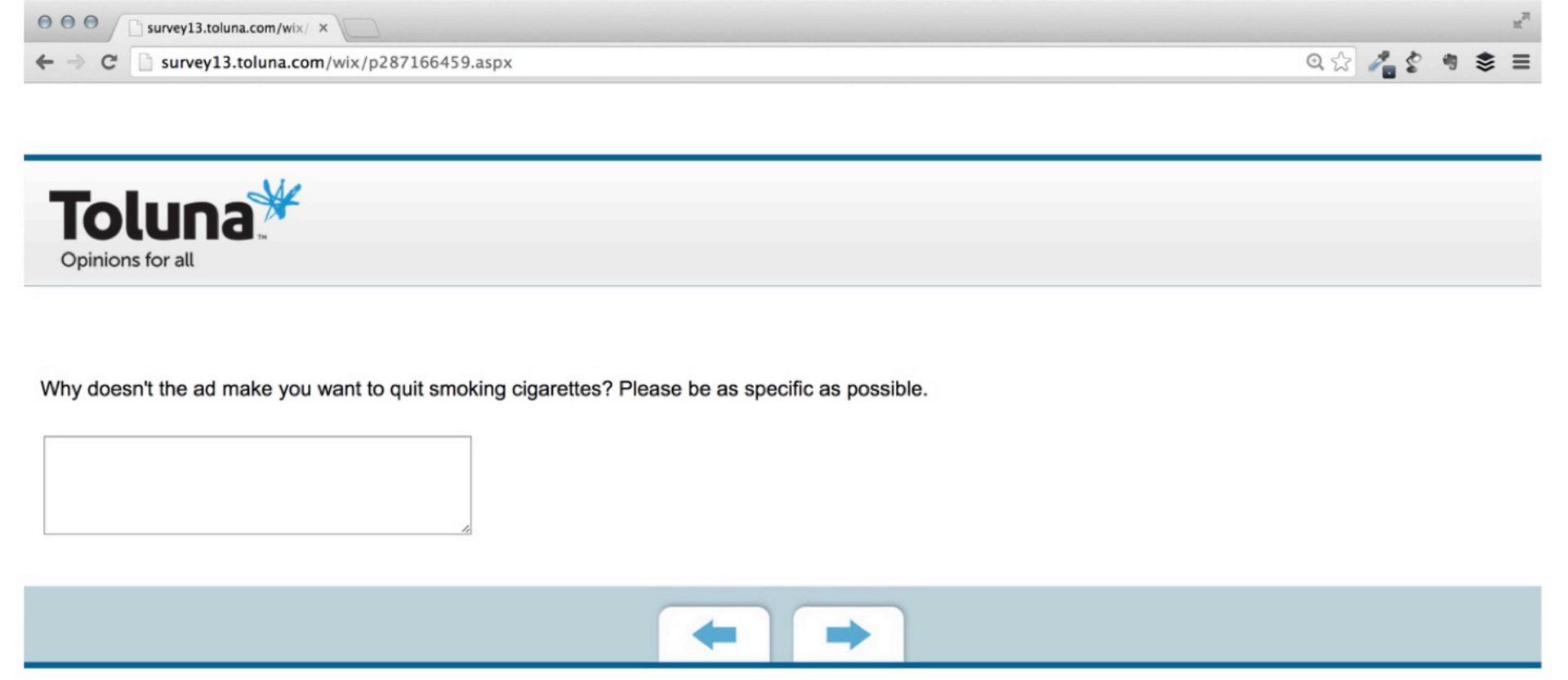
Does this ad make you want to quit smoking cigarettes?

