E. Item-Level Justification Related to FDA’s Mission in Regulating Tobacco Products

## Item-level Justification Related to FDA’s Mission in Regulating Tobacco Products

This document is to outline the rationale of each item included on the National Adult Tobacco Survey (NATS) questionnaire in the context of FDA’s regulatory efforts. It should be reviewed in conjunction with Appendix F, which contains a logic model that provides an overview of CTP’s evaluation plan and illustrates how data captured in NATS will measure the short-term, intermediate and long-term public health outcomes relevant to FDA’s authority to regulate tobacco products for the protection of public health.

Rationales and Relevance to CTP Evaluation Efforts for the National Adult Tobacco Survey

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| Question Number and Stem | Rationale | Relevant to CTP Authority | Question Source |
| 1. Would you say that in general your health is…Excellent, Very Good, Good, Fair? | Provides an easy opening to the survey and can prove a useful covariate in analysis. |  | NHIS, BRFSS, NATS 2009-2010 |
| 2. What is your age? | Key demographic covariate. |  | NATS 2009-2010 |
| 3. Have you smoked at least 100 cigarettes in your entire life? | To utilize a standard measure to determine whether the respondent ever smoked cigarettes. | Monitoring smoking prevalence | NHIS, BRFSS, NATS 2009-2010, TUS-CPS 2010-2011 |
| 4. Do you now smoke cigarettes every day, some days, or not at all? | To monitor current cigarette usage. | Monitoring smoking prevalence | NHIS, BRFSS, NATS 2009-2010, TUS-CPS 2010-2011 |
| 5. When you smoke cigarettes, do you usually smoke premade/manufactured cigarettes, roll-your-own, or both? | To determine the proportion of smokers that purchase loose tobacco. | Product Standards (monitoring product preferences) | New question- asked pursuant to FDA jurisdiction over loose (roll-your-own) tobacco |
| 6. On the average, about how many cigarettes a day do you now smoke? | To assess current patterns of cigarette usage. | Monitoring smoking prevalence | NHIS, NATS 2009-2010, TUS-CPS 2010-2011 |
| 7. On how many of the PAST 30 DAYS did you smoke a cigarette? | To assess usage patterns of cigarettes. | Monitoring smoking prevalence | NHIS question – Wording slightly changed from NATS 2009-2010, TUS-CPS 2010-2011 |
| 8. On the average, on days when you smoked during the PAST 30 DAYS, about how many cigarettes did you smoke a day? | To assess usage patterns of cigarettes. | Monitoring smoking prevalence | NHIS question – Wording slightly changed from NATS 2009-2010 |
| 9. When did you last smoke a cigarette? | To assess the duration of time former smokers have been smoke-free. | Monitoring smoking cessation | NHIS |
| 10. Have you ever tried cigarette smoking, even one or two puffs? Please consider both pre-made cigarettes that were purchased as well as cigarettes containing tobacco that you may have rolled for yourself, or another person may have rolled for you. | To identify non-smoking respondents with a past history of experimenting with cigarettes. | Monitoring smoking susceptibility among young adults | NYTS (wording slightly changed); wording slightly changed from NATS 09-10 |
| 11. How old were you when you first smoked a cigarette, even one or two puffs? | To assess past usage patterns of cigarettes | Monitoring smoking susceptibility among young adults | Wording changed from NYTS and NATS 09-10 |
| 12. Have you ever smoked cigarettes every day for at least 6 months? | To identify former or current daily smokers among all respondents who have ever smoked. | Monitoring smoking prevalence | Wording changed fromGATS and NATS 09-10, TUS-CPS 2010-2011 |
| 13. How old were you when you first started smoking cigarettes on a daily basis? | To obtain information on smoking history | Monitoring smoking initiation among young adults/youth | Wording slightly changed from GATS and NATS 09-10, wording change from TUS-CPS 2010-2011 |
| 14. How long has it been since you last smoked cigarettes on a daily basis? | To obtain information on smoking history | Monitoring smoking prevalence/ cessation | NHIS; wording changed frpm NATS 09-10 |
| 15. Around this time 12 months ago, were you smoking cigarettes every day, some days, or not at all? | To obtain information on smoking history | Monitoring smoking prevalence | TUS-CPS 2010-2011; wording slightly changed from NATS 09-10 |
| 16. Have you ever smoked menthol cigarettes for 6 months or more? | To obtain information about the use of menthol cigarettes | Product Standards (monitoring product preferences) | TUS-CPS 2010-2011 |
