

## **SURVEY QUESTIONNAIRE**

**RIHSC #**

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### **TITLE OF INFORMATION COLLECTION:**

**Point-of-Sale Campaign: Online Quantitative Study of Reactions to Rough-Cut Advertising  
Designed to Encourage Adult Smokers to Quit Smoking**

### **PART A**

#### **ALL PARTICIPANTS**

*(Questions to be presented prior to showing execution)*

A1. Are you thinking about trying to quit smoking cigarettes?

- A. Yes → go to A2
- B. No → skip to A3

A2. How soon are you likely to try to quit smoking cigarettes? Would you say...

- A. within the next 30 days
- B. within the next 6 months
- C. within the year
- D. longer than a year

A3. How many cigarettes per day do you smoke?

- A. 10 or less
- B. 11 to 20
- C. 21 to 30
- D. More than 31

A4. How soon after you wake up do you smoke your first cigarette?

- A. Within 5 minutes
- B. 6 to 30 minutes
- C. 31 to 60 minutes
- D. After 60 minutes

A5. On a scale of 1 to 7, how motivated are you to quit smoking cigarettes in the next 12 months?



**PART B**  
**AD EXPOSURE PARTICIPANTS ONLY**  
*(Questions to be presented after showing execution)*

**Instructions**

***We would now like to show you an advertisement and then gather your reactions to that ad. Please click the forward arrow to continue.***

B1. What do you think [or would you say] is the main message of this advertisement? *Please be as specific as possible.*

[OPEN END]

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

[OPEN END]

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

[OPEN END]

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

- A. Yes → go to B5
- B. No → skip to B6

B5. What about this advertisement is confusing, unclear, or hard to understand?

[OPEN END]

B6. After viewing this advertisement, would you say you feel more ready to try to quit smoking cigarettes again?

- A. Definitely → go to B7
- B. Probably → go to B7
- C. Probably Not → skip to B8
- D. Definitely Not → skip to B8

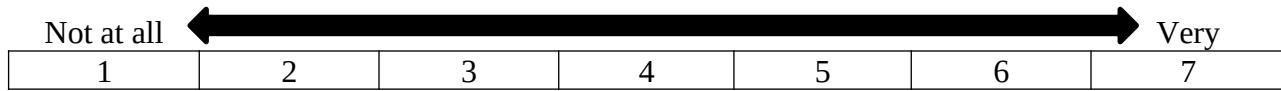
B7. What about the advertisement makes you ready to try to quit smoking cigarettes again? *Please be as specific as possible.*

[OPEN END]

B8. Why doesn't the advertisement make you ready to try to quit smoking cigarettes again? *Please be as specific as possible.*

[OPEN END]

B9. People sometimes have different emotional reactions when they see advertisements. On a scale from 1–7, where 1 means “not at all” and 7 means “very”, please indicate how much this advertisement made you feel:



[RANDOMIZE ORDER]

- A. Ashamed
- B. Discouraged
- C. Hopeful
- D. Understood
- E. Worried
- F. Inspired
- G. Determined
- H. Empowered
- I. Stressed
- J. Guilty
- K. Sad
- L. Irritated
- M. Motivated
- N. Angry
- O. Confident
- P. Stressed
- Q. Regretful
- R. Afraid
- S. Surprised

B10. 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 offensive
- H. This ad is terrible
- I. This ad is silly
- J. This ad is annoying
- K. This ad is interesting
- L. I trust the information in this ad
- M. This ad told me things I didn't know about quitting smoking cigarettes
- N. This ad is different from other anti-tobacco ads I've seen or heard
- O. This ad makes me think about quitting smoking cigarettes in a new way

- P. This ad seemed to be written with someone like me in mind
- Q. I can identify with what the ad says
- R. This is an ad that would make me stop and think
- S. This ad makes me feel more confident in my ability to quit smoking cigarettes
- T. I would look at this ad again
- U. I like the look and feel of this ad

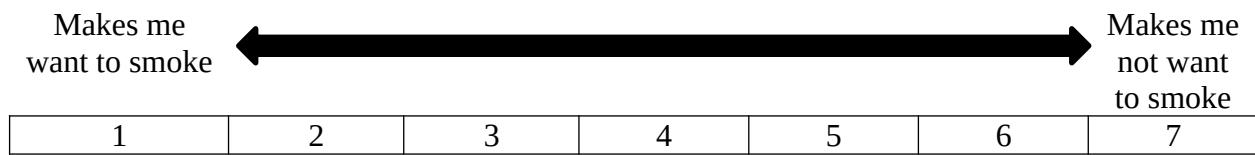
B11. On a scale of 1–7 where 1 is “not at all believable” and 7 is “very believable”, how would you rate the main message in this advertisement:



#### INSTRUCTIONS

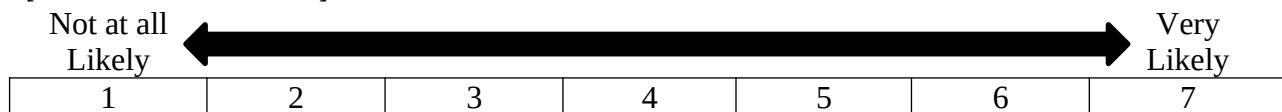
***Please tell us if you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statement:***

B12. On a scale of 1 to 7, indicate whether the ad made you want to smoke or not smoke.