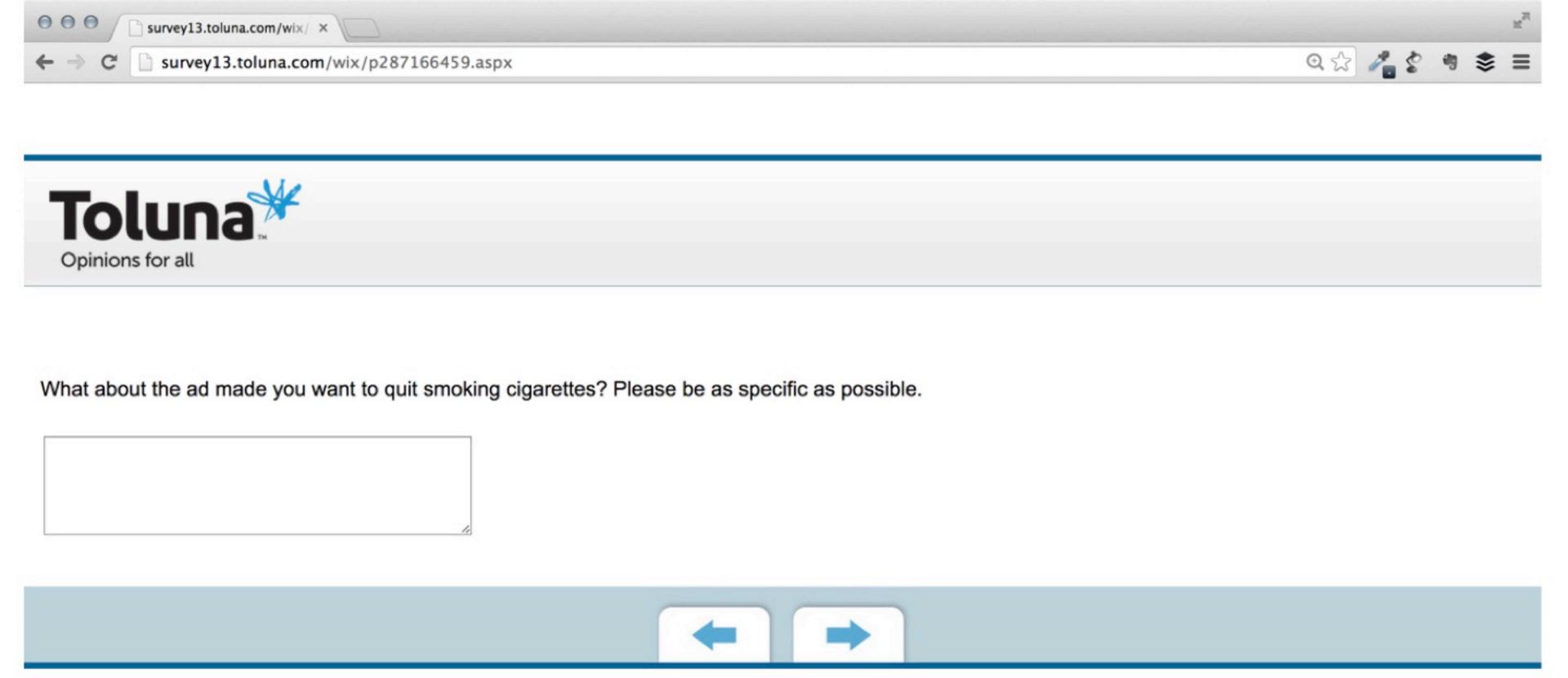
Yes

No



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

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Opinions for all

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

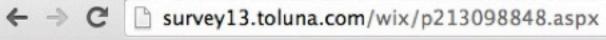
	Not at all likely	A little likely	Moderately likely	Very likely	Extremely likely
Call 1-800-QUIT-NOW for assistance in quitting smoking	0	0	0	0	0
Visit an informational government website, such as www.cdc.gov/tips for information on quitting	0	0	0	0	0
Talk to your doctor about quitting smoking	0	0		0	0
Talk to your eye doctor about quitting smoking	0	0	0	0	0
Not smoke around others	0	0		•	0
Follow the Tips campaign on Twitter	0	0	0	0	0
Try to quit on your own	0	0		0	0
Use an electronic vapor product to help quit smoking regular cigarettes	0	0	0	0	0
Support smoke-free laws in your community	0	0	0	0	0
Do nothing	0	0	0	0	0



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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	0	0	0	0	0
Visit an informational government website, such as www.cdc.gov/tips for information on quitting	0	0	0	0	0
Talk to your doctor about quitting smoking	0	0	0	0	0
Talk to your eye doctor about quitting smoking	0	0	0	0	0
Not smoke around others	0		0	0	0
Follow the Tips campaign on Twitter	0	0	0	0	0
Try to quit on your own	0	0	0	0	0
Use an electronic vapor product to help quit smoking regular cigarettes	0		0		0
Support smoke-free laws in your community	0	0	0	0	0
Do nothing	0	0	0	0	0



