

Appendix 5.1: Sample General Outline for Qualitative Research to Evaluate Communications Materials

Adapted, with permission, from an outline used by the Department of Health, England.

These guidelines suggest the content and flow of focus groups or individual interviews conducted to gain the target audience's reactions to proposed advertisements. A similar format, with comparable content, could be used to assess reactions to other types of communications materials. Group discussions using this format would take an hour and a half to two hours each, while individual interviews would take 20-25 minutes each.

Discussion Guide

Introduction and background

This section should take 5-10 minutes and is designed to enable:

- The moderator to introduce his/her role and objectivity/lack of bias (to encourage true responses to be expressed).
- Each respondent to introduce him/herself.
- The respondents to become comfortable with the topic and, in the case of groups, the other respondents.

Smoking behaviors and attitudes

Allow respondents to share thoughts on any of the following topics:

- when they started smoking
- how many cigarettes they smoke each day
- where they usually smoke and on what occasions
- why they started; why they continue to smoke now; main pressures/motivations
- how they feel about their smoking; what are their primary concerns
- what are their quitting intentions; reasons for wanting to quit; how they feel about giving up smoking

Response to advertisements

Present the ads in a rotation, starting with a different ad during each interview or focus group. For each ad, explore the following areas:

- **initial response and impact:** how the ad makes them feel; first reactions
- **comprehension:** how they explain the main message of the ad in their own words; how quickly and easily they understood it
- **take-out/take-away:** what they believe the ad is trying to tell them, what its core message is; whether there are any secondary messages; how clearly and effectively these messages are conveyed
- **key elements:** what they notice, what stands out; which aspects are most memorable
- **appeal:** what are their likes and dislikes; whether they enjoyed the ad and the rationale for their reactions
- **target audience:** who they think the ad is designed for (age, gender, smokers vs. nonsmokers); rationale; personal relevance; extent to which they feel implicated

- **stand-out:** whether they can imagine the ad standing out from the media clutter; if so, why; if not, why not
- **tone:** how they would describe the tone; extent to which they find it challenging, shocking, persuasive, supportive, humorous, encouraging, dissuasive, etc.; rationale for this; whether tone is appealing, and how appropriate to the subject matter and source of the ad (i.e., the government, organization or company that sponsored the ad)
- **fit with other communications:** how the ad compares with other anti-smoking materials or ads they have seen; in what ways it seems similar and in what ways different; whether that is good or bad; rationale
- **impact:** how it leaves them feeling about cigarettes and about themselves as smokers
- **call to action:** what the ad is asking them to do or think about; how successful it is likely to be; rationale; what they think of the response mechanism
- **branding or logo:** whether they notice the source of the ad or message; what they think of the ad's sponsor; whether it has an effect on their response to the communication
- **changes:** any suggested changes or developments; rationale

Appendix 5.2: Sample Evaluation Plan

The following evaluation plan was developed by the Alberta, Canada, Alcohol and Drug Abuse Commission (AADAC) to evaluate the 2005-06 Alberta Tobacco Reduction Strategy (ATRS) Young Adult Public Awareness Campaign. The plan was provided by Kiann McNeill, Senior Manager, Corporate Communications, AADAC.

Campaign Evaluation Plan

Information/Data Sources and Methodology

Quantitative:

Health Canada 2004 Canadian Tobacco Use Monitoring Survey. This data will be used to provide a current profile of smoking status (current, former, never) among Albertans age 18 to 24 years, and will provide background information on cessation behaviors, cessation methods, stages of change, and reasons to quit smoking among this target population in Alberta and across Canada.

Survey data collected from young adult smokers in Alberta age 18 to 24 years using a structured, pre-tested, computer-assisted telephone interview protocol. The survey data will be collected from 1,500 young adult smokers in Alberta who are not exposed to the campaign messages (pre-test/baseline survey sample; post-test/ follow-up survey sample who do not recall the campaign on unaided and unaided bases), and young adult smokers in Alberta who are exposed to the campaign messages (post-test sample who recall the campaign on an unaided or aided basis). Baseline telephone survey measures include tobacco use status stage of change with regard to quitting smoking, motivations to smoke, reasons to quit smoking, prior quit attempts in the past 12 months, and intentions to quit smoking in the next 30 days and in the next six months. A follow-up telephone survey will collect the same information as the pre-test survey. In addition, the post-test survey will measure campaign reach, perceived relevance of the campaign messages, and perceived effectiveness of the campaign messages, as described above.

