

SMOKER WAVE A-I SURVEY, version 12/5/2018

Form Approved
OMB No. 0920-1083
Exp. Date xx/xx/xxx

Extended Evaluation of the National Tobacco Prevention and Control Public Education Campaign Smoker Questionnaire

Public reporting burden of this collection of information is estimated to average 20 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 Reports Clearance Officer, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-1083).

SUBJECTS FOR QUESTIONNAIRE

SECTION A: INTRODUCTORY
QUESTIONS SECTION B: TOBACCO USE
QUESTIONS SECTION C: SMOKING
CESSATION
SECTION D: ATTITUDES AND BELIEFS RELATED TO
CESSATION SECTION E: SECONDHAND SMOKE
SECTION F: MEDIA USE AND AWARENESS
SECTION G: CLOSING QUESTIONS

SECTION A: INTRODUCTORY QUESTIONS

- A5.** During the past 30 days, that is since [DATE FILL], on how many days did you smoke cigarettes?
_____Number of Days

SECTION B: TOBACCO USE QUESTIONS

The next few questions are about tobacco use and smoking cessation.

B1 . On the average, about how many cigarettes a day do you now smoke?
_____Number of cigarettes

B2 . On the days that you smoke, how soon after you wake up do you usually have your first cigarette? Would you say...

1. Within 5 minutes
2. 6-30 minutes
3. From more than 30 minutes to 1 hour
4. After more than 1 hour

The next few questions ask about your attempts to quit smoking regular cigarettes at different times over the past year. In answering, please think specifically about the timeframe for each question.

C2 . During the **past 3 months**, how many times have you stopped smoking for one day or longer because you were trying to quit smoking cigarettes for good?
_____Number of times

C2 a. During the **past 6 months**, that is since [FILL LAUNCH DATE], how many times have you stopped smoking for one day or longer because you were trying to quit smoking cigarettes for good?
_____Number of times

C1 . During the past **12 months**, that is, since [DATE FILL], how many times have you stopped smoking for one day or longer because you were trying to quit smoking cigarettes for good?
_____Number of times

C3c.

In the past 12 months, have you used any of the following medications to help you quit smoking: nicotine skin patch, nicotine gum, nicotine lozenges, nicotine nasal spray, a nicotine inhaler, or pills such as Wellbutrin, Zyban, bupropion, Chantix, or varenicline?

Yes

No

C4.

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

1. Yes 2. No

C4_1. Give up cigarettes all at once

C4_2. Gradually cut back on cigarettes

C4_3. Switch **completely** to vaping (using e-cigarettes, vape pens, JUULs, mods, or other personal vaporizers)

C4_4. Substitute smoking some of your regular cigarettes with vaping (using e-cigarettes, vape pens, JUULs, mods, or other personal vaporizers)

C4_5. Switch to mild or some other brand of cigarettes

C4_6. Use nicotine replacements like the nicotine patch, nicotine gum, nicotine lozenges, nicotine nasal spray, or nicotine inhaler

C4_7. Use medications like Wellbutrin, Zyban, bupropion, Chantix, or varenicline

C4_8. Get help from a telephone quit line

C4_9. Get help from a website such as Smokefree.gov or CDC.gov/Tips

C4_10. Get help from a doctor or other health professional

C4_11. Get help from a pharmacist

C4_12. Use a mobile App to help you quit smoking

C4_13. Use a texting program to help you quit smoking

C5.

When you last tried to quit smoking, did any of the following motivate you to try to quit?

1. Yes 2. No

C5_1. A family member or friend encouraged me to try to quit

C5_2. Anti-tobacco television commercials, online ads, radio ads, or other types of advertisements that focus on the health consequences of smoking

C5_3. My doctor or other health professional advised me to quit smoking

C5_4. Workplace restrictions on smoking

C6_5. Cost of cigarettes is too high.

C5_6. Other, specify

C6a.

Do you want to quit smoking cigarettes for good?

1. Yes

2. No

C7b.

