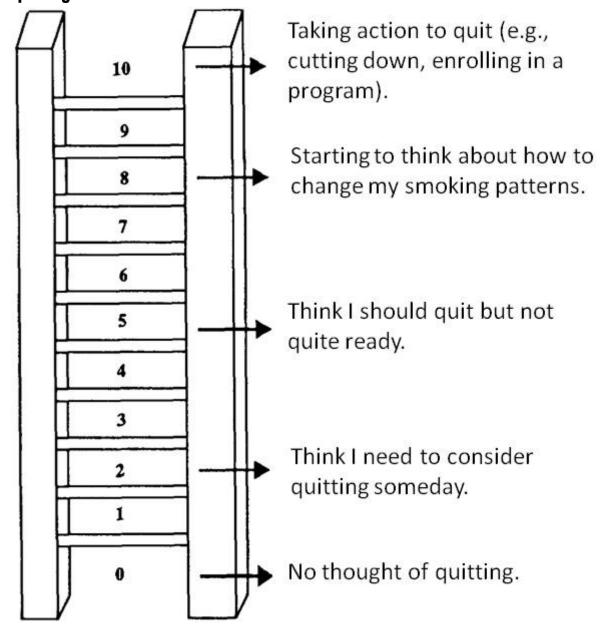
Part I, To Be Completed by Study Participant

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? 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 O No Part I, To Be Completed by Study Participant 6. During the PAST 12 MONTHS, have you stopped smoking for one day or longer because you were trying to quit smoking? Yes O No Part I, To Be Completed by Study Participant

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



National Cancer Institute
7. Indicate the number where you are now.
O 10
O 9
O 8
© 7
C 6
O 5
O 4
O 3
© 2
O 1
O 0
Part I, To Be Completed by Study Participant
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
C Non-Menthol
Part I, To Be Completed by Study Participant
Part I, To Be Completed by Study Participant 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
Part I, To Be Completed by Study Participant 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.
Part I, To Be Completed by Study Participant 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?

National Cancer I	Institute			
11. Have you EVER	used Snus?			
No, I have never used it				
C I used it once				
I have used it multiple tim	nes			
I currently use it some day	'S			
I currently use it every day				
•		us today, what would	be the likelihoo	d that you would
use Snus in the nex	t 7 days?			
Extremely unlikely	Unlikely	Neither likely nor unlikely	Likely	Extremely likely
O	0	0	O	O
13 What is the likeli	ihood that you	would use Snus inste	and of cinarettes	in cituations
	_		•	
_		ke (for instance, on a	n airpiane or and	other public place
where smoking was	•	?		
Extremely unlikely	Unlikely	Neither likely nor unlikely	Likely	Extremely likely
0	O	O	O	0
14. What is the likel	ihood that you	ı would switch to Snu	s completely an	d give up
cigarettes?				
Extremely unlikely	Unlikely	Neither likely nor unlikely	Likely	Extremely likely
O	0	O	О	О
15. To what extent o	do you disagre	e or agree with the fo	llowing stateme	nt:
"Snus is harmful to	•	•	•	
Strongly disagree	Disa	agree	Agree	Strongly agree
0		3	0	O
16. Do you believe t	hat Snus is le	ss or more harmful to	one's health tha	n ordinary
cigarettes?				
Much less harmful	Less harmful	About the same	More harmful	Much more harmful
O	O	0	O	O
17. To what extent o	do you disagre	e or agree with the fo	llowing stateme	nt:
"Snus is addictive."			•	
Strongly disagree		agree	Agree	Strongly agree
©		Э Э	0	©
18. Do you helieve t	hat Snus is lee	ss or more addictive t	han ordinary cig	arettes?
Much less addictive	Less addictive	About the same	More addictive	Much more addictive
iviucii iess addictive	Less addictive	About the same	o liviore addictive	Much more addictive
<u> </u>			•	•