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

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

	Not at all likely	A little likely	Moderately likely	Very likely	Extremely likely
Call 1-800-QUIT-NOW for assistance in quitting smoking	0	0	0	0	0
Visit an informational government website, such as www.cdc.gov/tips for information on quitting	0	0	0	0	0
Talk to your doctor about quitting smoking	0	0	0	0	0
Talk to your eye doctor about quitting smoking		0	0	0	0
Not smoke around others	0	0	0	0	0
Follow the Tips campaign on Twitter	0	0	0	0	0
Try to quit on your own	0	0		0	0
Use an electronic vapor product to help quit smoking regular cigarettes	0	0	0	0	0
Support smoke-free laws in your community	0	0	0	0	0
Do nothing	0	0	0	0	0



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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	0	0	0	0	0
Visit an informational government website, such as www.cdc.gov/tips for information on quitting	0	0	0	0	0
Talk to your doctor about quitting smoking	0	0		0	0
Talk to your eye doctor about quitting smoking	0	0	0	0	0
Not smoke around others	0	0		•	0
Follow the Tips campaign on Twitter	0	0	0	0	0
Try to quit on your own	0	0		0	0
Use an electronic vapor product to help quit smoking regular cigarettes	0	0	0	0	0
Support smoke-free laws in your community	0	0	0	0	0
Do nothing	0	0	0	0	0



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

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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	0	0	0	0	0
Visit an informational government website, such as www.cdc.gov/tips for information on quitting	0	0	0	0	0
Talk to your doctor about quitting smoking	0	0		0	0
Talk to your eye doctor about quitting smoking	0	0	0	0	0
Not smoke around others	0	0		•	0
Follow the Tips campaign on Twitter	0	0	0	0	0
Try to quit on your own	0	0		0	0
Use an electronic vapor product to help quit smoking regular cigarettes	0	0	0	0	0
Support smoke-free laws in your community	0	0	0	0	0
Do nothing	0	0	0	0	0



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In the future, **because** 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	0	0	0	0	0
Visit an informational government website, such as www.cdc.gov/tips for information on quitting	0	0	0	0	0
Talk to your doctor about quitting smoking	0	0		0	0
Talk to your eye doctor about quitting smoking	0	0	0	0	0
Not smoke around others	0	0		•	0
Follow the Tips campaign on Twitter	0	0	0	0	0
Try to quit on your own	0	0		0	0
Use an electronic vapor product to help quit smoking regular cigarettes	0	0	0	0	0
Support smoke-free laws in your community	0	0	0	0	0
Do nothing	0	0	0	0	0



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

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

	Not at all likely	A little likely	Moderately likely	Very likely	Extremely likely
Call 1-800-QUIT-NOW for assistance in quitting smoking	0	0	0	0	0
Visit an informational government website, such as www.cdc.gov/tips for information on quitting	0	0	0	0	0
Talk to your doctor about quitting smoking	0	0		0	0
Talk to your eye doctor about quitting smoking	0	0	0	0	0
Not smoke around others	0	0	0	0	0
Follow the Tips campaign on Twitter	0	0	0	0	0
Try to quit on your own	0	0		0	0
Use an electronic vapor product to help quit smoking regular cigarettes	0	0	0	0	0
Support smoke-free laws in your community	•	0		0	0
Do nothing	0	0		0	0