How much do you want to quit smoking? Would you say you want to quit...

1. Not at all

2. A little

3. Somewhat

4. A lot

- C9.** Do you plan to quit smoking for good...
1. In the next 7 days,
 2. In the next 30 days,
 3. In the next 6 months,
 4. In the next 1 year, or
 5. More than 1 year from now?
 6. I do not plan to quit smoking cigarettes for good
 7. Not sure/Uncertain

- C10.** If you decided to give up smoking altogether in the next 12 months, how likely do you think you would be to succeed? Would you say...
1. Extremely Likely
 2. Very Likely
 3. Somewhat Likely
 4. Very Unlikely
 5. Extremely Unlikely

- C11.** How much do you think your health would improve if you were to quit smoking?
1. Not at all
 2. A little
 3. Somewhat
 4. A lot

- C14.** Among close friends, do...
1. All of them smoke?
 2. Most of them smoke?
 3. Most of them not smoke?
 4. None of them smoke?
-
-

Electronic Vapor Product Questions

The next questions are about vaping (using e-cigarettes, vape pens, JUULs, mods, other personal vaporizers). Vaping products are battery-powered and produce vapor instead of smoke. They typically use a nicotine liquid, although the amount of nicotine can vary and some may not contain any nicotine at all. Some common brands are JUUL, Vuse, MarkTen, Logic, and Blu.

These questions concern electronic vaping products for nicotine use. The use of electronic vaping products for marijuana use is not included in these questions.



B8. Have you ever vaped, even one time?

1. Yes
2. No

B8a. During the past 30 days, on how many days did you vape?

1. 0 days
2. 1 or 2 days
3. 3 to 5 days
4. 6 to 9 days
5. 10 to 19 days
6. 20 to 29 days
7. All 30 days

B9. Do you now vape...

1. Every day
2. Some days
3. Not at all

B9a. On the days that you vape, how often do you vape?

1. Rarely
2. Sometimes
3. Often
4. Very Often

B9a. Do you usually vape with disposable devices, rechargeable devices that use pods or cartridges, or rechargeable devices that use large refillable tanks?

Please indicate the type of device that you **vape the most**.

1. Disposable devices that are not rechargeable or refillable
2. Rechargeable devices that use pods or cartridges, like JUULS
3. Rechargeable devices that have large refillable tanks
4. Unknown device type

B9b_1. When you vape, does the liquid/contents usually contain nicotine?

1. Yes
2. No

B10. Are any of the following a reason why you first tried vaping/currently vape?

1. Yes 2. No

B10_1. I can vape when or where smoking cigarettes is not allowed

B10_2. Vaping might be less harmful to me than smoking cigarettes

B10_3. I like the flavors

B10_4. Vaping can help me quit or cut back on smoking cigarettes

B10_5. Vaping helps me deal with cravings to smoke

B10_6. A friend or family member suggested I vape as a way to quit smoking

B10_7. A friend or family member shared/shares their vaping device with me

B10_8. Vaping is popular among people my age

B13. In your opinion, regularly vaping and smoking cigarettes is...

1. Much less harmful to one's health than only smoking cigarettes
2. Slightly less harmful to one's health than only smoking cigarettes
3. Equally harmful to one's health as only smoking cigarettes
4. Slightly more harmful to one's health than only smoking cigarettes
5. Much more harmful to one's health than only smoking cigarettes.

B14. Do you want to quit vaping for good?

1. Yes
2. No

QUITLINE USE AND AWARENESS

Now, we are going to ask you some additional questions about regular cigarettes.

C18. A telephone quitline is a free telephone-based service that connects people who smoke cigarettes with someone who can help them quit. Are you aware of any telephone quitline services that are available to help you quit smoking?

1. Yes
2. No

C20. Have you heard of 1-800-QUIT-NOW?

1. Yes
2. No

C20a. Have you called 1-800-QUIT-NOW or any other telephone quit line in the past 3 months since **[FILL DATE]**?

