

Surveyor name:

Survey serial number:

Evaluating the effectiveness of pictorial warning labels on cigarette packs

Section A:

A1	Sex	- Male - Female
A2	Age	_____ years
A3	Major	
A4	Year	

Section B:

To what extent do you agree with the following statements		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
B1	Smoking is harmful to smokers					
B2	Exposure to cigarette smoke is harmful to non-smokers					
B3	Exposure to cigarette smoke is harmful to smokers					
B4	It is important to have health warnings on cigarette packs					

Section C:

Please choose the most appropriate response		
C1	In the last month, did you notice any health warning on cigarette packs?	<ul style="list-style-type: none"> - Yes - No (<i>skip to C4</i>) - I have not seen any cigarette packs (<i>skip to C4</i>)
C2	Where is it located?	<ul style="list-style-type: none"> - Front - Side - Back - Both front and back
C3	What does it say? You can choose more than one statement	<ul style="list-style-type: none"> - Smoking is an addition, do not start - Smoking affects children, protect your children from smoking - Keep your children away from smokers to protect them from respiratory diseases - Smoking causes slow and painful death - Other (specify.....) - I don't know
C4	Currently you are	<ul style="list-style-type: none"> - A regular cigarette smoker, _____ cigs/day - An occasional cigarette smoker - Former smoker (<i>skip to D1</i>) - Non-smoker (<i>skip to D1</i>)
C5	In the last month, how many times did you notice the health warning on cigarette packs?	<ul style="list-style-type: none"> - Every time I held a cigarette pack - Some of the times I held a cigarette pack - Rarely - I never noticed it
C6	Do you feel any unease due to the presence of health warnings on cigarette packs?	<ul style="list-style-type: none"> - No - Yes
C7	In the last month, did you avoid looking at health warnings on cigarette packs (for example through covering them)?	<ul style="list-style-type: none"> - No - Yes
C8	In the last month, did any health warning on cigarette packs affect you to the extent you are considering quitting?	<ul style="list-style-type: none"> - No - Yes
C9	In your opinion, health warnings on cigarette packs should include _____ information on health	<ul style="list-style-type: none"> - Less - More - Same amount of
C10	Are you thinking about quitting in the coming 6 months?	<ul style="list-style-type: none"> - No - Yes
C11	Did you try quitting in the past 12 months?	<ul style="list-style-type: none"> - No (<i>skip to D1</i>) - Yes
C12	When was this attempt?	<ul style="list-style-type: none"> - Less than 6 months ago - More than 6 months ago

Section D: Warning 1 (show image):

D1	Have you previously seen this warning?	- No - Yes
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Please circle the number from 1 to 5 that best represents your perception of the warning that you have just seen.			
D2	Can be easily ignored	1 2 3 4 5	Attracts attention
D3	Not fearful	1 2 3 4 5	Very fearful
D4	Did not add to my information	1 2 3 4 5	Added to my information

If you are a non-smoker, please complete this section.		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
D5	Seeing this warning motivates to stay smoke-free					

If you are a smoker, please complete this section.		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
D6	Seeing this warning motivates to quit smoking					

Section E: Warning 2 (show image):

E1	Have you previously seen this warning?	- No - Yes
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Please circle the number from 1 to 5 that best represents your perception of the warning that you have just seen.			
E2	Can be easily ignored	1 2 3 4 5	Attracts attention
E3	Not fearful	1 2 3 4 5	Very fearful
E4	Did not add to my information	1 2 3 4 5	Added to my information

If you are a non-smoker, please complete this section.		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
E5	Seeing this warning motivates to stay smoke-free					

If you are a smoker, please complete this section.		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
E6	Seeing this warning motivates to quit smoking					

Section F: Warning 3 (show image):

F1	Have you previously seen this warning?	- No - Yes
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Please circle the number from 1 to 5 that best represents your perception of the warning that you have just seen.			
F2	Can be easily ignored	1 2 3 4 5	Attracts attention
F3	Not fearful	1 2 3 4 5	Very fearful
F4	Did not add to my information	1 2 3 4 5	Added to my information

If you are a non-smoker, please complete this section.		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
F5	Seeing this warning motivates to stay smoke-free					

If you are a smoker, please complete this section.		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
F6	Seeing this warning motivates to quit smoking					

Section G: Warning 4 (show image):

G1	Have you previously seen this warning?	- No - Yes
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Please circle the number from 1 to 5 that best represents your perception of the warning that you have just seen.			
G2	Can be easily ignored	1 2 3 4 5	Attracts attention
G3	Not fearful	1 2 3 4 5	Very fearful
G4	Did not add to my information	1 2 3 4 5	Added to my information

If you are a non-smoker, please complete this section.		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
G5	Seeing this warning motivates to stay smoke-free					

If you are a smoker, please complete this section.		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
G6	Seeing this warning motivates to quit smoking					