




0%

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

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).

[Continue >](#)



0%

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


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.

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).

[Continue »](#)

0%



What is your current age, in years?

age in years

Prefer not to answer

Continue »

[Privacy Policy](#) - [Help](#)


2%

SAGO

What state do you live in?

<input type="radio"/> Alabama	<input type="radio"/> Maine	<input type="radio"/> Oregon
<input type="radio"/> Alaska	<input type="radio"/> Maryland	<input type="radio"/> Pennsylvania
<input type="radio"/> Arizona	<input type="radio"/> Massachusetts	<input type="radio"/> Rhode Island
<input type="radio"/> Arkansas	<input type="radio"/> Michigan	<input type="radio"/> South Carolina
<input type="radio"/> California	<input type="radio"/> Minnesota	<input type="radio"/> South Dakota
<input type="radio"/> Colorado	<input type="radio"/> Mississippi	<input type="radio"/> Tennessee
<input type="radio"/> Connecticut	<input type="radio"/> Missouri	<input type="radio"/> Texas
<input type="radio"/> Delaware	<input type="radio"/> Montana	<input type="radio"/> Utah
<input type="radio"/> Florida	<input type="radio"/> Nebraska	<input type="radio"/> Vermont
<input type="radio"/> Georgia	<input type="radio"/> Nevada	<input type="radio"/> Virginia
<input type="radio"/> Hawaii	<input type="radio"/> New Hampshire	<input type="radio"/> Washington
<input type="radio"/> Idaho	<input type="radio"/> New Jersey	<input type="radio"/> West Virginia
<input type="radio"/> Illinois	<input type="radio"/> New Mexico	<input type="radio"/> Wisconsin
<input type="radio"/> Indiana	<input type="radio"/> New York	<input type="radio"/> Wyoming
<input type="radio"/> Iowa	<input type="radio"/> North Carolina	<input type="radio"/> District of Columbia
<input type="radio"/> Kansas	<input type="radio"/> North Dakota	<input type="radio"/> Guam
<input type="radio"/> Kentucky	<input type="radio"/> Ohio	<input type="radio"/> Other please specify
<input type="radio"/> Louisiana	<input type="radio"/> Oklahoma	<input type="text"/>

[Continue »](#)


 6%

SAGO

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.

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

[Continue »](#)

 7%


SAGO

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:

[Continue »](#)

 8%

SAGO

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

- Less than \$15,000
- \$15,000 to \$19,999
- \$20,000 to \$24,999
- \$25,000 to \$29,999
- \$30,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 or more
- Prefer not to answer

[Continue >](#)


SAGO

10%

Which statement best describes your current employment status?

- Working - as a paid employee
- Working - self-employed
- Not working - on temporary layoff from a job
- Not working - looking for work
- Not working - retired
- Not working - disabled
- Not working - other
- Prefer not to answer

Continue »

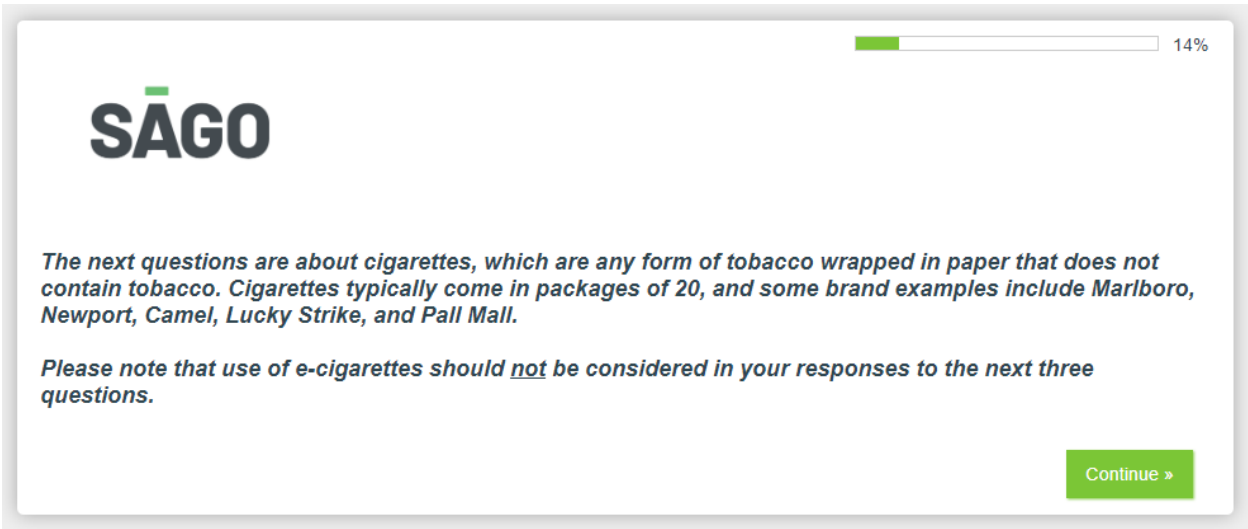
 12%

SAGO

What is your race and/or ethnicity?
Select all that apply

- 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.
- Asian
For example, Chinese, Asian Indian, Filipino, Vietnamese, Korean, Japanese, etc.
- Black or African American
For example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.
- Hispanic or Latino
For example, Mexican, Puerto Rican, Salvadoran, Cuban, Dominican, Guatemalan, etc.
- Middle Eastern or North African
For example, Lebanese, Iranian, Egyptian, Syrian, Iraqi, Israeli, etc.
- Native Hawaiian or Pacific Islander
For example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc.
- White
For example, English, German, Irish, Italian, Polish, Scottish, etc.
- Prefer not to answer

[Continue »](#)



14%

SAGO

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.

