



Form Approved
OMB No. 0920-0910
Exp. Date 01/31/2015

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).

On behalf of the Centers for Disease Control and Prevention (CDC), we're conducting a study about different health and smoking-specific advertising that you see in the media. Your opinions are very important to us! Please be assured that the purpose of this survey is to gather feedback regarding specific health-related advertising. We do not plan to report your answers individually. We plan to report results from this survey for the group as a whole. Thank you for taking the time to help us!

Your participation in this survey is voluntary.





What is your current age?

- ☐ Under 18 years of age
- ☐ 18-24 years of age
- ☐ 25-34 years of age
- ☐ 35-44 years of age
- ☐ 45-54 years of age
- ☐ 55-64 years of age
- ☐ 65-74 years of age
- ☐ 75 years of age or older





Opinions for all

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
- ☐ 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
- ☐ Other please specify





What is the year of your birth?





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 or equivalent
- ☐ 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





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

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



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





Opinions for all

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

Enter number:





Do you currently own a cell phone?

- ☐ Yes
- ☐ No
- ☐ Don't Know/Not Sure





survey13.toluna.com/wix/p210817184.aspx



Opinions for all

Some cell phones are called "smartphones" because of certain features they have, such as Internet access and the ability to download apps. Is your cell phone a smartphone, such as an iPhone, Android, Blackberry or Windows phone?

- ☐ Yes, I own a smartphone
- ☐ I do not own a smartphone





Thank you for your participation in this study. Unfortunately, your responses indicate that you do not fit the specific criteria needed for this particular 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!





Form Approved
OMB No. 0920-0910
Exp. Date 01/31/2015

Public reporting burden of this collection of information is estimated to average 16 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).





survey13.toluna.com/wix/p210817184.aspx



Opinions for all

Would you say your health in general is excellent, very good, good, fair, or poor?

- ☐ Excellent
- ☐ Very Good
- ☐ Good
- ☐ Fair
- ☐ Poor



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



When do you typically have your first cigarette after waking up?

- ☐ Within 5 minutes
- ☐ 6-30 minutes
- ☐ 31-60 minutes
- ☐ After 60 minutes



How old were you when you first started to smoke cigarettes fairly regularly?





Opinions for all

Where do you smoke most often?

- ☒ At home
- ☐ At work
- ☐ Friend's or family's house
- ☐ In my car or other type of vehicle
- ☐ Someone else's car or other type of vehicle
- ☐ At a party
- ☐ At a restaurant
- ☐ At a bar
- ☐ Outdoors
- ☐ Somewhere else (other specify)





The next questions are about electronic cigarettes, often called e-cigarettes. An e-cigarette looks like a regular cigarette, but it runs on a battery and produces vapor instead of smoke. There are many types of e-cigarettes.





survey13.toluna.com/wix/p210817184.aspx



Opinions for all

Have you ever used electronic cigarettes or e-cigarettes, such as Smoking Everywhere, NJOY, Blu or Vapor King, even one time?

☐ Yes

☐ No





survey13.toluna.com/wix/p210817184.aspx



Opinions for all

How likely are you to consider using electronic cigarettes or e-cigarettes, for any reason, in the future?

- ☐ Very Likely
- ☐ Likely
- ☐ Neither Likely nor Unlikely
- ☐ Unlikely
- ☐ Very Unlikely





As far as you know or believe is the use of electronic cigarettes/e-cigarettes in combination with regular cigarettes less harmful than smoking only regular cigarettes, more harmful than smoking only regular cigarettes, or equally as harmful as smoking only regular cigarettes?

Please indicate your answer on a scale of 1 to 5, where one is much less harmful, 3 is the same as regular cigarettes, and 5 is much more harmful.

- ☐ 1 much less harmful than smoking only regular cigarettes
- ☐ 2
- ☐ 3 equally as harmful as smoking only regular cigarettes
- ☐ 4
- ☐ 5 much more harmful than smoking only regular cigarettes





Opinions for all

Do you now use electronic cigarettes/e-cigarettes...

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





Opinions for all

Do you use electronic cigarettes/e-cigarettes in places where smoking regular cigarettes is not allowed?

☐ Yes

☐ No



Are any of the following a reason why you currently use electronic cigarettes/e-cigarettes?

