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2016

16
OMB
CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333
PRA (0920-0910)

- 3 □□□
- 4 □□□
- 5 □□□

1. □
2. □

{Current E-Cig Users}

B12a. □□□□□□□□□□□□□□□□□□□□

1. □
2. □

- B12a_1. □□□□□
- B12a_2. □□□□□□□
- B12a_3. □□□
- B12a_4. □□□□□□□□□□□□
- B12a_5. □□□□□□□□□□□□□□
- B12a_6. □□□
- B12a_7. □□□□□□□□□□□_____

4. □□□□
5. □□□
6. □□—□□□_____
7. □□□□

DEMO2. □□□□□□□□□□□□□□ 18 □□□

- 1 □
- 2 1□ 2 □□□
- 3 3□ 4 □□□
- 4 5 □□□□□□

DEMO3. □□□□□□□□□□

- 1 □□
- 2 □□□□□
- 3 □□
- 4 □□
- 5 □□
- 6 □□
- 7 □□□□

{If DEMO3.01 or DEMO3.02}

Demo3b. □□□□□□□□□□□□□□□□

- 1 □
- 2 □

{BASE = answers DEMO3b_01}

Demo3c. □□□□□□□□□□□□□□□□

- 1 □
- 2 □

□□/□□

{BASE for this section is all RESPONDENTS}

T1. □□□□□□□□□□□□□□□□...□□□□□□□□□□

- 01 □□□□□□□□ Google□Bing □ Yahoo
- 02 □□□□□□□□□□□□□□□□ WebMD
- 03 □□□□□□□□□□□□□□□□□□□□□□□□
- 04 □□□□□□□□□□ Facebook
- 05 □□□□□□□□□□

T2. □□□□□□□□□□□□

- 1 □
- 2 □

□□□□□□□□□□□□□□□□

{BASE for this section is all RESPONDENTS}

EAD1. □□□□□□□□□□□□□□□□(electronic vapor) □□□□□□□□ (electronic cigarettes/e-cigarettes) □□□□

- 1 □
- 2 □

{if EAD1 = 01}

EAD2. □□□□□□□□□□□□□□□□ (electronic vapor) □□□□□□□□ (electronic cigarettes/e-cigarettes) □□□□
□□□□□□□□□□□□

- 1 □□□□□
- 2 □□□□□□□
- 3 □□□□□□□□□□□□□□□□□□
- 4 □□□□
- 5 □□□□
- 6 □□□□
- 7 □□□□□□□□□□□□
- 8 □□□□□□□□□□

{if EAD1 = 01}

F31_x. □□□□□□□□□□□□□□□□(electronic vapor)□□□□□□□□□□□□□□□□□□□□

- 01 □□
- 02 □□□□□□□□□□
- 03 □□□□□□□□□□
- 04 □□□□□□□□□□□□□□□□
- 05 □□□□□□□□□□□□□□□□□□□□□□□□
- 06 □□□ Zyban □□□□□□□□ Chantix □□□□□□□□□□
- 07 □□□□□□□□
- 08 □□□ Smokefree.gov □ CDC.gov/Tips □□
- 09 □□□□□□□□□□□□□□□□□□□□□□

OAS1. □□□

- 1 □
- 2 □

{Base = recall anti-smoking advertising (OAS1/1)}

OAS2. □□□

[OPEN END]

5 □□□□

{BASE = all RESPONDENTS and all Ad Types}

RC5. □□□□□□□□□□□□□□□□□□□□□□□□

- 1 □□□□
- 2 □□□□
- 3 □□□□
- 4 □□□□□

[Base = IF RC5 is any of 1, 2, or 3]

RC6. □□□□□□□□□□□□□□□□□□□□□□□□

{Open End}

{BASE = all RESPONDENTS and all Ad Types}

RC7. □□□□□□□□□□□□□□

- 1 □
- 2 □

{Base = ask only if Rc7.01}

RC8. □□□□□□□□□□□□□□□□□□□□□□□□

{Open End}

{BASE = all RESPONDENTS and all Ad Types}

RC9. □□□□□□□□□□□□□□□□

- 1 □
- 2 □

{Base = ask only if Rc9.01}

RC10. □□□□□□□□□□□□□□□□□□□□□□□□

{Open End}

{BASE = Smokers and all Ad Types}

RC11. □□□□□□□□□□□□□□

- 1 □
- 2 □

{Base = ask only if Rc11.02}

RC12. □□□□□□□□□□□□□□□□□□□□□□□□

{Open End}

{Base = ask only if Rc11.01}

RC13.