| 17. When you smoke cigarettes, do you usually smoke menthol cigarettes… All of the time, most of the time, some of the time, rarely, never? | To obtain information about the use of menthol cigarettes | Product Standards (monitoring product preferences) | Similar to NATS 2009-2010 |
| 18. Have you ever been curious about smoking a cigarette? Would you say… Definitely yes, Probably yes, Probably not, Definitely not | To gauge young adult never-smokers’ susceptibility to taking up cigarette smoking. | Monitoring smoking susceptibility among young adults | NYTS |
| 19. Do you think you will smoke a cigarette soon? Would you say… Definitely yes, Probably yes, Probably not, Definitely not | To gauge young adult never-smokers’ susceptibility to taking up cigarette smoking. | Monitoring smoking susceptibility among young adults | NYTS |
| 20. Do you think you will smoke a cigarette in the next year? Would you say… Definitely yes, Probably yes, Probably not, Definitely not | To gauge young adult never-smokers’ susceptibility to taking up cigarette smoking. | Monitoring smoking susceptibility among young adults | NYTS |
| 21. The next questions are about tobacco products that you smoke other than cigarettes, specifically cigars, cigarillos and little filtered cigars that look like brown cigarettes. Some common brands are Black and Milds, Swisher Sweets, Dutch Masters, White Owl, or Phillies Blunts. Have you smoked cigars, cigarillos, or little filtered cigars at least 50 times in your entire life? | To monitor use of non-cigarette tobacco products. | Product Standards (monitoring product preferences) | Expanded NHIS question regarding cigar use to include cigarillos and little filtered cigars; provided brand name references. |
| 22. Do you now smoke cigars, cigarillos, or little filtered cigars every day, some days, rarely, or not at all? | To monitor use of non-cigarette tobacco products. | Product Standards (monitoring product preferences) | Similar to NHIS question – Wording changed from NATS 09-10 NHIS Cancer control supplement fielded every 5 years. |
| 23. The next question asks you about smoking tobacco in a water pipe. A water pipe is also called a hookah. Have you ever smoked tobacco in a water pipe or hookah in your entire life? | To monitor use of non-cigarette tobacco products. | Product Standards (monitoring product preferences) | Similar to TUS-CPS 2010-2011 question; Slight change from NATS 09-10 |
| 24. How many times in total do you think you have smoked a water pipe or hookah during your lifetime, 1-10, 11-20, 21-50, over 50 times? | To monitor use of non-cigarette tobacco products. | Product Standards (monitoring product preferences) | New question |
| 25. Do you now smoke tobacco in a water pipe every day, some days, rarely or not at all? | To monitor use of non-cigarette tobacco products. | Product Standards (monitoring product preferences) | Similar to NHIS question – Wording slightly changed from NATS 09-10 |
| 26. Have you smoked tobacco in a pipe other than a water pipe at least 50 times in your entire life? | To monitor use of non-cigarette tobacco products. | Product Standards (monitoring product preferences) | NHIS Cancer control supplement fielded every 5 years but no longer on the supplement |
| 27. Do you now smoke tobacco in a pipe other than a water pipe every day, some days, rarely, or not at all? | To monitor use of non-cigarette tobacco products. | Product Standards (monitoring product preferences) | Similar to NHIS question – Wording slightly changed from NATS 09-10; NHIS Cancer control supplement fielded every 5 years but no longer on the supplement |
| 28. Do you think you will smoke a cigar, hookah or water-pipe, or another type of pipe within the next year? Would you say… Definitely yes, Probably yes, Probably not, Definitely not | To monitor susceptibility to non-cigarette tobacco products. | Monitoring susceptibility to tobacco products | Adapted from NYTS |
| 29. Have you ever heard of electronic cigarettes or e-cigarettes? | To monitor awareness of non-cigarette tobacco products. | Monitoring awareness of novel tobacco products | New question |
| 30. Have you ever used an electronic cigarette, even just one time in your entire life? | To monitor use of non-cigarette tobacco products. | Monitoring susceptibility to novel tobacco products | New question; wording consistent with prior questions |
| 31. How many times in total do you think you have used an e-cigarette during your lifetime. 1-10, 11-20, 21-50, over 50 times? | To monitor use of non-cigarette tobacco products. | Product Standards (monitoring product preferences) | New question |