"Alberta.quits.ca" Web site administrative data on number of registrations on a weekly basis by age group of registrants.

Qualitative:

Focus group data collected from young adult smokers who are recruited and purposively sampled so as to represent the target group population to evaluate the creative messages designed for the campaign.

Time Frame

September 2005 through October 2005 for evaluation planning and design by AADAC, and for selection of a qualified contractor to AADAC through an open, competitive bid process advertised through the Alberta Purchasing Connection.

October 2005 through April 2006 for data collection.

May 2006 through June 2006 for data analyses and interpretation of results.

July 2006 through August 2006 for reporting of evaluation results to AADAC.

September 2006 for final reporting of project results to Health Canada by AADAC.

Responsibility

The lead responsibility for evaluation of the 2005-06 ATRS public awareness campaign is that of AADAC Tobacco Research Services. The successful contractor to AADAC will be responsible for data collection and analyses, interpretation, and reporting of evaluation results to AADAC and Health Canada.

Dissemination of Evaluation Results

Evaluation results will be disseminated in a final report and in presentations to AADAC and partners in hard copy and electronic formats. Preparation and submission of a journal article for publication in a peer-reviewed journal is also planned for 2006-07. AADAC will collaborate with Health Canada in dissemination of evaluation results to other provinces and stakeholder organizations who are interested in knowing, and using, the results for the benefit of future tobacco reduction initiatives with young adult smokers.

Expected Outcomes/Impact of Project

Indicators of Success

1. Outcome Domain: Campaign recall.

Expected outcome: The tobacco cessation campaign advertisement aired on television will be recalled by 20 percent of young adult smokers in Alberta during the campaign.

Expected outcome: The tobacco cessation campaign advertisement on public washroom posters will be recalled by 20 percent of young adult smokers in Alberta during the campaign.

The extent of campaign recall using television media will be indicated by the percentages of young adult smokers in Alberta who recall the televised campaign advertisement on unaided and aided bases.

The extent of campaign recall using public washroom posters will be indicated by the percentages of young adult smokers in Alberta who recall the campaign advertisement on public washroom posters on unaided and aided bases.

2. Outcome Domain: Relevance of campaign messages.

Expected outcome: Among young adult smokers exposed to the campaign messages through television or posters, at least 50 percent will agree that the tobacco cessation messages are personally relevant to them.

Stages of change: Pre-contemplation and contemplation

Perceived relevance of the campaign messages among the target population will be indicated by responses to the question, "How effective do you think this advertising was in being relevant to you personally, meaning it could happen to you?"

3. Outcome Domain: Comprehension of campaign messages as tobacco cessation messages.

Expected outcome: Among young adult smokers exposed to the campaign messages through television or posters, at least 90 percent will understand these messages as tobacco cessation messages.

Stages of change: Pre-contemplation and contemplation

Comprehension of televised campaign messages among the target population will be indicated by responses to the question, "What do you think are the main messages of this television ad?"

Comprehension of printed poster campaign messages among the target population will be indicated by responses to the question, "What do you think are the main messages of this poster?"

Expected Outcomes/Impact of Project

Indicators of Success

4. Outcome Domain: Effectiveness of campaign messages in encouraging adults to quit smoking.

Expected outcome: Among young adult smokers exposed to the campaign messages, at least 50 percent will agree that the tobacco cessation messages were effective in encouraging adults who smoke to quit smoking.

Stages of change: Contemplation, preparation and action

Perceived effectiveness of the campaign messages among the target population will be indicated by responses to the question, "How effective do you think this advertising was in encouraging adults who smoke to quit smoking?"

5. Outcome Domain: Effectiveness of campaign messages in giving adult smokers good reasons not to smoke.

Expected outcome: Among young adult smokers exposed to the campaign messages, at least 50 percent will agree that the tobacco cessation messages were effective in giving adult smokers good reasons not to smoke.

