

## Attachment 4: Online Questionnaire Main Screenshots

Pages 2-19: Screener

Pages 20-79: Main Questionnaire

Form Approved  
OMB No. 0920-0910  
Exp. Date 05/31/2021

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).



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

What is your current age, in years?

- Age in years
- Prefer not to answer



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



What state do you live in?

- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- 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



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





Which of the following income categories best describes your total 2018 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



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



# Smoking Behavior

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

Please note that use of e-cigarettes should **not** be considered in your responses to the next three questions.





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

- Yes
- No
- Don't know/not sure
- Prefer not to answer





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



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

- Enter number:
- Don't know/Not sure
- Prefer not to answer



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 the 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 the next question.

NEXT

# Online Questionnaire for Rough Cut Testing of Advertisements

Form Approved  
OMB No. 0920-0910  
Exp. Date 05/31/2021

Public reporting burden of this collection of information is estimated to average **13** 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).



# E-Cigarette Behavior

The next several questions are about electronic cigarettes or e-cigarettes, such as JUUL, Vuse, blu, and Logic. E-cigarettes are battery powered devices that usually contain a nicotine-based liquid that is vaporized and inhaled. You may also know them as e-cigs, vape-pens, e-hookahs, vapes, or mods.

E-Cigarettes:



Have you ever used an e-cigarette, even one time?

- Yes
- No





Do you now use e-cigarettes...?

- Every day
- Some days
- Rarely
- Not at all



On how many of the past 30 days did you use an e-cigarette?

- Enter number:
- Don't know/Not sure
- Prefer not to answer





What is your gender?

- Male
- Female
- Prefer not to answer



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



# Section: Attitudes and Behaviors

## Smoking Behavior

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

Please note that use of e-cigarettes should **not** be considered “traditional cigarettes” in the following questions.



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

[1 PACK = 20 CIGARETTES]



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

[1 PACK = 20 CIGARETTES]







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



Quit Attempts

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



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 <b>completely</b> 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"/>
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"/>
Enroll in a texting program	<input type="radio"/>	<input type="radio"/>
Download an app	<input type="radio"/>	<input type="radio"/>
Seek information on social media	<input type="radio"/>	<input type="radio"/>
Get help from a website such as <a href="http://cdc.gov/tips">cdc.gov/tips</a>	<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"/>





What did you find most helpful when you last tried quitting smoking?





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





Has your doctor talked to you about quitting smoking?

- Yes
- No
- Not sure/uncertain





Psychographic/Attitudinal



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

Yes

No





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

- Yes
- No



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

- Yes
- No



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

- Yes
- No



**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





**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





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

Yes

No





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





Are you aware of the *Tips From Former Smokers*® campaign against smoking, sponsored by the Centers for Disease Control and Prevention?

Yes

No



Please comment on what you remember about the *Tips From Former Smokers*® campaign.



## Section: Rough Cut Testing

We would now like to show you a television ad and then gather your reactions to that ad. Note that you can review the ad multiple times prior to moving forward. 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.*



[INSERT VIDEO HERE]

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



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







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



How believable or unbelievable were the people in the ad?

- Extremely believable
- Moderately believable
- Slightly believable
- Neither believable nor unbelievable
- Slightly unbelievable
- Moderately unbelievable
- Extremely unbelievable



What was unbelievable about the person in the ad?



What was unbelievable about the people in the ad?



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"/>

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"/>
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"/>
This ad makes me more confident that I will not smoke cigarettes in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad influenced me about whether or not to smoke traditional cigarettes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





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

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



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





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

- Yes
- No



What was it about the ad that didn't make you want to quit smoking traditional cigarettes?  
Please be as specific as possible.



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





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



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 <a href="http://www.cdc.gov/tips">www.cdc.gov/tips</a> or <a href="http://Smokefree.gov">Smokefree.gov</a> 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 <i>Tips</i> campaign on social media (e.g., Twitter, Facebook, Pinterest)	<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"/>
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"/>
Enroll in a texting program to help you quit smoking	<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"/>



Does the ad make you want to encourage someone to quit smoking cigarettes?

Yes

No



What was it about the ad that doesn't make you want to encourage someone to quit smoking? Please be as specific as possible.



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





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 <a href="http://www.cdc.gov/tips">www.cdc.gov/tips</a> or <a href="http://Smokefree.gov">Smokefree.gov</a> 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"/>
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 <i>Tips</i> campaign on social media (e.g., Twitter, Facebook, Pinterest)	<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"/>

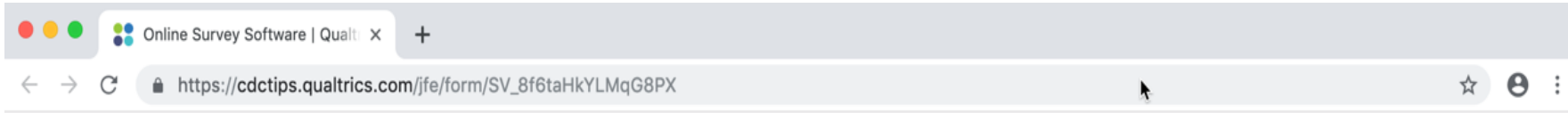




On a scale of 1 (not at all) to 5 (extremely), to what degree did the ad focus on the consequences of smoking cigarettes?

- Not at all
- Slightly
- Moderately
- Very
- Extremely





A few seconds before the ad you just saw ended, a written message was in white letters on a black screen. In addition to “You can quit. For free help, call 1-800-QUIT-NOW”, what other written message do you remember?



Which of the following written messages do you remember from the ad you just saw?

If you have seen or heard the following messages before but NOT as part of the ad you just saw, please do NOT select them.

- More than 16 million Americans live with a disease caused by smoking
- You're not just quitting for yourself
- The people you love are worth quitting for
- Smoking doesn't just affect you.
- Smoking affects more than the smoker.
- Smoking affects everyone around you.
- I do not remember any written messages in the ad I just saw



A few seconds before the ad you just saw ended, a written message was in white letters on a black screen, as you may remember from the image above.

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

- Yes
- No



What was it about this message that didn't make you want to quit smoking traditional cigarettes? Please be as specific as possible.



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