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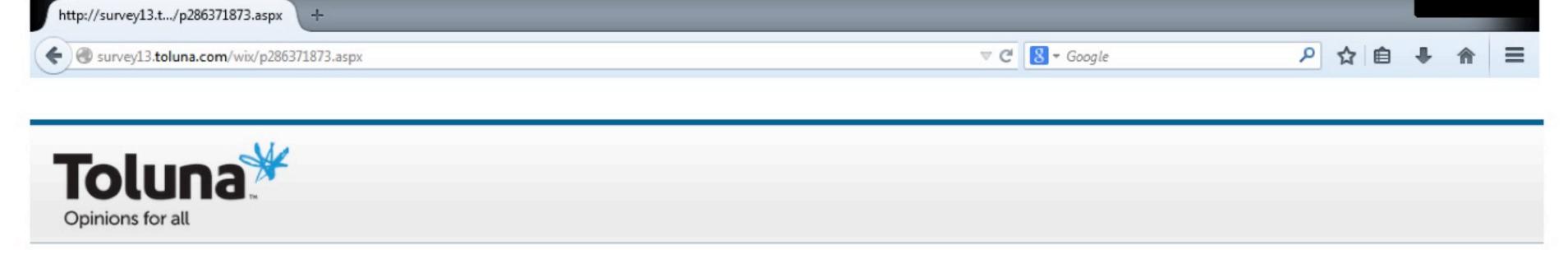
In the future, because you heard this ad on the radio, on a scale from 1 to 5, where 1 indicates not at all likely and 5 is extremely likely, how likely would you be to take the following actions in the next 6 months?

	Not at all likely	A little likely	Moderately likely	Very likely	Extremely likely
Call 1-800-QUIT-NOW for assistance in quitting smoking	0	0	0	0	0
Visit an informational government website, such as www.cdc.gov/tips for information on quitting	0	0	0	0	0
Talk to your doctor about quitting smoking	0	0	0	0	0
Talk to your eye doctor about quitting smoking	0	0	0	0	0
Not smoke around others	0	0		•	0
Follow the Tips campaign on Twitter	0	0	0	0	0
Try to quit on your own	0	0		0	0
Use an electronic vapor product to help quit smoking regular cigarettes	0	0	0	0	0
Support smoke-free laws in your community	0	0	0	0	0
Do nothing	0	0	0	0	0



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

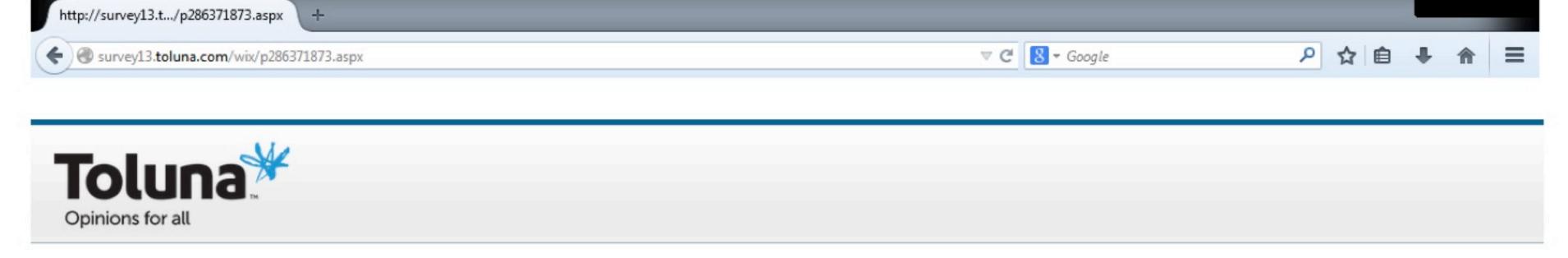


This question is about the possibility of encouraging someone you care about to quit smoking, based on the message you just saw in the ad.



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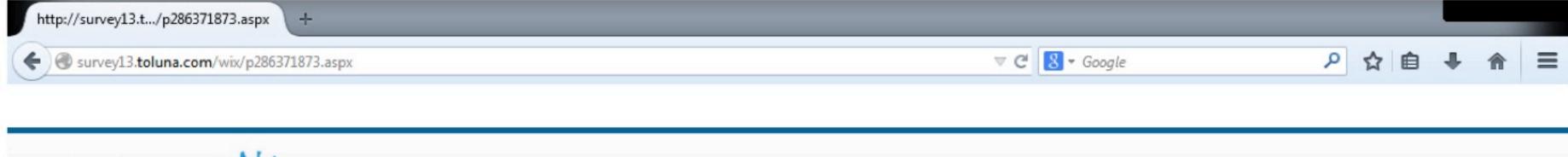
{Note to reviewers: The next question is asked if the ad type associated with the ad assigned is "RADIO".}



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.



