

Form Approved  
OMB No. 0920-0910  
Exp. Date 01/31/2024

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.

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*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).*



What is your current age, in years?

- ☐ Age in years
- ☐ Prefer not to answer



What state do you live in?



Alabama  
Alaska  
Arizona  
Arkansas  
California  
Colorado  
Connecticut  
Delaware  
Florida  
Georgia  
Hawaii  
Idaho  
Illinois  
Indiana  
Iowa  
Kansas  
Kentucky  
Louisiana  
Maine  
Maryland  
Massachusetts  
Michigan  
Minnesota



What state do you live in?

Mississippi

Missouri

Montana

Nebraska

Nevada

New Hampshire

New Jersey

New Mexico

New York

North Carolina

North Dakota

Ohio

Oklahoma

Oregon

Pennsylvania

Rhode Island

South Carolina

South Dakota

Tennessee

Texas

Utah

Vermont

Virginia

Washington

West Virginia

Wisconsin

Wyoming

District of Columbia

Guam

Other Please Specify



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



Which of the following income categories best describes your total 2021 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



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



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.





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

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



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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



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

- ☐ Enter number:
- ☐ Don't know/Not sure
- ☐ Prefer not to answer



The next text is for those who are routed to a 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!



If the respondent passes the screening criteria, the respondent will see the next text.

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.

NEXT

Form Approved  
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Public reporting burden of this collection of information is estimated to average **13** 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).

Click the Next Arrow to Continue





Please indicate your race or ethnic background. Are you....?

SELECT ONE

- ☐ Hispanic or Latino
- ☐ Not Hispanic or Latino

SELECT ONE OR MORE

- ☐ Black or African American
- ☐ White
- ☐ Asian
- ☐ American Indian or Alaska Native
- ☐ Native Hawaiian or Other Pacific Islander



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

- ☐ Male
- ☐ Female
- ☐ Refused
- ☐ I don't know



Do you currently describe yourself as male, female, or transgender?

- ☐ Male
- ☐ Female
- ☐ Transgender
- ☐ None of these



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

- ☐ Gay (lesbian or gay)
- ☐ Straight, this is not gay (or lesbian or gay)
- ☐ Bisexual
- ☐ Something else
- ☐ I don't know the answer



The next several questions are about vaping (using e-cigarettes, vape pens, JUULS, mods, other personal vaporizers). Vaping products are battery powered devices that usually contain a nicotine-based liquid that is vaporized and inhaled. Some common brands are JUUL, Vuse, Blu, NJOY, Logic and Puff Bar.

Please do not include marijuana, cannabis, and THC products (including concentrates, waxes or hash oils) in your answers to these questions.



Have you ever vaped, even one time?

- ☐ Yes
- ☐ No



Do you now vape...?

- ☐ Every day
- ☐ Some days
- ☐ Not at all



During the past 30 days, on how many days did you vape?

- ☐ 0 days
- ☐ 1 or 2 days
- ☐ 3 to 5 days
- ☐ 6 to 9 days
- ☐ 10 to 19 days
- ☐ 20 to 29 days
- ☐ All 30 days





When you vape, does the liquid/contents usually contain nicotine?

☐ Yes

☐ No

☐ Don't know



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.



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

[1 PACK = 20 CIGARETTES]



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

[1 PACK = 20 CIGARETTES]



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



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

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



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



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

- ☐ Less harmful
- ☐ No different
- ☐ More harmful





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 THROAT than non-menthol cigarettes.	<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 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"/>
Tobacco companies aggressively target the lesbian, gay, bisexual, transgender and queer (LGBTQ+) communities with menthol cigarette advertising.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tobacco companies aggressively target the African American community with menthol cigarette advertising.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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

- ☐ Yes
- ☐ No
- ☐ Not sure/Uncertain



Do you believe quitting smoking lowers your risk for having a stroke?

- ☐ Yes
- ☐ No
- ☐ Not sure/Uncertain



Do you believe your risk for a smoking-related disease drops as soon as you quit smoking?

- ☐ Yes
- ☐ No
- ☐ Not sure/Uncertain



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



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

	YES	NO
Get help from a telephone quit line	<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"/>
Give up cigarettes all at once	<input type="radio"/>	<input type="radio"/>
Get help from a pharmacist	<input type="radio"/>	<input type="radio"/>
Use medications like Wellbutrin, Zyban, Bupropion, Chantix, or Varenicline	<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 a texting program to help you quit smoking	<input type="radio"/>	<input type="radio"/>
Get help from a doctor or other health professional	<input type="radio"/>	<input type="radio"/>
Gradually cut back on cigarettes	<input type="radio"/>	<input type="radio"/>
Switch <b>completely</b> to e-cigarettes, vapes, or mods (popular brands include NJOY, Blu, Logic, Vuse, Puff Bar and JUUL)	<input type="radio"/>	<input type="radio"/>
Use a mobile app to help you quit smoking	<input type="radio"/>	<input type="radio"/>
Switch to a different brand of cigarettes	<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"/>
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"/>



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

- ☐ 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:



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





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



Has your doctor talked to you about quitting smoking?

