

**SAMPLE: 250 Age (18+) US Smokers**

**Cigarette Smoking Screener**

You have been invited to participate in this survey because you've identified yourself as a smoker. Thinking specifically about cigarette smoking - -

1. Which of the following comes closest to describing how much you smoke a day?
  1. Not even daily just occasionally
  2. Less than a pack a day
  3. Between 1 and 2 packs a day
  4. More than 3 packs a day

**Smoking Habits**

2. Generally would you say you smoke more indoors or outdoors? And for purposes of this study, smoking in a car would be considered indoors?
    1. Indoors
    2. Outdoors
    3. Mix
  3. From the following list, which are places where you, personally, smoke cigarettes?  
**CHOOSE ALL THAT APPLY**
    1. In the car
    2. At home i.e. in and or around your home
    3. At work i.e. in and or around your place of employment
    4. Bars or restaurants
    5. Events like parties, concerts, sporting events, etc.
    6. Random places
    7. Other (specify) \_\_\_\_\_
  4. Using the same list, which ONE place would you say you're MOST likely to smoke a cigarette?
    1. In the car
    2. At home i.e. in and or around your home
    3. At work i.e. in and or around your place of employment
    4. Bars or restaurants
    5. Events like parties, concerts, sporting events, etc.
    6. Random places
    7. Other (specify) \_\_\_\_\_
  5. Where are you MOST likely to purchase cigarettes?
    1. Gas station
    2. Convenience store
    3. Grocery store
    4. Wholesale stores like Sam's Club, BJ's, Costco, etc.
    5. Online
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6. Other (specify) \_\_\_\_\_
6. In the occasion you're somewhere where there are no ashtrays or ash receptacles what do you generally do with the cigarette butts when you're done smoking?
- \_\_\_\_\_
7. Again just generally speaking, out of a pack of 20 cigarettes how many cigarette butts do you think you toss on the ground? Indicate a number from 0 to 20.
- \_\_\_\_\_

### **Pocket Ashtray**

8. How familiar are you with pocket ashtrays? That is, ashtrays that can be easily carried in a purse, briefcase, and or pocket.
1. Very familiar
  2. Somewhat familiar
  3. Not familiar

A pocket ashtray would be for a person to carry with them so when they find themselves in a place without ashtrays and or ash receptacles available they could put their ashes as well as a cigarette butt or two in the pocket ashtray.

The pocket ashtray fits in the palm of an adult's hand and weighs virtually nothing. It's a flat oval-shaped piece of plastic with aluminum inside and the top slides open and shut to store ashes and cigarette butts.

9. Based on this description and your usual smoking habits, how likely would you be to carry a pocket ashtray with you?
1. Definitely likely
  2. Probably
  3. Possibly
  4. Probably not
  5. Definitely not
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IF **"POSSIBLY +"** IN QXX, ASK:

10. Where do you think you'd be most likely to pick up a pocket ashtray?
1. Gas station
  2. Convenience store
  3. Grocery store
  4. Wholesale stores like Sam's Club, BJ's, Costco, etc.
  5. Online
  6. Combination
  7. Other (specify) \_\_\_\_\_

**CONTINUE WITH ALL RESPONDENTS**

***Demographics***

11. Please tell us your gender.
1. Male
  2. Female
12. Into which category below does your age fall?
1. 18 to 24
  2. 25 to 34
  3. 35 to 44
  4. 45 to 64
  5. 65 and over
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13. What's your annual household income before taxes?

- 1 Under \$30,000
- 2 \$30,000 to \$54,999
- 3 \$55,000 to \$79,999
- 4 \$80,000 or more
- 5 Decline to answer

14. Do you have children under the age of 18 living in your household?

1. Yes
2. No

15. What hobbies or interests do you have or participate in that you think would come close to sort of defining characteristics?

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16. What state do you live in? (i.e. NY, CA, IL)

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17. Would you like to receive one of the pocket ashtrays we've been discussing in this survey? If so, go to website link, location, or provide your mailing address and one we will get one to you. With the ashtray will be a comment card that we'd ask that you send back after you've had an opportunity to use it to give us your feedback.

1. Yes
2. No