

**National Tobacco Education Campaign**

**Online Questionnaire Recruitment Screener for  
Rough Cut Testing of Television Advertisements**

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).

**{PREAMBLE}**

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.

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

**{Demographic Information}**

**DAGE2. What is your current age, in years?**

\_\_\_ age in years

{Open-end}

999 Prefer not to answer {GENERAL SCREEN OUT MESSAGE}

{Terminate if <18 years old or >54 - go to GENERAL SCREEN OUT MESSAGE}

**DEMO2: What state do you live in?**

- 1 Alabama
- 2 Alaska
- 3 Arizona
- 4 Arkansas
- 5 California
- 6 Colorado
- 7 Connecticut
- 8 Delaware
- 9 Florida
- 10 Georgia
- 11 Hawaii
- 12 Idaho
- 13 Illinois
- 14 Indiana
- 15 Iowa
- 16 Kansas
- 17 Kentucky
- 18 Louisiana
- 19 Maine
- 20 Maryland
- 21 Massachusetts
- 22 Michigan
- 23 Minnesota
- 24 Mississippi
- 25 Missouri

- 26 Montana
- 27 Nebraska
- 28 Nevada
- 29 New Hampshire
- 30 New Jersey
- 31 New Mexico
- 32 New York
- 33 North Carolina
- 34 North Dakota
- 35 Ohio
- 36 Oklahoma
- 37 Oregon
- 38 Pennsylvania
- 39 Rhode Island
- 40 South Carolina
- 41 South Dakota
- 42 Tennessee
- 43 Texas
- 44 Utah
- 45 Vermont
- 46 Virginia
- 47 Washington
- 48 West Virginia
- 49 Wisconsin
- 50 Wyoming
- 51 District of Columbia
- 52 Other please specify

**SES1. 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.**

- 1 Less than high school
- 2 Completed high school
- 03 Completed General Education Diploma (GED)
- 04 Job-specific training program(s) after high school
- 5 Some college, but no degree
- 6 Associate Degree
- 7 College (such as B.A., B.S.)
- 8 Some graduate school, but no degree
- 9 Graduate degree (such as MBA, MS, M.D., Ph.D.)
- 10 Prefer not to answer

**SES2. Which of the following income categories best describes your total 2016 household income before taxes?**

- 1 Less than \$15,000

- 2 \$15,000 to \$19,999
- 3 \$20,000 to \$24,999
- 4 \$25,000 to \$29,999
- 5 \$30,000 to \$34,999
- 6 \$35,000 to \$49,999
- 7 \$50,000 to \$74,999
- 8 \$75,000 to \$99,999
- 9 \$100,000 or more
- 10 Prefer not to answer

**SES3. Which statement best describes your current employment status?**

- 01 Working - as a paid employee
- 02 Working - self-employed
- 03 Not working - on temporary layoff from a job
- 04 Not working - looking for work
- 05 Not working - retired
- 06 Not working - disabled
- 07 Not working - other
- 08 Prefer not to answer

**{Smoking Behavior}**

**{PREAMBLE}**

**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.**

{Base = All respondents}

**TS1. Have you smoked at least 100 traditional cigarettes in your entire life?**

- 1 Yes
- 2 No
- 3 Don't know/not sure {GENERAL SCREEN OUT MESSAGE}
- 4 Prefer not to answer {GENERAL SCREEN OUT MESSAGE}

{Base = TS1 = 01}

**TS2. Do you now smoke traditional cigarettes every day, some days, or not at all?**

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

{Base = TS2 = 01, 02}

**TS3. On how many of the past 30 days did you smoke traditional cigarettes?**

Enter number: \_\_\_\_\_

777 Don't know/Not Sure {GENERAL SCREEN OUT MESSAGE}

999 Prefer not to answer {GENERAL SCREEN OUT MESSAGE}

**{Quota Groups}**

<b>Segments</b>	<b>Definition</b>	<b>Criteria</b>
<i>Cigarette Smokers between ages 27-54</i>	<i>Smokers who use cigarettes between ages 27-54</i>	<i>IF TS1_1 AND (TS2_1 or TS2_2) AND TS3 &gt; 0 AND DAGE2 = 27-54</i>
<i>Cigarette Smokers between ages 18-26</i>	<i>Smokers who use cigarettes between ages 18-26</i>	<i>IF TS1_1 AND (TS2_1 or TS2_2) AND TS3 &gt; 0 AND DAGE2 = 18-26</i>
<i>Low SES Cigarette Smokers between ages 18-54</i>	<i>Low SES Smokers (see definition below) who use cigarettes between ages 18-54</i>	<i>SES Composite = low SES AND Smokers who use cigarettes between ages 18-54</i>
<i>Nonsmokers between ages 18-54</i>	<i>Nonsmokers between ages 18-54</i>	<i>IF TS1 &gt; 1 OR ((TS2_3) AND TS3 = 0 AND DAGE2 = 18-54</i>

<b>Definition</b>	<b>Criteria</b>
<i>Socio-Economic Status Index (SES_Index)</i>	<i>education score (SES1 of 1 thru 4 = 0, SES1 of 5 thru 9 = 1) + income score (SES2 of 1 thru 4 = 0, SES2 of 5 thru 9 = 1) + employment score (SES3 of 3, 4, 7 = 0, SES3 of 1,2,5,6 = 1)</i>
<i>Low SES Composite</i>	<i>low_ses = 1 if ses_index = 0 or if ses_index = 1 low_ses = 0 if ses_index = 2 or if ses_index = 3</i>

**{GENERAL SCREEN OUT MESSAGE}**

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!

**{GENERAL ELIGIBILITY MESSAGE}**

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 the next question.