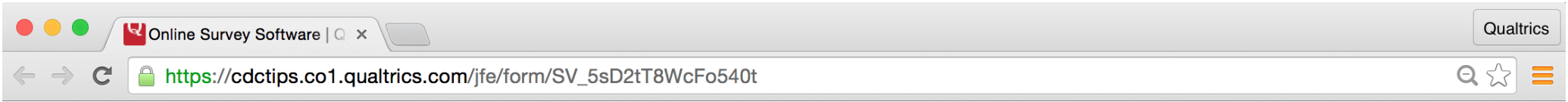


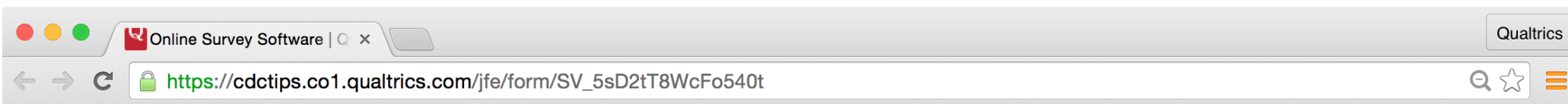
Recruitment Screener for Regular Cigarette Smokers and Dual Users



Form Approved
OMB No. 0920-0910
Exp. Date 03/31/2018

Public reporting burden of this collection of information is estimated to average 4 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 related advertising and messages that you might see in the media, such as on TV or the internet. Your opinions are very important to us! The purpose of this survey is to gather feedback regarding health and smoking-related advertising only. 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!

Your participation in this survey is voluntary. You may stop participating at any time.



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

Refuse to answer

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Qualtrics

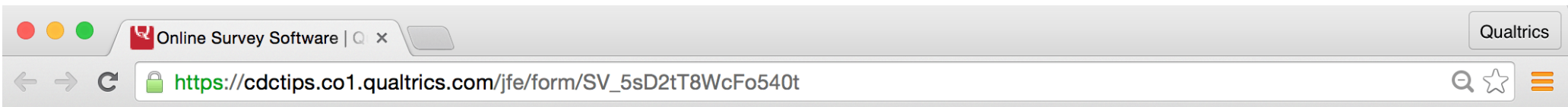
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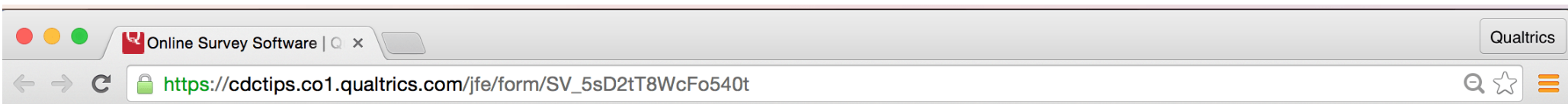
What state do you live in?

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What is the year of your birth? (Please enter as YYYY)





The next questions are about regular cigarettes which are any form of tobacco wrapped in paper. Regular cigarettes typically come in packs of 20 and some brand examples include Marlboro, Newport, Camel, Lucky Strike and Pall Mall.



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

Yes

No

Don't know/not sure

Refused



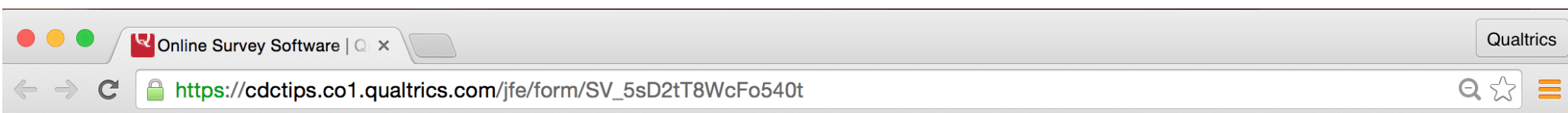
Do you now smoke regular cigarettes every day, some days, or not at all?

I smoke every day

I smoke on some days

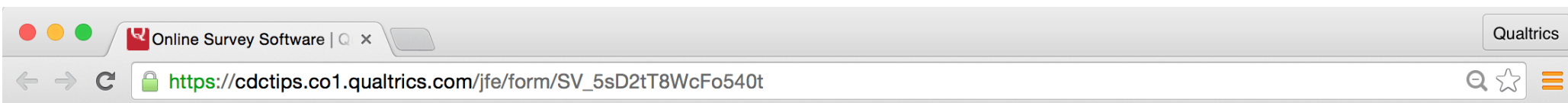
I do not smoke at all





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





The next questions are about electronic vapor products. These are devices that usually contain a nicotine-based liquid that produces an aerosol that is inhaled. You may also know them as e-cigarettes, vape-pens, hookah-pens, electronic hookahs (e-hookahs), electronic cigars (e-cigars), electronic pipes (e-pipes), e-vaporizers, or tank systems. Some brand examples are Blu, NJOY, Vuse, MarkTen, and Starbuzz. For the rest of this survey we will call all of the products in this category e-cigarettes.



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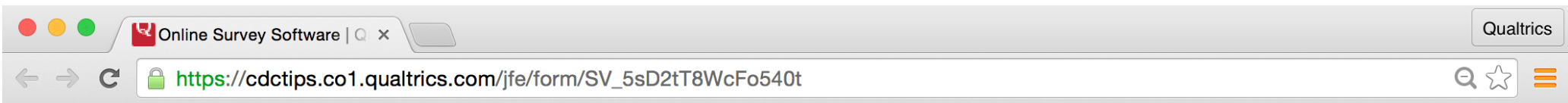
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Have you ever used an e-cigarette, even one time?

Yes

No

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Do you now use e-cigarettes...?

Every day

Some days

Not at all



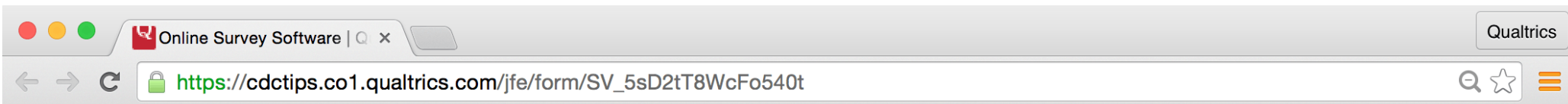
On how many of the past 30 days did you use an e-cigarette?

Number of Days

Don't Know/Not Sure

Refused

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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!

Criteria for continuing on to the main questionnaire:

(1) Adult smokers of regular cigarettes between 18-54 years of age (criteria: persons who reported smoking ≥ 100 regular cigarettes during their lifetime and who, at the time of the survey, reported smoking regular cigarettes every day or some days)

(2) Adult dual user between 18-54 years of age (criteria: current smokers who reported using e-cigarettes, even one time and who, at the time of the survey, reported using e-cigarettes every day or some days)

Approximately 11,200 respondents will continue to the main questionnaire.

Criteria for termination:

(1) non-smokers

(2) persons younger than 18 years of age

Approximately 4800 respondents will be screened out or will abandon and will not continue to the main questionnaire.