

Part I, To Be Completed by Study Participant

OMB No. 0925-0645, Expiry Date 12/31/2014

Public reporting burden for this collection of information is estimated to average 10 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintain 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 the burden to: NIH, Project Clearance Branch, 6705 Rockledge Drive, MSC 7974, Bethesda, MD 20892-7974, ATTN: PRA (0925-0645). Do not return the completed form to this address.

1. How old were you when you smoked a whole cigarette for the first time?

In years:

2. How old were you when you first started smoking cigarettes every day?

In years:

3. On average, how many cigarettes do you now smoke a day?

Number of cigarettes:

4. How soon after you awake in the morning do you usually smoke your first cigarette?

Number of minute(s):

and/or Number of hour(s):

5. Have you EVER stopped smoking for one day or longer because you were trying to quit smoking?

Yes

No

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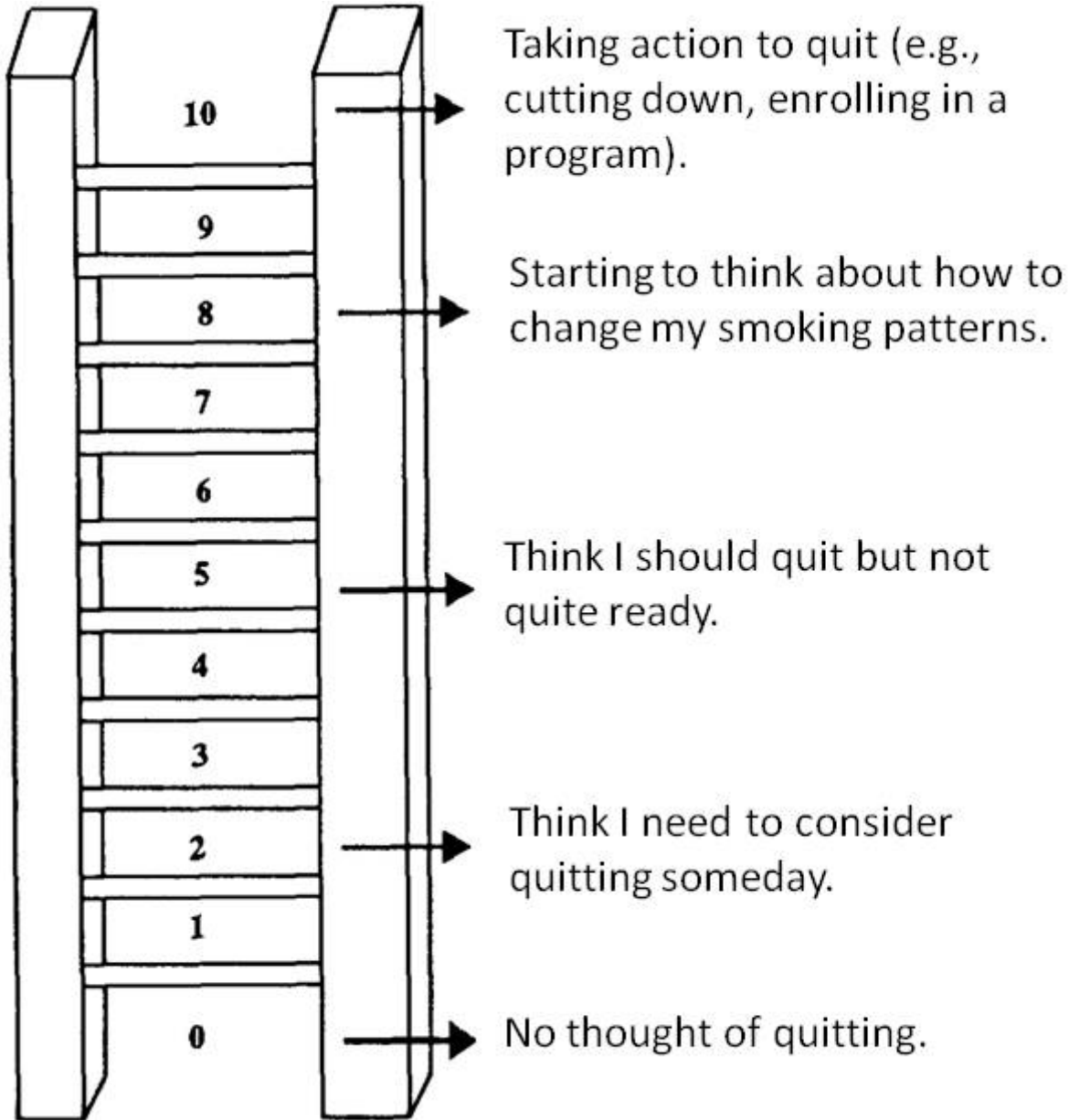
6. During the PAST 12 MONTHS, have you stopped smoking for one day or longer because you were trying to quit smoking?

Yes

No

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Each rung on this ladder represents where various smokers are in their thinking about quitting.



7. Indicate the number where you are now.

- 10
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1
- 0

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8. During the past 30 days, what brand (and type) of cigarettes did you smoke most often?

Be as specific as you can.

9. Do you usually smoke menthol or non-menthol cigarettes?

- Menthol
- Non-Menthol

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In the following questions, we will be asking you about a tobacco product called Snus (or Swedish Snuff). This is a new tobacco product that is available in the United States that comes in different variations. Snus is used in a similar way as dipping tobacco, but there is no need to spit. Snus comes in a small white pouch (like a small teabag), which is placed in the cheek or between the teeth and gums, without chewing, for extended periods of time. A package of Snus usually contains 15 pouches.

