



NONSMOKER SURVEY

BASE: If DOV_SMOKER=2

OMB_NONSMOKER [DISP]

**Form Approved
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Extended Evaluation of the National Tobacco Prevention and Control Public Education Campaign Nonsmoker 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).

BASE: If DOV_T10W_SMOKE=2 (former smoker)

NA4 [S]

Have you smoked cigarettes at all, even one puff, in the **past 12 months**?

1. Yes
2. No

BASE: If NA4=1

NA4_x [S]

Was the last time you smoked a cigarette, even one or two puffs...?

1. Within the past 24 hours
2. Within the past 7 days
3. Within the past 30 days
4. Within the past 3 months
5. Within the past 6 months
6. Within the past 1 year
7. More than one year ago

BASE: If NA4=1

NA5 [S]

Have you quit smoking cigarettes completely in the **past 6 months**?

1. Yes
2. No

Scripter: Create DOV_RECENTQUIT=1 if NA5=1, 0 otherwise

BASE: If NA5=1

NB2 [N with range 0-999; prompt once]

During the **past 3 months**, that is, since [DOV_DATE2], 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

Scripter: If NA5=2, autofill NB2=0

BASE: If NA5=1

NB2a [N with range NB2 value-999]

During the **past 6 months**, that is since [DOV_DATE4], 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

Scripter: If NA5=2; autofill NB2a=0

BASE: If NA4=1

NB1 [N with range NB2A value-999; if NB2A refused, range NB2-999; prompt once]

During the **past 12 months**, that is, since [DOV_DATE3], 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

BASE: If NA4=1

NB3c [S]

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?

1. Yes
2. No

BASE: If NA5=1 or NB1>0 or NB2>0

NB4 [GRID; S ACROSS]

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

Statements in row (randomize and record response order):

NB4_1. Give up cigarettes all at once

NB4_2. Gradually cut back on cigarettes

- NB4_3. Switch **completely** to e-cigarettes, vapes, or mods (popular brands include NJOY, Blu, Logic, Vuse, and JUUL)
- NB4_4. Substituted some of your regular cigarettes with ecigarettes, vapes, or mods (popular brands include NJOY, Blu, Logic, Vuse, Puff Bar, and JUUL)
- NB4_4a. Switch **completely** to heated tobacco products (using “heat not burn” tobacco products, IQOS [eye-kos], Glo, or Eclipse)
- NB4_4b. Substitute some of your regular cigarettes with heated tobacco products (using “heat not burn” tobacco products, IQOS [eye-kos], Glo, or Eclipse)
- NB4_5. Switch to a different brand of cigarettes
- NB4_5a. Switch to smokeless tobacco (such as snuff, chew, or snus) or dissolvable tobacco
- NB4_6. Use nicotine replacements medications like the nicotine patch, nicotine gum, nicotine lozenges, nicotine nasal spray, or nicotine inhaler
- NB4_7. Use medications like Wellbutrin, Zyban, bupropion, Chantix, or varenicline
- NB4_8. Get help from a telephone quit line
- NB4_9. Get help from a website such as Smokefree.gov or CDC.gov/Tips
- NB4_10. Get help from a doctor or other health professional
- NB4_11. Get help from a pharmacist
- NB4_12. Use a mobile App to help you quit smoking
- NB4_13. Use a texting program to help you quit smoking

Answers in columns:

1. Yes
2. No

BASE: If NB1>0

NB5 [GRID; S Across]

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

Statements in row (randomize and record response order, with NB5_5 always last):

- NB5_1. A family member or friend encouraged me to try to quit
- NB5_2. Television commercials, radio ads, or other types of advertisements that focus on the health consequences of smoking
- NB5_3. My doctor or other health professional advised me to quit smoking
- NB5_4. Workplace restrictions on smoking
- NB5_4a. Cost of cigarettes is too high
- NB5_4b. Concern about COVID-19
- NB5_5. Other, please specify: [O] _____ [anchor]

Answers in columns:

1. Yes
2. No

Scripter: If NB5_5 = “Yes” but nothing is entered in the verbatim, prompt with “Please tell us what else motivated you to quit smoking.”

BASE: If DOV_SMOKER=2

NB8. [S]

The next questions are about electronic or e-cigarettes. You may also know them as vape pens, e-hookah, vapes, or mods. Some popular brands include NJOY, Blu, Logic, Vuse, Puff Bar, and JUUL. **Please do not include marijuana, cannabis, and THC products (including concentrates, waxes or hash oils) for these questions.**

[SHOW IMAGE “UPDATED E-CIG PRODUCT IMAGE.PNG” centered on screen]

Have you ever vaped, even one time?

1. Yes
2. No

BASE: If NB8=1

NB8a [S]

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

1. 0 days
2. 1 to 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

BASE: If NB8=1

NB9 [S]

Do you now vape...

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

BASE: If NB9=1 or NB9=2

NB9b [S]

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 most often.

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

BASE: If NB9=1 or NB9=2

NB9_1 [S]

When you use your vape, does the liquid/contents usually contain nicotine?