	Yes	No
They cost less than other forms of tobacco	<input type="radio"/>	<input type="radio"/>
They can be used in places where smoking cigarettes isn't allowed	<input type="radio"/>	<input type="radio"/>
They might be less harmful to me than regular cigarettes	<input type="radio"/>	<input type="radio"/>
They might be less harmful to people around me than regular cigarettes	<input type="radio"/>	<input type="radio"/>
Electronic cigarettes/e-cigarettes come in flavors I like	<input type="radio"/>	<input type="radio"/>
Electronic cigarettes/e-cigarettes can help me quit smoking regular cigarettes	<input type="radio"/>	<input type="radio"/>
Electronic cigarettes/e-cigarettes can help me reduce the number of regular cigarettes I smoke.	<input type="radio"/>	<input type="radio"/>
Electronic cigarettes/e-cigarettes don't smell	<input type="radio"/>	<input type="radio"/>
Using an electronic cigarette/e-cigarette feels like smoking a regular cigarette	<input type="radio"/>	<input type="radio"/>
Electronic cigarettes/e-cigarettes don't bother people who don't use tobacco	<input type="radio"/>	<input type="radio"/>

The advertising for electronic cigarettes/e-cigarettes appeals to me.	<input type="radio"/>	<input type="radio"/>
They help me deal with cravings to smoke.	<input type="radio"/>	<input type="radio"/>
I have a friend or family member who suggested I use electronic cigarettes/e-cigarettes as a way to quit smoking.	<input type="radio"/>	<input type="radio"/>
I was curious about electronic cigarettes/e-cigarettes	<input type="radio"/>	<input type="radio"/>
Other, please specify	<input type="radio"/>	<input type="radio"/>



Are any of the following a reason why you may use electronic cigarettes/e-cigarettes?

	Yes	No
<div><input type="text"/></div> <div>They cost less than other forms of tobacco</div>	<input type="radio"/>	<input type="radio"/>
They can be used in places where smoking cigarettes isn't allowed	<input type="radio"/>	<input type="radio"/>
They might be less harmful to me than regular cigarettes	<input type="radio"/>	<input type="radio"/>
They might be less harmful to people around me than regular cigarettes	<input type="radio"/>	<input type="radio"/>
Electronic cigarettes/e-cigarettes come in flavors I like	<input type="radio"/>	<input type="radio"/>
Electronic cigarettes/e-cigarettes can help me quit smoking regular cigarettes	<input type="radio"/>	<input type="radio"/>
Electronic cigarettes/e-cigarettes can help me reduce the number of regular cigarettes I smoke.	<input type="radio"/>	<input type="radio"/>
Electronic cigarettes/e-cigarettes don't smell	<input type="radio"/>	<input type="radio"/>
Using an electronic cigarette/e-cigarette feels like smoking a regular cigarette	<input type="radio"/>	<input type="radio"/>
Electronic cigarettes/e-cigarettes don't bother people who don't use tobacco	<input type="radio"/>	<input type="radio"/>

The advertising for electronic cigarettes/e-cigarettes appeals to me.	<input type="radio"/>	<input type="radio"/>
They may help me deal with cravings to smoke.	<input type="radio"/>	<input type="radio"/>
I have a friend or family member who suggested I use electronic cigarettes/e-cigarettes as a way to quit smoking.	<input type="radio"/>	<input type="radio"/>
I am curious about electronic cigarettes/e-cigarettes	<input type="radio"/>	<input type="radio"/>
Other, please specify	<input type="radio"/>	<input type="radio"/>





Opinions for all

Why haven't you used electronic cigarettes/e-cigarettes?

- ☐ Electronic cigarettes/e-cigarettes are too expensive
- ☐ Electronic cigarettes/e-cigarettes are too complicated
- ☐ I don't know where I can purchase electronic cigarettes/e-cigarettes
- ☐ I don't know how safe electronic cigarettes/e-cigarettes are
- ☐ I would rather just smoke cigarettes
- ☐ I am going to use electronic cigarettes/e-cigarettes to stop smoking cigarettes, and I don't want to quit smoking right now
- ☐ I don't know enough about electronic cigarettes/e-cigarettes
- ☐ Other specify





survey13.toluna.com/wix/p210817184.aspx



Opinions for all

Have you ever used chewing tobacco, snuff, or dip, such as Redman, Levi Garrett, Beechnut, Skoal, Skoal Bandits, or Copenhagen?

☐ Yes

☐ No





Have you ever used dissolvable tobacco products, such as Camel Orbs, Sticks, or other brands?

