

Pages 2-23: Screener

Pages 24-142: Main Questionnaire

Form Approved
OMB No. 0920-0910
Exp. Date 03/31/2018

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



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?

- Vietnamese only
- Vietnamese more than English
- Both Vietnamese and English equally
- English more than Vietnamese
- 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



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?

- ✓
- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- District of Columbia
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts



Online Su

https://

District of Columbia

Florida

Georgia

Hawaii

Idaho

Illinois

Indiana

Iowa

Kansas

Kentucky

Louisiana

Maine

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

South Carolina

South Dakota

Tennessee

Texas

Utah

Vermont

Virginia

Washington

West Virginia

Wisconsin

Wyoming

Other

E/?SID=SV_b7SYSFJU3bh2tuZ

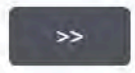
1?

>>

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?

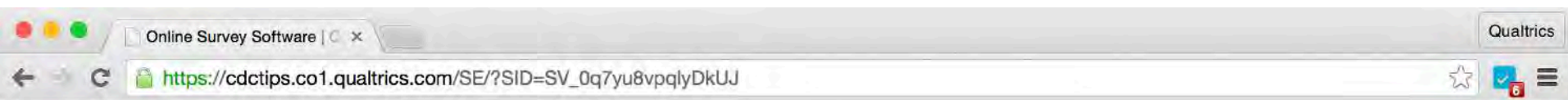
- I smoke every day
- I smoke on some days
- I do not smoke at all



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!

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).

Your participation in this survey is voluntary.



Has a physician or other medical professional ever diagnosed you with any of the following medical conditions?

(Select all that apply)

- Anxiety disorder
- Depression
- Other mental health condition (specify)
- None of these



Even if a physician or other qualified medical professional has not diagnosed you with any of these medical conditions, have you ever considered yourself to have any of the following medical conditions?

(Select all that apply)

- Anxiety disorder
- Depression
- Other mental health condition

- None of these



Over the last two weeks, how often have you been bothered by any of the following problems?

	Not At All	Several days	More than half the days	Nearly every day
Feeling nervous, anxious, or on edge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not being able to stop or control worrying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Little interest or pleasure in doing things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling down, depressed or hopeless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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
- 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 2014 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 helps me when I'm depressed
- Smoking cigarettes excites me
- I like the taste of regular cigarettes
- Smoking cigarettes helps me lose weight / not gain weight
- Smoking cigarettes helps me relax
- Smoking cigarettes helps when I'm stressed
- Smoking cigarettes helps me stay awake
- Smoking cigarettes is something to do when I'm bored
- I have tried to quit smoking cigarettes and cannot
- Smoking cigarettes helps me when I'm anxious
- Smoking cigarettes goes well with/after meals
- Smoking cigarettes goes well when I'm drinking alcohol

- Smoking cigarettes helps me relax
- Smoking cigarettes helps when I'm stressed
- Smoking cigarettes helps me stay awake
- Smoking cigarettes is something to do when I'm bored
- I have tried to quit smoking cigarettes and cannot
- Smoking cigarettes helps me when I'm anxious
- Smoking cigarettes goes well with/after meals
- Smoking cigarettes goes well when I'm drinking alcohol
- Smoking cigarettes is something to do at parties
- I'm addicted to smoking
- Smoking cigarettes is something I can do with others while working
- Smoking cigarettes is a social thing to do when I'm out with friends
- Other specify
- Smoking cigarettes is enjoyable

How dangerous or safe do you think smoking cigarettes is?

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



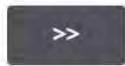
If you had to do it over again, would you have started smoking cigarettes? Would you say...

- 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 product 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.

age in years



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

Enter number:



On average, on the days when you smoked, about how many cigarettes did you smoke a day?

