

National Tobacco Education Campaign

**Online Questionnaire Recruitment Screener for
Rough Cut Testing of Television Advertisements**

(Cycle 3, October 4, 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 >64 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?

- 1 Alabama
- 2 Alaska
- 3 Arizona
- 4 Arkansas
- 5 California
- 6 Colorado
- 7 Connecticut
- 8 Delaware
- 9 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.

- 1 Less than high school
- 2 Completed high school
- 03 Completed General Education Diploma (GED)
- 04 Job-specific training program(s) after high school
- 5 Some college, but no degree
- 6 Associate Degree
- 7 College (such as B.A., B.S.)
- 8 Some graduate school, but no degree
- 9 Graduate degree (such as MBA, MS, M.D., Ph.D.)

10 Prefer not to answer

SES2. How many people are living or staying at your home address?

- **INCLUDE** everyone who is living or staying here for more than 2 months.
- **INCLUDE** yourself if you are living here for more than 2 months.
- **INCLUDE** anyone else staying here who does not have another place to stay, even if they are here for 2 months or less.
- **DO NOT INCLUDE** anyone who is living somewhere else for more than 2 months, such as a college student living away or someone in the Armed Forces on deployment.

Enter number: _____

SES3. Which of the following income categories best describes your total 2024 household income before taxes?

- 1 Less than \$15,000
- 2 \$15,000 to \$19,999
- 3 \$20,000 to \$24,999
- 4 \$25,000 to \$29,999
- 5 \$30,000 to \$34,999
- 6 \$35,000 to \$49,999
- 7 \$50,000 to \$74,999
- 8 \$75,000 to \$99,999
- 9 \$100,000 or more
- 10 Prefer not to answer

SES4. 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}

RACE. Race/Ethnicity

What is your race and/or ethnicity?

Select all that apply.

- 1 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.
- 2 Asian
For example, Chinese, Asian Indian, Filipino, Vietnamese, Korean, Japanese, etc.
- 3 Black or African American

- For example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.
- 4 Hispanic or Latino
For example, Mexican, Puerto Rican, Salvadoran, Cuban, Dominican, Guatemalan, etc.
 - 5 Middle Eastern or North African
For example, Lebanese, Iranian, Egyptian, Syrian, Iraqi, Israeli, etc.
 - 6 Native Hawaiian or Pacific Islander
For example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc.
 - 7 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 not 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?

- 1 Yes
- 2 No {GENERAL SCREEN OUT MESSAGE}
- 3 Don't know/Not sure {GENERAL SCREEN OUT MESSAGE}
- 4 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?

- 1 I smoke every day
- 2 I smoke on some days
- 3 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:

Step 1: Randomize eligible participants to the 12 ads (outlined in Table 1) so that each participant views only 1 ad. Eligibility criteria for the main sample are provided in Table 2.

Step 2: Eligible participants whose SES quota group is filled in the main sample should be routed to the supplemental sample if eligible based on RACE selection. Eligibility criteria for the supplemental sample are provided in Table 2.

Table 1. TIPS® Campaign Cycle 3 Rough-Cut Testing: Planned Distribution of Participants

Rough-Cut Ad	Main Sample Randomly Assigned to Ads			Supplemental Samples Assigned to Ads by Race/Ethnicity		
	People With Low-SES Who Smoke	People Who Are Not of Low-SES Who Smoke	Total Participants Randomly Assigned to View Each Ad	English-Speaking American Indians and Alaska Natives	English-Speaking Asians	Total Participants
Ad 1	400	400	800	400		1,200
Ad 2	400	400	800	400		1,200
Ad 3	400	400	800		400	1,200
Ad 4	400	400	800			800
Ad 5	400	400	800			800
Ad 6	400	400	800			800
Ad 7	400	400	800			800
Ad 8	400	400	800			800
Ad 9	400	400	800			800
Ad 10	400	400	800			800
Ad 11	400	400	800			800
Ad 12	400	400	800			800
All Ads	4,800	4,800		800	400	10,800

¹ People who smoke are defined as persons between 18-64 years of age who report smoking > 100 cigarettes during their lifetime and who, at the time of the survey, report smoking cigarettes every day or some days, and have smoked at least one cigarette in the past 30 days.

² English-Speaking American Indians and Alaska Natives, and English-Speaking Asians who smoke will be assigned to view a rough-cut ad featuring a member of their racial/ethnic group to determine if the ad resonates with members of that population and represents their culture appropriately. English-Speaking American Indians and Alaska Natives will be randomly assigned to view one of two ads featuring an American Indian. English-Speaking Asians will view an ad featuring a Native Hawaiian.

Table 2. Criteria for Main and Supplemental Samples (Total N = 10,800)

Sample	Segment	Description	Criteria	Minimum Quota
Main	People with Low Socioeconomic Status Who Smoke	People ages 18-64 who smoke cigarettes and have low levels of income, education, and/or employment.	<i>People Who Smoke AND Low SES AND DAGE2 = 18-64</i>	4,800
Main	People Who Are Not of Low Socioeconomic Status Who Smoke	People ages 18-64 who smoke cigarettes and have non-low levels of income, education, and/or employment.	<i>People Who Smoke AND Non-Low SES AND DAGE2 = 18-64</i>	4,800
Supplemental	Participants Assigned to Ads by Race/Ethnicity	People ages 18-64 who smoke cigarettes and identify as members of racial/ethnic groups featured in the rough-cut ads	<i>People Who Smoke AND English-Speaking American Indians and Alaska Natives (RACE = 01) OR English-Speaking Asians (RACE = 02)</i>	1,200

Criteria	Definition
People Who Smoke	<i>TS1 = 01 AND TS2 = 01 or 02 AND TS3 > 0 AND DAGE2 = 18-64</i>
Socio-Economic Status Index (SES_Index)	<i>education score (SES1 of 1 thru 4 = 0, SES1 of 5 thru 9 = 1) + household size/income score ([SES2 = 1 and SES3 = 1, SES2 = 2, 3 and SES3 = 1, 2, SES2 = 4 and SES3 = 1, 2, 3, SES2 = 5, 6 and SES3 = 1, 2, 3, 4, 5, SES 2 = 7, 8 and SES3 = 1, 2, 3, 4, 5, 6] = 0, otherwise = 1), + employment score (SES3 of 3, 4, 7 = 0, SES3 of 1,2,5,6 = 1)</i>
Low SES	<i>low_ses = 1 if ses_index = 0 or if ses_index = 1</i>
Non-Low SES	<i>low_ses = 0 if ses_index = 2 or if ses_index = 3</i>

{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.