Continue >


SAGO

16%

Have you smoked at least 100 cigarettes in your entire life?

- Yes
- No
- Don't know/Not sure
- Prefer not to answer

Continue »


 17%

SAGO

Do you now smoke cigarettes every day, some days, or not at all?

- I smoke every day
- I smoke on some days
- I do not smoke at all

[Continue »](#)

 19%

SAGO

On how many of the past 30 days did you smoke cigarettes?

Enter number:

Don't know/Not sure

Prefer not to answer


[Continue »](#)

The next screenshot is only for those respondents who do not qualify for the survey



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!

[Privacy Policy](#) - [Help](#)



23%

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

Female

Male

Continue »

SAGO

25%

How do you currently describe yourself?
Mark all that apply

Female

Male

Transgender

I use a different term

Continue »


SAGO

28%

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

- Gay or lesbian
- Straight, this is not gay or lesbian
- Bisexual
- I use a different term
- I don't know
- Prefer not to answer/Decline

[Continue »](#)



34%

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.

Continue »


SAGO


39%

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

{1 PACK = 20 CIGARETTES}

Continue »

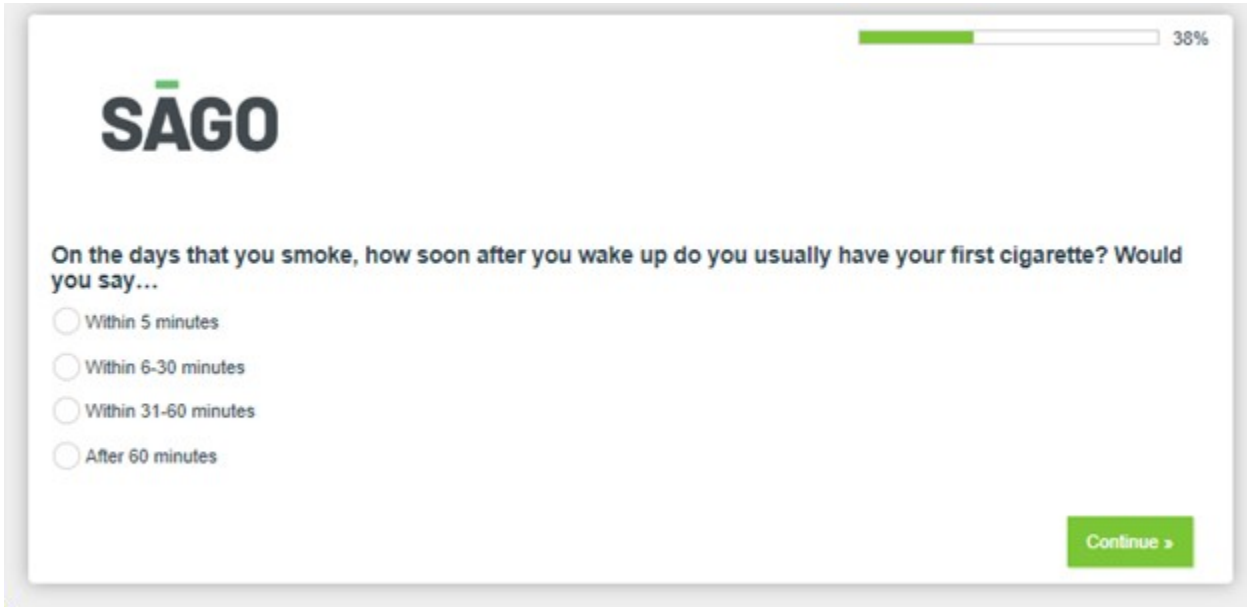


 36%

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

{1 PACK = 20 CIGARETTES}

Continue »




38%

SAGO

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

Continue »




38%

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

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

Continue »


 41%

SAGO

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 easier to smoke 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 CHEST 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 harmful than non-menthol cigarettes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Continue »](#)




42%

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

- Less harmful
- No different
- More harmful

Continue »


 43%

SAGO

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 CHEST than 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"/>
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 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"/>

[Continue >](#)

 45%

SAGO

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

- Yes
- No
- Not sure/Uncertain

[Continue »](#)

SÄGO

47%

Do you believe your risk for a smoking-related disease starts to drop as soon as you quit smoking?