| 32. Do you now use electronic cigarettes everyday, some days, rarely, or not at all? | To monitor use of non-cigarette tobacco products. | Product Standards (monitoring product preferences) | New question; wording consistent with prior questions |
| 33. Do you think you will use an electronic cigarette or e-cigarette in the next year? Would you say… Definitely yes, Probably yes, Probably not, Definitely not | To monitor susceptibility to non-cigarette tobacco products. | Monitoring susceptibility to novel tobacco products | New question |
| 34. This question asks about tobacco products that you have smoked, not including cigarettes. In the past 30 days, were any of the tobacco products that you smoked flavored to taste like menthol, mint, clove, spice, candy, fruit, chocolate, or other sweets? | To monitor use of flavored tobacco products. | Product Standards (monitoring product preferences) | Wording changed from NATS 09-10, expanded to include menthol, mint, clove and spice in description of flavorings |
| 35. How old were you when you first smoked any tobacco product other than cigarettes, even if only one or two puffs? | To monitor youth use and susceptibility to non-cigarette tobacco products. | Monitoring susceptibility to tobacco products | New question |
| 36. Now we will ask you about smokeless tobacco products, specifically chewing tobacco, snuff, or dip. Some examples of these product brands are Skoal, Copenhagen, Grizzly, Levi Garrett, Red Man, or Day’s Work. Have you used chewing tobacco, snuff, or dip, at least 20 times in your entire life? | To monitor use of non-cigarette tobacco products. | Monitoring prevalence of smokeless tobacco use | Similar to NHIS question |
| 37. Do you now use chewing tobacco, snuff, or dip every day, some days, rarely, or not at all? | To monitor use of non-cigarette tobacco products. | Monitoring prevalence of smokeless tobacco use | Similar to NHIS question in Cancer Control Supplement fielded every 5 years – Wording slightly changed from NATS 09-10 |
| 38. Have you ever heard of snus, such as Camel Snus or Marlboro Snus? | To monitor awareness of non-cigarette tobacco products. | Monitoring awareness of novel tobacco products | New question |
| 39. Have you ever tried snus, even just one time in your entire life? | To monitor awareness of non-cigarette tobacco products. | Monitoring susceptibility to smokeless tobacco products | Similar to NATS 09-10 |
| 40. How many times in total do you think you have used snus during your lifetime, 1-10, 11-20, 21-50, over 50 times?? | To monitor use of non-cigarette tobacco products. | Monitoring prevalence of smokeless tobacco use | New question |
| 41. Do you now use snus every day, some days, rarely, or not at all? | To monitor use of non-cigarette tobacco products. | Monitoring prevalence of smokeless tobacco use | Similar to NHIS question in Cancer Control Supplement fielded every 5 years – Wording slightly changed from NATS 09-10 |
| 42. Have you ever heard of a dissolvable tobacco product?? Some examples of these product names are Ariva, Stonewall, Camel orbs, Camel sticks, or Camel strips | To monitor awareness of non-cigarette tobacco products. | Monitoring awareness of novel tobacco products | New question |
| 43. Have you ever tried a dissolvable tobacco product, even just one time in your entire life? | To monitor use of non-cigarette tobacco products. | Monitoring susceptibility to smokeless tobacco products | New question |
| 44. How many times in total do you think you have used a dissolvable tobacco product during your lifetime, 1-10, 11-20, 21-50, over 50 times? | To monitor use of non-cigarette tobacco products. | Monitoring prevalence of smokeless tobacco use | New question |
| 45. Do you now use dissolvable tobacco products every day, some days, rarely, or not at all? | To monitor use of non-cigarette tobacco products. | Monitoring prevalence of smokeless tobacco use | New question |
| 46. This question asks about smokeless tobacco products, such as chewing tobacco, snuff, dip, snus or dissolvable tobacco. In the past 30 days, were any of the smokeless tobacco products that you used flavored to taste like menthol, mint, clove, spice, candy, fruit, chocolate, or other sweets? | To monitor use of flavored tobacco products. | Product Standards (monitoring product preferences) |  |
| 47. How old were you when you first tried any smokeless tobacco product, such as chewing tobacco, snuff, dip, snus, or dissolvable tobacco? | To monitor youth susceptibility to use of non-cigarette tobacco products. | Monitoring susceptibility of young adults to smokeless tobacco use |  |