Stages of change: Contemplation and preparation

Perceived effectiveness of the campaign messages among the target population will be indicated by responses to the question, "How effective do you think this advertising was in giving adult smokers good reasons not to smoke?"

6. Outcome Domain: Effectiveness of campaign messages in giving information on how to contact the AADAC Smokers' Help Line for help to quit smoking.

Expected outcome: Among young adult smokers exposed to the campaign messages, at least 50 percent will agree that the tobacco cessation messages were effective in giving information on how to contact the AADAC Smokers' Help Line for help to quit smoking.

Expected outcome: Utilization of the AADAC Smokers' Help Line by young adult smokers will increase by 10 percent over the previous weekly utilization rate during each week of campaign.

Stages of change: Contemplation, preparation and action

Perceived effectiveness of the campaign messages among the target population will be indicated by responses to the question, "How effective do you think this advertising was in giving information on how to contact the AADAC Smokers' Help Line for help to quit smoking?"

Utilization of the AADAC Smokers' Help Line will be indicated by AADAC/SHL administrative data on the number of weekly calls to the Help Line by young adults (age 18 to 24) four weeks before the launch of the campaign, during each week of the campaign, and four weeks after the end of the campaign.

Expected Outcomes/Impact of Project

Indicators of Success

7. Outcome Domain: Effectiveness of campaign messages in giving information on how to contact the “Albertaquits.ca” Internet site for help to quit smoking.

Expected outcome: Among young adult smokers exposed to the campaign messages, at least 50 percent will agree that the tobacco cessation messages were effective in giving information on how to contact the “Albertaquits.ca” Internet site for help to quit smoking.

Expected outcome: Utilization of the “Albertaquits.ca” Internet site by young adult smokers will increase by 10 percent over the previous weekly utilization rate during each week of the campaign.

Stages of change: Contemplation, preparation and action

Perceived effectiveness of the campaign messages among the target population will be indicated by responses to the question, “How effective do you think this advertising was in giving information on how to contact the ‘Alberta.quits.ca’ Internet site for help to quit smoking?”

Utilization of the “Albertaquits.ca” Internet site will be indicated by AADAC/Alberta Lung Association data on the number of weekly registrations on this Web site by young adults (age 18 to 24) four weeks before the launch of the campaign, during each week of the campaign, and four weeks after the end of the campaign.

8. Outcome Domain: Effectiveness of campaign messages in giving adult smokers information on how to quit smoking.

Expected outcome: Among young adult smokers exposed to the campaign messages, at least 50 percent will agree that the tobacco cessation messages were effective in giving information on how to quit smoking.

Stages of change: Contemplation and preparation

Perceived relevance of the campaign messages among the target population will be indicated by responses to the question, “How effective do you think this advertising was in giving adult smokers information on how to quit smoking?”

9. Outcome Domain: Effectiveness of campaign messages in encouraging quit attempts by young adult smokers.

Expected outcome: At least 10 percent more young adult smokers exposed to the campaign messages will plan to quit smoking in the next 30 days compared with the percentage of young adult smokers who plan to do so at baseline.

Expected outcome: Among young adult smokers exposed to the campaign messages, at least 10 percent more than measured at baseline plan to quit smoking in the next six months.

Stages of change: Contemplation, preparation and action

Perceived effectiveness of the campaign messages among the target population will be indicated by responses to the question, “Do you plan to quit smoking in the next 30 days?”

Perceived effectiveness of the campaign messages among the target population will be indicated by responses to the question, “Do you plan to quit smoking in the six months?”

Appendix 5.3: Sample Quantitative Tracking Survey Questionnaire

Adapted, with permission, from the Department of Health, England.

Note: Instructions for the interviewer are in italics; information for the reviewer of this protocol is in italics and parentheses.

Screener: Please take a look at this card and tell me which ONE applies to you.

- A. I smoke cigarettes now.
- B. I have given up smoking in the past six months.
- C. I am a nonsmoker.

If response is A, attempt to interview respondent beginning with question 1.

