Form Approved
OMB No. 0920-0910
Exp. Date 9/30/2026

National Tobacco Education Campaign

Online Questionnaire Recruitment Screener for Rough Cut Testing of Television Advertisements

(English Version of Cycle 2 Spanish Ads, revised August 1, 2024)

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).

{Internal reference, do not display: ***PREAMBLE1}***

On behalf of the Centers for Disease Control and Prevention (CDC), we're conducting a study about different health and smoking related advertising that you might see in the media, such as on TV or on the internet. Your opinions are very important to us! The purpose of this survey is to gather your opinions on advertisements encouraging people who smoke to quit; 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 10 minutes to complete the survey.

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

{Internal reference, do not display: ***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}

{Terminate if automatically determined that respondent is not in the United States}

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 Guam

53 Other please specify

{Terminate if 53 Other Please Specify go to GENERAL SCREEN OUT MESSAGE}

SES1. What is the highest level of education you have completed or the highest degree you have received? If you received your education in another country, please indicate the equivalent level below.

01 Less than high school
02 Completed high school
03 Completed General Education Diploma (GED)
04 Job-specific training program(s) after high school
05 Some college, but no degree
06 Associate Degree
07 College (such as B.A., B.S.)
08 Some graduate school, but no degree
09 Graduate degree (such as MBA, MS, M.D., Ph.D.)
10 Prefer not to answer

SES2. Which of the following income categories best describes your total 2023 household income before taxes?

01 Less than $15,000
02 $15,000 to $19,999
03 $20,000 to $24,999
04 $25,000 to $29,999
05 $30,000 to $34,999
06 $35,000 to $49,999
07 $50,000 to $74,999
08 $75,000 to $99,999
09 $100,000 or more
10 Prefer not to answer

SES3. Which statement best describes your current employment status?

01 Working – as a paid employee
02 Working – self-employed
03 Not working – on temporary layoff from a job
04 Not working – looking for work
05 Not working – retired
06 Not working – disabled
07 Not working – other
08 Prefer not to answer *{GENERAL SCREEN OUT MESSAGE}*

DEMO3. Race/Ethnicity

What is your race and/or ethnicity?

Select all that apply.

01 American Indian or Alaska Native
For example, Navajo Nation, Blackfeet Tribe of the Blackfeet Indian Reservation of Montana, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, Aztec, Maya, etc.
02 Asian
For example, Chinese, Asian Indian, Filipino, Vietnamese, Korean, Japanese, etc.
03 Black or African American
For example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.
04 Hispanic or Latino
For example, Mexican, Puerto Rican, Salvadoran, Cuban, Dominican, Guatemalan, etc.
05 Middle Eastern or North African
For example, Lebanese, Iranian, Egyptian, Syrian, Iraqi, Israeli, etc.
06 Native Hawaiian or Pacific Islander
For example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc.
07 White
For example, English, German, Irish, Italian, Polish, Scottish, etc.
08 Prefer not to answer *{GENERAL SCREEN OUT MESSAGE}*

{*Internal reference, do not display****: Smoking Behavior}***

{*Internal reference, do not display:* **PREAMBLE1}**

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 <u>not</u> be considered in your responses to the next three questions.

{Base = All respondents}
TS1. Have you smoked at least 100 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 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 cigarettes?

Enter number: _____
If 0, *{GENERAL SCREEN OUT MESSAGE}*
777 Don't know/Not sure *{GENERAL SCREEN OUT MESSAGE}*
999 Prefer not to answer *{GENERAL SCREEN OUT MESSAGE}*

{Programmer instruction: Eligibility criteria for the sample are provided in Table 1. Randomize eligible participants to the 3 ads (outlined in Table 2) so that each participant views only 1 ad.

Table 1 Criteria for Spanish-Speaking Randomized Sample

Segment	Definition	Criteria	Minimum Quota
Spanish-Speaking Hispanic or Latino adults between ages 18-54 who smoke cigarettes	People between ages 18-54 who selected Hispanic or Latino and smoke cigarettes every day or some days	TS1 = 01 AND TS2 = 01 or 02 AND TS3 > 0 AND DAGE2 = 18-54 AND DEMO3 = 04	1,200 (randomized across 3 ads)

Table 2. TIPS® Campaign Cycle 2 Rough-Cut Testing of Spanish Ads: Planned Distribution of Spanish-Speaking Participants

Ad	Spanish-Speaking Hispanic or Latino Adults Who Smoke
Ad 10 Felicita R. Déjelo Tip (Spanish) :15	400
Ad 11 Felicita and Brett Tip (Dual Language) :30	400
Ad 12 Rose Memorial Tip (Spanish) :30	400
Total	**1,200**

{Internal reference, do not display: ***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 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!

{Internal reference, do not display: ***GENERAL ELIGIBILITY MESSAGE****}*
Thank you for your participation in this study. Your responses indicate that you fit the specific criteria needed for this particular study. Click “next” to go to the next question.