| 48. Do you think you will chew tobacco, or use snuff, dip, snus or a dissolvable tobacco product within the next year? Would you say… Definitely yes, Probably yes, Probably not, Definitely not | To monitor susceptibility to use of non-cigarette tobacco products. | Monitoring susceptibility of young adults to smokeless tobacco use |  |
| 49. When was the last time that you used any tobacco product? | To monitor cessation of tobacco products. | Monitoring tobacco use cessation |  |
| 50. How soon after you wake up do you usually have your first cigarette or other tobacco product? Would you say… Within 5 minutes, From 6 to 30 minutes, From more than 30 minutes to 1 hour, After more than 1 hour | To monitor levels of addiction to nicotine. | Product standards (monitor tobacco product abuse liability) | NATS 09-10; wording slightly changed to include other tobacco products. (Modified from the Heaviness of Smoking Index). |
| 51. Do you sometimes wake up at night in order to have a cigarette or other tobacco product? | To monitor levels of addiction to nicotine. | Product standards (monitor tobacco product abuse liability) | Modified from Bover et al., 2008 – “Waking at night to smoke as a marker for tobacco dependence: patient characteristics and relationship to treatment outcome.” Slight wording change from TUS-CPS 2010-2011 |
| 52. During the past 30 days, have you had a strong craving to use tobacco products of any kind? | To monitor levels of addiction to nicotine. | Product standards (monitor tobacco product abuse liability) | NYTS – but changed to past 30 days |
| 53. During the past 30 days, did you ever feel like you really needed to use a tobacco product? | To monitor levels of addiction to nicotine. | Product standards (monitor tobacco product abuse liability) | NYTS |
| 54. During the past 30 days, was there a time when you wanted to use a tobacco product so much that you found it difficult to think of anything else? | To monitor levels of addiction to nicotine. | Product standards (monitor tobacco product abuse liability) | NYTS |
| 55. How true is this statement for you? After not using tobacco for a while, I feel restless and irritable. Would you say…Not at all true, Sometimes true, Often true, Always true | To monitor levels of addiction to nicotine. | Product standards (monitor tobacco product abuse liability) | NYTS |
| 56. During the past 12 months, have you stopped smoking for 24 hours or more because you were trying to quit?? | To monitor cessation attempts. | Monitoring attempts to quit smoking. | Slight wording change from TUS-CPS 2010-2011 (one day= 24 hours) |
| 57. During the past 12 months, did you completely switch from smoking to using a smokeless tobacco product? | To monitor replacement of cigarettes with other tobacco products. | Product Standards (monitoring consumer preference); Monitoring tobacco use prevalence) | New question |
| 58. During the past 12 months, did you completely switch from smoking traditional cigarettes to using electronic or e-cigarettes? | To monitor replacement of cigarettes with other tobacco products. | Product Standards (monitoring consumer preference); Monitoring tobacco use prevalence) | New question |
| 59. Are you thinking about quitting cigarettes? | To monitor the proportion of smokers contemplating quitting smoking. | Monitoring intentions to quit smoking | NHIS Cancer Control Supplement only fielded every 5 years; similar to Q54 NATS 09-10 |
| 60. How soon are you likely to quit smoking? Would you say…within the next 30 days, within the next 6 months, within the year, longer than a year, I am not thinking about quitting cigarettes |  | Monitoring intentions to quit smoking | Similar to Q56 NATS 09-10 |
| 61. Are you thinking about quitting all tobacco products? | To monitor the proportion of tobacco users contemplating quitting tobacco use. | Monitoring intentions to quit all tobacco use | Similar to Q54 NATS 09-10, expanded to include all tobacco |
| 62. How soon are you likely to quit using all tobacco products? Would you say…within the next 30 days, within the next 6 months, within the year, longer than a year, I am not thinking about quitting cigarettes |  | Monitoring intentions to quit all tobacco use | Similar to Q56 NATS 09-10, expanded to include all tobacco |
| 63. Around this time 12 months ago, were you using any kind of tobacco product? | To estimate the number of tobacco users among all respondents in the past year (establish denominator) | Monitoring intentions to quit smoking |  |
| 64. During the past 12 months, did you stop using all kinds of tobacco products for more than one day because you were trying to quit using tobacco? | To estimate the number of tobacco users that made at least one quit attempt within the past year | Monitoring tobacco use cessation | NHIS |