If response is B, attempt to interview respondent beginning with question 6.

If response is C, thank respondent and do not interview.

(Note: Those in the “quit within last six months” group are of interest because they are likely to have been prompted to quit as a result of a recent campaign, are still in the quitting process and likely need support to not relapse. They are different from “all ex-smokers” because many in that group quit many years ago and their attitudes about campaigns may be quite different from the “recent ex-smokers.”)

Ask all who smoke now.

Question 1:

On average, how many cigarettes do you usually smoke each day?

If the amount varies between weekday and weekend, then write down average or “Do not know.”

Question 2:

Can I just check, would you like to give up smoking?

- Yes
- No
- Do not know

If response to Q2 is “yes,” then ask Q3 (otherwise skip to Q4):

Question 3: *Show card.*

How much would you like to give up smoking—a little, a fair amount, quite a lot, or very much?

- A little
- A fair amount
- Quite a lot
- Very much
- Do not know

Question 4: *Show card.*

Which of the following statements best describes you?

- I intend to give up smoking within the next month.
- I intend to give up smoking within the next six months.
- I intend to give up smoking within the next year.
- I intend to give up smoking but not within the next year.
- I have no intention of giving up smoking.
- Do not know

Question 5:

Have you ever tried to give up smoking, or are you currently trying?

- Yes, currently trying to give up
- Yes, have tried to give up in the past
- No, have never tried to give up
- Do not know

Ask all respondents:

Question 6: *Show card.*

Did any of the things on this card make you want to try and give up smoking the last time you tried to give up or on this attempt? *Probe:* Which others?

- Advertisements on TV
- Advertisements on radio
- Magazine or newspaper advertisements
- Advertisements on screen at the movies
- TV programs
- Radio programs
- Something read in magazine or magazine special section
- Something read in newspaper
- Something said by friend or family member
- Something said by doctor
- Something said by pharmacist or chemist
- Something said by another health professional, such as a nurse
- Local event, exhibition or talk
- Booklet or leaflet
- Smokers' telephone helpline
- Posters inside (e.g. in GP surgery, pharmacy, at work)
- Posters outside (e.g. billboards, bus shelters)
- Smoking restrictions at work, or information or support offered at work
- Warning on cigarette package
- Internet or Web site
- Beer mats or coasters
- Something else (please state)
- None of these
- Do not know

Ask all.

Question 7: *Show card.*

Which, if any, of these things to help people give up smoking are you aware of?

- Leaflets/booklets
- Specialists/counselors
- Stop Smoking services
- Smokers' telephone helpline
- Nicotine replacement products (gum, patches, tablets, inhalators, lozenges such as Nicotinell, Nicorette)
- Zyban (a prescription medication)
- Other help (specify)
- None of these/Do not know

Ask all.

Question 8: *Show cards, one at a time in random order. Each card should have one statement and all of the possible responses on it.*

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

- I am not the sort of person who would find going to Stop Smoking Services useful.
- These days I feel under pressure to give up smoking.
- I can give up smoking by myself and do not need help.
- More people are giving up smoking these days.
- There is a lot of help available now for smokers who want to give up.
- Other people's cigarette smoke harms nonsmokers.
- Every cigarette smoked does the smoker harm.
- Stop Smoking services are for people like me.

Possible responses:

- Agree strongly
- Agree slightly
- Neither agree nor disagree
- Disagree slightly
- Disagree strongly
- Do not know

Ask all.

Question 9:

Have you seen, heard or read any advertisements recently for nicotine replacement products such as nicotine patches, gum, tablets, inhalators or lozenges, for example Nicorette or Nicotinelle?

- Yes
- No
- Do not know

Ask all.

Question 10: (Measures spontaneous awareness.)

Thinking about advertising OTHER THAN for commercial nicotine replacement products and other pharmacological products, have you seen, heard or read any advertising recently encouraging people not to smoke?

- Yes
- No
- Do not know

Ask all.

Question 11: Show card. (Measures source of awareness.)

Can I just check, in any of these places have you seen any advertising encouraging people to give up smoking?