1. Yes
2. No
3. Don't know

BASE: If NB8=1 and NB9 not refused

NB10 [M]

Are any of the following a reason why you [NB9=3: first tried / NB9=1 OR 2: currently use] electronic vapor products?

Randomize and record response order, with B10_10 always last

- NB10_1.** I can vape when or where smoking cigarettes is not allowed
- NB10_2.** Vaping might be less harmful to me than smoking cigarettes
- NB10_3.** I like the flavors
- NB10_4.** Vaping can help me quit or cut back on smoking cigarettes
- NB10_5.** Vaping helps me deal with cravings to smoke
- NB10_6.** A friend or family member suggested I vape as a way to quit smoking **NB10_7.**
A friend or family member [NB9=3: shared / NB9=1 OR 2: shares] their vaping device with me
- NB10_8.** Vaping is popular among people my age
- NB10_9.** I [NB9=3: was / NB9=1 OR 2: am] curious about vaping
- NB10_10.** Other, specify: [O] _____ [anchor]

BASE: If NB8=1

NB13 [Grid; S Across]

Do you believe that e-cigarettes and vape products are less harmful, equally harmful, or more harmful to your health than smoking regular cigarettes?

Scripter: Show numbers to the right of the response options

1. Less harmful
2. Equally harmful
3. More harmful
4. I don't know

BASE: If NB9=1 or NB9=2

NB14 [S]

Do you want to quit vaping for good?

1. Yes
2. No

BASE: If DOV_SMOKER=2

NE9a [S]

A telephone quitline is a free telephone-based service that connects people who smoke cigarettes with someone who can help them quit. In the **past 3 months**, that is since [DOV_DATE2], have you recommended any family members or friends that smoke to call a telephone quitline?

1. Yes
2. No

BASE: If NE9a=2

NE9b [S]

In the **past 3 months**, that is since [DOV_DATE4], have you recommended any family members or friends that smoke to call a telephone quitline?

1. Yes
2. No

Scripter: If NE9a=1, autopunch NE9b=1

BASE: If DOV_SMOKER=2

NE10 [S]

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

1. Yes
2. No

BASE: If NE10=1

NE10a [S]

In the **past 3 months**, that is since [DOV_DATE2], have you recommended any family members or friends that smoke to call 1-800-QUIT-NOW?

1. Yes
2. No

Scripter: If NE10=2, autopunch NE10a=2

BASE: If NE10a=2 and NE10=1

NE10b [S]

In the **past 3 months**, that is since [DOV_DATE4], have you recommended any family members or friends that smoke to call 1-800-QUIT-NOW?

1. Yes
2. No

Scripter: If NE10a=1, autopunch NE10b=1

BASE: If NE10a=1

NE11[S]

In the **past 3 months**, did you recommend your family and friends to ask about the following free medications when calling 1-800-QUIT-NOW: nicotine patches, gum, lozenges, nasal spray, inhaler, or pills such as Wellbutrin, Zyban, bupropion, Chantix, or varenicline?

1. Yes
2. No

Scripter: If NE10=2 autopunch NE11=2

BASE: If NE11=2 and NE10b=1

NE11a [S]

In the **past 6 months**, since [DOV_DATE4], did you recommend your family and friends to ask about the following free medications when calling 1-800-QUIT-NOW: nicotine patches, gum, lozenges, nasal spray, inhaler, or pills such as Wellbutrin, Zyban, bupropion, Chantix, or varenicline?

1. Yes
2. No

Scripter: If NE11=1, autopunch NE11a=1

BASE: If DOV_SMOKER=2

ND19_NEW [S]

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

Statements in row (randomize list):

ND15. Using e-cigarettes and vape products can result in serious lung injury or death.

ND19. Smoking cigarettes can cause medical complications and diseases that require surgeries and medical procedures to treat.

ND19a. Menthol cigarettes are just as damaging as other cigarettes.

ND19b. Tobacco companies aggressively target communities with menthol cigarette advertising.

Answers in columns:

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

BASE: If DOV_SMOKER=2

NC2 [S]

In your opinion, how likely do you think a smoker is to develop a smoking-related disease as a result of smoking?

1. Extremely likely
2. Very likely
3. Somewhat likely
4. Very unlikely
5. Extremely unlikely

BASE: If DOV_SMOKER=2

NC4a [S]

In your opinion, how likely is it that regularly breathing secondhand tobacco smoke would worsen asthma among nonsmokers?

1. Extremely likely
2. Very likely
3. Somewhat likely
4. Very unlikely
5. Extremely unlikely

BASE: If DOV_SMOKER=2

NC4b [S]

In your opinion, how likely is it that regularly breathing secondhand tobacco smoke would cause infections or lung damage among nonsmokers?

