

Pages 2-12: Screener

Pages 13-81: Main Questionnaire

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

Public reporting burden of this collection of information is estimated to average 2 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).

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On behalf of the Centers for Disease Control and Prevention (CDC), we're conducting a study about different health and smoking related advertising that you might see in the media, such as on TV or the internet. Your opinions are very important to us! The purpose of this survey is to gather your opinions on health and smoking-related advertising only; it is not to see products. We will not report your answers individually. We will report results from this survey for the group as a whole. Thank you for taking the time to help us! It will take about 2 minutes to determine your eligibility and about 13 minutes to complete the survey. Immediately upon completion of the survey, you will be provided with points equivalent to \$0.50.

Your participation in this survey is voluntary. You may stop participating at any time.

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What is your current age, in years?

Age in years

Prefer not to answer

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The next questions are about traditional cigarettes, which are any form of tobacco wrapped in paper. Traditional cigarettes typically come in packs of 20, and some brand examples include Marlboro, Newport, Camel, Lucky Strike and Pall Mall.

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Have you smoked at least 100 traditional cigarettes in your entire life?

Yes

No

Don't know/not sure

Prefer not to answer

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Do you now smoke traditional cigarettes every day, some days, or not at all?

I smoke every day

I smoke on some days

I do not smoke at all

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

Enter number:

Don't know/Not sure

Prefer not to answer

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If screened out, the respondent will see the next screenshot.



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!



If respondent passes the screening criteria, the respondent will see the next screenshot.

Thank you for your participation in this study. Your responses indicate that you qualify and fit the specific criteria needed for this particular study. Click "next" to go to begin the survey.



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What state do you live in?

- ✓ Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- 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

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What state do you live in?

- 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
- District of Columbia
- Other, please specify



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What is your gender?

Male

Female

Prefer not to answer

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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



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

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Which of the following income categories best describes your total 2016 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

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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



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How would you rate your health in general?

- Excellent
- Very Good
- Good
- Fair
- Poor

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The next questions are about traditional cigarettes, which are a form of tobacco wrapped in paper. Traditional cigarettes typically come in packs of 20, and some brand examples include Marlboro, Newport, Camel, Lucky Strike and Pall Mall.



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On average, how many traditional cigarettes do you now smoke a day?

[1 PACK = 20 CIGARETTES]

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On average, on days that you do smoke, how many traditional cigarettes do you now smoke a day?

[1 PACK = 20 CIGARETTES]

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When do you typically smoke your first traditional cigarette after waking up?

- Within 5 minutes
- Within 6-30 minutes
- Within 31-60 minutes
- After 60 minutes

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During the past 3 months, how many times have you stopped smoking traditional cigarettes for one day or longer because you were trying to quit smoking traditional cigarettes for good?

Number of times

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When you last tried to quit smoking traditional cigarettes, did you do any of the following?

	YES	NO
Give up traditional cigarettes all at once	<input type="radio"/>	<input type="radio"/>
Gradually cut back on traditional cigarettes	<input type="radio"/>	<input type="radio"/>
Substitute some of your traditional cigarettes with e-cigarettes such as 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"/>
Switch completely to 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"/>
Switch to some other brand of traditional cigarettes	<input type="radio"/>	<input type="radio"/>

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Use nicotine replacement products like the nicotine patch, nicotine gum, nicotine lozenges, nicotine nasal spray, or nicotine inhaler	<input type="radio"/>	<input type="radio"/>
Use medications like Wellbutrin, Zyban, Bupropion, Chantix, or Varenicline	<input type="radio"/>	<input type="radio"/>
Get help from a telephone quit line	<input type="radio"/>	<input type="radio"/>
Get help from a website such as Smokefree.gov or cdc.gov/tips	<input type="radio"/>	<input type="radio"/>
Get help from a doctor or other health professional	<input type="radio"/>	<input type="radio"/>
Get help from a pharmacist	<input type="radio"/>	<input type="radio"/>

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How much do you want to quit smoking traditional cigarettes for good? Would you say you want to quit...

- Not at all
- A little
- Somewhat
- A lot



Do you plan to quit smoking traditional cigarettes for good...

- In the next 7 days
- In the next 30 days
- In the next 6 months
- In the next 1 year
- More than 1 year from now
- I am not planning to quit
- Not sure/uncertain



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Which of the following was the main reason why you were unable to quit smoking traditional cigarettes for good?