- Television advertisement
- Radio advertisement
- Movies advertisement
- Newspaper advertisement
- Magazines advertisement
- Posters inside (e.g. in health center, pharmacy, at work)
- Posters outside (e.g. billboards, bus shelters, service stations)
- On buses, tube, subway or other public transport
- On a cigarette package
- Web site or Internet
- Postcards
- Beer mats or coasters
- Other (code and type in)/Do not know/None of these

Ask all.

Question 12: (Measures communication.)

Thinking about the smoking advertisements that you saw on TV, in the press, on posters outside or heard on radio, other than those for commercial nicotine replacement products or other pharmaceutical products, can you describe what they said or showed?

Probe: What else did they show or say? Which other ads do you remember?

Probe fully:

- Open-ended responses
- Do not know

Ask all.

Question 13: (Measures prompted awareness.) If there is more than one ad, play or show them in random order.

I am now going to play (or show) you a number of ads. I would like you to tell me whether or not you have seen or heard these recently.

- Remember seeing ad recently
- Do not remember seeing ad recently
- Do not know

Ask all.

Question 14: *(Measures attitude changes.)*

Now just thinking about the ads that you saw (or heard), here are some things that other people have said about them. Please tell me how much you agree or disagree with each one, using the answers on this card?

Possible responses:

- Agree strongly
- Agree slightly
- Neither agree nor disagree
- Disagree slightly
- Disagree strongly

1. These advertisements made me feel guilty about smoking.
2. These ads really caught my attention.
3. These ads are aimed at people like me.
4. These ads made me more likely to call the quit line.

Ask just those who smoke now:

5. These ads made me think that I should stop putting it off and give up smoking now.
6. These ads made me think about the impact of my smoking on my friends and family.
7. These ads shocked me.
8. Other people's cigarette smoke harms nonsmokers.

Question 15: *(Measures behavior change.) Show cards in random order.*

For those ads that you recall having seen before today, have you done any of the following?

- Discussed giving up smoking with family or friends
- Discussed giving up smoking with health professional
- Phoned the quitline
- Got information about giving up smoking from elsewhere
- Gave up smoking altogether
- Cut down on the amount I smoked
- Set a date to give up smoking in the near future
- Contacted a cessation service
- Visited another Web site
- Purchased nicotine replacement product or other pharmaceutical stop smoking product
- Other (specify)
- None of these
- Do not know

Thank respondent for his or her time and explain how to receive compensation if it was promised.

Appendix 5.4: Sample Quantitative Survey of Nonsmokers' Attitudes, Knowledge and Beliefs about Tobacco Use

The following is a sample of a survey used to collect information about adult nonsmokers' attitudes, knowledge and beliefs about tobacco use, and their opinions about a media campaign conducted in Malaysia called "Tak Nak". The survey was part of the International Tobacco Control Policy Survey project, conducted in six countries. The project's mission is "to evaluate the psychosocial and behavioral effects of national-level tobacco control policies throughout the world." The sample survey has been provided by Ruth Loewen, Question Manager, and Geoff Fong, Chief Principal Investigator, International Tobacco Control Policy Evaluation Survey Project, University of Waterloo, Canada.

Screener Section: Nonsmoker

Language of survey?

Malay	1
English	2

1. Do you currently smoke at all?

No <i>GO TO Q.3</i>	1
Yes	2

2. How often do you currently smoke?

Every day	1
Less than every day, but at least once a week	2
Less than every week	3

If Every day: Respondent is ineligible to complete Nonsmoker survey.

3. Have you ever been a regular smoker?

Yes	1
No	2

If **YES**, How long ago did you quit?

_____ *Weeks / Months / Years (circle)*

Knowledge of Health Effects / Tobacco Constituents

4. I am going to read you a list of health effects and diseases that may or may not be caused by smoking cigarettes. Based on what you know or believe, does smoking cause the following:

Tick in appropriate Box

a. Stroke (blood clots in the brains) in smokers.

- Yes
- No
- Do not Know
- (Do not Read)

b. Impotence in male smokers.

- Yes
- No
- Do not Know
- (Do not Read)

c. Lung cancer in smokers.