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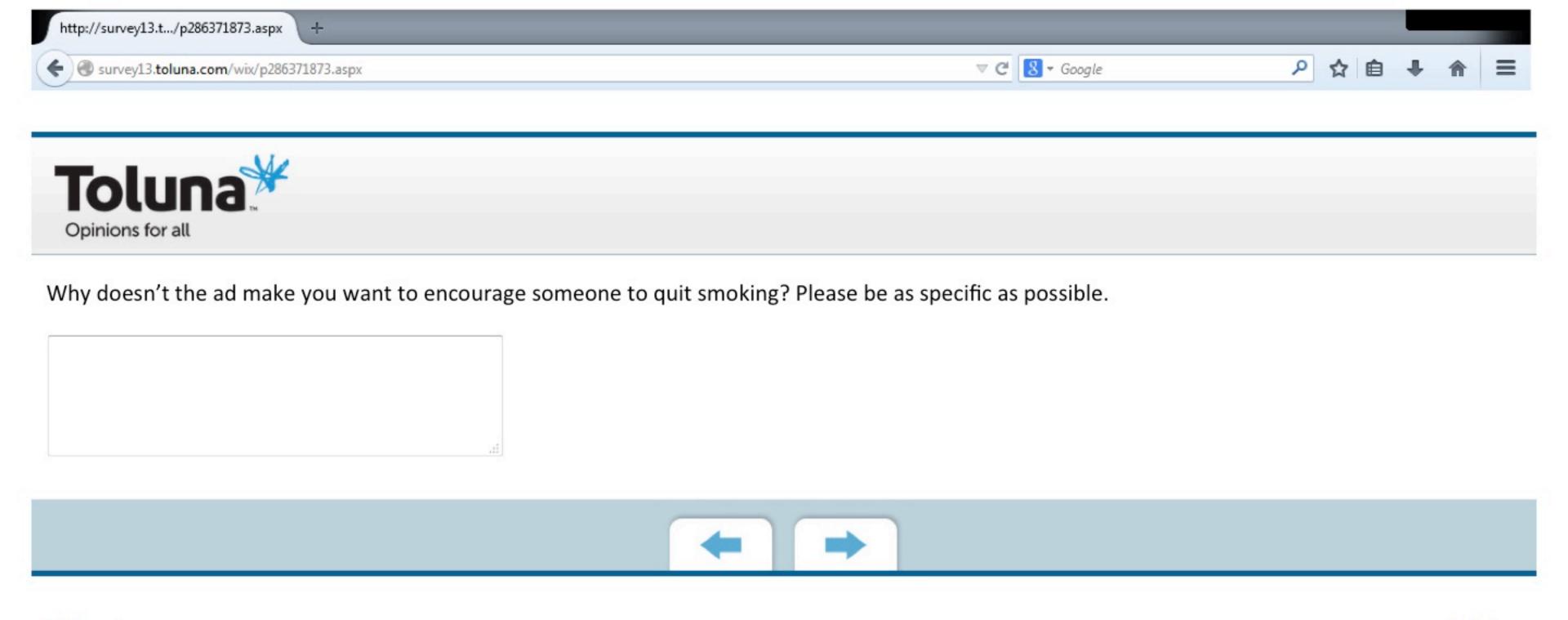
Does the ad make you want to encourage someone to quit smoking cigarettes?