- The social aspects of smoking traditional cigarettes
- I'm addicted to smoking traditional cigarettes
- I missed the taste of traditional cigarettes
- I wanted to smoke traditional cigarettes in order to relax or calm down
- I wanted to smoke traditional cigarettes when I'm drinking alcohol
- I wanted to smoke traditional cigarettes to stay awake, alert, or focused
- I wanted to smoke traditional cigarettes to help with boredom
- I wanted to smoke traditional cigarettes to help me lose weight or not gain weight
- I wanted to smoke traditional cigarettes with others at the work place
- Other
- None of the above

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Are you afraid of dying from a tobacco-related disease?

Yes

No

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Do you think you will die from a tobacco-related disease?

Yes

No

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Are you afraid of living with a tobacco-related disease?

Yes

No

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Do you think you will get a tobacco-related disease?

- Yes
- No



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

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I get upset when I think about my addiction to cigarettes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am disappointed in myself because I smoke traditional cigarettes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I get upset when I hear or read about illnesses caused by smoking traditional cigarettes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Warnings about the health risks of smoking traditional cigarettes upset me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smoking traditional cigarettes will severely lower my quality of life in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokers should take warnings about traditional cigarette smoking and lung cancer seriously.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Smoking cigarettes is pleasurable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smoking cigarettes relieves tension.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smoking helps me concentrate and do better work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Please tell us if you agree or disagree with the following statement:

Smoking can cause immediate damage to your body, which can lead to long-term health consequences.

Strongly Agree

Agree

Neither Agree nor Disagree

Disagree

Strongly Disagree

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Please tell us if you agree or disagree with the following statement:

Smoking traditional cigarettes can cause medical complications and diseases that require surgeries and medical procedures to treat.

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree



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

Yes

No

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Please comment on what you remember about these ads or tobacco education campaigns against smoking, tobacco products, or tobacco companies.



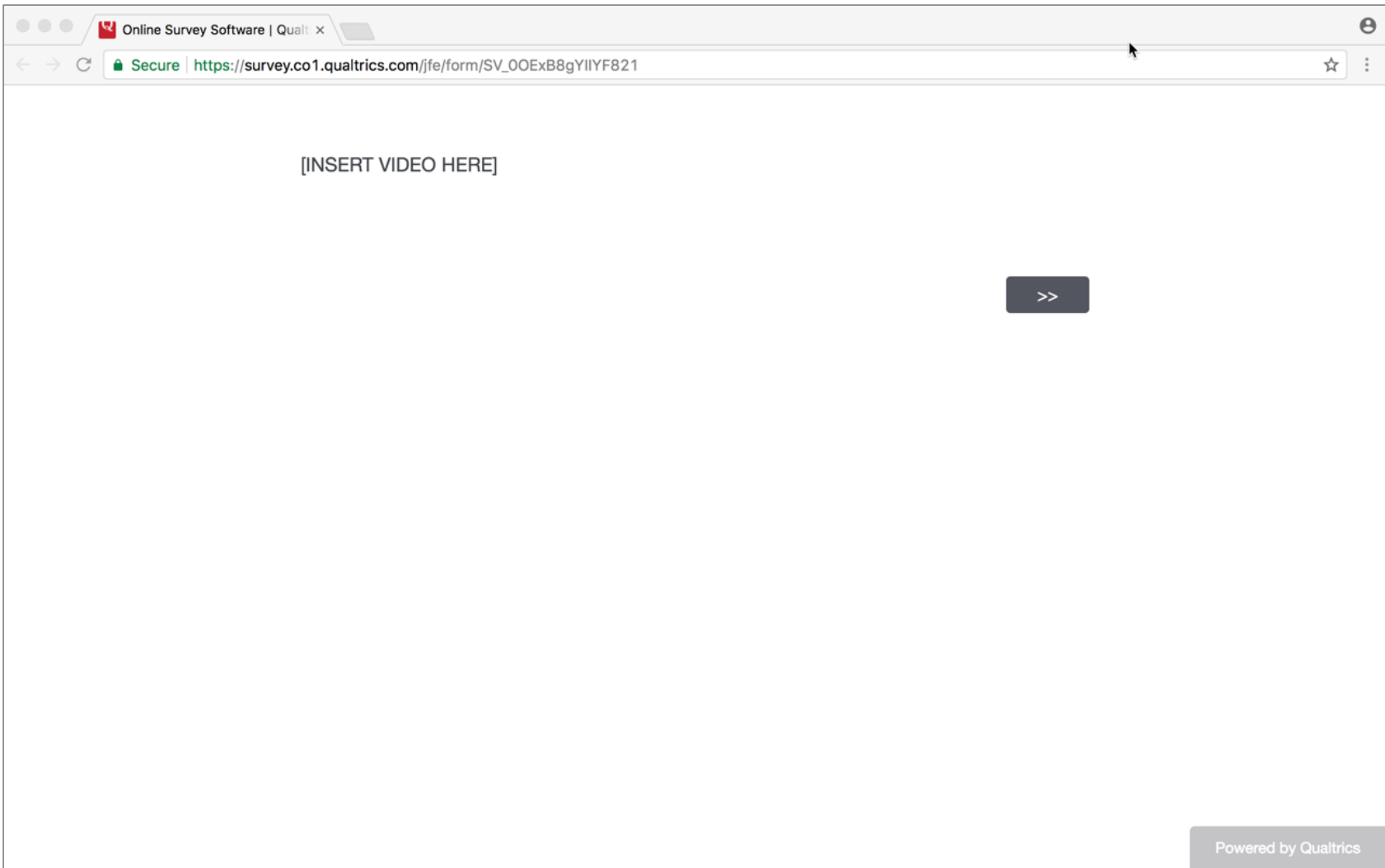
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We would now like to show you a television ad and then gather your reactions to that ad. Please make sure the volume on your computer is turned up, so that you can both see and hear the video. *Please click the forward arrow to continue.*