{Open End}

RC19.

- 1.
- 2.
- 3.
- 4.
- 5.

[RANDOMIZE ORDER]

RC19a. [non-current e-cigarette smokers only] (electronic vapor)

RC19b. (electronic vapor)

RC19c. (electronic vapor)

RC19d. (electronic vapor)

RC19e.

{BASE = Smokers and all Ad Types}

English	Translation
<p>RC14. In the future, <u>because</u> 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?</p>	<p>RC14B. <input type="text"/> 1 <input type="text"/> 5 <input type="text"/> <input type="text"/> 1 <input type="text"/> 5 <input type="text"/> <input type="text"/> 6 <input type="text"/></p>
<p>RC14. In the future, <u>because</u> 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?</p>	<p>RC14B. <input type="text"/> 1 <input type="text"/> 5 <input type="text"/> <input type="text"/> 1 <input type="text"/> 5 <input type="text"/> <input type="text"/> 6 <input type="text"/></p>
<p>RC14. In the future, <u>because</u> you saw this ad in 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?</p>	<p>RC14B. <input type="text"/> 1 <input type="text"/> 5 <input type="text"/> <input type="text"/> 1 <input type="text"/> 5 <input type="text"/> 6 <input type="text"/> <input type="text"/></p>
<p>RC14. In the future, <u>because</u> you heard this ad</p>	<p>RC14B. <input type="text"/> 1 <input type="text"/> 5 <input type="text"/></p>

{BASE = Non-Smokers and all Ad Types}

□□□□□□□□□□□□□□{TEXTFILL: if ad type = TV or Print or Digital, "saw"; if ad type = Radio, "heard"}□□
 □□□□□□□□□□□□□□

{BASE = Non-Smokers and all Ad Types}

RC15. □□□□□□□□□□□□□□

- 1 □
- 2 □

{Base = ask only if Rc15.02}

RC16. □□□□□□□□□□□□□□□□□□□□□□□□

{Open End}

{Base = ask only if Rc15.01}

RC17. □□□□□□□□□□□□□□□□□□□□□□□□

{Open End}

English	Translation
<p>RC18. In the future, <u>because</u> 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?</p>	<p>RC18. □□□□□□□□□□□□□□□□□□□□□□□□ 1 □ 5 □□□□□□□□ □ 1 □□□□□□□□□□5 □□□□□□□□□□□□□□□□□□□□□□□□ 6 □□□□□□□□□□ □□□□□□□□</p>
<p>RC18B. In the future, <u>because</u> 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?</p>	<p>RC18. □□□□□□□□□□□□□□□□□□□□□□□□ 1 □ 5 □□□□□□□□ □ 1 □□□□□□□□□□5 □□□□□□□□□□□□□□□□□□□□□□□□ 6 □□□□□□□□□□ □□□□□□□□</p>
<p>RC18. In the future, <u>because</u> you saw this ad in 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?</p>	<p>RC18. □□□□□□□□□□□□□□□□□□□□□□□□ 1 □ 5 □□□□□□□□ 1 □ □□□□□□□□□□5 □□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□ □□□</p>
<p>RC18. In the future, <u>because</u> 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</p>	<p>RC18. □□□□□□□□□□□□□□□□□□□□□□□□ 1 □ 5 □□□□□□□□ 1 □ □□□□□□□□□□5 □□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□ □□□□</p>

{BASE = All respondents, all ad types}

RC30. 1 5

- 1
- 2
- 3
- 4
- 5

{BASE = All respondents, all ad types}

RC31. 1 5

- 1
- 2
- 3
- 4
- 5

{BASE = All respondents, all ad types}

RC32. 1 5

- 1
- 2
- 3
- 4
- 5