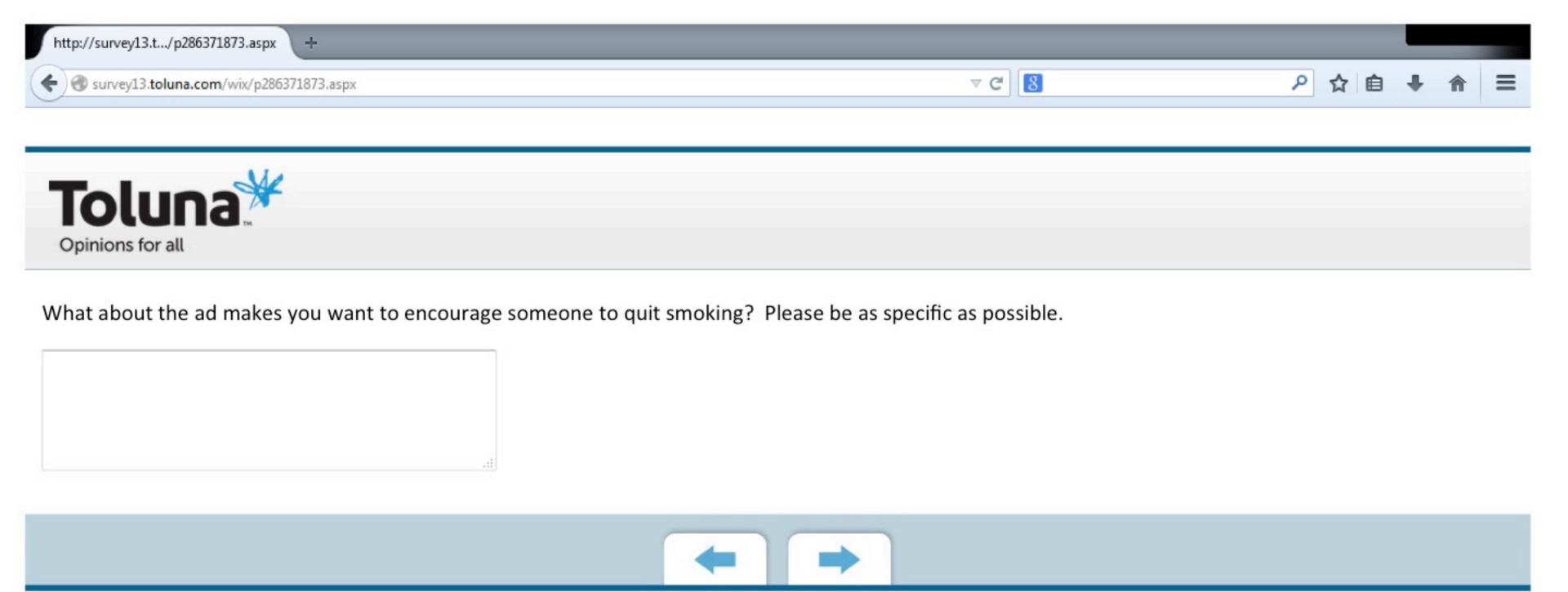
Yes

No



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

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Opinions for all

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



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Opinions for all

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



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

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

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



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



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

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



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In the future, because 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	0	0	0	0	0
Visit an informational government website, such as www.cdc.gov/tips for information to help someone you care about quit smoking		0	0	0	0
Talk to your doctor about helping someone you care about quit smoking	0	0	0	0	0
Talk to your eye doctor about helping someone you care about quit smoking	0	0	0	0	0
Ask someone to not smoke around you or others	0	0	0	0	0
Encourage someone you care about to use an electronic vapor product to help quit smoking regular cigarettes	0	0	0	0	0
Follow the Tips campaign on Twitter	0	0	0	0	0
Support smoke-free laws in your community	0	0	0	0	0
Encourage someone you care about to quit smoking	0	0	0	0	0
Do nothing	0	0	0	0	0



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

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

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



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



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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





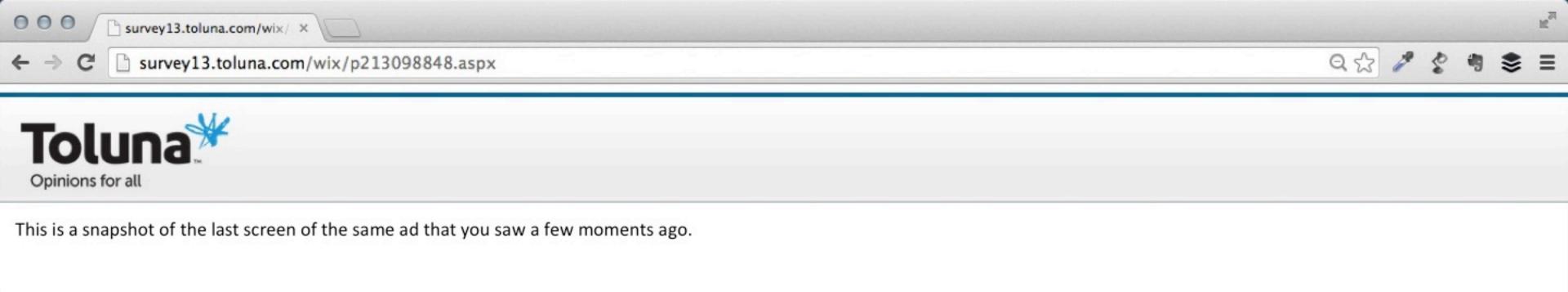
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What do you remember about the message please write those words.	written on the last screen of the ad?	Properties of the Properties o	vords of the message,



