

**General Market Campaign: Wave 3 Online Quantitative Study of Reactions to Rough-Cut Advertising Designed to Prevent Youth Tobacco Use**

**QUESTIONNAIRE**

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**Part I**

*ALL PARTICIPANTS*

*(Questions to be presented prior to showing rough-cut advertisement)*

A1. Does anyone who lives with you now...

- A. Smoke cigarettes?
- B. Smoke cigars, cigarillos, or little cigars?
- C. Use e-cigarettes (e.g., e-cigs, vape pens, personal vaporizers, mods, e-cigars, e-pipes, e-hookahs and hookah pens)?
- D. Use any other form of tobacco (e.g., chewing tobacco, snus, or hookah)?
- E. No one who lives with me now uses any form of tobacco

A2. How many of your four closest friends smoke cigarettes?

- A. 0
- B. 1
- C. 2
- D. 3
- E. 4

A3. About how many cigarettes have you smoked in your entire life? Your best guess is fine.

- A. None
- B. 1 or more puffs but never a whole cigarette
- C. 1 cigarette
- D. 2 to 5 cigarettes
- E. 6 to 15 cigarettes (about 1/2 a pack total)
- F. 16 to 25 cigarettes (about 1 pack total)
- G. 26 to 99 cigarettes (more than 1 pack, but less than 5 packs)
- H. 100 or more cigarettes (5 or more packs)

**Part II**  
**AD VIEW PARTICIPANTS ONLY**  
*(Questions to be provided after rough-cut advertisement)*

Perceived Ad Effectiveness

*We would now like to show you an advertisement 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.*

B1. What do you think [or would you say] is the main message of this advertisement?

B2. What do you like about this advertisement? Please be as specific as possible.

B3. What do you dislike about this advertisement? Please be as specific as possible.

B4. Is there anything confusing, unclear, or hard to understand in this ad?

- A. Yes
- B. No

[If B4 = Yes, Ask B5. If B4 = No, Ask B6]

B5. What is confusing about this ad?



B8. On a scale of 1 to 5, how would you rate the claims or arguments in this ad:

Not believable			Believable	
1	2	3	4	5

B9. On a scale of 1 to 5, indicate whether the ad made smoking look like something you would or wouldn't want to do.

Makes me want to smoke			Makes me not want to smoke	
1	2	3	4	5

B10. If you saw this advertisement, on a scale from 1 to 5, where 1 is not at all likely and 5 is extremely likely, how likely would you be to do each of the following:

Not at all				Very
1	2	3	4	5

- A. Look for more information online
- B. Visit 'The Real Cost' *website*
- C. Tell a friend
- D. Mention it on social media (e.g., Twitter or Facebook)
- E. Check it out on social media (e.g., Tumblr or Instagram)
- F. Watch this ad again
- G. Watch a different ad about the main character
- H. Use/search the hashtag

**Part III**  
*ALL PARTICIPANTS*

Attitudes, Beliefs and Risk Perceptions

How much do you agree or disagree with following statements:

C1. If I smoke I will...

C1\_1. Damage my body

- A. Strongly Disagree
- B. Disagree
- C. Neither Agree Nor Disagree
- D. Agree
- E. Strongly Agree

C1\_2. Be controlled by smoking

- A. Strongly Disagree
- B. Disagree
- C. Neither Agree Nor Disagree
- D. Agree
- E. Strongly Agree

C1\_3. Inhale chemicals

- A. Strongly Disagree
- B. Disagree
- C. Neither Agree Nor Disagree
- D. Agree
- E. Strongly Agree

C1\_4. Develop cancer

- A. Strongly Disagree
- B. Disagree
- C. Neither Agree Nor Disagree
- D. Agree
- E. Strongly Agree

C1\_5. Be unable to stop when I want

- A. Strongly Disagree
- B. Disagree
- C. Neither Agree Nor Disagree
- D. Agree
- E. Strongly Agree

C1\_6. Shorten my life

- A. Strongly Disagree
- B. Disagree
- C. Neither Agree Nor Disagree
- D. Agree
- E. Strongly Agree

C1\_7. Damage my lungs

- A. Strongly Disagree
- B. Disagree
- C. Neither Agree Nor Disagree
- D. Agree
- E. Strongly Agree

C2. Smoking cigarettes is...

- A. Very Bad
- B. Bad
- C. Neither Good Nor Bad
- D. Good
- E. Very Good

C3. Smoking cigarettes is...

- A. Very Unenjoyable
- B. Unenjoyable
- C. Neither Enjoyable Nor Unenjoyable
- D. Enjoyable
- E. Very Enjoyable

C4. Out of every 10 people your age, how many do you think smoke cigarettes?

0 people    1    2    3    4    5    6    7    8    9    10 people

- C5. Do you think that you will smoke a cigarette soon?
- A. Definitely yes
  - B. Probably yes
  - C. Don't know
  - D. Probably not
  - E. Definitely not

Additional Demographics

C6. What is your birthdate?

MM/DD/YYYY

C7. What is your zip code?

[ \_\_\_\_\_ ]

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