- ☐ Yes
☐ No





Opinions for all

Snus is a smokeless tobacco usually sold in individual or pre-packaged small pouches that are placed under the lip against the gum. Have you ever used snus, such as Camel Snus or Marlboro Snus?

☐ Yes

☐ No





Opinions for all

During the past 3 months, how many times have you stopped smoking for one day or longer because you were trying to quit smoking cigarettes for good?

Number of times





Opinions for all

During the past 12 months, that is, since [DATE FILL], how many times have you stopped smoking 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, did you do any of the following?

- ☐ Give up cigarettes all at once
- ☐ Gradually cut back on cigarettes
- ☐ Switch completely to electronic cigarettes or e-cigarettes such as Blu or NJOY
- ☐ Substitute some of your regular cigarettes with electronic cigarettes or e-cigarettes
- ☐ Switch to mild or some other brand of cigarettes
- ☐ Use nicotine replacements like the nicotine patch or nicotine gum
- ☐ Use medications like Zyban or Chantix
- ☐ Get help from a telephone quit line
- ☐ Get help from a website such as Smokefree.gov
- ☐ Get help from a doctor or other health professional
- ☐ None of these





Do you want to quit smoking cigarettes for good?

- ☐ Yes
- ☐ No





How much do you want to quit smoking? Would you say you want to quit...

- ☐ Not at all
- ☐ A little
- ☐ Somewhat
- ☐ A lot





survey13.toluna.com/wix/p210817184.aspx



Opinions for all

Do you plan to quit smoking for good....

- ☐ In the next 7 days,
- ☐ In the next 30 days,
- ☐ In the next 6 months,
- ☐ In the next 1 year, or
- ☐ More than 1 year from now
- ☐ Not sure/Uncertain





Opinions for all

Please rank the top two reasons why you smoke cigarettes where "1" is the main reason and "2" is the second most important reason.

- ☐ Smoking cigarettes goes well when I'm drinking alcohol
- ☐ Smoking cigarettes is something to do when I'm bored
- ☐ Smoking cigarettes is something to do at parties
- ☐ I have tried to quit smoking cigarettes and cannot
- ☐ Smoking cigarettes is something I can do with others while working
- ☐ Smoking cigarettes is a social thing to do when I'm out with friends
- ☐ Smoking cigarettes helps me stay awake
- ☐ I like the taste of cigarettes
- ☐ Smoking cigarettes helps me relax
- ☐ Smoking cigarettes helps me lose weight / not gain weight
- ☐ Smoking cigarettes helps when I'm stressed
- ☐ I just feel like smoking cigarettes
- ☐ Smoking cigarettes goes well with/after meals
- ☐ Smoking cigarettes excites me
- ☐ Other specify





Opinions for all

Thinking about the last time you had a health issue or experienced any change in your physical health, where did you first look to get information?

- ☐ Friends or family
- ☐ Your doctor or healthcare professional
- ☐ Internet
- ☐ Pharmacy
- ☐ Mobile App
- ☐ Other specify



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

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
There's nothing wrong with smoking cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smoking cigarettes is not such a big deal, it's just a lot of negative hype	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would think twice about smoking cigarettes because I wouldn't want to harm my family or friends with second-hand smoke	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smoking cigarettes seems acceptable because I see it all the time in movies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When someone quits smoking cigarettes, the risk of getting a tobacco-related illness goes away	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smoking cigarettes is a reward	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have more respect for people who have quit smoking cigarettes than for people who have never smoked	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non-smokers don't want to date someone who smokes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People who smoke cigarettes have more friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is nothing wrong with using electronic cigarettes/e-cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



survey13.toluna.com/wix/p210817184.aspx



Opinions for all

How much does smoking cigarettes relieve stress for you?

- ☐ Extremely stress-relieving
- ☐ Very stress-relieving
- ☐ Somewhat stress-relieving
- ☐ Slightly stress-relieving
- ☐ Not at all stress-relieving





If you had to do it over again, would you have started smoking cigarettes? Would you say...

- ☐ Definitely not
- ☐ Probably not
- ☐ Probably yes
- ☐ Definitely yes
- ☐ Not Sure





What is your gender?

- ☐ Male
- ☐ Female





survey13.toluna.com/wix/p210817184.aspx



Opinions for all

How many children (under age 18) live in your household:

- ☐ None
- ☐ 1-2 children
- ☐ 3-4 children
- ☐ 5 or more children





Opinions for all

What is your marital status?