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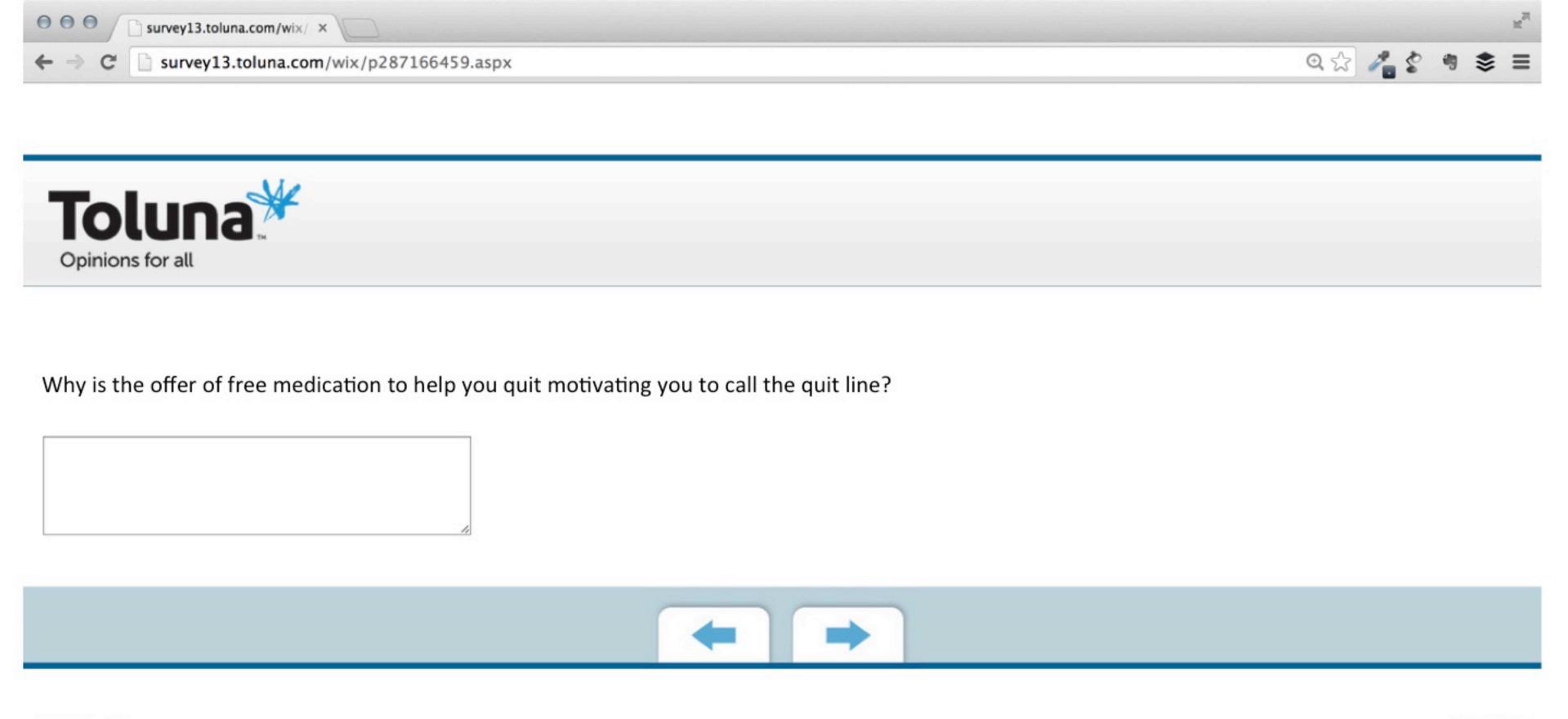
Does the offer of free medication to help you quit (such as nicotine patches or nicotine gum) motivate you to call 1-800-QUIT-NOW?