1. Yes
2. No

C22. In the past 3 months, did you receive any of the following medications for free from the 1-800-QUIT-NOW smokers' quitline: nicotine patches, gum, lozenges, nasal spray, inhaler, or pills such as Wellbutrin, Zyban, bupropion, Chantix, or varenicline?

1. Yes
2. No

SECTION D: ATTITUDES AND BELIEFS RELATED TO CESSATION

The next few questions will ask about your opinions related to smoking, tobacco use, and cessation.

D8. Please tell us if you strongly disagree, disagree, agree, or strongly agree with the following statements.

1. Strongly disagree
2. Disagree
3. Agree
4. Strongly agree

I am eager for a life without smoking.

Concerns About Health

Please tell us if you strongly disagree, disagree, agree, or strongly agree with the following statements.

1. Strongly disagree
2. Disagree
3. Agree
4. Strongly agree

D10. I get upset when I think about my smoking.

D11. I am disappointed in myself because I smoke.

D12. I get upset when I hear or read about illnesses caused by smoking.

D13. Warnings about the health risks of smoking upset me.

Risk Perception

Please tell us if you strongly disagree, disagree, agree, or strongly agree with the following statement.

D20. How likely do you think you are to develop a smoking-related disease as a result of smoking?

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree

D21. Do you believe cigarette smoking is related to

1. Yes 2. No

- D21_1.** Lung Cancer
- D21_2.** Cancer of the mouth or throat
- D21_3.** Heart Disease
- D21_4.** Diabetes
- D21_5.** Emphysema
- D21_6.** Stroke
- D21_7.** Hole in throat (stoma or tracheotomy)
- D21_8.** Buerger's Disease
- D21_9.** Amputations (removal of limbs)
- D21_10.** Asthma
- D21_11.** Gallstones
- D21_12.** COPD or Chronic bronchitis
- D21_13.** Periodontal or Gum Disease
- D21_14.** Premature birth
- D21_15.** Colorectal Cancer
- D21_16.** Macular degeneration or blindness
- D21_17.** Depression
- D21_18.** Anxiety disorder
- D21_19.** Colon cancer

SECTION E: SECONDHAND SMOKE

- E1.** Other than yourself, does anyone who lives in your home smoke cigarettes now?
1. Yes
 2. No

- E8a.** In your opinion how likely is it that regularly breathing secondhand tobacco smoke would worsen asthma or cause infections or lung damage among nonsmokers?
1. Extremely likely
 2. Very likely
 3. Somewhat Likely
 4. Very unlikely
 5. Extremely unlikely

- E8b.** Not counting decks, porches, or garages, is smoking inside your home...
1. **Always** allowed
 2. Allowed only at **some** times or in **some** places
 3. Never allowed

- E9.** Are you seriously considering increasing restrictions on smoking in your household?
1. Definitely yes
 2. Probably yes
 3. Probably not
 4. Definitely not

SECTION F: MEDIA USE AND AWARENESS

F1. On an average day, how much television do you watch?

1. None
2. Less than one hour
3. About 1 hour
4. About 2 hours
5. About 3 hours
6. About 4 hours
7. 5 hours or more

F2. On an average day, how many hours do you listen to the radio?

1. None
2. Less than one hour
3. About 1 hour
4. About 2 hours
5. About 3 hours
6. About 4 hours
7. 5 hours or more

F3. On an average day, how many hours do you use the Internet for personal reasons?

1. None
2. Less than one hour
3. About 1 hour
4. About 2 hours
5. About 3 hours
6. About 4 hours
7. 5 hours or more

F13. Have you heard of the Website www.cdc.gov/Tips?

1. Yes
2. No

F13a. Have you visited www.cdc.gov/Tips in the past 5 months, since **[FILL DATE]**?

1. Yes
2. No

F14. In the past **5 months**, that is since [FILL DATE], have you seen or heard advertisements for medications or products to help people quit smoking such as Chantix, nicotine patches, or nicotine gums?

