

**National Tobacco Education Campaign:  
OSH Rough Cut Testing of TV Ads Main Questionnaire**

**Main Questionnaire**

Public reporting burden of this collection of information is estimated to average 7 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-xxxx).

**Main Questionnaire: Message Evaluations**

SHOW: We would now like to show you several different television ads and then gather your reactions to those spots. Please make sure the volume on your computer is turned up, so that you may both see and hear the video. *Please click "Next" to continue.*

**FOUR ADS WILL BE TESTED, BUT EACH RESPONDENT WILL ONLY VIEW TWO OF THE FOUR ADS ]**

| Spot              |
|-------------------|
| Brandon and Marie |
| Cessation         |
| Roosevelt         |
| Jessica & Aidan   |
|                   |

**Main Questionnaire SECTION 1: Questions for Each Ad, to be shown right after each ad**

What is the main message of this advertisement?

On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please tell me the number which indicates how much you agree or disagree with this advertisement.

|                      |   |   |   |   |  |  |                   |
|----------------------|---|---|---|---|--|--|-------------------|
| Strongly<br>Disagree |   |   |   |   |  |  | Strongly<br>Agree |
| 1                    | 2 | 3 | 4 | 5 |  |  |                   |

- A This ad was convincing
- B This ad grabbed my attention
- C This ad was easy to understand
- D I learned something new by viewing this ad
- E I trust the information in this ad
- F This message is believable
- G I would talk to someone else about this ad
- H The ad is annoying
- I The people in the ad are believable

Is there anything confusing, unclear, or hard to understand?

- 1 Yes
- 2 No

What was confusing, unclear or hard to understand?

Which of the following would you be likely to do as a result of seeing this ad? Please select all that apply.

- a. Support smoke-free laws in my community
- b. Talk to someone else about supporting smoke-free laws
- c. Talk to a friend or family member about quitting smoking
- d. Quit smoking [ITEM D ONLY SHOWN TO SMOKERS]
- e. Other
- f. None of these

PROGRAMMER: please show PREAMBLE 1 to Smokers, else show PREAMBLE 2:

PREAMBLE 1: The next question is about the possibility of you quitting smoking, based on the message you just saw in the advertisement.

PREAMBLE 2: The next question is about the possibility of encouraging someone you care about to quit smoking, based on the message you just saw in the advertisement.

PROGRAMMER: Please show Q4f-A to Smokers, else show Q4f-B:

Harris Q4f-A. Would it make you want to [quit smoking]?

Harris Q4f-B. Would it make you want to [encourage someone you care about to quit smoking]?

How feasible is it that you would try to do this? Please explain.

If you saw this advertisement on TV, on a scale from 1 to 10, where 1 is not at all likely and 10 is extremely likely, how likely would you be to take the following actions in the next 6 months?

|        |   |   |   |   |   |   |   |   |        |    |    |
|--------|---|---|---|---|---|---|---|---|--------|----|----|
| Not at | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Extre  | DK | RF |
| All    |   |   |   |   |   |   |   |   | mely   | 88 | 99 |
| Likely |   |   |   |   |   |   |   |   | Likely |    |    |
| 1      |   |   |   |   |   |   |   |   | 10     |    |    |

1. Call 1-800-QUIT-NOW for assistance in quitting smoking
2. Look for more information on [the health risks of tobacco].
3. Contact a local official about [reducing tobacco use in your community].
4. Visit [www.smokefree.gov](http://www.smokefree.gov) for information on quitting
5. Contact a school official about [reducing youth tobacco use].

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