

Form Approved  
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National Tobacco Education Campaign  
Post-Focus Group Questionnaire

Thank you for your time in the focus group today! This last set of questions will take no more than 2 minutes to answer.

*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).*



How much do you agree or disagree with the following statements?

Cigarettes contribute to tobacco-related health problems in the U.S.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neither Agree nor Disagree
- ☐ Disagree
- ☐ Strongly Disagree



Menthol cigarettes specifically contribute to additional tobacco-related health problems in the U.S.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neither Agree nor Disagree
- ☐ Disagree
- ☐ Strongly Disagree



Cigarettes contribute significantly to health problems that African Americans in the U.S. face.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neither Agree nor Disagree
- ☐ Disagree
- ☐ Strongly Disagree



It's hard to quit smoking cigarettes.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neither Agree nor Disagree
- ☐ Disagree
- ☐ Strongly Disagree



People choose to smoke cigarettes for many different reasons. What are your reasons? Select all that apply.

- ☐ My friends smoke cigarettes
- ☐ I like the taste/flavor
- ☐ I like the image/I think cigarettes are cool
- ☐ I believe that cigarettes are less harmful for me than other tobacco products (e.g., cigars, e-cigarettes)
- ☐ I believe that cigarettes are less irritating than other tobacco products (e.g., cigars, e-cigarettes)
- ☐ I just like cigarettes
- ☐ I am addicted
- ☐ Don't know/Not sure
- ☐ Other (Please specify the other reason:  )

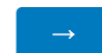


Currently, when you smoke cigarettes, do you usually smoke menthol cigarettes?

☐ Yes

☐ No

☐ Don't know/ Not sure



For each of the following, please indicate how much you agree with the statements about menthol cigarettes.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Menthol cigarettes are less harmful than non-menthol cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Menthol cigarettes have a better flavor than non-menthol cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Menthol cigarettes 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"/>
Menthol cigarettes 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"/>
Menthol cigarettes are easier to smoke than non-menthol cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Menthol cigarettes are harder to quit than non-menthol cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





Which of the following would make it easier for you to quit smoking? Select all that apply.

- ☐ A "quit smoking" app for your smartphone
- ☐ Information from your doctor or healthcare provider
- ☐ Local resources, such as support groups at a hospital or clinic
- ☐ A friend who supports you in quitting
- ☐ A family member who supports you in quitting
- ☐ More information about menthol and its effects
- ☐ An online support group for quitting
- ☐ Stop smoking medicines (for example, nicotine patches or gum, pills like varenicline or bupropion)
- ☐ If menthol cigarettes were not sold in stores
- ☐ Online information about how to quit
- ☐ Websites such as CDC.gov/tobacco, Smokefree.gov, BecomeAnEx.org, BeTobaccoFree.org that offer information on quitting
- ☐ A stop-smoking telephone help line like 1-800-QUIT-NOW
- ☐ Text messages with tips on how to quit smoking
- ☐ Other, please specify



Which of the responses you selected would be most useful?

- ☐ A "quit smoking" app for your smartphone
- ☐ Information from your doctor or healthcare provider
- ☐ Local resources, such as support groups at a hospital or clinic
- ☐ A friend who supports you in quitting
- ☐ A family member who supports you in quitting
- ☐ More information about menthol and its effects
- ☐ An online support group for quitting
- ☐ Stop smoking medicines (for example, nicotine patches or gum, pills like varenicline or bupropion)
- ☐ If menthol cigarettes were not sold in stores
- ☐ Online information about how to quit
- ☐ Websites such as [CDC.gov/tobacco](https://www.cdc.gov/tobacco), [Smokefree.gov](https://www.smokefree.gov), [BecomeAnEx.org](https://www.becomeanex.org), [BeTobaccoFree.org](https://www.betobaccofree.org) that offer information on quitting
- ☐ A stop-smoking telephone help line like 1-800-QUIT-NOW
- ☐ Text messages with tips on how to quit smoking
- ☐ Other, please specify



Which of the following resources would you consider using to get more information about quit-smoking cessation services? Select all that apply.

- ☐ Mobile apps
- ☐ Websites and blogs
- ☐ Social media (Facebook, Twitter, Instagram, TikTok)
- ☐ Online display advertising
- ☐ YouTube
- ☐ Educational video games
- ☐ Online forums (e.g., Reddit, Quora)
- ☐ Podcasts
- ☐ Other, please specify:



What is your long-term plan around smoking menthol cigarettes?

- ☐ Keep on smoking menthol cigarettes
- ☐ Switch to another non-menthol brand of cigarettes
- ☐ Try to quit smoking in the next month
- ☐ Try to quit smoking in the next year