1. Extremely likely
2. Very likely
3. Somewhat likely
4. Very unlikely
5. Extremely unlikely

BASE: If DOV_SMOKER=2

NC1 [Grid, S Across]

Do you believe cigarette smoking is related to:

Statements in row (randomize and record response order):

- NC1_1. Lung Cancer
- NC1_2. Cancer of the mouth or throat
- NC1_3. Heart Disease
- NC1_4. Diabetes
- NC1_5. Emphysema
- NC1_6. Stroke
- NC1_7. Hole in throat (stoma or tracheotomy)
- NC1_8. Buerger's Disease
- NC1_9. Amputations (removal of limbs)
- NC1_10. Asthma
- NC1_11. Gallstones
- NC1_12. COPD or Chronic bronchitis
- NC1_13. Periodontal or Gum Disease
- NC1_14. Premature birth
- NC1_15. Colorectal Cancer
- NC1_16. Macular Degeneration or blindness
- NC1_17. Depression
- NC1_18. Anxiety disorder
- NC1_19. Colon Cancer
- NC1_20. COVID-19
- NC1_21. Kidney Disease
- NC1_22. Walking difficulties due to artery blockage
- NC1_23. Premature death

Answers in columns:

- 1. Yes
- 2. No

BASE: If DOV_SMOKER=2

ND1[S]

Other than yourself, does anyone who lives in your home smoke cigarettes now?

- 1. Yes
- 2. No

BASE: If DOV_SMOKER=2

NE9_1 [S]

Are you seriously considering increasing restrictions on smoking in your household?

- 1. Definitely yes
- 2. Probably yes
- 3. Probably not
- 4. Definitely not

BASE: If DOV_SMOKER=2

NE8b [S]

Not counting decks, porches, or garages inside your home, is smoking....

- 1. Always allowed
- 2. Allowed only at some times or in some places
- 3. Never allowed

BASE: If DOV_SMOKER=2

ND4 [S]

During the **past 3 months**, that is since [DOV_DATE2], have you talked to any family members or friends about the dangers of smoking?

1. Yes
2. No

BASE: If DOV_SMOKER=2

ND5a [S]

During the **past 3 months**, that is since [DOV_DATE2], did you encourage a friend or family member to quit smoking?

1. Yes
2. No

BASE: If ND5a=2

ND5b [S]

During the **past 6 months**, that is since [DOV_DATE4], did you encourage a friend or family member to quit smoking?

1. Yes
2. No

Scripter: If ND5a=1, autopunch ND5b=1

BASE: If DOV_SMOKER=2

NE10c [S]

In the **past 3 months**, that is since [DOV_DATE2], have you recommended any family members or friends that smoke to talk with their dentist or dental hygienist about quitting smoking?

1. Yes
2. No

BASE: If NE10c=2

NE10d [S]

In the **past 6 months**, that is since [DOV_DATE4], have you recommended any family members or friends that smoke to talk with a health care professional such as a physician, nurse, or dentist about quitting smoking?

1. Yes
2. No

Scripter: If NE10c=1 autopunch NE10d=1

BASE: If DOV_SMOKER=2

NE1a [S]

The next few questions are about media use.

How do you usually watch television these days?

1. A digital antenna
2. A cable or satellite subscription

3. A streaming service on the Internet
4. Some other way
5. Don't watch television

BASE: If DOV_SMOKER=2

NE1b [S]

How often do you watch television or movies, on a TV set or any other device? Do you do this every day or almost every day, at least once a week, at least once a month, or less often?

1. Every day or almost every day
2. At least once a week
3. At least once a month
4. Less often
5. Never do this

BASE: If DOV_SMOKER=2

NE1 [S]

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

BASE: If DOV_SMOKER=2

NE2 [S]

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

BASE: If DOV_SMOKER=2

NE3 [S]

On an average day, how many hours do you use the following social media platforms:

Statements in row (randomize and record response order):

- F3_1. Facebook
- F3_2. Instagram
- F3_3. Twitter
- F3_4. Snapchat
- F3_5. TikTok
- F3_6. Reddit

Answers in columns:

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

BASE: If DOV_SMOKER=2

NE14 [S]

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

1. Yes
2. No

BASE: If NE14=1

NE14x [S]

Have you visited www.cdc.gov/Tips in the **past 3 months**, since [DOV_DATE2]?

1. Yes
2. No

BASE: If NE14x=2

NE14a [S]

Have you visited www.cdc.gov/Tips in the **past 6 months**, since [DOV_DATE4]?

1. Yes
2. No

Scripter: If NE14X=1, autopunch NE14A=1

BASE: If NE14x=1 or NE14a=1

NE14b. [S]

In the **past 3 months**, that is since [DOV_DATE2], have you recommended any family members or friends that smoke to visit www.cdc.gov/Tips?

1. Yes
2. No

BASE: If NE14B=2

NE14c [S]

In the **past 6 months**, that is since [DOV_DATE4], have you recommended any family members or friends that smoke to visit www.cdc.gov/Tips?

1. Yes
2. No

Scripter: If NE14B=1, autopunch NE14C=1

BASE: If DOV_SMOKER=2

NE14d [S]

In the **past 3 months**, that is since [DOV_DATE4], have you seen or heard advertisements for medications or products to help people quit smoking such as Chantix, Wellbutrin, Zyban, varenicline, bupropion, nicotine patches, or nicotine gums?