1. Never
2. Rarely
3. Sometimes
4. Often
5. Always

F17. In the past **[FILL # MONTHS PLANNED CAMPAIGN DURATION]**, that is since **[FILL DATE]**, have you seen or heard of any ads on television or radio with the following themes or slogans?

1. Yes 2. No

F17_1. TIPS FROM FORMER SMOKERS

F17_2. TRUTH

F17_3. BECOME AN EX

F17_4. EVERY CIGARETTE IS DOING YOU DAMAGE

F17_5. TOBACCO FREE LIVING

F17_6. THE REAL COST

F19_1. Have you seen any of the following Facebook pages or groups when you have been online in the past 5 months, since **[FILL DATE]**? Please select each page that you have seen

F19_1a. Tips Facebook Page Image

F19_1b. Unrelated Facebook Page Image

F19_1c. Unrelated Facebook Page Image

F19_2. Have you seen any of the following YouTube channels or pages when you have been online in the past 5 months, since [FILL DATE]? Please select each page that you have seen

F19_2a. Tips YouTube Page Image

F19_2b. Unrelated YouTube Page Image

F19_2c. Unrelated YouTube Page Image

F19_3. Have you seen any of the following Twitter pages when you have been online in the past 5 months, since [FILL DATE]? Please select each page that you have seen

F19_3a. Tips Twitter Page Image

F19_3b. Unrelated Twitter Page Image

F19_3c. Unrelated Twitter Page Image

F20. Sometimes people use the Internet specifically for health-related reasons. In the past 30 days, have you used the Internet for any of the following reasons?

1. Yes 2. No

F20_1. Looked for information about quitting smoking

F20_2. Looked for information about vaping (using e-cigarettes or other vaping products)

F20_3. Looked for information about nicotine replacement therapies (e.g., patches, gum, lozenges)

1. **F20_4.** Downloaded a mobile App to help you quit smoking

2. **F20_5.** Signed up for a texting program to help you quit smoking

F20_6. Created an online plan to help you quit smoking

Exposure and Reaction to TV Ads

Now, we would like you to view a series of advertisements that have been shown on television and online in the U.S. Please make sure your computer's volume is set to an appropriate level. You may be prompted by your computer to download a program enabling video playback. If the videos do not work, you'll still be able to see images and descriptions of the advertisements. When you are ready, please click on the link below to view the first advertisement. There is a total of [FILL # TOTAL ADS] ads to view. After you view each ad, there will be a few questions that ask about your opinions of the ad.

F21_x. Were you able to view this video?

1. Yes
2. No

F23_x. Now we would like to show you some screen shots from a television advertisement that has been shown in the U.S. Once you have viewed the images displayed below, please click on the forward arrow below to continue with the survey.

F24_x. Have you seen this ad on television or online in the past **[FILL # MONTHS SINCE CAMPAIGN LAUNCH]** months, since **[CAMPAIGN LAUNCH DATE]**?

1. Yes
2. No

F24a_x_TV. In the past **[FILL # MONTHS SINCE CAMPAIGN LAUNCH]** months, how frequently have you seen this ad on television?

1. Never
2. Rarely
3. Sometimes
4. Often
5. Very often

F24a_x_COMPUTER. In the past **[FILL # MONTHS SINCE CAMPAIGN LAUNCH]** months, how frequently have you seen this ad on a laptop or desktop computer?

1. Never
2. Rarely
3. Sometimes
4. Often

5. Very often

F24a_x_
MOBILE.

In the past [FILL # MONTHS SINCE CAMPAIGN LAUNCH] months, how frequently have you seen this ad on a tablet or smartphone?

Never
Rarely
Sometimes
Often
Very Often

F25_x.

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

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

F25a_x. This ad is worth remembering.

F25b_x. This ad grabbed my attention.

F25c_x. This ad is powerful.

F25d_x. This ad is informative.

F25e_x. This ad is meaningful to me.

F25f_x. This ad is convincing.

F26_x.

On scale of 1 to 5, where 1 means “not at all” and 5 means “very,” please indicate how much this ad made you feel...