- ☐ Yes
- ☐ No
- ☐ Not sure/Uncertain



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



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

- ☐ Yes
- ☐ No



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




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 forward arrow to continue.*



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



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





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



If ad has more than one spokesperson featured, respondent will see this variant of the last question

How believable or unbelievable were the people in the ad?

- ☐ Extremely believable
- ☐ Moderately believable
- ☐ Slightly believable
- ☐ Neither believable nor unbelievable
- ☐ Slightly unbelievable
- ☐ Moderately unbelievable
- ☐ Extremely unbelievable

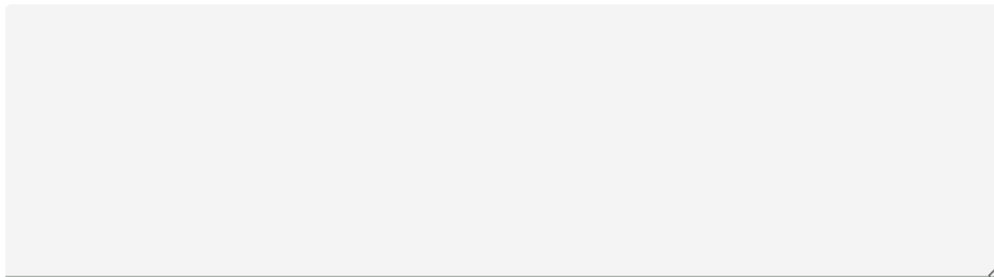


What was unbelievable about the person in the ad?



If ad has more than one spokesperson featured, respondent will see this variant of the last question

What was unbelievable about the people in the ad?



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
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"/>
Ashamed	<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"/>
Hopeful	<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"/>
Surprised	<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"/>
Motivated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regretful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please indicate how much you disagree or agree with the following statements.

	1 Strongly disagree	2 Somewhat disagree	3 Neither agree nor disagree	4 Somewhat agree	5 Strongly agree
This ad grabbed my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was easy to understand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is powerful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is believable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the information in this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is meaningful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I learned something new from this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is convincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can identify with what this ad says	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad influenced me about whether or not to smoke cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is worth remembering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is annoying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would talk to someone else about this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





People who do not smoke see this variant of the question:

On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please indicate how much you disagree or agree with the following statements.

	1 Strongly disagree	2 Somewhat disagree	3 Neither agree nor disagree	4 Somewhat agree	5 Strongly agree
This ad is believable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is annoying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I learned something new from this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is convincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad grabbed my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is meaningful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is worth remembering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad makes me more confident that I will not smoke cigarettes in the future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the information in this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was easy to understand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is powerful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would talk to someone else about this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad influenced me about whether or not to smoke cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can identify with what this ad says	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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

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



What was confusing, unclear, or hard to understand? Please be as specific as possible.



Does this ad make you want to quit smoking cigarettes?

- ☐ Yes
- ☐ No



What was it about the ad that didn't make you want to quit smoking cigarettes? Please be as specific as possible.



What about the ad made you want to quit smoking cigarettes? Please be as specific as possible.



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





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 <a href="http://www.cdc.gov/tips">www.cdc.gov/tips</a> or <a href="http://Smokefree.gov">Smokefree.gov</a> 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 <i>Tips</i> campaign on social media (e.g., 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"/>



The next question and its follow-up are for those who do not smoke.

Does the ad make you want to encourage someone to quit smoking cigarettes?

☐ Yes

☐ No

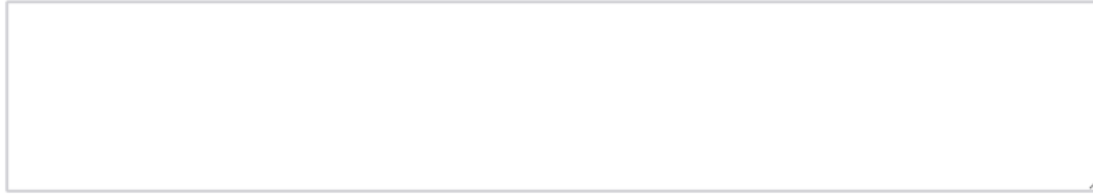


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What was it about the ad that doesn't make you want to encourage someone to quit smoking? Please be as specific as possible.