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

BASE: If DOV_SMOKER=2

NE18 [Grid, S Across]

In the **past 3 months**, since [DOV_DATE4], have you seen or heard of any ads on television or radio with the following themes or slogans?

Statements in row (randomize and record response order):

- NE18_1. Tips from Former Smokers
- NE18_2. Truth
- NE18_3. Every Try Counts
- NE18_4. This Free Life
- NE18_5. Fresh Empire
- NE18_6. The Real Cost

Answers in columns:

1. Yes
2. No

BASE: If DOV_SMOKER=2

NE20_1 [S]

Have you seen the following Facebook page or group when you have been online in the **past 3 months**, since [DOV_DATE2]?

[SHOW IMAGE "Tips Facebook.png" centered on screen]

1. Yes
2. No

BASE: If DOV_SMOKER=2

NE20_2[S]

Have you seen the following YouTube channel or page when you have been online in the **past 3 months**, since [DOV_DATE2]?

[SHOW IMAGE "Tips Youtube.png" centered on screen]

1. Yes
2. No

BASE: If DOV_SMOKER=2

NE20_3 [S]

Have you seen the following Twitter page when you have been online in the **past 3 months**, since [DOV_DATE2]?

[SHOW IMAGE "Tips Twitter.png" centered on screen]

1. Yes
2. No

BASE: If DOV_SMOKER=2

NE21 [Grid, S Across]

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?

Statements in row (randomize and record response order):

- NE21_1. Looked for information about quitting smoking
- NE21_2. Looked for information about vaping (using e-cigarettes or other vaping products)
- NE21_3. Looked for information about nicotine replacement therapies (e.g., patches, gum, lozenges)
- NE21_4. Downloaded a mobile app to help you quit smoking
- NE21_5. Signed up for a texting program to help you quit smoking
- NE20_6. Created an online plan to help you quit smoking

Answers in columns:

- 1. Yes
- 2. No

NONSMOKER AD SECTION STARTS HERE.

BASE: If DOV_SMOKER=2

NONSMOKER_VID_INTRO [DISP]

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. 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 the "Next" button below to view the first advertisement. Click or tap on each video to begin playback; the "Next" button will appear once the entire video has been shown.

There is a total of [PPETHM<>4 and DOV_PPETHM_ABS<>4 and ABS_NQRACE1_FRESH=1 (non-Hispanic): 7 ads / PPETHM=4 or DOV_PPETHM_ABS=4 or ABS_NQRACE1_FRESH=2-5 (Hispanic): 8 ads] to view. After you view each ad, there will be a few questions that ask about your opinions of the ad.

BASE: If DOV_SMOKER=2

Scripter: Show all respondents ads 1-3:

- 1=ASAAD & LEAH OKAY_15SEC
- 2=TONYA PLUGGED IN_15SEC
- 3=DENISE & BRIAN TIME TOGETHER_15SEC

Scripter: Randomly select and show 3 of ads 6-11:

- 6=TERRIE I WISH_15SEC
- 7=BRETT_15SEC
- 8=ANTHEM_15SEC
- 9=GERI TEXTING_15SEC
- 10=CHRISTINE THOSE YOU LOVE_15SEC
- 11=MICHAEL LIES_15SEC

Scripter: If PPETHM=4 or DOV_PPETHM_ABS=4 or ABS_NQRACE1_FRESH=2-5 (R is Hispanic), randomly select and show one of ads 12-14 :

1412=BRETT & FELICITA_30SEC

1513=JESSICA_15SEC

1614=ROSE_15SEC

Scripter: Add “_X” to variable names below that map to ad ID# above. For example:

F21_1 indicates “Were you able to view this video” for ASAAD & LEAH_OKAY.

F21_2 indicates “Were you able to view this video” for TONYA PLUGGED IN_15SEC.

F21_3 indicates “Were you able to view this video” for DENISE & BRIAN TIME TOGETHER_15SEC.

Etc.

BASE: If DOV_SMOKER=2

NF21_x [S; prompt once]

Were you able to view this video?

1. Yes
2. No

BASE: If NF21_x=2 or refused

NF23_x [DISP]

Now we would like to show you some screen shots from a television advertisement that has been shown in the U.S. Please click the arrow to the right of each image to move to the next image.

Once you have viewed all the images, please click the "Next" button below to continue with the survey.

BASE: If NF21_x=2 or refused

[DISPLAY STORYBOARD IMAGES FOR AD_X]

BASE: If DOV_SMOKER=2

NF24_x [S; prompt once]

Have you seen this ad on television or online in the **past 3 months**, since March 1, 2021?

1. Yes
2. No

BASE: If NF24_x=1

NF24a_x_TV [S]

In the **past 3 months**, since March 1, 2021, how frequently have you seen this ad on television?

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

BASE: If NF24_x=1

NF24a_x_COMPUTER [S]

In the **past 3 months**, since March 1, 2021, how frequently have you seen this ad on a laptop or desktop computer?

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

BASE: If NF24_x=1

NF24a_x_MOBILE [S]

In the **past 3 months**, since March 1, 2021, how frequently have you seen this ad on a tablet or smartphone?