- ☐ Now married
- ☐ Living with my partner
- ☐ Widowed
- ☐ Divorced
- ☐ Separated
- ☐ Never married
- ☐ Prefer not to answer





survey13.toluna.com/wix/p210817184.aspx



Opinions for all

Do you consider yourself to be (Select all that apply):

- ☐ Heterosexual / Straight
- ☐ Lesbian
- ☐ Gay
- ☐ Bisexual
- ☐ Transgender
- ☐ Something else - please specify
- ☐ Prefer not to answer





Opinions for all

Have you ever served on active duty in the U.S. Armed Forces, military Reserves, or National Guard?

- ☐ Yes, now on active duty
- ☐ Yes, on active duty during the past 12 months, but not now
- ☐ Yes, was on active duty but not during the past 12 months
- ☐ Am now training for Reserves or National Guard
- ☐ No, never served in the military





Opinions for all

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

Ethnicity

- ☐ Hispanic or Latino
- ☐ Not Hispanic or Latino

Race

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





Which of the following income categories best describes your total 2012 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





Opinions for all

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





Opinions for all

How would you describe your household financial situation? Would you say you...

- ☐ Live comfortably
- ☐ Meet needs with a little left
- ☐ Just meet basic expenses
- ☐ Don't meet basic expenses





Think about the last time you went online to look for information...How did you begin looking?

Did you start at a search engine such as Google, Bing or Yahoo, at a site that specializes in topical information, like WebMD, at a more general site like Wikipedia, that contains information on all kinds of topics, or at a social network site like Facebook?

- ☐ At a search engine such as Google, Bing or Yahoo
- ☐ At a site that specializes in information, like WebMD
- ☐ At a more general site like Wikipedia, that contains information on all kinds of topics
- ☐ At a social network site like Facebook
- ☐ Other specify





Is the smartphone you use most often...?

- ☐ An iPhone
- ☐ An Android device (e.g. Motorola Droid, Samsung Galaxy, etc.)
- ☐ A Blackberry
- ☐ A Windows Phone
- ☐ Something else





survey13.toluna.com/wix/p210817184.aspx



Opinions for all

How often do you access the Internet on your smartphone?

- ☐ More than once per day
- ☐ Once per day
- ☐ A few times per week
- ☐ Once per week
- ☐ Less than once per week
- ☐ Rarely
- ☐ Never





During a typical month in the past year, how often did you read a newspaper in print or on the Internet?

- ☐ Basically every day
- ☐ A few times a week
- ☐ A few times a month
- ☐ Once a month
- ☐ Not at all





During a typical month in the past year, how often did you read news magazines such as Newsweek or Time, in print or on the Internet?

- ☐ Basically every day
- ☐ A few times a week
- ☐ A few times a month
- ☐ Once a month
- ☐ Not at all





Opinions for all

During a typical month in the past year, how often did you watch television or television Internet sites?

- ☐ Basically every day
- ☐ A few times a week
- ☐ A few times a month
- ☐ Once a month
- ☐ Not at all





Opinions for all

During a typical month in the past year, how often did you listen to the radio?

- ☐ Basically every day
- ☐ A few times a week
- ☐ A few times a month
- ☐ Once a month
- ☐ Not at all





Opinions for all

During a typical month in the past year, how often did you obtain information from Internet sources such as blogs, chat rooms, or independent news services?

- ☐ Basically every day
- ☐ A few times a week
- ☐ A few times a month
- ☐ Once a month
- ☐ Not at all



Have you seen or heard one or more ads for electronic cigarettes/e-cigarettes in the past three months?

- ☐ Yes
☐ No





survey13.toluna.com/wix/p210817184.aspx



Opinions for all

Where have you seen or heard an advertisement for electronic cigarettes/e-cigarettes?

- ☐ On the Internet
- ☐ In newspapers or magazines
- ☐ Convenience stores, supermarkets, gas stations, or shopping malls
- ☐ On TV or at the movies
- ☐ On the radio
- ☐ On billboards or other outdoor ads
- ☐ Other specify
- ☐ None of the above





Opinions for all

Are you aware of any advertising or tobacco education campaigns against smoking, tobacco products, or tobacco companies that are now taking place?

- ☐ Yes
- ☐ No





Please comment on what you remember about these ads or tobacco education campaigns against smoking, tobacco products, or tobacco companies.





