

Form Approved
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Click the Next Arrow to Continue



Please indicate your race or ethnic background. Are you....?

SELECT ONE

- Hispanic or Latino
- Not Hispanic or Latino

SELECT ONE OR MORE

- Black or African American
- White
- Asian
- American Indian or Alaska Native
- Native Hawaiian or Other Pacific Islander



What sex were you assigned at birth, on your original birth certificate?

- Male
- Female
- Refused
- I don't know



Do you currently describe yourself as male, female, or transgender?

- Male
- Female
- Transgender
- None of these



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

- Gay (lesbian or gay)
- Straight, this is not gay (or lesbian or gay)
- Bisexual
- Something else
- I don't know the answer



Have you ever vaped, even one time?

- Yes
- No



Do you now vape...?

- Every day
- Some days
- Not at all



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

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



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

Yes

No

Don't know



The next questions are about cigarettes, which are any form of tobacco wrapped in paper that does not contain tobacco. 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 “cigarettes” in the following questions.



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

[1 PACK = 20 CIGARETTES]



On the days that you do smoke, how many cigarettes a day do you now smoke?

[1 PACK = 20 CIGARETTES]



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

- Within 5 minutes
- Within 6-30 minutes
- Within 31-60 minutes
- After 60 minutes



Currently, when you smoke cigarettes, do you usually smoke menthol cigarettes?

- Yes
- No
- Don't know/Not sure
- Refused



For each of the following, please indicate whether it's a reason you usually smoke menthol cigarettes. Please answer "yes" or "no" or "I don't know" for each.

	Yes	No	I don't know
They are less harmful than non-menthol cigarettes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They have a better flavor than non-menthol cigarettes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They are less harsh on your THROAT than non-menthol cigarettes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They are less harsh on your CHEST than non-menthol cigarettes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They are easier to smoke than non-menthol cigarettes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Are menthol cigarettes less harmful, no different, or more harmful than other (non-menthol) cigarettes?

- Less harmful
- No different
- More harmful



Please tell us if you agree or disagree with the following statements about menthol cigarettes:

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
They are less harsh on your THROAT than non-menthol cigarettes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They are less harsh on your CHEST than non-menthol cigarettes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They are harder to quit compared to non-menthol cigarettes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They are just as damaging as non-menthol cigarettes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tobacco companies aggressively target many communities with menthol cigarette advertising.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tobacco companies aggressively target the lesbian, gay, bisexual, transgender and queer (LGBTQ+) communities with menthol cigarette advertising.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tobacco companies aggressively target the African American community with menthol cigarette advertising.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Do you believe quitting smoking can decrease depression, anxiety, and stress?

- Yes
- No
- Not sure/Uncertain



Do you believe quitting smoking lowers your risk for having a stroke?

- Yes
- No
- Not sure/Uncertain



Do you believe your risk for a smoking-related disease drops as soon as you quit smoking?

- Yes
- No
- Not sure/Uncertain





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

Number of times



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

- | | YES | NO |
|--|-----------------------|-----------------------|
| Get help from a telephone quit line | <input type="radio"/> | <input type="radio"/> |
| Get help from a website such as Smokefree.gov or cdc.gov/tips | <input type="radio"/> | <input type="radio"/> |
| Give up cigarettes all at once | <input type="radio"/> | <input type="radio"/> |
| Get help from a pharmacist | <input type="radio"/> | <input type="radio"/> |
| Use medications like Wellbutrin, Zyban, Bupropion, Chantix, or Varenicline | <input type="radio"/> | <input type="radio"/> |
| Switch to smokeless tobacco (such as snuff, chew or snus) or dissolvable tobacco | <input type="radio"/> | <input type="radio"/> |
| Use a texting program to help you quit smoking | <input type="radio"/> | <input type="radio"/> |
| Get help from a doctor or other health professional | <input type="radio"/> | <input type="radio"/> |
| Gradually cut back on cigarettes | <input type="radio"/> | <input type="radio"/> |
| Switch completely to e-cigarettes, vapes, or mods (popular brands include NJOY, Blu, Logic, Vuse, Puff Bar and JUUL) | <input type="radio"/> | <input type="radio"/> |
| Use a mobile app to help you quit smoking | <input type="radio"/> | <input type="radio"/> |
| Switch to a different brand of cigarettes | <input type="radio"/> | <input type="radio"/> |
| Use nicotine replacement medications like the nicotine patch, nicotine gum, nicotine lozenges, nicotine nasal spray, or nicotine inhaler | <input type="radio"/> | <input type="radio"/> |
| Substitute some of your cigarettes with heated tobacco products (using "heat not burn" tobacco products, IQOS, Glo, or Eclipse) | <input type="radio"/> | <input type="radio"/> |



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

- A family member or friend encouraged me to try to quit
- Anti-tobacco television commercials, online ads or videos, radio ads, or other types of advertisements that focus on the health consequences of smoking
- My doctor or other health professional advised me to quit smoking
- Workplace restrictions on smoking
- Costs of cigarettes is too high
- Concern about COVID-19
- Other, please specify:



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

- Not at all
- A little
- Somewhat
- A lot



Do you plan to quit smoking 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 do not plan to quit smoking cigarettes for good
- Not sure/Uncertain



Has your doctor talked to you about quitting smoking?

- Yes
- No
- Not sure/Uncertain



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...

- Extremely likely
- Very likely
- Somewhat likely
- Very unlikely
- Extremely unlikely



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

- Yes
- No



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

- Extremely likely
- Very likely
- Somewhat likely
- Very unlikely
- Extremely unlikely



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.*



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



If ad has more than one spokesperson featured, respondent will see this variant of the last question

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

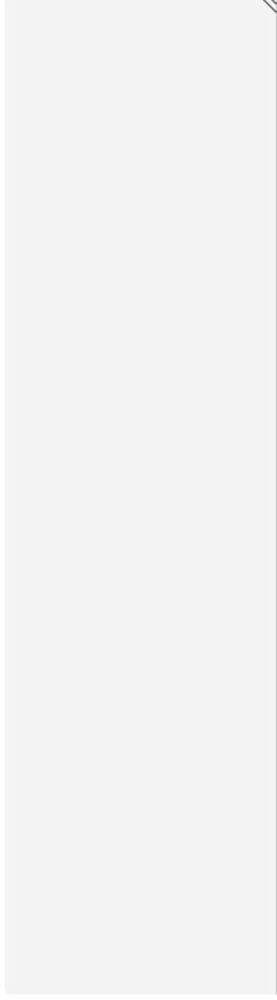


What was unbelievable about the person in the ad?



If ad has more than one spokesperson featured, respondent will see this variant of the last question

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:

	1 I did not feel this emotion	2 Slight emotion	3 Moderate emotion	4 Very intense emotion	5 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.

	1 Strongly disagree	2 Somewhat disagree	3 Neither agree nor disagree	4 Somewhat agree	5 Strongly agree
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"/>
This ad is powerful	<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"/>
This ad is informative	<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 meaningful	<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"/>
This ad is convincing	<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 influenced me about whether or not to smoke cigarettes	<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 annoying	<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"/>



People who do not smoke see this variant of the question:

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.

	1 Strongly disagree	2 Somewhat disagree	3 Neither agree nor disagree	4 Somewhat agree	5 Strongly agree
This ad is believable	<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"/>
I learned something new from this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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 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"/>
This ad is worth remembering	<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"/>
I trust the information in this ad	<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"/>
This ad is powerful	<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 influenced me about whether or not to smoke cigarettes	<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"/>



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 cigarettes?

- Yes
- No



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



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



Do you plan to quit smoking 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 do not plan to quit smoking cigarettes for good
- 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?

	1 Not at all likely	2 A little likely	3 Moderately likely	4 Very likely	5 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 www.cdc.gov/tips or Smokefree.gov 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 vaping product to help quit smoking 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"/>
Use 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"/>



The next question and its follow-up are for those who do not smoke.

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?