10. Before this survey, had you ever heard of a tobacco product called Snus?

- Yes
- No

11. Have you EVER used Snus?

- No, I have never used it
- I used it once
- I have used it multiple times
- I currently use it some days
- I currently use it every day

12. If offered a free package of Snus today, what would be the likelihood that you would use Snus in the next 7 days?

Extremely unlikely	Unlikely	Neither likely nor unlikely	Likely	Extremely likely
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. What is the likelihood that you would use Snus instead of cigarettes in situations where you are not allowed to smoke (for instance, on an airplane or another public place where smoking was not allowed)?

Extremely unlikely	Unlikely	Neither likely nor unlikely	Likely	Extremely likely
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. What is the likelihood that you would switch to Snus completely and give up cigarettes?

Extremely unlikely	Unlikely	Neither likely nor unlikely	Likely	Extremely likely
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**15. To what extent do you disagree or agree with the following statement:
“Snus is harmful to one’s health.”**

Strongly disagree	Disagree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Do you believe that Snus is less or more harmful to one's health than ordinary cigarettes?

Much less harmful	Less harmful	About the same	More harmful	Much more harmful
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**17. To what extent do you disagree or agree with the following statement:
“Snus is addictive.”**

Strongly disagree	Disagree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. Do you believe that Snus is less or more addictive than ordinary cigarettes?

Much less addictive	Less addictive	About the same	More addictive	Much more addictive
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. What is your marital status?

- Married
- Living as married
- Divorced
- Widowed
- Separated
- Single, never been married

20. What is your current occupational status ?

- Employed
- Unemployed
- Homemaker
- Student
- Retired
- Disabled

Other (please specify)

21. What is the highest grade or level of schooling you completed?

- Less than 8 years
- 8 through 11 years
- 12 years or completed high school
- Post high school training other than college (vocational or technical)
- Some college
- College graduate
- Postgraduate

Thank you for completing Part I of this survey. Please let the survey administrator know that you are finished.



Part II is to be completed by the Study Administrator

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Advertisement 1

OMB No. 0925-0645, Expiry Date 12/31/2014

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22. Name of first advertisement shown

23. What is the main message you got from this advertisement?

24. Was there anything else about this advertisement you want to mention?

25. Do you believe that the Snus product in THIS advertisement is less or more harmful to one's health than ordinary cigarettes? Would you say the Snus product in this advertisement is...

Much less harmful	Less harmful	About the same	More harmful	Much more harmful
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments:

26. Do you believe that the Snus product in THIS advertisement is less or more addictive than ordinary cigarettes? Would you say the Snus product in this advertisement is...

Much less addictive	Less addictive	About the same	More addictive	Much more addictive
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments:

Part II, To Be Completed by Study Administrator

Advertisement 2

27. Name of second advertisement shown

28. What is the main message you got from this advertisement?

29. Was there anything else about this advertisement you want to mention?

30. Do you believe that the Snus product in THIS advertisement is less or more harmful to one's health than ordinary cigarettes? Would you say the Snus product in this advertisement is...

Much less harmful	Less harmful	About the same	More harmful	Much more harmful
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments:

31. Do you believe that the Snus product in THIS advertisement is less or more addictive than ordinary cigarettes? Would you say the Snus product in this advertisement is...

Much less addictive Less addictive About the same More addictive Much more addictive

Comments:

Part II, To Be Completed by Study Administrator

Advertisement 3

32. Name of third advertisement shown

33. What is the main message you got from this advertisement?

34. Was there anything else about this advertisement you want to mention?

35. Do you believe that the Snus product in THIS advertisement is less or more harmful to one's health than ordinary cigarettes? Would you say the Snus product in this advertisement is...

Much less harmful Less harmful About the same More harmful Much more harmful

Comments:

36. Do you believe that the Snus product in THIS advertisement is less or more addictive than ordinary cigarettes? Would you say the Snus product in this advertisement is...

Much less addictive Less addictive About the same More addictive Much more addictive

Comments:

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Advertisement 4

37. Name of fourth advertisement shown

38. What is the main message you got from this advertisement?

39. Was there anything else about this advertisement you want to mention?

40. Do you believe that the Snus product in THIS advertisement is less or more harmful to one's health than ordinary cigarettes? Would you say the Snus product in this advertisement is...

Much less harmful

Less harmful

About the same

More harmful

Much more harmful

Comments:

41. Do you believe that the Snus product in THIS advertisement is less or more addictive than ordinary cigarettes? Would you say the Snus product in this advertisement is...

Much less addictive

Less addictive

About the same

More addictive

Much more addictive

Comments:

Part II, To Be Completed by Study Administrator

Advertisement 5

42. Name of fifth advertisement shown

43. What is the main message you got from this advertisement?

44. Was there anything else about this advertisement you want to mention?

45. Do you believe that the Snus product in THIS advertisement is less or more harmful to one's health than ordinary cigarettes? Would you say the Snus product in this advertisement is...

Much less harmful	Less harmful	About the same	More harmful	Much more harmful
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments:

46. Do you believe that the Snus product in THIS advertisement is less or more addictive than ordinary cigarettes? Would you say the Snus product in this advertisement is...

Much less addictive	Less addictive	About the same	More addictive	Much more addictive
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments:

**47. (If the participant has not mentioned this previously):
Did you notice a warning on this advertisement?**

- Yes
- No

Comments:

48. Did you notice a warning on any of the other advertisements?

- Yes
- No

Comments:

49. If you did notice a warning, do you recall what the warning said?