Enter number:



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
Electronic vapor products can help me quit smoking regular cigarettes	<input type="radio"/>	<input type="radio"/>
Using an electronic vapor product feels like smoking a regular cigarette	<input type="radio"/>	<input type="radio"/>
I was curious about electronic vapor products	<input type="radio"/>	<input type="radio"/>
Electronic vapor products come in flavors I like	<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"/>
The advertising for electronic vapor products appeals to me	<input type="radio"/>	<input type="radio"/>

Electronic vapor products can help me reduce the number of regular cigarettes I smoke

Electronic vapor products don't smell

They might be less harmful to me than regular cigarettes

They cost less than other forms of tobacco

They help me deal with cravings to smoke

They might be less harmful to people around me than regular cigarettes

Electronic vapor products don't bother people who don't use tobacco

I have a friend or family member who suggested I use electronic vapor products as a way to quit smoking regular cigarettes

Other, specify



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
Get help from a doctor or other health professional	<input type="radio"/>	<input type="radio"/>
Switch completely to an electronic vapor product	<input type="radio"/>	<input type="radio"/>
Get help from a telephone quit line	<input type="radio"/>	<input type="radio"/>
Gradually cut back on cigarettes	<input type="radio"/>	<input type="radio"/>
Switch to mild or some other brand of cigarettes	<input type="radio"/>	<input type="radio"/>
Get help from a website such as cdc.gov/Tips	<input type="radio"/>	<input type="radio"/>
Give up cigarettes all at once	<input type="radio"/>	<input type="radio"/>
Use medications like Zyban or Chantix	<input type="radio"/>	<input type="radio"/>
Use nicotine replacement products such as a nicotine patch or nicotine gum	<input type="radio"/>	<input type="radio"/>
Substitute some of your regular cigarettes with an electronic vapor product	<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



If you were to try to quit smoking completely, how LIKELY do you think you would be to succeed?

- Not at all
- A little likely
- Somewhat likely, or
- Very likely



Listed below are some things that can make it hard for some people to quit smoking. For each item, enter "Yes" if it is something that would make it hard for you to quit or enter "No" if it is not.

	Yes	No
Cost of medicines or products to help with quitting	<input type="radio"/>	<input type="radio"/>
Cost of classes to help with quitting	<input type="radio"/>	<input type="radio"/>
Fear of gaining weight	<input type="radio"/>	<input type="radio"/>
Loss of a way to handle stress	<input type="radio"/>	<input type="radio"/>
Other people smoking around me	<input type="radio"/>	<input type="radio"/>
Cravings for a cigarette	<input type="radio"/>	<input type="radio"/>
Lack of support from others to quit	<input type="radio"/>	<input type="radio"/>
Worsening depression	<input type="radio"/>	<input type="radio"/>
Worsening anxiety	<input type="radio"/>	<input type="radio"/>
Loss of enjoyment from smoking cigarettes	<input type="radio"/>	<input type="radio"/>
Some other reason, specify	<input type="radio"/>	<input type="radio"/>
<input type="text"/>		

Do you think that cutting down on regular tobacco cigarettes decrease your risk of getting a tobacco-related disease?

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



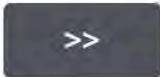
What is your gender?

- Male
- Female



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

- Heterosexual / Straight
- Lesbian
- Gay
- 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 more general site like Wikipedia, that contains information on all kinds of topics
- At a social network site like Facebook
- At a site that specializes in topical information, like WebMD
- At a search engine such as Google, Bing or Yahoo
- 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)

- At the movies
- On the radio
- Convenience stores, supermarkets, gas stations, or shopping malls
- On TV
- In newspapers or magazines
- On the Internet
- 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?

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



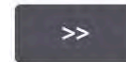
Are you aware of any advertising or tobacco education campaigns against smoking, tobacco products, or tobacco companies that are now taking place?

- 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



**The next screenshot is only for those respondents
only people exposed to Kristy's Ad in all media formats**

What do you think was the main cause behind Kristy's lung collapsing?

- Smoking regular cigarettes
- Other health conditions not related to smoking regular cigarettes or using electronic vapor products
- Using electronic vapor products in combination with smoking regular cigarettes
- Using electronic vapor products
- None of the above



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 extremely intensely, 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"/>
Suprised	<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 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"/>

	Strongly disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree
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"/>
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"/>

	Strongly disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree
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"/>
This ad made me more confident that I can quit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



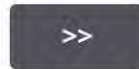
Is there anything about the ad that is confusing, unclear, or hard to understand?

- 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.