- Yes
- No
- Do not Know
- (Do not Read)

d. Decay in the lungs of smokers.

- Yes
- No
- Do not Know
- (Do not Read)

e. Stained teeth in smokers.

- Yes
- No
- Do not Know
- (Do not Read)

f. Premature aging.

- Yes
- No
- Do not Know
- (Do not Read)

g. Lung cancer in nonsmokers from secondhand smoke.

- Yes
- No
- Do not Know
- (Do not Read)

Advertising / Promotion

5. In the last six months, how often, if at all, have you noticed advertising or information that talks about the dangers of smoking or encourages quitting? (Read)

Never	1
Once in a while	2
Often	3
Very often	4
Cannot read (Do not read out loud.)	5
Cannot say (Do not read out loud.)	99

Media Campaign

6. In the last six months, have you noticed advertising or information that talks about the dangers of smoking, or encourages quitting in any of the following places? (Read each statement out loud.)

Tick in appropriate Box

a. on television

- Yes
- No
- Do not Know
- (Do not Read)

b. on radio

- Yes
- No
- Do not Know
- (Do not Read)

c. on posters

- Yes
- No
- Do not Know
- (Do not Read)

d. on billboards

- Yes
- No
- Do not Know
- (Do not Read)

e. in newspapers or magazines

- Yes
- No
- Do not Know
- (Do not Read)

f. at the movies

- Yes
- No
- Do not Know
- (Do not Read)

g. on shop/store windows or inside shops/stores where you buy tobacco

- Yes
- No
- Do not Know
- (Do not Read)

h. on cigarette packs

- Yes
- No
- Do not Know
- (Do not Read)

i. None of the above

- Yes
- No
- Do not Know
- (Do not Read)

Media Campaign Evaluation Questions

7. Have you seen or heard anything about the “Tak Nak” anti-smoking campaign?

Yes (If yes, from what source did you hear about the “Tak Nak” campaign?) 1

- a. on TV
- b. on radio
- c. at the movies
- d. on posters
- e. on billboards
- f. in newspapers or magazines
- g. in shopping centers

No **Go to Q.18** 2

Interviewer note: Can have more than one response.

8. What is the slogan used in the “Tak Nak” campaign? (Do not read out loud.)

Smoking is damaging to your health	1
Say “Tak Nak” to cigarettes	2
Every puff you take damages your body	3
Smoking is forbidden	4
You are smart if you do not smoke	5
Not sure/Do not know (<i>Do not read out loud.</i>)	99

9. What were the main messages advertised in the Tak Nak campaign? For each mentioned, ask: From which media did you hear about that message?

Tick in appropriate Box

a. Smoking causes bad teeth.

- TV
- Radio
- Billboards
- Newspapers

b. Smoking can rot the lungs.

- TV
- Radio
- Billboards
- Newspapers

c. Smoking can cause cancer.

- TV
- Radio
- Billboards
- Newspapers

d. Smoking causes stroke (blood clots in the brain).

- TV
- Radio
- Billboards
- Newspapers

e. Smoking kills more than 8 thousand people every day.

- TV
- Radio
- Billboards
- Newspapers

f. Every puff you take damages your body.

- TV
- Radio
- Billboards
- Newspapers

g. Encouragement to quit smoking.

- TV
- Radio
- Billboards
- Newspapers

h. Smoking is addictive.

- TV
- Radio
- Billboards
- Newspapers

i. Smoking can lead to use of hard drugs.

- TV
- Radio
- Billboards
- Newspapers

j. Smoking causes premature aging.

- TV
- Radio
- Billboards
- Newspapers

k. Smoking causes impotence.

- TV
- Radio
- Billboards
- Newspapers

l. Smoking can affect children's IQ.

- TV
- Radio
- Billboards
- Newspapers

m. Other (specify) _____

- TV
- Radio
- Billboards
- Newspapers

10. Thinking of all the media in which you have seen advertising for Tak Nak, which medium do you think was most effective in encouraging you to think about the dangers of smoking?