Part I, To Be Completed by Study Participant

19.	What is your marital status?
0	Married
0	Living as married
0	Divorced
0	Widowed
0	Separated
0	Single, never been married
20.	What is your current occupational status?
0	Employed
0	Unemployed
0	Homemaker
0	Student
0	Retired
0	Disabled
Othe	er (please specify)
21.	What is the highest grade or level of schooling you completed?
0	Less than 8 years
0	8 through 11 years
0	12 years or completed high school
0	Post high school training other than college (vocational or technical)
0	Some college
0	College graduate
0	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 complete by the Study Administra

Part II, To Be Completed by Study Administrator

Advertisement 1

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

Public reporting burden for this collection of information is estimated to range from 15 to 50 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining 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 this burden to: NIH, Project Clearance Branch, 6705 Rockledge Drive, MSC 7974, Bethesda, MD 20892-7974.

22. Name of first advertisement shown

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

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



vertisement is				
Much less harmful	Less harmful	About the same	More harmful	Much more harmful
О	0	0	0	0
mments:				
6. Do you believe t	that the Snus pro	duct in THIS adver	tisement is less o	r more addictive
an ordinary cigar	ettes? Would you	u say the Snus prod	uct in this advert	isement is
Much less addictive	Less addictive	About the same	More addictive	Much more addictive
O	0	0	0	O
mments:				
lvertisement 2		dy Administrator		
dvertisement 2	d advertisement			
dvertisement 2	d advertisement	shown		
dvertisement 2	d advertisement	shown		
dvertisement 2 7. Name of second 8. What is the mai	d advertisement n message you g	shown	sement?	on?
dvertisement 2 7. Name of second 8. What is the mai	d advertisement n message you g hing else about tl	shown of from this advertion whis advertisement y	sement? ou want to menti	
dvertisement 2 7. Name of second 8. What is the mai 9. Was there anyth	d advertisement n message you g hing else about th	shown of from this advertion his advertisement y oduct in THIS advert	sement? ou want to menti	or more harmful to
dvertisement 2 7. Name of second 8. What is the mai 9. Was there anyth 10. Do you believe the see shealth than of	d advertisement n message you g hing else about th	shown of from this advertion whis advertisement y	sement? ou want to menti	or more harmful to
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7. Name of seconds. 8. What is the mai 9. Was there anytheres health than of seconds. Much less harmful	d advertisement of adve	shown of from this advertion his advertisement y oduct in THIS advertions? Would you say to	sement? You want to menti tisement is less of the Snus product	or more harmful to in this Much more harmful
dvertisement 2 7. Name of second 8. What is the mai 9. Was there anyth 10. Do you believe the shealth than of the second	d advertisement of adve	shown of from this advertion his advertisement y oduct in THIS advertions? Would you say to	sement? ou want to menti tisement is less o	or more harmful to in this