| 65A-D. In the last 30 days, have you noticed any of the following types of promotions for tobacco products? Free samples of cigarettes, Free samples of smokeless tobacco products in stores and venues where children are allowed, Events being sponsored by a cigarette or smokeless tobacco brand name or logo, Cigarettes sold singly, otherwise known as “loosies” | To measure exposure to prohibited types of tobacco marketing and promotion. | Advertising Restrictions | New question |
| 66A-H. During the last 30 days, did you receive coupons, rebates, buy 1 get 1 free, 2 for 1, or any other special promotions for any tobacco products…In the mail?, From the internet?, In an email sent by a tobacco company?, With the purchase of a tobacco product?, With the purchase of a non-tobacco product?, At an event, bar, or nightclub?, From friends or family?, From some other source? | To measure exposure to tobacco promotions. | Advertising Restrictions |  |
| 67. In the past 30 days, how often, if at all, have you seen the warning labels on cigarette packages? Would you say… Very often, Often, Sometimes, Rarely, Never? | To monitor awareness of graphic health warnings | Information Dissemination | Wording slightly changed from ConsumerStyles |
| 68. In the past 30 days, have the warning labels stopped you from having a cigarette when you were about to smoke one? Would you say… Many times, A few times, Once, Never? | To monitor response to graphic health warnings | Information Dissemination | Wording slightly changed from ConsumerStyles |
| 69A-E. In the past month, which, if any, of the following efforts have you made to avoid warning labels on cigarette packs? Covered up the warning label, Kept the pack out of sight, Used a cigarette case or some other pack to hide the label, Did not buy packs with warning labels, Tried any other way to avoid looking at warning labels | To monitor response to graphic health warnings | Information Dissemination | Wording slightly changed from ConsumerStyles |
| 70. To what extent, if at all, do the warning labels make you think about the health risk of smoking cigarettes? Would you say… A lot, Somewhat, A little, Not at all? | To monitor response to graphic health warnings | Information Dissemination | Wording slightly changed from ConsumerStyles |
| 71. To what extent, if at all, do the warning labels on cigarette packets make you more likely to try to quit smoking? Would you say… A lot, Somewhat, A little, Not at all? | To monitor response to graphic health warnings | Information Dissemination | Wording slightly changed from ConsumerStyles Question |
| 72. In the past 30 days, how often, if at all, have you seen the warning labels on smokeless tobacco packages? Would you say… Very often, Often, Sometimes, Rarely, Never? | To monitor awareness of health warnings | Information Dissemination | Wording slightly changed from ConsumerStyles |
| 73. In the past 30 days, have the warning labels on smokeless tobacco packages stopped you from using smokeless tobacco when you were about to? Would you say… Many times. A few times, Once, Never? | To monitor response to graphic health warnings | Information Dissemination |  |
| 74. To what extent, if at all, do the warning labels make you think about the health risks of using smokeless tobacco? Would you say… A lot, Somewhat, A little, Not at all? | To monitor response to graphic health warnings | Information Dissemination |  |
| 75. To what extent, if at all, do the warning labels on smokeless tobacco packages make you more likely to try to quit using smokeless tobacco? Would you say…A lot, Somewhat, A little, Not at all? | To monitor response to graphic health warnings | Information Dissemination |  |
| 76. In the last 30 days, have you noticed any warning labels on cigarette advertisements in stores where tobacco products are sold? | To measure exposure to health warnings on packages and advertisements. | Information Dissemination |  |
| 77. Have you bought any cigarettes for yourself in the past 30 days that is, since [DATE FILL]? | To understand smokers’ purchasing patterns. | Product Standards (monitoring consumer preference) | NATS 2009-2010 |
| 78. The last time you bought cigarettes for yourself, did you buy them by the pack, by the carton, or as singles or loose cigarettes? | To obtain information on the cost of cigarettes. | Product Standards (monitoring consumer preference) | NATS 2009-2010 |
| 79. What price did you pay for the last pack of cigarettes you bought? | To obtain information on the cost of cigarettes. |  | NATS 2009-2010 |
