

**ONLINE QUANTITATIVE STUDY OF YOUTH REACTIONS TO
ROUGH-CUT ADVERTISING DESIGNED TO PREVENT YOUTH
TOBACCO USE AMONG GENERAL MARKET YOUTH (WAVE 2)**

SCREENER

Demographics

A1. How old are you?

- A. 12 years or younger [SCREEN OUT]
- B. 13 years old
- C. 14 years old
- D. 15 years old
- E. 16 years old
- F. 17 years old
- G. 18 years old or older [SCREEN OUT]

A2. Do you or any member of your immediate family or a close friend work for...?

- A. A market research company [SCREEN OUT]
- B. An advertising agency or public relations firm [SCREEN OUT]
- C. The media (TV/radio/newspapers/magazines) [SCREEN OUT]
- D. A healthcare professional (doctor, nurse, pharmacist, dietician) [SCREEN OUT]
- E. None of these

A3. When was the last time you participated in a research study?

- A. Within the past 6 months [SCREEN OUT]
- B. More than 6 months ago

A4. Are you...?

- A. Female
- B. Male

A5. Are you Hispanic or Latino?

- A. Yes
- B. No

A6. What race or races do you consider yourself to be? (You can choose one answer or more than one answer)

- A. American Indian or Alaska Native
- B. Asian
- C. Black or African American
- D. Native Hawaiian or Other Pacific Islander
- E. White
- F. Other

Cigarette Use

A7. Have you ever tried cigarette smoking, even one or two puffs?

- A. Yes
- B. No

[If A7 = A, Ask A8. If A7 = B, Ask A9 – A11]

A8. About how many cigarettes have you smoked in your entire life? Your best guess is fine.

- A. 1 or more puffs but never a whole cigarette
- B. 1 cigarette
- C. 2 to 5 cigarettes
- D. 6 to 15 cigarettes (about 1/2 a pack total)
- E. 16 to 25 cigarettes (about 1 pack total)
- F. 26 to 99 cigarettes (more than 1 pack, but less than 5 packs)
- G. 100 or more cigarettes (5 or more packs) [SCREEN OUT]

[If A8 = A – F, youth qualifies to participate in study.]

Susceptibility

Thinking about the future...

A9. Do you think you will try a cigarette soon?

- A. Definitely yes
- B. Probably yes
- C. Probably not
- D. Definitely not
- E. Don't know

A10. Do you think you will smoke a cigarette at any time in the next year?

- A. Definitely yes
- B. Probably yes
- C. Probably not
- D. Definitely not
- E. Don't know

A11. If one of your best friends were to offer you a cigarette, would you smoke it?

- A. Definitely yes
- B. Probably yes
- C. Probably not
- D. Definitely not
- E. Don't know

[If A9 – A11 All = D, SCREENOUT; otherwise youth qualifies to participate in study.]