1	2	3	4	5
Not at all				Very

F26a_x. Sad

F26b_x. Afraid

F26d_x. Ashamed

F26f_x. Hopeful

F26g_x. Motivated

F26h_x. Understood

For the next few questions, think about all of the advertisements you just viewed and recalled seeing in the past **[FILL # MONTHS SINCE CAMPAIGN LAUNCH]** months.

Exposure to Radio Ads

Now, we would like you to listen to a radio advertisement that has aired in the U.S. Please make sure your computer's volume is set to an appropriate level. You may be prompted by your computer to download a program enabling audio playback. If you cannot hear the audio, you'll still be able to read a description of the advertisement. There is a total of **[FILL # TOTAL RADIO ADS]** radio ads to listen to. When you are ready, please click on the link below to listen to the ad. After you listen to the ad, there will be a few questions that ask about your recent recall of the ad.

F32_x. Were you able to listen to this ad?

1. Yes
2. No

F34_x. Now we would like to show you a script from a radio advertisement that has been shown in the U.S. Once you have read the script displayed below, please click on the forward arrow below to continue with the survey.

F35_x. Have you heard this ad on the radio in the past **[FILL # MONTHS SINCE CAMPAIGN LAUNCH]** months, since **[CAMPAIGN LAUNCH DATE]**?

1. Yes
2. No

Exposure to Display, Print, and Out-of-Home

Next, you will see some advertisements that have recently appeared in magazines, on websites, and on signs in areas such as bus shelters, bus interiors, billboards and other public places. There are 3 sets of images to view, followed by a few questions about whether you have seen these ads before. When you are ready to view them, please click “Next.”

F36. In the past **[FILL # MONTHS SINCE CAMPAIGN LAUNCH]**, since **[CAMPAIGN LAUNCH DATE]**, have you seen any of these ads in magazines, on Websites, or in public places outside your home?

1. Yes
2. No

F37. Where did you see these advertisements?

1. Yes 2. No

F37_1. Magazines or print publications

F37_2. Websites online

F37a. In the past XX Months, since [DATE], have you seen any of these ads in public places outside your home such as billboards, bus shelters, or bus interiors?

1. Yes
2. No

AWARENESS OF E-CIGARETTE ADS

F38. When you go to a convenience store, supermarket, or gas station, how often do you see ads or promotions for vaping products?

1. I never go to a convenience store, supermarket, or gas station
2. Never
3. Rarely
4. Sometimes
5. Most of the time
6. Always

SECTION G: CLOSING QUESTIONS

G1. How many people are 17 years of age or younger and currently live in your household at least 50% of the time? If none, enter "0." Include babies and small children. Your answer will help represent the entire U.S. population and will be kept confidential. Thank you!

_____Number of Children

G5. What is the highest level of school you have completed?

1. No formal education
2. 1st, 2nd, 3rd, or 4th grade
3. 5th or 6th grade
4. 7th grade or 8th grade
5. 9th grade
6. 10th grade
7. 11th grade
8. 12th grade, no diploma
9. High school graduate – high school Diploma or the equivalent (GED)
10. Some college, no degree
11. Associate degree
12. Bachelor's degree
13. Master's degree
14. Professional or Doctorate degree

G6. How much is the combined income of all members of YOUR HOUSEHOLD for the PAST 12 MONTHS? Please include your income PLUS the income of all members living in your household (including cohabiting partners and armed forces members living at home). Please count income BEFORE TAXES and from all sources (such as wages, salaries, tips, net income from a business, interest, dividends, child support, alimony, and Social Security, public assistance, pensions, or retirement benefits).

1. Below \$50,000
 2. \$50,000 or more
 3. Don't Know
-

G6a. We would like to get a better estimate of your total HOUSEHOLD income in the past 12 months before taxes. Was it...