Please tell us if you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
This ad makes me want to try an electronic vapor product such as e-cigarettes, vape-pens, hookah-pens, electronic hookahs (e-hookahs), electronic cigars (e-cigars), electronic pipes (e-pipes), or e-vaporizers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad makes me want to switch to electronic vapor products completely and quit smoking regular cigarettes. Electronic vapor products are products such as e-cigarettes, vape-pens, hookah-pens, electronic hookahs (e-hookahs), electronic cigars (e-cigars), electronic pipes (e-pipes), or e-vaporizers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad makes me want to use electronic vapor products as a way to cut back on smoking regular cigarettes. Electronic vapor products are products such as e-cigarettes, vape-pens, hookah-pens, electronic hookahs (e-hookahs), electronic cigars (e-cigars), electronic pipes (e-pipes), or e-vaporizers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This ad makes me want to use electronic vapor products as a way to cut back on smoking regular cigarettes. Electronic vapor products are products such as e-cigarettes, vape-pens, hookah-pens, electronic hookahs (e-hookahs), electronic cigars (e-cigars), electronic pipes (e-pipes), or e-vaporizers.

Strongly Disagree Disagree Neither Agree nor Disagree Agree Strongly Agree

This ad makes me want to use electronic vapor products in places where you normally cannot smoke regular cigarettes. Electronic vapor products are products such as e-cigarettes, vape-pens, hookah-pens, electronic hookahs (e-hookahs), electronic cigars (e-cigars), electronic pipes (e-pipes), or e-vaporizers.

Strongly Disagree Disagree Neither Agree nor Disagree Agree Strongly Agree

I want a cigarette right now.



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

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"/>
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"/>

quitting smoking

Visit an informational government website, such as www.cdc.gov/tips for information on quitting

Talk to your doctor about quitting smoking

Not smoke around others

Follow the Tips campaign on Twitter

Not at all likely A little likely Moderately likely Very likely Extremely likely

Try to quit on your own

Use an electronic vapor product to help quit smoking regular cigarettes

Support smoke-free laws in your community

Do nothing



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
Give up cigarettes all at once	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gradually cut back on the number of regular cigarettes smoked	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Switch completely to electronic vapor products such as e-cigarettes, vape-pens, hookah-pens, electronic hookahs (e-hookahs), electronic cigars (e-cigars), electronic pipes (e-pipes), or e-vaporizers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Substitute some of your regular cigarettes with electronic vapor products such as e-cigarettes, vape-pens, hookah-pens, electronic hookahs (e-hookahs), electronic cigars (e-cigars), electronic pipes (e-pipes), or e-vaporizers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Switch to some other brand of cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Because you saw or heard this ad on television, do you think that cutting down on regular tobacco cigarettes decrease your risk of getting a tobacco-related disease?

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



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.

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

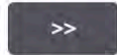
- Yes
- No



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.



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"/>
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"/>

about quit smoking

Talk to your doctor about helping someone you care about quit smoking

Ask someone to not smoke around you or others

Encourage someone you care about to use an electronic vapor product to help quit smoking regular cigarettes

Not at all likely A little likely Moderately likely Very likely Extremely likely

Follow the Tips campaign on Twitter

Support smoke-free laws in your community

Encourage someone you care about to quit smoking

Do nothing



{Note to reviewers: The next few question if the ad type associated with the ad assigned is “PRINT” .}

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"/>
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"/>

Visit an informational government website, such as www.cdc.gov/tips for information on quitting

Talk to your doctor about quitting smoking

Not smoke around others

Follow the Tips campaign on Twitter

Not at all likely A little likely Moderately likely Very likely Extremely likely

Try to quit on your own

Use an electronic vapor product to help quit smoking regular cigarettes

Support smoke-free laws in your community

Do nothing





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
Give up cigarettes all at once	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gradually cut back on the number of regular cigarettes smoked	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Switch completely to electronic vapor products such as e-cigarettes, vape-pens, hookah-pens, electronic hookahs (e-hookahs), electronic cigars (e-cigars), electronic pipes (e-pipes), or e-vaporizers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Substitute some of your regular cigarettes with electronic vapor products such as e-cigarettes, vape-pens, hookah-pens, electronic hookahs (e-hookahs), electronic cigars (e-cigars), electronic pipes (e-pipes), or e-vaporizers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Switch to some other brand of cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Because you saw this ad in a newspaper or magazine, do you think that cutting down on regular tobacco cigarettes decrease your risk of getting a tobacco-related disease?