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What are the first three words that come to mind about this ad?

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What do you believe is the main message of this ad?

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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

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Was the voice of the person speaking at the beginning of the ad the same voice of the person speaking at the end of the ad?

Yes

No

Not Sure

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Does the voice of the person speaking at the end of the ad motivate you to call the number 1-800-QUIT NOW for help to quit smoking?

Yes

No

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Did the person in the ad ask you to quit smoking cigarettes?

- Yes
- No



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People sometimes have different emotional reactions when they see ads like the one above.

On a scale from 1 to 5, where 1 indicates not feeling any emotion, and 5 indicates feeling emotion with extreme intensity, please indicate how much this ad 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"/>
Surprised	<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"/>

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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 nor 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 from 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"/>
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"/>
This ad is worth remembering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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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 nor 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 this ad says	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

- Confusing
- Unclear
- Hard to understand
- None of the above

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What was confusing, unclear, or hard to understand? Please be as specific as possible.

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Does this ad make you want to quit smoking traditional cigarettes?

Yes

No

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Do you plan to quit smoking traditional cigarettes for good...

- In the next 7 days
- In the next 30 days
- In the next 6 months
- In the next 1 year
- More than 1 year from now
- I am not planning to quit
- Not sure/uncertain



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Why doesn't the ad make you want to quit smoking traditional cigarettes? Please be as specific as possible.

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What about the ad made you want to quit smoking traditional cigarettes? Please be as specific as possible.

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Smokers only see the following question:

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In the future, if you saw 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"/>
Download an app to help you quit smoking	<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 or Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Try to quit on your own	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In the future, if you saw 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
Use an electronic vapor product to help quit smoking traditional 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"/>



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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 traditional 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 traditional cigarettes smoked	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Switch completely to electronic vapor products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Substitute some of your traditional cigarettes with electronic vapor products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Switch to some other brand of traditional cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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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.

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What about the ad makes you want to encourage someone to quit smoking? Please be as specific as possible.

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Non-smokers only see the following question:

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In the future, if you saw 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 traditional cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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In the future, if you saw 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
Encourage someone you care about to quit smoking traditional cigarettes completely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Follow the Tips campaign on Twitter or Facebook	<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"/>

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All respondents see the following:

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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

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These questions are asked of those respondents who are smokers and exposed to NRT advertisements:

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What type of medication, if any, did the advertisement offer?

- Medication to control my blood pressure
- Medication to help me quit smoking
- Medication to control my emphysema
- I do not recall the type of medication

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What do you remember about the message written on the last screen of the ad? Even if you remember just one or two words of the message, please write those words.

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Which of the following best describes your understanding of what a “quit coach” would do?

- Person who provides tips, advice, and local resources to help you quit smoking cigarettes completely
- Person who helps you exercise while you are quitting smoking
- Person who provides encouragement to eat healthy and be active
- None of the above

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What type of help do you think you would get from a quit coach?

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This is a snapshot of the last screen of the same ad that you saw a few moments ago.
[IMAGE]

How likely would you be to call the 1-800-QUIT-NOW helpline if you knew you could receive free medication to help you quit smoking?