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

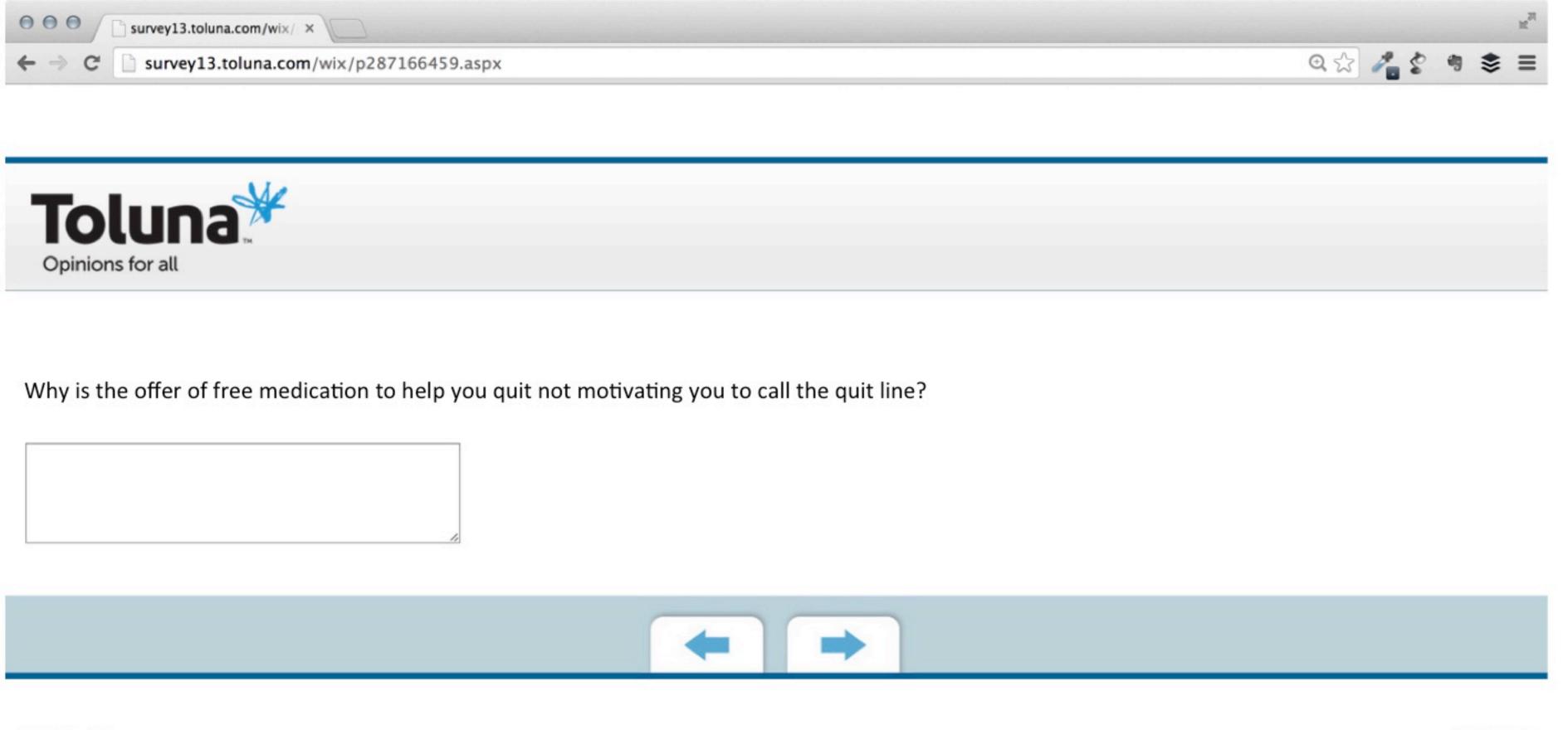




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