1. Less than \$5,000
 2. \$5,000 to \$7,499
 3. \$7,500 to \$9,999
 4. \$10,000 to \$12,499
 5. \$12,500 to \$14,999
 6. \$15,000 to \$19,999
 7. \$20,000 to \$24,999
 8. \$25,000 to \$29,999
 9. \$30,000 to \$34,999
 10. \$35,000 to \$39,999
 11. 40,000 to \$49,999
-

G6b. We would like to get a better estimate of your total HOUSEHOLD income in the past 12 months before taxes. Was it...

1. \$50,000 to \$59,999
2. \$60,000 to \$74,999
3. \$75,000 to \$84,999
6. \$85,000 to \$99,999
4. \$100,000 to \$124,999
5. \$125,000 to \$149,999
6. \$150,000 to \$174,999
10. \$175,000 to \$199,999
11. \$200,000 to \$249,999
12. \$250,000 or more

G7. Are you now...

1. Married
2. Widowed
3. Divorced
4. Separated
5. Never married

G7a. Are you currently living with a partner to whom you are not married?

1. Yes
2. No

G8. Which statement best describes your current employment status?

1. Working – as a paid employee
2. Working – self-employed
3. Not working – on temporary layoff from a job
4. Not working – looking for work
5. Not working – retired
6. Not working -- disabled
7. Not working – other

G8a. In your MAIN job, what kind of work do you do? Select one answer only.

1. Medical Doctor (such as physician, surgeon, dentist, veterinarian)
2. Other Health Care Practitioner (such as nurse, pharmacist, chiropractor, dietician)
3. Health Technologist or Technician (such as paramedic, lab technician)
4. Health Care Support (such as nursing aide, orderly, dental assistant)
5. Protective Service (police, firefighters)
6. Food Preparation and Serving
7. Building and Grounds Cleaning and Maintenance
8. Personal Care and Service(hair stylists, gaming workers, entertainment)
9. Sales Representative
10. Retail Sales
11. Other Sales
12. Office and Administrative Support
13. Farming, Forestry, and Fishing
14. Construction and Extraction
15. Installation, Maintenance, and Repair
16. Precision Production (such as machinist, welder, baker, printer, tailor)
17. Transportation and Material Moving
18. Armed Forces
19. Management
20. Business and Financial Operations Professional
21. Computer and Mathematical
22. Architecture and Engineering
23. Life, Physical, and Social Sciences
24. Community and Social Services
25. Lawyer or Judge
26. Teacher, except college and university
27. Teacher, college and university
28. Other, please specify _____.

G9. How many smoking or tobacco related web surveys like this have you completed during the past year?

1. None
2. 1 survey
3. 2 surveys
4. 3 surveys
5. 4 surveys
6. 5 or more surveys

G10. Please indicate your current military service status (select one).

1. Active duty
2. Reserves
3. National Guard
4. Veteran or Armed Services Retiree
5. Veteran or Retiree with a service connected disability
6. Civilian: NO military service record

G11. Are you CURRENTLY covered by any of the following types of health insurance or health coverage plans? Mark "yes" or "no" for each type of coverage.

1. Yes 2. No

- G11_1.** Insurance through a current or former employer or union
- G11_2.** Insurance purchased directly from an insurance company
- G11_3.** Medicare, for people age 65 and over, or people with certain disabilities
- G11_4.** Medicaid, or any kind of government assistance plan for those with low incomes or disability
- G11_5.** TRICARE or other military health care
- G11_6.** VA (including those who have ever enrolled for or used VA health care)
- G11_7.** Indian Health Service
- G11_8.** Any other type of health insurance or health coverage plan

G15. Have you been diagnosed by a physician or other qualified medical professional with any of the following medical conditions?