Opinions for all

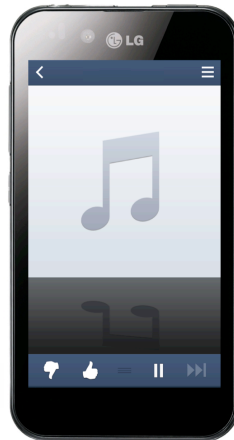
Please think about where you use your smartphone.

Using the list below, please indicate which three places you use your smartphone most often, where "1" indicates the place you use your smartphone the most often, "2" indicates the place where you use your smartphone second most often and "3" indicates where you use your smartphone the third most often.

- ☐ At home
- ☐ At work
- ☐ At school
- ☐ At a friend's or family's house
- ☐ In a car or other type of vehicle
- ☐ At a restaurant
- ☐ At a bar
- ☐ At a store or a mall
- ☐ On public transportation, such as a bus or a train
- ☐ Outdoors
- ☐ Somewhere else (other specify)



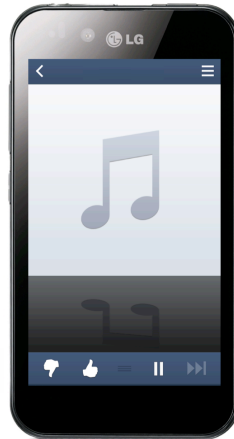
Imagine that you are at home, looking at your smartphone and using a music app, such as YouTube, Pandora or Spotify. The app might look like the following:



Click next after you look at the image of the music app.



Imagine that while you are looking at the music app on your smartphone, you see ads that appear at the bottom of the screen, just like the ad does in the image below. The ad was made specifically for a smartphone and appears directly in the app you are using.



Click Next.





Opinions for all

Did you notice the ad appear on the screen?

☐ Yes

☐ No





survey13.toluna.com/wix/p210817184.aspx



In your own words, what was the primary message of the ad you just saw?





Did the ad prompt you to do something?

- ☐ Yes
☐ No





survey13.toluna.com/wix/p210817184.aspx



Opinions for all

What action did the ad prompt?





survey13.toluna.com/wix/p210817184.aspx



Toluna

Opinions for all

Why do you think you ignored the ad?

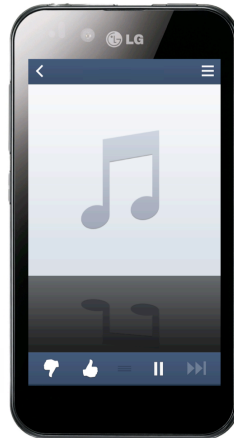




Why do you think you looked the ad?



This is the same image of the music app on your smartphone that you saw a few moments ago. Please click on the arrow next to the ad so that we know you are able to interact with the app in the image.





If you saw this ad on your smartphone, do you think the ad would grab your attention?

- ☐ Yes
☐ No





Which of the following grabs your attention the most, when looking at the ad?

- ☐ The text "You can quit smoking"
- ☐ The man sitting on the bed
- ☐ The green button
- ☐ The text on the green button





Opinions for all

Which of the following grabs your attention the most, when looking at the ad?

- ☐ The text "You can quit smoking"
- ☐ The green and white button
- ☐ The text on the green and white button





Opinions for all

Does the ad make you want to quit smoking?

☐ Yes

☐ No





survey13.toluna.com/wix/p210817184.aspx



Opinions for all

Why doesn't the ad make you want to quit smoking? Please be as specific as possible.





survey13.toluna.com/wix/p210817184.aspx



Opinions for all

Is there anything about the ad that is confusing or unclear? (Select all that apply)

- ☒ Confusing
- ☐ Unclear
- ☐ The ad is not confusing nor unclear





What was confusing or unclear? Please be as specific as possible.





Opinions for all

If you saw this ad on your smartphone, in your own words, what do you think clicking on the ad would do?

☐ I did not realize I could click on the ad



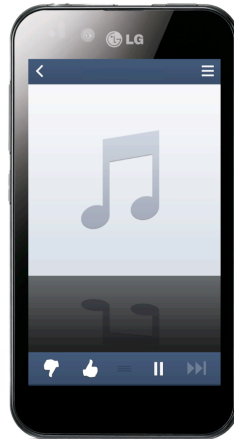


To you, what would be the ideal action if you decided to click on the ad?