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

Scripter: Show NF25_x – NF28_3x for 4 randomly selected ads from ads 1-12

BASE: If DOV_SMOKER=2

NF25_x [Grid, S Across]

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

Statements in row (randomize and record response order):

- NF25a_x. This ad is worth remembering.
- NF25b_x. This ad grabbed my attention.
- NF25c_x. This ad is powerful.
- NF25d_x. This ad is informative.
- NF25e_x. This ad is meaningful to me.
- NF25f_x. This ad is convincing.

Answers in columns:

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

BASE: If DOV_SMOKER=2

NF26_x [Grid, S Across] 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...

Statements in row (randomize and record response order):

- NF26a_x. Sad
- NF26b_x. Afraid
- NF26d_x. Ashamed
- NF26f_x. Hopeful
- NF26g_x. Motivated

NF26h_x. Understood

Answers in columns:

1. Not at all
- 2
- 3
- 4
5. Very

BASE: If DOV_SMOKER=2

NEXT_AD [DISP]

Now, we would like you to watch another ad.

Scripter: Repeat the sequence of questions (NF21_x through NF28_3X) for each of the remaining ads per assignment protocol above

BASE: If DOV_SMOKER=2

NONSMOKER_RADIO_INTRO [DISP]

Now, we would like you to listen to a streaming radio advertisement that you may have heard 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 audio playback. 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.

[If African American, assign respondent to listen to **one** of the following ads]:

- 1=Roosevelt.mp3
- 2=Bill Diabetes.mp3
- 3=Rose.mp3

[If Hispanic, assign respondent to listen to **one** of the following ads]

- 3=Rose.mp3
- 4=Jessica.mp3

[If American Indian/Alaskan Native, assign respondent to listen to **one** of the following ads]:

- 5=Michael
- 6=Nathan

[PLAY RADIO AD CHOSEN]

[ADD “_x” TO VARIABLE NAMES BELOW THAT MAP TO AD ID # ABOVE. FOR EXAMPLE:

- F32_1 indicates “Were you able to listen to this ad” for Roosevelt.
- F32_2 indicates “Were you able to listen to this ad” for Bill.
- F32_3 indicates “Were you able to listen to this ad” for Rose.
- F32_4 indicates “Were you able to listen to this ad” for Jessica.
- F32_5 indicates “Were you able to listen to this ad” for Michael.
- F32_6 indicates “Were you able to listen to this ad” for Nathan.

BASE: If DOV_SMOKER=2

NF35_x [S]

Have you heard this ad streaming or online in the **past 3 months**, since March 1, 2021?

1. Yes
2. No

BASE: IF NF35_x=1

NF35a_x [S]

In the **past 3 months**, since March 1, 2021 how frequently have you heard this ad streaming or online?

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

BASE: If DOV_SMOKER=2

NS_PRINT_WEB1 [DISP]

Next, you will see some advertisements that have recently appeared on websites. There is 1 set of images to view, followed by a question about whether you have seen these ads before. When you are ready to view them, please click "Next."

BASE: If DOV_SMOKER=2

NS_PRINT_WEB2 [DISP]

[SHOW IMAGE "Tips 2021 Digital Collage" centered on screen]

Please click "Next" to proceed to the next set of questions.

BASE: If DOV_SMOKER=2

NF36 [S]

In the **past 3 months**, since March 1, 2021, have you seen any of these ads on websites or other places online?

1. Yes
2. No

BASE: If NF36=1

NF37 [S]

Did you see these ads on digital devices such as a smartphone or tablet?

1. Yes
2. No

BASE: If DOV_SMOKER=2

NF39 [S]

Did you talk to anyone about any of these ads?

1. Yes
2. No

BASE: If DOV_SMOKER=2, IF NF39=1

NF40 [Grid, S Across]

When you talked about the ads, did you talk about any of the following topics?

Statements in row (randomize and record response order):

1. These ads were **not** good.
2. I should **not** smoke cigarettes.
3. The person I was talking to or someone else I know should **not** smoke cigarettes.

Answers in columns:

1. Yes
2. No

NONSMOKER AD SECTION ENDS HERE.

Demographic Section

BASE: All respondents

G1 [N with range 0-10; prompt once]

Next, how many children 17 or younger currently live in your household at least 50% of the time? If none, enter "0".

Include babies and small children.

Type in the number of children 17 years of age or younger.

Custom refusal prompt: Your answer will help represent the entire U.S. population and will be kept confidential. Thank you!

BASE: All Respondents

QEDUC [S]

What is the highest level of school you have completed?

15. Some high school or less – no diploma or GED
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

BASE: QEDUC=9

QEDUC_HSGED [S]

Do you have a high school diploma or a GED?