| 80. What price did you pay for the last carton of cigarettes you bought? | To obtain information on the cost of cigarettes. |  | NATS 2009-2010 |
| 81. The last time you purchased cigarettes for yourself, did you buy them.. At a convenience store or gas station, At a supermarket, At a liquor store or a drug store, At a tobacco discount store, At another discount store, such as Wal-Mart, On an Indian reservation, From a vending machine, On the internet, From another person. | To obtain information on the purchasing habits of cigarette consumers. | Product Standards (monitoring consumer preference) | Similar to NATS 2009-2010, options expanded (Response options from GATS and CATS) |
| 82. In the last 30 days, did you use coupons, rebates, buy 1 get 1 free, 2 for 1, or any other special promotions when you bought cigarettes? | To obtain information about exposure to industry marketing strategies. | Advertising Restrictions | Wording slightly changed from NATS 09-10 |
| 83. Are you now…Married, Living with a partner, Divorced, Widowed, Separated, Single, that is, never married and not now living with a partner? | Key covariate | Demographics | NATS 2009-2010 |
| 84. Are you Hispanic or Latino/a, or of Spanish origin? | Key covariate | Demographics | NATS 2009-2010 |
| 85. Which one or more of the following describe your Hispanic origin or ancestry, Mexican, Mexican American, Chicano/a; Puerto Rican; Cuban; Another Hispanic, Latino, or Spanish origin? | Key covariate | Demographics | NATS 2009-2010 |
| 86. I’m going to read a list of racial categories. Which one or more of the following do you consider yourself to be, White, Black or African American, Asian, Native Hawaiian or Other Pacific Islander, American Indian or Alaska Native, Some other racial category? | Key covariate | Demographics | NATS 2009-2010 |
| 87. Which one or more of the following describe your Asian ancestry, Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese, Some other Asian category? | Key covariate | Demographics | NATS 2009-2010 |
| 88. Which one or more of the following describe your Native Hawaiian or other Pacific Islander ancestry, Native Hawaiian, Guamanian or Chamorro, Samoan, Some other Pacific Islander category? | Key covariate | Demographics |  |
| 89. What is the highest level of school you have completed or the highest degree you have received? | Key covariate | Demographics | NATS 2009-2010 |
| 90. Are you male or female? | Key covariate | Demographics | NATS 2009-2010 |
| 91. Now I’m going to ask you about how many different telephone numbers your household has. Do not include numbers that are only used by a computer or fax machine. Also, do not include cell phone telephone numbers. Do you have more than one landline telephone number in your household? | Needed for weighting. |  | NATS 2009-2010 |
| 92. How many of these are residential numbers? | Needed for weighting. |  | NATS 2009-2010 |
| 93. Do you have a cell phone for personal use? Please include cell phones used for both business and personal use. | For data weighting on the combined cell and landline data |  | BRFSS |
| 94. Do you share a cell phone for personal use (at least one-third of the time) with other adults? | For data weighting purpose |  | BRFSS |
| 95. Do you usually share this cell phone (at least one-third of the time) with any other adults? | For data weighting purpose |  | BRFSS |
| 96. Thinking about all the phone calls that you receive on your landline and cell phone, what percent, between 0 and 100, are received on your cell phone? | For data weighting purpose |  | BRFSS |
| 97. What state do you live in? | Key Covariate | Demographics | NATS 2009-2010 |
| 98. What is your ZIP Code where you live? | Key Covariate | Demographics | BRFSS |
| 99. Overall, would you say that cigarette smoking is—… Not at all addictive, Moderately addictive, Very addictive? | To monitor risk perceptions of cigarette smoking. | Monitoring consumer attitudes, beliefs and perceptions | NATS 2009-2010 |
| 100. How long do you think someone has to smoke before it harms their health? Would you say…Less than a year, 1 year, 5 years, 10 years, 20 years or more? | To monitor risk perceptions of cigarette smoking. | Monitoring consumer attitudes, beliefs and perceptions | NYTS |
| 101. How much do you think a person’s health would improve if they cut back from smoking 20 cigarettes each day to 10 cigarettes per day? Would you say… No improvement, A little improvement, Some improvement, A large improvement | To monitor risk perceptions of cigarette smoking. | Monitoring consumer attitudes, beliefs and perceptions |  |