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



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.

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.



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"/>
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"/>
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"/>

about quit smoking

Talk to your doctor about helping someone you care about quit smoking

Ask someone to not smoke around you or others

Encourage someone you care about to use an electronic vapor product to help quit smoking regular cigarettes

Not at all likely A little likely Moderately likely Very likely Extremely likely

Follow the Tips campaign on Twitter

Support smoke-free laws in your community

Encourage someone you care about to quit smoking

Do nothing



{Note to reviewers: The next few question if the ad type associated with the ad assigned is “DIGITAL” .}

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	<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"/>
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"/>

Visit an informational government website, such as www.cdc.gov/tips for information on quitting

Talk to your doctor about quitting smoking

Not smoke around others

Follow the Tips campaign on Twitter

Not at all likely A little likely Moderately likely Very likely Extremely likely

Try to quit on your own

Use an electronic vapor product to help quit smoking regular cigarettes

Support smoke-free laws in your community

Do nothing



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
Give up cigarettes all at once	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gradually cut back on the number of regular cigarettes smoked	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Switch completely to electronic vapor products such as e-cigarettes, vape-pens, hookah-pens, electronic hookahs (e-hookahs), electronic cigars (e-cigars), electronic pipes (e-pipes), or e-vaporizers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Substitute some of your regular cigarettes with electronic vapor products such as e-cigarettes, vape-pens, hookah-pens, electronic hookahs (e-hookahs), electronic cigars (e-cigars), electronic pipes (e-pipes), or e-vaporizers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Switch to some other brand of cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Because you saw this ad online, do you think that cutting down on regular tobacco cigarettes decrease your risk of getting a tobacco-related disease?

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



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.

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

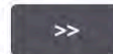
- Yes
- No



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.



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	<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"/>
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"/>

about quit smoking

Talk to your doctor
about helping
someone you care
about quit smoking

Ask someone to not
smoke around you or
others

Encourage someone
you care about to use
an electronic vapor
product to help quit
smoking regular
cigarettes

Not at all likely A little likely Moderately likely Very likely Extremely likely

Follow the Tips
campaign on Twitter

Support smoke-free
laws in your
community

Encourage someone
you care about to quit
smoking

Do nothing



{Note to reviewers: The next few question if the ad type associated with the ad assigned is “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"/>
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"/>

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"/>
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"/>
	Not at all likely	A little likely	Moderately likely	Very likely	Extremely likely
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
Give up cigarettes all at once	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gradually cut back on the number of regular cigarettes smoked	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Switch completely to electronic vapor products such as e-cigarettes, vape-pens, hookah-pens, electronic hookahs (e-hookahs), electronic cigars (e-cigars), electronic pipes (e-pipes), or e-vaporizers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Substitute some of your regular cigarettes with electronic vapor products such as e-cigarettes, vape-pens, hookah-pens, electronic hookahs (e-hookahs), electronic cigars (e-cigars), electronic pipes (e-pipes), or e-vaporizers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Switch to some other brand of cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Because you heard this ad on the radio, do you think that cutting down on regular tobacco cigarettes decrease your risk of getting a tobacco-related disease?

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



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.





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	<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"/>
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"/>

information to help someone you care about quit smoking

Talk to your doctor about helping someone you care about quit smoking

Ask someone to not smoke around you or others

Encourage someone you care about to use an electronic vapor product to help quit smoking regular cigarettes

Not at all likely A little likely Moderately likely Very likely Extremely likely

Follow the Tips campaign on Twitter

Support smoke-free laws in your community

Encourage someone you care about to quit smoking

Do nothing

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



{All respondents are asked the next questions}

On a scale of 1 (not at all) to 5 (extremely), to what degree did the ad focus on the benefits of quitting smoking cigarettes?

- Not at all
- Slightly
- Moderately
- Very
- Extremely



On a scale of 1 (not at all) to 5 (extremely), to what degree did the ad focus on the consequences of continuing to smoke cigarettes?

- Not at all
- Slightly
- Moderately
- Very
- Extremely



Please rate the overall tone of the ad on a scale from 1 (extremely negative) to 5 (extremely positive).

- Extremely negative
- Somewhat negative
- Neither positive or negative
- Somewhat positive
- Extremely positive