1. High school diploma
2. GED
3. Don't Know

BASE: If QEDUC=15

QEDUCa [S]

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 or 8th grade
5. 9th grade
6. 10th grade
7. 11th grade
8. 12th grade NO DIPLOMA

SCRIPTER: Create data-only variables:

Variable name: PPEDUC [S]

Variable Text: Education - categorical Response list:

1. No formal education
2. 1st, 2nd, 3rd or 4th grade
3. 5th or 6th grade
4. 7th 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*

QEDUC	QEDUCa	PPEDUC
	1	1
	2	2
	3	3
	4	4
	5	5
	6	6
	7	7
	8	8
9		9
10		10
11		11
12		12
13		13
14		14

- Variable name: *PPEDUCAT [S]* Variable Text: *Education - categorical* Response list:
- 1. *Less than HS*
 - 2. *HS*
 - 3. *Some college*
 - 4. *Bachelor or higher*

QEDUC	PPEDUCAT
15	1
9	2
10-11	3
12-14	4

BASE: If OFFPANEL=1

QINC [S; prompt once]

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 [only show with the prompt if question is refused initially]

Custom refusal prompt: We realize that this is personal information. We will ONLY ASK the range of your household income, NOT the exact amount.

QINC2 [S]

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

BASE: QINC=2

QINC3 [S]

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

3. \$50,000 to \$59,999 4. \$60,000 to \$74,999 5. \$75,000 to \$84,999
6. \$85,000 to \$99,999
7. \$100,000 to \$124,999 8. \$125,000 to \$149,999 9. \$150,000 to \$174,999 10. \$175,000 to \$199,999
11. \$200,000 to \$249,999
12. \$250,000 or more

SCRIPTER: Create data-only variable:

Variable name: PPINCIMP [S]

Variable Text: HH income – profile and imputed Response list:

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 12. \$50,000 to \$59,999 13. \$60,000 to \$74,999 14. \$75,000 to \$84,999
 15. \$85,000 to \$99,999
 16. \$100,000 to \$124,999
 17. \$125,000 to \$149,999
 18. \$150,000 to \$174,999 19. \$175,000 to \$199,999
 20. \$200,000 to \$249,999
 21. \$250,000 or more

QINC2	QINC3	PPINCIMP
1		1
2		2
3		3
4		4
5		5
6		6
7		7
8		8
9		9
10		10
11		11
	3	12
	4	13
	5	14
	6	15
	7	16
	8	17
	9	18
	10	19
	11	20
	12	21

BASE: If OFFPANEL=1

QMARIT [S] Are you now...?

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

BASE: If QMARIT=2 to 5 or refused **QPRTNR [S]**

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

1. Yes
2. No

SCRIPTER: Create data-only variable PPMARIT by using the below logic involving responses to QMARIT AND QPRTNR.

*Create numeric variable, PPMARIT, range [1,6] compute PPMARIT=QMARIT.
if (QPRTNR=1 and QMARIT=5) PPMARIT=6 (living with partner)*

E100

[S; prompt once]

Do any of the following currently describe you?

Statements in row:

1. Employed full time (35 hours or more per week) for pay with an organization or company
2. Employed part time (less than 35 hours per week) for pay with an organization or company
3. Self-employed full time (35 hours or more per week)
4. Self-employed part time (less than 35 hours per week)

Answers in columns:

1. Yes
2. No

SCRIPTER: Create DOV_EMPLOYED

If E100_1=1 or E100_2=1 or E100_3=1 or E100_4=1 DOV_EMPLOYED=1.

If E100A=2 and E100B=2 and E100C and E100D=2 DOV_EMPLOYED=2.

Else DOV_EMPLOYED=3.

1. Employed
2. Not employed
3. Refused

BASE: If DOV_EMPLOYED=2

E102 [GRID, S Across]

Do any of the following currently describe you?

Statements in row:

1. Looking for work
2. Unable to work due to a disability
3. On temporary layoff from a job

Answers in columns:

1. Yes
2. No

BASE: All respondents

E104 [GRID, S Across]

Do any of the following currently describe you?

Statements in row:

1. Retired
2. A student
3. A stay-at-home spouse or partner
4. Working in an unpaid job, such as an internship or volunteer position

Answers in columns:

1. Yes
2. No

SCRIPTER: Create data-only variable:

Variable name: QWORK [S]

Variable Text: Current employment status Response list:

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

Values must be assigned in the order below so that codes at the bottom of the table overwrite codes at the top:

E100	DOV_EMPLOYED	E102	E104	QWORK
	3			Refused
	2			7
			E104_2=1	7
			E104_3=1	7
			E104_4=1	7
		E102_2=1		6
			E104_1=1	5
		E102_1=1		4
		E102_3=1		3
E100_4=1				2
E100_2=1				1
E100_3=1				2
E100_1=1				1

BASE: If PPWORK=1 or 2 or QWORK=1 or 2

QWORK2 [S]

Altogether, how many jobs do you have?

1. One
2. Two
3. Three
4. Four or more

BASE: If (OFFPANEL=1 and (QWORK=1 or 2)) or ((PPWORK=1 or 2) and XIND1=MISSING)

IND1 [S]

Think about the industry in which you currently work. Which of the following kinds of industries is it?

[Alternate text if QWORK2=2, 3, or 4]

Think about the industry in which you currently work at your MAIN job. Which of the following kinds of industries is it?