B13. On a scale from 1–7, where 1 is “not at all likely” and 7 is “very likely”, how likely would you be to do each of the following after seeing this advertisement:

[RANDOMIZE ORDER]



- A. Look for resources to help me quit smoking cigarettes
- B. Visit the website everytrycounts.gov for information on quitting cigarettes
- C. Call 1-800-QUIT-NOW for assistance in quitting smoking cigarettes
- D. Talk to my doctor about quitting smoking cigarettes
- E. Tell a friend about my plans to quit smoking cigarettes
- F. Make a plan for small steps I can take to try to quit smoking cigarettes

B14. On a scale of 1 to 7, where 1 is “not at all likely” and 7 is “very likely”, please indicate how much this ad made you want to try any of the following products because you think it will help you quit:



- A. E-cigarette products (i.e., e-cigarette, vape, vape pen, e-hookah)
- B. Smokeless tobacco (i.e., chewing tobacco, dip, spit, pouches, moist snuff, or snus)
- C. Hookah
- D. Cigars, little cigars or cigarillos
- E. Nicotine gum/patch/lozenge
- F. Other (please specify)

**PART C**  
**ALL PARTICIPANTS**

**INSTRUCTIONS**

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

C1. If I quit smoking cigarettes my health will improve.

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

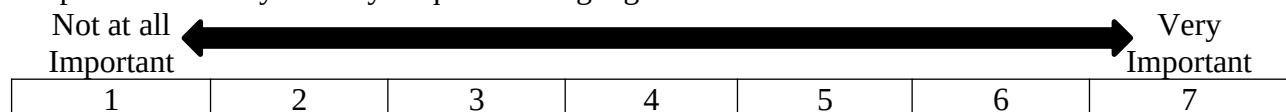
C2. If I quit smoking cigarettes my quality of life will improve.

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

C3. If I take small steps towards quitting, I will get closer to quitting for good.

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

C4. On a scale of 1–7, where 1 is “not at all important” and 7 is “very important”, how important is it for you to try to quit smoking cigarettes?

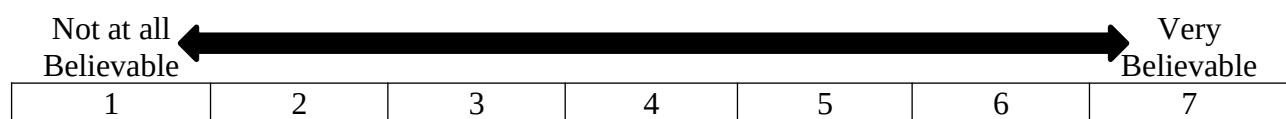


C5. On a scale of 1–7, where 1 is “not at all confident” and 7 is “very confident”, how confident are you that you could try to quit smoking cigarettes if you wanted to?



C6. On a scale of 1–7, where 1 is “not at all believable” and 7 is “very believable”, how believable is the following statement:

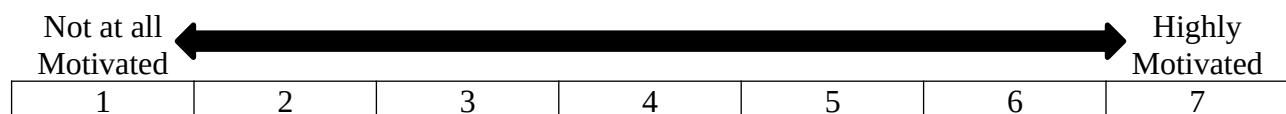
Each time you try to quit smoking cigarettes you get closer to quitting for good.



C7. On a scale of 1–7, where 1 is “not at all ready” and 7 is “very ready”, how ready are you to try to quit smoking cigarettes?



C8. On a scale of 1 to 7, how motivated are you to quit smoking cigarettes in the next 12 months?



## INSTRUCTIONS

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

C9. When I think about quitting smoking I feel discouraged.

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

C10. When I think about quitting smoking I feel hopeful.

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

C11. I have been thinking a lot about quitting smoking recently.

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

C12. I am eager for a life without smoking.

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

C13. I am not prepared to make changes in my life in order to quit smoking.

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

**Part D**  
*AD EXPOSURE PARTICIPANTS ONLY*  
*(Questions to be presented after showing full campaign)*

## INSTRUCTIONS

*Sometimes you see different ads running for the same company that are similar in look and feel to one another as part of a broader advertising campaign. We would now like to show you the ad you just saw along with three other ads in this same campaign and then gather your reactions to the campaign as a whole. Please click the forward arrow to continue.*

D1. After seeing all of these ads together, does the main message change at all for you?

[If yes go to D2.]

D2. How does the main message change when you see all the ads together? Please be as specific as possible.

[OPEN END]

**Please tell us if you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statement:**

D3. Seeing multiple ads together makes the campaign message clearer to me.

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

D4. On a scale of 1-7, where 1 is “not at all ready” and 7 is “very ready”, how ready are you to try to quit smoking after seeing all of these ads together?



D5. On a scale of 1–7, where 1 is “not at all believable” and 7 is “very believable”, how believable is the following statement after seeing all these ads together:

Each time you try to quit smoking cigarettes you get closer to quitting for good.



D6. On a scale of 1-7, where 1 is "not at all confident" and 7 is "very confident", how confident after seeing all of these ads together would you be in your ability to try to quit smoking if you wanted to?



### INSTRUCTIONS

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

D7. These ads give me a new way to think about quitting.

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

D8. These ads seem to be written with someone like me in mind.

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

D9. Are you thinking about trying to quit smoking cigarettes?

- A. Yes → go to D8
- B. No → skip to survey submit landing page

D10. How soon are you likely to quit smoking? Would you say...

- A. within the next 30 days
- B. within the next 6 months
- C. within the year
- D. longer than a year