

Point-of-Sale Creative Concept Testing – Focus Groups with Current Adult Smokers
Quit Journey Worksheet

Participant ID	Group
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1 In your whole life, how many times have you stopped smoking for one day or longer because you were trying to quit smoking cigarettes?
(YOUR BEST GUESS IS FINE)

_____ Number of Times

None

1 In your whole life, how many times have you stopped smoking for one day or longer because you were trying to quit smoking cigarettes?
(YOUR BEST GUESS IS FINE)

_____ Number of Times

None

2 When was the last time you tried to quit smoking cigarettes for one day or longer?
(CHECK ONLY ONE RESPONSE)

- I am currently in a quit attempt
- Within the last 30 days
- Within the last 6 months
- Within the last year
- Longer than a year ago
- I have never tried to quit smoking

2 When was the last time you tried to quit smoking cigarettes for one day or longer?
(CHECK ONLY ONE RESPONSE)

- I am currently in a quit attempt
- Within the last 30 days
- Within the last 6 months
- Within the last year
- Longer than a year ago
- I have never tried to quit smoking

3 When do you plan to make your next attempt to quit smoking?
(CHECK ONLY ONE RESPONSE)

- Within the next 30 days
- Within the next 6 months
- Within the next year
- Longer than a year from now
- I have no plans at this time

3 When do you plan to make your next attempt to quit smoking?
(CHECK ONLY ONE RESPONSE)

- Within the next 30 days
- Within the next 6 months
- Within the next year
- Longer than a year from now
- I have no plans at this time