- ☐ If I click on the ad, I would be able to send a text message to enroll in a text program to help me quit smoking cigarettes
- ☐ If I click on the ad, my web browser app would open and I would see a web page with information about quitting smoking cigarettes
- ☐ If I click on the ad, I would be able to make a telephone call and speak to a person so I would be able to schedule a telephone conversation at another time about quitting smoking cigarettes
- ☐ If I click on the ad, I would be able to make a telephone call and reach an automated recording giving information about quitting smoking cigarettes
- ☐ If I click on the ad, I would be able to send a text message to have someone call me back with information about quitting smoking cigarettes
- ☐ If I click on the ad, I would be able to make a telephone call and speak to a person about quitting smoking cigarettes
- ☐ Other specify



Now we're going to show what happens if you click on the ad.

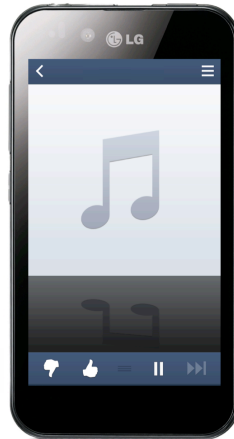


Clicking on the ad launches a “call” dialog box with two choices: a prompt of “Call” to dial a telephone number and a prompt of “Hang Up” that would return you to the app.

Click Next.



Go ahead and click on the ad below.





survey13.toluna.com/wix/p210817184.aspx



Opinions for all

If you clicked on the ad on your smartphone and then clicked the "Call" button as shown in the image, what would you expect to happen?





Opinions for all

If you saw this ad on your smartphone, how likely is it that you would click on the ad and then click the "Call" button?

- ☐ **Definitely** would click on the ad and then click the "Call" button
- ☐ **Probably** would click on the ad and then click the "Call" button
- ☐ **Might or might not** click on the ad and then click the "Call" button
- ☐ **Probably would not** click on the ad and then click the "Call" button
- ☐ **Definitely would not** click on the ad and then click the "Call" button





Opinions for all

Why wouldn't you click on the ad and then click the "Call" button?





Why would you click on the ad and place the call?

- ☐ I want to quit smoking cigarettes
- ☐ I need help quitting smoking cigarettes
- ☐ I will get free help to quit smoking cigarettes
- ☐ I want to see what help is available to quit smoking
- ☐ Other[SPECIFY]





If you saw this ad on your smartphone, and if you clicked the call button, would there be any reason why you would hang up before you spoke to someone?





Opinions for all

What information would you want to receive, if you clicked the call button?

- ☒ Receive detailed advice about quitting smoking.
- ☐ Receive free smoking cessation products to help me quit, like the nicotine patch, nicotine gum, or any other over-the counter or prescription medications
- ☐ Receive information on local services that may help improve chances for quitting smoking.
- ☐ Other [SPECIFY]





To you, what would be the ideal action if you click on the ad?

- ☐ If I click on the ad, I would be able to send a text message to enroll in a text program to help me quit smoking cigarettes
- ☐ If I click on the ad, my web browser app would open and I would see a web page with information about quitting smoking cigarettes
- ☐ If I click on the ad, I would be able to make a telephone call and speak to a person so I would be able to schedule a telephone conversation at another time about quitting smoking cigarettes
- ☐ If I click on the ad, I would be able to make a telephone call and reach an automated recording giving information about quitting smoking cigarettes
- ☐ If I click on the ad, I would be able to send a text message to have someone call me back with information about quitting smoking cigarettes
- ☐ If I click on the ad, I would be able to make a telephone call and speak to a person about quitting smoking cigarettes
- ☐ Other specify





Looking at the text "You Can Quit Smoking" in each of the ads, click on the ad that has the most readable text.





Click on the ad that has the most compelling button, that is, which green button makes you want to click on it the most?





Opinions for all

Looking at the text on the green button, which message is most compelling, that is, makes you want to click on it the most?





survey13.toluna.com/wix/p210817184.aspx



Toluna

Opinions for all

Looking at the background in the ad, click on the ad that grabs your attention more.





survey13.toluna.com/wix/p210817184.aspx



Opinions for all

Looking at the text on the green portion of the button, which of the following messages is more compelling, that is, makes you want to click on it?

- ☒ Click to Call
- ☐ Click for Info





Opinions for all

Looking at the text on the white portion of the button, which of the following messages is more compelling, that is, makes you want to click on it?

- ☒ 800-QUIT- NOW
- ☐ Click for Info





survey13.toluna.com/wix/p210817184.aspx



Opinions for all

Thank you for your time taking this survey.

