National Tobacco Education Campaign

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

(Cycle 3, October 4, 2024)

*{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 <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?

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

	Main Sample Randomly Assigned to Ads			Supplemental Samples Assigned to Ads by Race/Ethnicity		
Rough-Cut Ad	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.	*People Who Smoke AND Low SES AND DAGE2 = 18-64*	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.	*People Who Smoke AND Non-Low SES AND DAGE2 = 18-64*	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	*People Who Smoke AND English- Speaking American Indians and Alaska Natives (RACE = 01) OR English- Speaking Asians (RACE = 02)*	1,200

Criteria	*Definition*
People Who Smoke	*TS1 = 01 AND TS2 = 01 or 02 AND TS3 > 0 AND DAGE2 = 18-64*
Socio-Economic Status Index (SES_Index)	*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)*
Low SES	*low_ses = 1 if ses_index = 0 or if ses_index = 1*
Non-Low SES	*low_ses = 0 if ses_index = 2 or if ses_index = 3*

*{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.