1. Yes 2. No

G15_1. Acid reflux disease

G15_2. ADHD or ADD

G15_3. Anxiety disorder

G15_4. Asthma, chronic bronchitis, or COPD

G15_5. Cancer (any type except skin cancer)

G15_6. Chronic pain (such as low back pain, neck pain, or Fibromyalgia)

G15_7. Depression

G15_8. Diabetes

G15_9. Heart attack

G15_10. Heart disease

G15_11. High blood pressure

G15_12. High cholesterol

G15_13. HIV/AIDS

G15_14. Kidney disease

G15_15. Mental health condition

G15_16. Multiple sclerosis

G15_17. Osteoarthritis, joint pain or inflammation

G15_18. Osteoporosis or osteopenia

G15_19. Rheumatoid arthritis

G15_20. Seasonal allergies

G15_21. Skin cancer

G15_22. Sleep disorders such as sleep apnea or insomnia

G15_23. Stroke

G15_24. Something else

- G20.** Do you or anyone in this household connect to the Internet from home?
1. Yes
 2. No

- G21.** Do you live in a metro or non-metro area?
1. Non-metro (rural)
 2. Suburban
 3. Urban

- G22.** Using the scale below, please tell us how much you agree or disagree with the following statements.
1. Strongly agree
 2. Somewhat agree
 3. Neither agree nor disagree
 4. Somewhat disagree
 5. Strongly disagree
- G20a.** I usually try new products before other people do.
- G20b.** I often try new brands because I like variety and get bored with the same old thing.
- G20c.** When I shop I look for what is new.
- G20d.** I like to be the first among my friends and family to try something new.
- G20e.** I like to tell others about new brands or technology.

- G23.** Do you consider yourself to be...
1. Heterosexual or straight
 2. Gay
 3. Lesbian
 4. Bisexual
 5. Other, please specify _____

Thank you for completing today's survey. Your input will greatly help researchers assess the impact of television ads about quitting smoking.

You will be awarded [AMOUNT] bonus points credited to your KnowledgePanel account for completing the survey. A follow-up survey will be sent to you in about **[FILL # MONTHS PLANNED CAMPAIGN DURATION]** and you will be awarded [AMOUNT] bonus points for completing that survey.

ADD1.

Those are all of our questions. Thanks so much for your participation in our survey. As a token of our appreciation, we would like to send you \$[IF SAMPLE = KP WITHDRAWN, \$15; IF SAMPLE=ABS, INSERT INCENTIVE VALUE FROM LOOKUP TABLE based on MNO; IF SAMPLE=ABS and incentive value is missing from lookup table, insert: \$20].

Please verify your name and mailing address so that we can put the check in the mail. To ensure that you will be able to deposit or cash the check, please be sure to provide us with your full first AND last name; if you provide incomplete or inaccurate information, you may not be able to deposit the check. This information will not be connected with your survey responses in any way.

Please select the field(s) that you'd like to update. If all of the information is correct, please select "All of the above are correct".

- 1.Name (First/Last):
- 2.Mailing Address:
- 3.All of the above are correct

ADD1_1.

Please type in the name to whom you'd like us to send the incentive check:

Name _____

ADD1_2. Please type in the address to where we should send the incentive check:

Street Address:
City:
State:
Zip Code:

ADD2. Is the contact information below now up-to-date?

1. Yes
2. No

CONTACT_A. Thank you for your participation in this important study! If you entered your address information on the previous question, your check for participation will arrive in the next 4 – 6 weeks.

The CDC will also have the opportunity to do at least one more survey in the future, with additional rewards and prizes for participation. Would you be willing to participate in another survey for the CDC?

1. Yes
2. No

CONTACT_A1. Is this the address where you would like us to send your next CDC survey invitation?

1. Yes
2. No

CONTACT_A2. Please provide us with the address that you would like us to use to send you your next CDC survey invitation

Street Address:
City:
State:
Zip Code:

CONTACT_A So that you can participate in the future if you choose to do so, please provide

CT_B. your e-mail address and best phone number to reach you below. Remember, you can decline to do any survey at that time if you do not want to do it.

My email address is:
The best phone number to reach me:

**CONTA
CT2_A.** In case we are unable to reach you through the email address or phone number you provided in the previous question, is there an alternate email address or a phone number to be able to reach?

It is very important for us to hear back from you for future surveys that we will be sending out so we can ensure that the researchers have complete data for this new and important study.

Alternate Email:
Alternate phone number to reach you: