Form Approved
OMB No. 0920-0910
Exp. Date 03/31/2018

National Tobacco Education Campaign

Online Questionnaire Recruitment Screener for Creative Concept Testing

Public reporting burden of this collection of information is estimated to average **2** minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-0910).

{PREAMBLE}

On behalf of the Centers for Disease Control and Prevention (CDC), we're conducting a study about different health and smoking related advertising and messages that you might see in the media, such as on TV or the internet. Your opinions are very important to us! The purpose of this survey is to gather your opinions on health and smoking-related advertising only; it is not to see products. We will not report your answers individually. We will report results from this survey for the group as a whole. Thank you for taking the time to help us! It will take about 2 minutes to determine your eligibility and about 13 minutes to complete the survey. Immediately upon completion of the survey, you will be provided with points equivalent to $0.50.

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

{Demographic Information}

DAGE2. What is your current age, in years?

_ _ _ age in years
{Open-end}

999 Prefer not to answer *{GENERAL SCREEN OUT MESSAGE}*

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

DEMO2: What state do you live in?

01 Alabama
02 Alaska
03 Arizona
04 Arkansas
05 California
06 Colorado
07 Connecticut
08 Delaware
09 Florida
10 Georgia
11 Hawaii
12 Idaho
13 Illinois
14 Indiana
15 Iowa
16 Kansas
17 Kentucky
18 Louisiana
19 Maine
20 Maryland
21 Massachusetts
22 Michigan
23 Minnesota
24 Mississippi

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

{Smoking Behavior}

{PREAMBLE}

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

{Base = All respondents}
TS1. Have you smoked at least 100 traditional cigarettes in your entire life?

01 Yes
02 No *{GENERAL SCREEN OUT MESSAGE}*
03 Don't know/not sure *{GENERAL SCREEN OUT MESSAGE}*
04 Prefer not to answer *{GENERAL SCREEN OUT MESSAGE}*

{Base = TS1 = 01}
TS2. Do you now smoke traditional cigarettes every day, some days, or not at all?

01 I smoke every day
02 I smoke on some days
03 I do not smoke at all *{GENERAL SCREEN OUT MESSAGE}*

{Base = TS2 = 01, 02}
TS3. On how many of the past 30 days did you smoke traditional cigarettes?

Enter number: _____
777 Don't know/Not Sure *{GENERAL SCREEN OUT MESSAGE}*
999 Prefer not to answer *{GENERAL SCREEN OUT MESSAGE}*

{Terminate if Respondent answers TS3 = 0, show GENERAL SCREEN OUT MESSAGE}

{If Respondent answers TS1 = 1 AND (TS2 = 1 or TS2 = 2) AND answers TS3 > 0, show GENERAL ELIGIBILITY MESSAGE and go to E-Cigarette Behavior}

{E-Cigarette Behavior}

{PREAMBLE}

The *next questions are about electronic vapor products. These are devices that usually contain a nicotine based liquid that produces an aerosol that is inhaled by the user. You may also know them as e-cigarettes, vape-pens, hookah-pens, electronic hookahs (e-hookahs), electronic cigars (e-cigars), electronic pipes (e pipes), e-vaporizers, or tank systems. Some brand examples are Blu, NJOY, Vuse, MarkTen, and Starbuzz. For the rest of this survey we will call all of the products in this category "e-cigarettes."*

{Base = All Current Smokers}

E1. Have you ever used an e-cigarette, even one time?

01 Yes
02 No

{Base = E1 = 01}

E2. Do you now use e-cigarettes…?

01 Every day
02 Some days
03 Not at all

{Base = E2 = 01 or 02}

E3. On how many of the past 30 days did you use an e-cigarette?

Enter number: _____
777 Don't know/Not Sure
999 Prefer not to answer

{If E1 = 01 AND E2 = 01 or 02, then segment as "Dual User," show GENERAL ELIGIBILITY MESSAGE}

{Quota Groups}

Segments	***Definition***	***Criteria***
Exclusive Conventional Cigarette Smokers	*Smokers who use only conventional cigarettes between ages 18-54*	*IF TS1_1 AND (TS2_1 or TS2_2) AND TS3 > 0 AND (E1 = 02 OR E2 = 03)*
Young Adult Exclusive Conventional Cigarette Smokers	*Smokers who use only conventional cigarettes between ages 18-26*	*IF "Exclusive Conventional Cigarette Smokers" AND DAGE2 = 18-26 (1998-1990)*
Dual Users	*Dual users of conventional cigarettes and e-cigarettes between ages 18-54*	*IF TS1_1 AND (TS2_1 or TS2_2) AND TS3 > 0 AND E1 = 01 AND E2 = 01 or 02*
Young Adult Dual Users	*Dual users of conventional cigarettes and e-cigarettes between ages 18-26*	*IF "Dual Users" AND DAGE2 = 18-26 (1998-1990)*

{GENERAL SCREEN OUT MESSAGE}
Thank you for your participation in this study. Unfortunately, your responses indicate that you do not fit the specific criteria needed for this particular study, or that we have already reached our required quota of responses from participants similar to you. We appreciate your enthusiasm for our study and hope you will join us on future surveys!

{GENERAL ELIGIBILITY MESSAGE}
Thank you for your participation in this study. Your responses indicate that you qualify and fit the specific criteria needed for this particular study. Click "next" to go to the next question.