- 11. Agriculture, Forestry, Fishing and Hunting
- 21. Mining, Quarrying, and Oil and Gas Extraction
- 22. Utilities
- 23. Construction
- 31-33. Manufacturing
- 42. Wholesale Trade
- 44-45. Retail Trade
- 48-49. Transportation and Warehousing
- 51. Information
- 52. Finance and Insurance
- 53. Real Estate and Rental and Leasing
- 54. Professional, Scientific, and Technical Services
- 55. Management of Companies and Enterprises
- 56. Administrative and Support and Waste Management and Remediation Services
- 61. Educational Services
- 62. Health Care and Social Assistance
- 71. Arts, Entertainment, and Recreation
- 72. Accommodation and Food Services
- 81. Other Services and Community/Non-Profit Organizations (except Public Administration)
- 92. Public Administration
- 93. Armed Forces
- 94. Utilities, Waste Management, and Remediation Services
- 95. Administrative and Support Services (such as Call Centers, Security, Landscaping, and Janitorial)
- 96. Child Day Care Services
- 97. Repairs and Maintenance
- 98. Personal Services (including Beauty, Pet Care, and Household)
- 100. Community/Non-Profit Organizations (including Religious and Political Organizations)

BASE: All respondents

G9 [S]

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

BASE: All respondents

G10 [S]

Please indicate your current military service status.

- 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

BASE: All respondents

G11 [GRID, S Across]

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.

Statements in row:

- 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 use VA health care)
- G11_7. Indian Health Service
- G11_8. Any other type of health insurance or health coverage plan

Answers in columns:

- 1. Yes
- 2. No

BASE: All respondents

G15 [GRID; S Across]

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

You may choose not to answer the question by simply clicking “Next”.

Statements in row (randomize and record response order, with G15_24 always last):

- 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_23a. COVID-19
- G15_23b. Peripheral artery disease
- G15_24. Something else [anchor]

Answers in columns:

- 1. Yes
- 2. No

BASE: All respondents

G16 [GRID; S Across]

Over the last 2 weeks, how often have you been bothered by the following problems?

Statements in row:

- G16_1. Little interest or pleasure in doing things
- G16_2. Feeling down, depressed or hopeless
- G16_3. Feeling nervous, anxious or on edge
- G16_4. Not being able to stop or control worrying

Answers in columns:

- 1. Not at all
- 2. Several days
- 3. More than half the days
- 4. Nearly every day

BASE: All respondents

G17 [GRID; S Across]

In your day-to-day life, how often have any of the following things happened to you?

Statements in row:

- G17_1. You are treated with less courtesy or respect than other people.
- G17_2. You receive poorer service than other people at restaurants or stores.
- G17_3. People act as if they think you are not smart.
- G17_4. People act as if they are afraid of you.
- G17_5. You are threatened or harassed.

Answers in columns:

- 1. Almost every day
- 2. At least once a week
- 3. A few times a month
- 4. A few times a year
- 5. Less than once a year
- 6. Never

BASE: IF $G17_1 \leq 4$ OR $G17_2 \leq 4$ OR $G17_3 \leq 4$ OR $G17_4 \leq 4$ OR $G17_5 \leq 4$

G18 [S]

What do you think is the main reason for these experiences?

- 1. Your ancestry or national origins
- 2. Your gender

3. Your race or ethnicity
4. Your age
5. Your religion
6. Your height
7. Your weight
8. Some other aspect of your physical appearance
9. Your sexual orientation
10. Your education or income level
11. A physical disability
12. Other [specify]: _____

BASE: If OFFPANEL=1 and DOV_RECONTACT=1

G20 [S]

Do you or anyone in this household connect to the Internet from home?

1. Yes
2. No

BASE: If OFFPANEL=1 and DOV_RECONTACT=2

G21 [S]

Do you live in a metro or non-metro area?

1. Non-Metro (Rural)
2. Suburban
3. Urban

BASE: All respondents

NG22 [Grid; S Across]

Using the scale below, please tell us how much you agree or disagree with the following statements.

NG21a. I feel safe in my area or neighborhood.

NG21b. If I had a problem, I would feel comfortable asking a neighbor for help.

Statements in row:

NG20a. I usually try new products before other people do.

NG20b. I often try new brands because I like variety and get bored with the same old thing.

NG20c. When I shop I look for what is new.

NG20d. I like to be the first among my friends and family to try something new.

NG20e. I like to tell others about new brands or technology.

Answers in columns:

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

BASE: All respondents

G23 [S]

Which of the following best represents how you think of yourself?

1. Gay (lesbian or gay)
2. Straight, this is not gay (or lesbian or gay) 3. Bisexual
4. Something else
5. I don't know the answer

BASE: If OFFPANEL=0

KP_THANKS [DISP]

Thank you for completing today's survey. Your input will greatly help researchers assess the factors that impact quitting smoking.

You will be awarded 15,000 bonus points credited to your KnowledgePanel account for completing the survey.