What about the ad makes you want to encourage someone to quit smoking? Please be as specific as possible.

A large, empty rectangular box with a thin gray border, intended for the user to provide a specific answer to the question above. In the bottom right corner of the box, there is a small, faint icon of a pencil, indicating that the text can be edited.

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 information to help someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit an informational government website, such as <a href="http://www.cdc.gov/tips">www.cdc.gov/tips</a> or <a href="http://Smokefree.gov">Smokefree.gov</a> for information to help someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to your doctor about helping someone you care about quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ask someone to not smoke around you or others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage someone you care about to 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"/>
Encourage someone you care about to quit smoking cigarettes completely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Follow the <i>Tips</i> campaign on social media (e.g., Twitter, Facebook, Pinterest)	<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"/>
Encourage someone you care about to use a texting program to help them 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"/>

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

- ☐ Less harmful
- ☐ No different
- ☐ More harmful



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"/>
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 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"/>
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"/>
Tobacco companies aggressively target the African American community with menthol cigarette advertising.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tobacco companies aggressively target the lesbian, gay, bisexual, transgender and queer (LGBTQ+) communities with menthol cigarette advertising.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





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



Do you believe cigarette smoking is related to:

	Yes	No
Gallstones	<input type="radio"/>	<input type="radio"/>
Colon Cancer	<input type="radio"/>	<input type="radio"/>
Stroke	<input type="radio"/>	<input type="radio"/>
Kidney Cancer	<input type="radio"/>	<input type="radio"/>
Hole in throat (stoma or tracheotomy)	<input type="radio"/>	<input type="radio"/>
Cancer of the mouth or throat	<input type="radio"/>	<input type="radio"/>
Premature birth	<input type="radio"/>	<input type="radio"/>
Periodontal or Gum Disease	<input type="radio"/>	<input type="radio"/>
COVID-19	<input type="radio"/>	<input type="radio"/>
Colorectal Cancer	<input type="radio"/>	<input type="radio"/>
Diabetes	<input type="radio"/>	<input type="radio"/>
Anxiety Disorder	<input type="radio"/>	<input type="radio"/>
Heart Disease	<input type="radio"/>	<input type="radio"/>
Asthma	<input type="radio"/>	<input type="radio"/>
COPD or Chronic bronchitis	<input type="radio"/>	<input type="radio"/>
Lung Cancer	<input type="radio"/>	<input type="radio"/>
Buerger's Disease	<input type="radio"/>	<input type="radio"/>
Peripheral artery disease	<input type="radio"/>	<input type="radio"/>
Depression	<input type="radio"/>	<input type="radio"/>
Emphysema	<input type="radio"/>	<input type="radio"/>
Amputations (removal of limbs)	<input type="radio"/>	<input type="radio"/>
Macular degeneration or blindness	<input type="radio"/>	<input type="radio"/>



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?



Which of the following written messages do you remember from the ad you just saw?

If you have seen or heard the following messages before but NOT as part of the ad you just saw, please do NOT select them.

- ☐ You can quit. For free help visit [cdc.gov/tips](https://www.cdc.gov/tips).
- ☐ Smoking causes heart disease.
- ☐ Smoking can cause gum disease and tooth loss.
- ☐ You can quit. For free help call 1-800-QUIT-NOW.
- ☐ You can quit. For free help, visit [cdc.gov/quit](https://www.cdc.gov/quit)
- ☐ Menthol cigarettes are just as damaging as other cigarettes.
- ☐ Smoking causes heart attacks.
- ☐ Quitting smoking reduces the risk of heart disease.
- ☐ Smoking can cause COPD.
- ☐ Quitting smoking can decrease depression, anxiety and stress.
- ☐ Tobacco companies aggressively target LGBTQ+ communities with menthol cigarette advertising.
- ☐ Tobacco companies aggressively target many communities with menthol cigarette advertising.
- ☐ Quitting smoking lowers your risk for having a stroke.
- ☐ Tobacco companies aggressively target the African American community with menthol cigarette advertising.
- ☐ Your risk for a smoking-related disease drops as soon as you quit.
- ☐ The people you love are worth quitting for.
- ☐ Smoking causes throat cancer.
- ☐ You can quit. Talk with your doctor about a quit plan that's right for you.
- ☐ Menthol cigarettes can be harder to quit than other cigarettes.
- ☐ I do not remember any written messages in the ad I just saw.



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