TV	1
Radio	2
Posters	3
Billboards	4
Newspapers	5
None of the above	6
Not sure (<i>Do not read out loud.</i>)	99

11. Has any of this advertising led to any discussion in your family about smoking and health?

Yes	1
No/Unsure	2

12. Has any of this advertising encouraged any discussion among your friends about smoking and health?

Yes	1
No/Unsure	99

13. Did you find the Tak Nak campaign? (*Read*)

Very relevant to you	1
Somewhat relevant to you	2
Not at all relevant to you	3

14. Did the Tak Nak campaign make you fearful of smoking? (Read)

Very much	1
Somewhat	2
Not at all	3

15. Do you think the Tak Nak campaign is effective in discouraging smoking in...? (Read response options)

Tick in appropriate box

a. Children?

- Definitely Yes
- Probably Yes
- Probably Not
- Definitely Not
- Cannot Say

b. Young adults?

- Definitely Yes
- Probably Yes
- Probably Not
- Definitely Not
- Cannot Say

c. Older adults?

- Definitely Yes
- Probably Yes
- Probably Not
- Definitely Not
- Cannot Say

** Do not read out loud.*

16. Have you noticed or seen or heard any anti-smoking campaigns that mentioned Ramadan?

Yes	1
No/Unsure	2

Overall Media Evaluation

17. Now thinking about all forms of advertising that talk about the dangers of smoking or encourage quitting: Has this advertising made smoking less socially desirable?

Not at all	1
A little	2
A lot	3
Cannot say (<i>Do not read out loud.</i>)	99

Beliefs About Quitting

18. What is your overall opinion of smoking? Is it: (Read)

Very good	1
Good	2
Bad	3
Very bad	4
Cannot say (<i>Do not read out loud.</i>)	99

Agree-Disagree Questions

19. Please tell me whether you strongly disagree, disagree, neither disagree nor agree, agree, or strongly agree with each of the following statements.

Interviewer note: Allow "cannot say" option for recording answers but do not read it out loud. Where they agree or disagree, it is acceptable to prompt for "strong" instead of "not."

Malaysian society disapproves of smoking.

- 1 Strongly Disagree
- 2 Disagree
- 3 Neither disagree nor agree
- 4 Agree
- 5 Strongly Agree
- 6 Cannot Say (*Do not read*)

20. Smoking is a sign of sophistication.

- 1 Strongly Disagree
- 2 Disagree
- 3 Neither disagree nor agree
- 4 Agree
- 5 Strongly Agree
- 6 Cannot Say (Do not read)

Advertising Recall

21. Now, returning to the issue of advertisements against smoking, I want you to look at these pictures and tell me if you have seen the TV advertisements from which these pictures are taken.

Tick in appropriate box

1. A girl brought her fiancé to meet her parents.

- Yes
- No

2. A girl going for an audition to be a model.

- Yes
- No

3. Tar in the lungs of smokers.

- Yes
- No

4. Smoky lungs.

- Yes
- No

5. Blood clot in brain.

- Yes
- No

6. Blocked artery.

- Yes
- No

Demographic Questions

22. Just to wrap up, we have a few questions for statistical purposes. Please be assured that all your responses will be kept entirely confidential.

What is the highest level of formal education that you have completed? (Do not read)

No schooling	1
Lower elementary	2
Upper elementary	3
Lower secondary	4
Upper secondary	5
Pre-university	6
Diploma or certificate	7
Bachelor's degree	8
Master's degree or doctorate	9
Others (specify): _____	10

23. What is your race?

Malay	1
Chinese	2
Indian	3
Others (specify): _____	4

24. Which of the following best describes your employment status? (Read)

Employed full-time in the workforce	1
Employed part-time in the workforce	2
Unemployed	3

Retired or on a pension	4
Full-time student	5
Home duties	6
Others	7

25. What is your usual occupation?

Usual occupation: _____

26. What is your annual household income, that is, the total income before taxes, or gross income, of all persons in your household combined, for one year?

Income: _____

Interviewer note: If necessary, say: "This question is for statistical purposes. Please be assured that your responses will be kept completely confidential."

27. Age: _____

Gender:

Male	1
Female	2

Ending Script

ALL RESPONDENTS

Those are all my questions. Thank you very much for your help.

Time End: _____