	1 Not at all likely	2 A little likely	3 Moderately likely	4 Very likely	5 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 www.cdc.gov/tips or Smokefree.gov 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 vaping product to help quit smoking cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage someone you care about to quit smoking 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"/>
Encourage someone you care about to use a texting program to help them 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"/>

Are menthol cigarettes less harmful, no different, or more harmful than other (non-menthol) cigarettes?

- Less harmful
- No different
- More harmful



Please tell us if you agree or disagree with the following statements about menthol cigarettes:

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
They are just as damaging as non-menthol cigarettes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They are less harsh on your CHEST than non-menthol cigarettes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They are less harsh on your THROAT than non-menthol cigarettes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tobacco companies aggressively target many communities with menthol cigarette advertising.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They are harder to quit compared to non-menthol cigarettes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tobacco companies aggressively target the African American community with menthol cigarette advertising.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tobacco companies aggressively target the lesbian, gay, bisexual, transgender and queer (LGBTQ+) communities with menthol cigarette advertising.	<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?

- 1 Not at all
- 2 Slightly
- 3 Moderately
- 4 Very
- 5 Extremely



Do you believe cigarette smoking is related to:

- | | Yes | No |
|---------------------------------------|-----------------------|-----------------------|
| Gallstones | <input type="radio"/> | <input type="radio"/> |
| Colon Cancer | <input type="radio"/> | <input type="radio"/> |
| Stroke | <input type="radio"/> | <input type="radio"/> |
| Kidney Cancer | <input type="radio"/> | <input type="radio"/> |
| Hole in throat (stoma or tracheotomy) | <input type="radio"/> | <input type="radio"/> |
| Cancer of the mouth or throat | <input type="radio"/> | <input type="radio"/> |
| Premature birth | <input type="radio"/> | <input type="radio"/> |
| Periodontal or Gum Disease | <input type="radio"/> | <input type="radio"/> |
| COVID-19 | <input type="radio"/> | <input type="radio"/> |
| Colorectal Cancer | <input type="radio"/> | <input type="radio"/> |
| Diabetes | <input type="radio"/> | <input type="radio"/> |
| Anxiety Disorder | <input type="radio"/> | <input type="radio"/> |
| Heart Disease | <input type="radio"/> | <input type="radio"/> |
| Asthma | <input type="radio"/> | <input type="radio"/> |
| COPD or Chronic bronchitis | <input type="radio"/> | <input type="radio"/> |
| Lung Cancer | <input type="radio"/> | <input type="radio"/> |
| Buerger's Disease | <input type="radio"/> | <input type="radio"/> |
| Peripheral artery disease | <input type="radio"/> | <input type="radio"/> |
| Depression | <input type="radio"/> | <input type="radio"/> |
| Emphysema | <input type="radio"/> | <input type="radio"/> |
| Amputations (removal of limbs) | <input type="radio"/> | <input type="radio"/> |
| Macular degeneration or blindness | <input type="radio"/> | <input type="radio"/> |



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.

- You can quit. For free help visit [cdc.gov/tips](https://www.cdc.gov/tips).
- Smoking causes heart disease.
- Smoking can cause gum disease and tooth loss.
- You can quit. For free help call 1-800-QUIT-NOW.
- You can quit. For free help, visit [cdc.gov/quit](https://www.cdc.gov/quit)
- Menthol cigarettes are just as damaging as other cigarettes.
- Smoking causes heart attacks.
- Quitting smoking reduces the risk of heart disease.
- Smoking can cause COPD.
- Quitting smoking can decrease depression, anxiety and stress.
- Tobacco companies aggressively target LGBTQ+ communities with menthol cigarette advertising.
- Tobacco companies aggressively target many communities with menthol cigarette advertising.
- Quitting smoking lowers your risk for having a stroke.
- Tobacco companies aggressively target the African American community with menthol cigarette advertising.
- Your risk for a smoking-related disease drops as soon as you quit.
- The people you love are worth quitting for.
- Smoking causes throat cancer.
- You can quit. Talk with your doctor about a quit plan that's right for you.
- Menthol cigarettes can be harder to quit than other cigarettes.
- I do not remember any written messages in the ad I just saw.



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