- Extremely likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Extremely unlikely

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Why is the offer of free medication to help you quit smoking *not* motivating you to call the 1-800-QUIT-NOW helpline?

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How likely would you be to call the 1-800-QUIT-NOW helpline if the advertisement mentioned a quit coach being available to you if you called?

- Extremely likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Extremely unlikely



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Would any additional information about the 1-800-QUIT-NOW helpline make you more likely to call?

Yes

No

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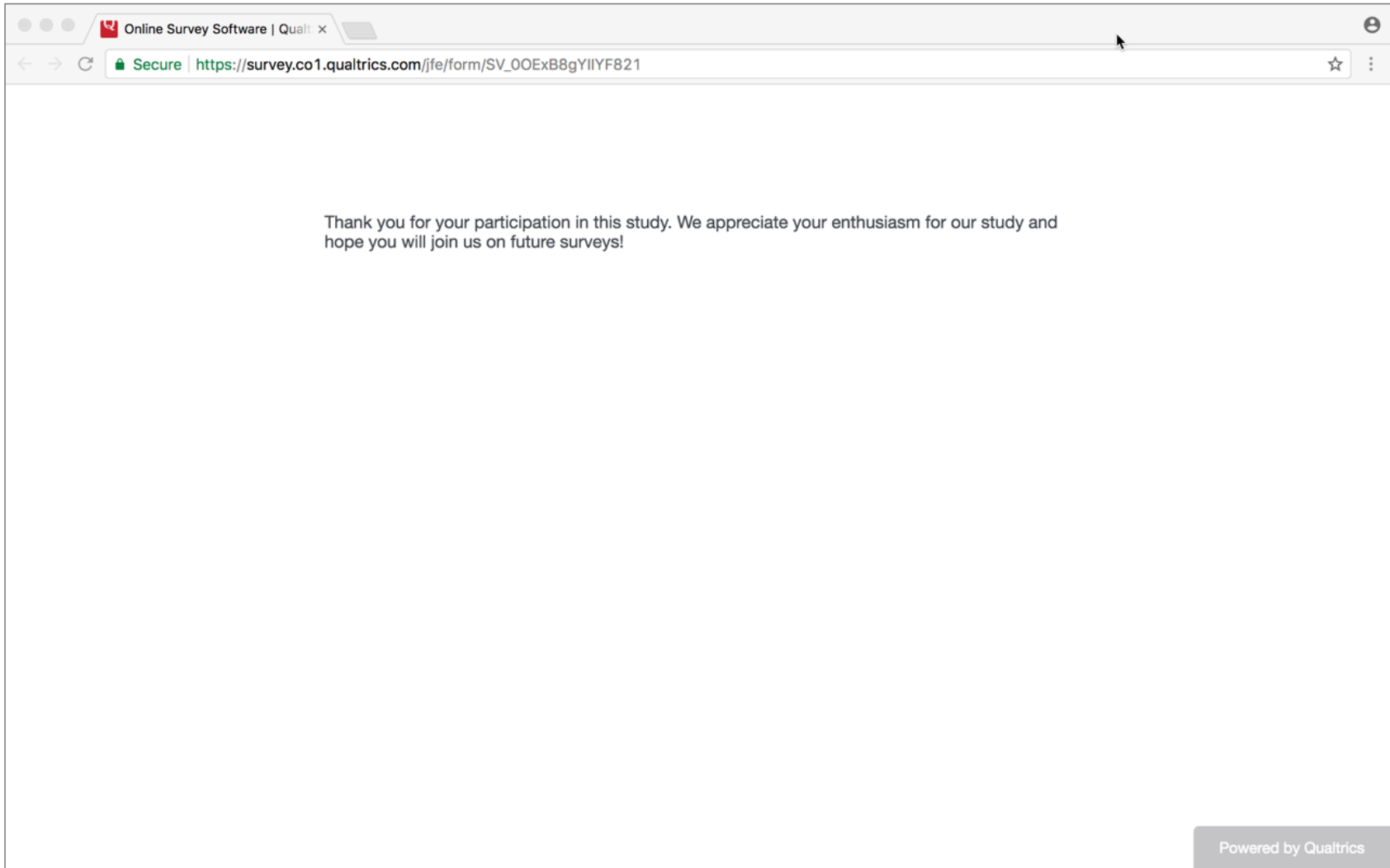
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What additional information about the 1-800-QUIT-NOW helpline would make you more likely to call?

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Thank you for your participation in this study. We appreciate your enthusiasm for our study and hope you will join us on future surveys!