| 102. How much do you think your health would improve if you switched from smoking 10 cigarettes every day to a few cigarettes every day? Would you say… No improvement, A little improvement, Some improvement, A large improvement | To monitor risk perceptions of cigarette smoking. | Monitoring consumer attitudes, beliefs and perceptions |  |
| 103. How much do you think people harm themselves when they smoke cigarettes some days but not every day? Would you say… No harm, Little harm, Some harm, A lot of harm | To monitor risk perceptions of cigarette smoking. | Monitoring consumer attitudes, beliefs and perceptions | NYTS |
| 104. How much do you think people harm themselves when they use smokeless tobacco every day? Would you say… No harm, Little harm, Some harm, A lot of harm | To monitor risk perceptions of smokeless tobacco products. | Monitoring consumer attitudes, beliefs and perceptions | NYTS |
| 105. How much do you think people harm themselves when they use smokeless tobacco some days but not every day? Would you say… No harm, Little harm, Some harm, A lot of harm | To monitor risk perceptions of smokeless tobacco products. | Monitoring consumer attitudes, beliefs and perceptions | Modified from NYTS |
| 106. Do you believe that dissolvable tobacco products, such as Ariva, Stonewall, or Camel orbs, ticks, or strips, are less harmful, equally harmful, or more harmful than other smokeless tobacco products? | To monitor risk perceptions of smokeless dissolvable tobacco products. | Monitoring consumer attitudes, beliefs and perceptions | NYTS |
| 107. In the past 30 days, -- since [DATE FILL] -- how often have you seen a list of the chemicals contained in tobacco products? Would you say… Never, rarely, sometimes, often, very often | To monitor awareness and risk perceptions of constituents in tobacco products. | Information Dissemination | New question- asked pursuant to FDA mandate for industry to provide a list of harmful or potentially harmful tobacco products (HPHC) to consumers |
| 108. In the past 30 days -- since [DATE FILL] -- how often, if at all, did you think about the harm your tobacco use might be doing to you? Would you say… Never, rarely, sometimes, often, very often | To monitor awareness and risk perceptions of tobacco products. | Monitoring consumer attitudes, beliefs and perceptions | Slightly modified from ITC |
| 109. How often are you concerned a that your tobacco use could affect the health of someone else? Would you say… Never, rarely, sometimes, often, very often | To monitor risk perceptions of tobacco products. | Monitoring consumer attitudes, beliefs and perceptions | Modified from 2011 Adult & Youth Graphic Cigarette Warning Label Survey (CWS) |
| 110. How often are you concerned that your use of tobacco products could affect your health? Would you say… Never, rarely, sometimes, often, very often | To monitor risk perceptions of tobacco products. | Monitoring consumer attitudes, beliefs and perceptions |  |
| 111. If you had to do it over again, would you have started using tobacco? Would you say… Definitely not, Probably not, Probably yes, Definitely yes | To monitor risk perceptions of tobacco products. | Monitoring consumer attitudes, beliefs and perceptions | Modified from ITC |
| 112. Not counting decks, porches, or garages, inside your home, is smoking … Always allowed, Allowed only at some times or in some places, Never allowed? | To monitor perceptions about the harmful effects of secondhand smoke, which is one of the warning statements appearing on the graphic health warnings. |  | NATS 2009-2010 |
| 113. Not counting motorcycles, in the vehicles that you or family members who live with you own or lease, is smoking… Always allowed in all vehicles, Sometimes allowed in at least one vehicle, Never allowed in any vehicle? | To monitor perceptions about the harmful effects of secondhand smoke, which is one of the warning statements appearing on the graphic health warnings. |  | NATS 2009-2010 |
| 114. Do you think that breathing smoke from other people's cigarettes or from other tobacco products is… Not at all harmful to one's health, Somewhat harmful to one's health, Very harmful to one's health? | To monitor perceptions about the harmful effects of secondhand smoke, which is one of the warning statements appearing on the graphic health warnings. |  | NATS 2009-2010 |
| 115. Now I would like to ask about the combined income of everybody who lives with you. Is your annual household income from all sources…? | Key covariate | Demographics | NATS 2009-2010 |
| 116. Do you consider yourself to be… Heterosexual, or straight, Gay or lesbian, Bisexual, Transgender, Other? | Key covariate | Demographics | NATS 2009-2010 |