

Attachment B

****TEXT IN RED, CAPS AND ITALICS ADDED FOR CLARIFICATION, BUT NOT TO BE INCLUDED IN ACTUAL SURVEY.***

PRE-TEST QUESTIONS BEGIN, QUESTIONS ASKED OF ALL PARTICIPANTS

Q1.2

Form approved
OMB Control No. 0920-0956
Expiration Date: March 31, 2016

Thank you for agreeing to help the Centers for Disease Control and Prevention (CDC) evaluate tobacco prevention and control digital products. Your feedback is extremely important. We anticipate that it will take approximately 25 minutes to complete these questions. All information is used for evaluation purposes only and CDC does not plan to share the data with anyone outside of CDC.

To begin the survey, please click "Next".

Public reporting burden of this collection of information is estimated to average 25 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 (0920-0956).

Q2.1 How old are you?

- 18-25 (1)
- 26-34 (2)
- 35-54 (3)
- 55-64 (4)
- 65 or over (5) _____

Q2.2 What is your ethnicity?

- Hispanic or Latino (1)
- Not Hispanic or Latino (2)

Q2.3 What is your race (select one or more)?

- American Indian or Alaska Native (1)
- Asian (2)
- Black or African American (3)
- Native Hawaiian or Other Pacific Islander (4)
- White (5)

Q2.4 What is your sex?

- Male (1)
- Female (2)

Q2.5 What is the highest level of education you have completed?

- Less than High School (1)
- High School / GED (2)
- Some College (3)
- 2-year College Degree (4)
- 4-year College Degree (5)
- Masters Degree (6)
- Doctoral Degree (7)
- Professional Degree (JD, MD) (8)

Q2.6 Please select the state in which you currently reside.

Q2.7 For how many children under the age of 18 do you provide direct care, either as a parent or caregiver?

- 0 (1)
- 1 (2)
- 2 (3)
- 3 (4)
- 4 (5)
- 5+ (6)

Q2.8 What is your combined annual household income?

- Less than 30,000 (1)
- 30,000 – 39,999 (2)
- 40,000 – 49,999 (3)
- 50,000 – 59,999 (4)
- 60,000 – 69,999 (5)
- 70,000 – 79,999 (6)
- 80,000 – 89,999 (7)
- 90,000 – 99,999 (8)
- 100,000 or more (9)

Q3.1 Tobacco includes both smoked and smokeless tobacco. Examples of tobacco products include cigarettes, pipes, cigars, snus and chewing tobacco. Have you ever used tobacco more than 100 times in your entire life?

- Yes (1)
- No (2)

Q3.2 Have you used any type of tobacco product in the past 30 days?

- Yes (1)
- No (2)

Q3.3 Have you ever used an electronic vapor nicotine product, such as an e-cigarette?

- Yes (1)
- No (2)

*PRE-TEST QUESTIONS END
EXPOSURE TO DIGITAL TOOLS AND ALTERNATES BEGINS.
ALL PARTICIPANTS EXPOSED TO ONE (1) OF FOUR (4) SITES.*

EXPOSURE TO THE MICROSITE TOOL, GROUP 1

Q4.1 You will now be shown a new type of health site that displays a collection of tobacco prevention and control resources. This site is updated frequently by automatically displaying resources from many different health agencies, such as the Centers for Disease Control and Prevention. The purpose of this site is to create a central location that compiles the most up-to-date and relevant tobacco prevention and control resources in one place. Please feel free to review the resources provided on this site and feel free to open links that may interest you.

Q4.2 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

EXPOSURE TO THE ALTERNATE TO THE MICROSITE SITE, GROUP 2

Q5.1 You will now be shown a health site that displays tobacco prevention and control resources. This site contains resources from many different health agencies including the Centers for Disease Control and Prevention. Please review the resources provided on this site and feel free to open links that may interest you.

Q5.2 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

EXPOSURE TO THE DATA WIDGET TOOL, GROUP 3

Q6.1 You will now be shown a digital health visualization that displays tobacco information, including the levels of tobacco use for each state in an interactive format. Youth cigarette smoking levels are provided by the Centers for Disease Control and Prevention for those states with available data. The purpose of this site is to provide people with tobacco prevention and control resources that are most relevant to their needs and interests. Feel free to look at data from your state or others that may interest you.

Q6.2 Timing

- First Click (1)
- Last Click (2)
- Page Submit (3)
- Click Count (4)

EXPOSURE TO THE ALTERNATE TO THE DATA WIDGET SITE, GROUP 4

Q7.1 You will now be shown a health site that displays smoking and tobacco use information, including the levels of youth cigarette smoking for each state in a table format. Smoking and tobacco use levels are provided by the Centers for Disease Control and Prevention for those states with available data. Feel free to look at data from your state or others that may interest you.

Q7.2 Timing

- First Click (1)
- Last Click (2)
- Page Submit (3)
- Click Count (4)

POST-TEST QUESTIONS BEGIN

ONLY PARTICIPANTS IN GROUPS 1 AND 2 ANSWER THESE QUESTIONS

Q8.1 For approximately how many minutes did you use the site?

_____ Minutes (1)

Q8.2 Approximately how many links did you click while on the site (select one)?

- 0 (1)
- 1 (2)
- 2-5 (3)
- 6-10 (13)
- 11+ (12)

Q8.3 Approximately how many videos did you watch while on the site (select one)?

- 0 (1)
- 1 (2)
- 2-5 (3)
- 6-10 (102)
- 11+ (103)

ONLY PARTICIPANTS IN GROUPS 3 AND 4 ANSWER THESE QUESTIONS

Q11.1 For approximately how many minutes did you use the site?

_____ Minutes (1)

Q11.2 Did you look up the levels of cigarette smoking for your state?

Yes (1)

No (2)

Q11.3 Did you compare your state's level of cigarette smoking with another state?

Yes (1)

No (2)

Q11.4 Approximately how many links did you click while on the site (select one)?

0 (1)

1 (2)

2-5 (3)

6-10 (6)

11+ (7)

