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

QUESTIONNAIRE

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?

B6. People sometimes have different emotional reactions when they see or hear advertisements. On a scale from 1 to 5, where 1 means "not at all" and 5 means "very", please indicate how much this ad made you feel:

	Not at all				Very
	1	2	3	4	5

[RANDOMIZE ORDER]
- A. Sad
- B. Afraid
- C. Irritated
- D. Ashamed
- E. Discouraged
- F. Hopeful
- G. Motivated
- H. Understood
- I. Angry
- J. Amused
- K. Worried
- L. Disgusted or grossed out
- M. Happy
- N. Uneasy
- O. Surprised

B7. Please tell us if you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements:

[RANDOMIZE ORDER]
- A. This ad is worth remembering
- B. This ad grabbed my attention
- C. This ad is powerful
- D. This ad is informative
- E. This ad is meaningful to me
- F. This ad is convincing
- G. This ad is terrible
- H. This ad is silly
- I. This ad is annoying
- J. This ad is interesting
- K. This ad was difficult to watch
- L. I would watch this ad again
- M. I really like this ad
- N. I trust the information in this ad
- O. This ad told me things I never knew before about tobacco
- P. The characters in this ad are like me
- Q. This ad gave me a reason not to use tobacco
- R. I can identify with what the ad says
- S. This ad is different from other anti-tobacco ads I've seen or heard

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

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?

   [_____]