Yes

No

Not sure/Uncertain

Continue »


49%



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

Continue »


 51%

SAGO

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

	YES	NO
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"/>
Use a mobile app to help you quit smoking	<input type="radio"/>	<input type="radio"/>
Use a texting program to help you quit smoking	<input type="radio"/>	<input type="radio"/>
Gradually cut back on cigarettes	<input type="radio"/>	<input type="radio"/>
Get help from a telephone quitline	<input type="radio"/>	<input type="radio"/>
Use quit smoking medications like Wellbutrin, Zyban, Bupropion, Chantix or Varenicline	<input type="radio"/>	<input type="radio"/>
Switch to a different brand of cigarettes	<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"/>
Get help from a doctor or other health professional	<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"/>
Get help from a pharmacist	<input type="radio"/>	<input type="radio"/>
Give up cigarettes all at once	<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 nicotine replacement medications like the nicotine patch, nicotine gum, nicotine lozenges, nicotine nasal spray, or nicotine inhaler	<input type="radio"/>	<input type="radio"/>

Continue »


 53%

SAGO

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

- 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:

[Continue »](#)


 54%

SAGO

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

[Continue »](#)



56%

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

Continue »

SAGO

58%


Has your doctor talked to you about quitting smoking?

Yes

No

Not sure/Uncertain

Continue »



60%

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

Continue »

SAGO

62%

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

Yes

No

Continue >

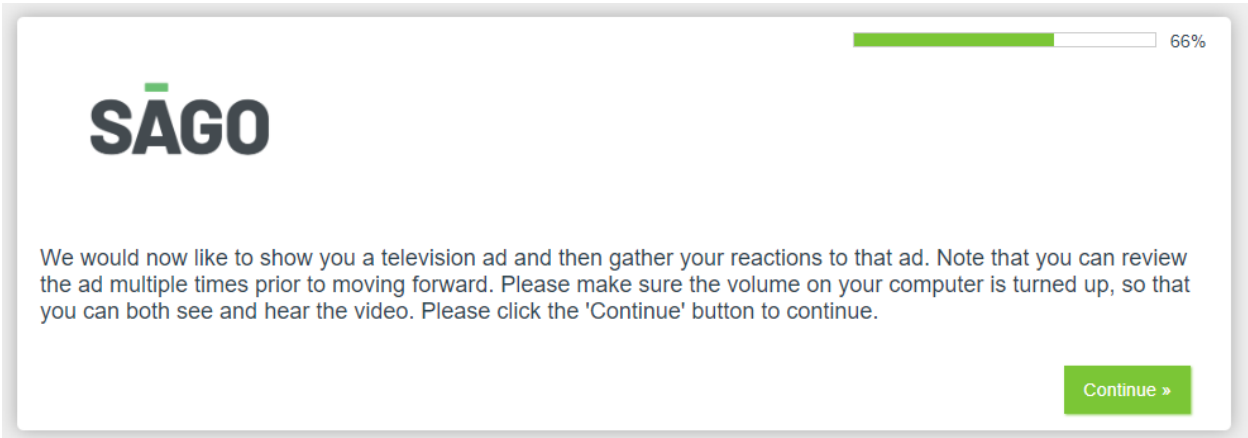
SAGO

64%

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

Continue >



66%

SAGO


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 'Continue' button to continue.

Continue »

67%

SAGO

Click the "play" button to start the video.



Anne G., 30
Hawaii


Continue >

SAGO

67%

What are the first three words that come to mind about this ad?

Continue »

 69%


SAGO

What do you believe is the main message of this ad?

Continue »

71%

SAGO





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
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Continue »](#)

73%




What was unbelievable about the person in the ad?

Continue >

74%

SAGO



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
Regretful	<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"/>
Trusting	<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"/>
Understood	<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"/>
Ashamed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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"/>
Motivated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Continue >](#)

78%

SAGO





Is there anything about the ad that is confusing, unclear, or hard to understand?

- Confusing
- Unclear
- Hard to understand
- None of the above

Continue »

80%




What was confusing, unclear, or hard to understand?

Please be as specific as possible

Continue »

82%

SAGO



Does this ad make you want to quit smoking cigarettes?

Yes

No

Continue »

Questionnaire pg. 9

SAGO

83%




What was it about the ad that didn't make you want to quit smoking cigarettes?

Please be as specific as possible

Continue »

83%

SAGO




What about the ad made you want to quit smoking cigarettes?

Please be as specific as possible

Continue »

85%

SAGO





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

Continue »

86%






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 Tips campaign on social media (e.g., X [formerly 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"/>

Continue »

88%

SAGO




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

Less harmful	No different	More harmful
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Continue »](#)

90%

SAGO




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"/>
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 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 less harsh on your THROAT than non-menthol cigarettes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Continue »](#)

92%

SAGO



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
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Continue >](#)

Questionnaire pg. 10

96%

SAGO



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?

Continue »

Questionnaire pg. 11

Questionnaire pg. 11



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