BASE: If OFFPANEL=1 and DOV_RECONTACT=1

ADD0 [S]

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].

On the next screen, we would like to confirm your mailing information so that we may send you the check. This information will only be used to send you the check and will only be retained until February 2021. We'll never sell or distribute this information. By completing the following information, you consent to the use of your personal information for the purpose described above.

1. I agree
2. No thank you

If ADD0=2, end survey.

BASE: If OFFPANEL=1 and DOV_RECONTACT=1

Scripter: Prompt if refused with custom text: "Complete and accurate information is needed in order to successfully mail your check"

Scripter: Show MP box next to the NAME_FINAL, ADDRESS_FINAL, CITY_FINAL, STATE_FINAL and ZIP_FINAL fields below

ADD1 [M]

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, we may not be able to process your 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: [Insert NAME_FINAL from lookup table based on MNO. If NAME_FINAL in look up table is blank, insert: "not provided"]
[SPACE]
2. Mailing Address: [If any part of Address in lookup table (ADDRESS_FINAL, CITY_FINAL, STATE_FINAL, or ZIP_FINAL) is blank, insert: "not provided"]
[Insert ADDRESS_FINAL from lookup table based on MNO]
[Insert CITY_FINAL from lookup table based on MNO]
[Insert STATE_FINAL from lookup table based on MNO]
[Insert ZIP_FINAL from lookup table based on MNO]
[SPACE]
3. All of the above are correct [S]
[SPACE]
4. Prefer not to receive an incentive. [S]

BASE: If Add1=1 or name is missing from spreadsheet and DOV_RECONTACT=1

Scripter: Prompt if refused with custom text "Complete and accurate information is needed in order to successfully mail your check."

ADD1_1 [O]

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

Name (First/Last): [TEXTBOX]

BASE: If ADD1=2 or any part of address (address_final, city_final, state_final, or zip_final) is missing from spreadsheet and recontact=1

Scripter: Prompt if refused with custom text "Complete and accurate information is needed in order to successfully mail your check."

ADD1_2 [O]

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

Street Address (If applicable, include unit number): [TEXTBOX]

City: [TEXTBOX]

State: [TEXTBOX]

Zip Code : [TEXTBOX]

BASE: [If ADD1=1-2]

Scripter: Prompt if refused with custom text "Complete and accurate information is needed in order to successfully mail your check."

ADD2. [S]

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

Name: [If asked Add1_1, insert name from Add1_1. If asked Add1_1 and Add1_1= refused, insert: Not provided. If not asked Add1_1, insert Name_Final from look up table based on MNO.]

Mailing Address:

[If not asked Add1_2, insert address from look up table based on MNO]

[If asked Add1_2, insert Street Address from Add1_2. If asked Add1_2 and Street Address=refused, insert: Street address: Not provided]

[If asked Add1_2, insert City from Q1_2. If asked Add1_2 and Add1_2_City=refused, insert: City: Not provided], [If asked Add1_2, insert State from Add1_2. If asked Add1_2 and Add1_2_State=refused, insert: State: Not provided] [If asked Add1_2, insert zip code from Add1_2. If asked Add1_2 and Add1_2_zip=refused, insert: Zip Code: Not provided]

1. Yes
2. No

Scripter: if Add2=refused after prompt, record answer as if respondent had selected 2 (no)

Scripter: if Add2=2; Loop back to Add1

BASE: If sample=abs and DOV_RECONTACT=2

ADD0_NEW [S]

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 AND ABS_G20=1 or -1, \$20; IF SAMPLE=ABS and ABS_G20=2: \$40].

On the next screen, we would like to confirm your mailing information so that we may send you the check. This information will only be used to send you the check and will only be retained until February 2021. We'll never sell or distribute this information. By completing the following information, you consent to the use of your personal information for the purpose described above.

1. I agree
2. No thank you

If ADD0_NEW=2, end survey.

BASE: If sample=abs and DOV_RECONTACT=2

Scripter: Prompt if refused with custom text "Complete and accurate information is needed in order to successfully mail your check."

ADD1_NEW. [O]

Please provide 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, we may not be able to process your check.

This information will not be connected with your survey responses in any way.

After you have entered your information, please make sure to click “Next”.

Name (First/Last): [TEXTBOX]

Street Address (If applicable, include unit number): [TEXTBOX]

City: [TEXTBOX]

State: [TEXTBOX]

Zip Code: [TEXTBOX]

Prefer not to receive an incentive. [S]

BASE: If OFFPANEL=1

CONTACT_A [S]

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

BASE: If CONTACT_A=1

CONTACT_A1 [S]

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

[Insert Address_Final from look up table based on MNO]

[Insert City_final from look up table based on MNO], [Insert State_final from look up table based on MNO] [Insert Zip_final from look up table based on MNO]

1. Yes
2. No

BASE: If CONTACT_A1=2 or refused

CONTACT_A2. [O]

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

Street Address (If applicable, include unit number): [TEXTBOX]

City: [TEXTBOX]

State: [TEXTBOX]

Zip Code: [TEXTBOX]

Omit KP closing question QF1