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Much less addictive	Less addictive	About the same	More addictive	Much more addictive
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omments:				
rt II, To Be Cor	mpleted by Stud	dy Administrator		
dvertisement 3				
2. Name of third a	dvertisement sho	own		
3. What is the ma	in message you g	ot from this adverti	isement?	
		y		
4. Was there anyt	hing else about tl	nis advertisement y	ou want to menti	on?
		A		
		<u> </u>		
		V		
_	-	duct in THIS adver		
ne's health than o	-	duct in THIS adveres? Would you say		
_	-			
ne's health than of the state o	Drdinary cigarette	About the same	the Snus product	in this Much more harmful
ne's health than d dvertisement is	ordinary cigarette	es? Would you say t	the Snus product	in this
ne's health than described by the second sec	Drdinary cigarette	About the same	the Snus product	in this Much more harmful
ne's health than divertisement is Much less harmful	Drdinary cigarette	About the same	the Snus product	in this Much more harmful
ne's health than described by the second sec	Less harmful	About the same	More harmful	Much more harmful
he's health than devertisement is Much less harmful Comments: 6. Do you believe	Less harmful C that the Snus pro	About the same	More harmful C tisement is less o	Much more harmful
ne's health than of the divertisement is Much less harmful omments: 6. Do you believe han ordinary cigal	Less harmful C that the Snus prorettes? Would you	About the same C duct in THIS adverusay to say the Snus productions.	More harmful More harmful tisement is less of luct in this advert	Much more harmful The more addictive isement is
me's health than of divertisement is Much less harmful comments: 6. Do you believe than ordinary cigal Much less addictive	Less harmful C that the Snus protettes? Would you Less addictive	About the same C duct in THIS advertasay the Snus product the same	More harmful C tisement is less of luct in this advert	Much more harmful r more addictive isement is Much more addictive
me's health than devertisement is Much less harmful Comments: 6. Do you believe nan ordinary cigal Much less addictive	Less harmful C that the Snus prorettes? Would you	About the same C duct in THIS adverusay to say the Snus productions.	More harmful More harmful tisement is less of luct in this advert	Much more harmful The more addictive isement is
me's health than of dvertisement is Much less harmful comments: 6. Do you believe han ordinary cigal Much less addictive	Less harmful C that the Snus protettes? Would you Less addictive	About the same C duct in THIS advertasay the Snus product the same	More harmful C tisement is less of luct in this advert	Much more harmful r more addictive isement is Much more addictive
Much less addictive	Less harmful C that the Snus protettes? Would you Less addictive	About the same C duct in THIS advertasay the Snus product the same	More harmful C tisement is less of luct in this advert	Much more harmful r more addictive isement is Much more addictive
ne's health than of the second	Less harmful that the Snus provettes? Would you Less addictive	About the same C duct in THIS advertasay the Snus product the same	More harmful More harmful tisement is less of luct in this advert More addictive	Much more harmful r more addictive isement is Much more addictive

National Cancer	Institute			
37. Name of fourth	advertisement sl	nown		
38. What is the ma	in message you g	ot from this adverti	sement?	
		×		
39. Was there anyt	hing else about tl	nis advertisement y	ou want to menti	on?
		_		
		~		
40. Do you believe	that the Snus pro	duct in THIS adver	tisement is less o	r more harmful to
one's health than (ordinary cigarette	es? Would you say t	the Snus product	in this
advertisement is				
Much less harmful	Less harmful	About the same	More harmful	Much more harmful
Comments:	•			No.
		duct in THIS adver		
Much less addictive	Less addictive	About the same	More addictive	Much more addictive
©	O	O	O	O
Comments:				
Part II, To Be Co	mpleted by Stu	dy Administrator		
Advertisement 5				
42. Name of fifth a	dvertisement sho	wn		
43. What is the ma	in message you g	ot from this adverti	isement?	
		V		
AA Waa thara amut	hing also shout t	io odvorticomost :	ou word to mant:	a m 2
44. was there anyt	ning eise about ti	nis advertisement y	ou want to mention	on f
		V		

Do you believe	that the Snus pro	duct in THIS advert	tisement is less o	r more harmful t
e's health than o	ordinary cigarette	es? Would you say t	he Snus product	in this
vertisement is				
Much less harmful	Less harmful	About the same	More harmful	Much more harmful
О	0	O	0	0
ments:				
De veu believe	that the Suus ure	duct in TUIC advant	tioomont io loop a	
		duct in THIS advert		
	_	ı say the Snus prod		
Much less addictive	Less addictive	About the same	More addictive	Much more addictive
<u> </u>	C	O	U	U
ments:				
Yes No	arning on this adv	vertisementi		
Yes No	arning on this adv	vertisement:		
Yes No nments:			:	
Yes No nments:		of the other advert	isements?	
Yes No nments: Did you notice a			isements?	
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Yes No ments: Did you notice a Yes No			isements?	
Yes No ments: Did you notice a Yes No			isements?	
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Yes No ments: Did you notice a Yes No ments:	a warning on any	of the other advert		