

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

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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

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	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.	smoke-free. 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 from GATS 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 from 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,	To monitor use of non-cigarette tobacco products.	Product Standards (monitoring product preferences)	Similar to NHIS question – Wording slightly changed

rarely or not at all?			
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)	from NATS 09-10 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	To monitor use of flavored tobacco products.	Product Standards (monitoring product preferences)	Wording changed from NATS 09-10, expanded to

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?		preferences)	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	Similar to NHIS question in Cancer Control

<p>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</p>	<p>To monitor awareness of non-cigarette tobacco products.</p>	<p>smokeless tobacco use Monitoring awareness of novel tobacco products</p>	<p>Supplement fielded every 5 years - Wording slightly changed from NATS 09-10 New question</p>
<p>43. Have you ever tried a dissolvable tobacco product, even just one time in your entire life?</p>	<p>To monitor use of non-cigarette tobacco products.</p>	<p>Monitoring susceptibility to smokeless tobacco products</p>	<p>New question</p>
<p>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?</p>	<p>To monitor use of non-cigarette tobacco products.</p>	<p>Monitoring prevalence of smokeless tobacco use</p>	<p>New question</p>
<p>45. Do you now use dissolvable tobacco products every day, some days, rarely, or not at all?</p>	<p>To monitor use of non-cigarette tobacco products.</p>	<p>Monitoring prevalence of smokeless tobacco use</p>	<p>New question</p>
<p>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?</p>	<p>To monitor use of flavored tobacco products.</p>	<p>Product Standards (monitoring product preferences)</p>	
<p>47. How old were you when you first tried any smokeless tobacco product, such as chewing tobacco, snuff, dip, snus, or dissolvable tobacco?</p>	<p>To monitor youth susceptibility to use of non-cigarette tobacco products.</p>	<p>Monitoring susceptibility of young adults to smokeless tobacco use</p>	
<p>48. Do you think you will chew tobacco, or use snuff, dip, snus or a dissolvable tobacco product within</p>	<p>To monitor susceptibility to use of non-cigarette tobacco products.</p>	<p>Monitoring susceptibility of young adults to</p>	

the next year? Would you say... Definitely yes, Probably yes, Probably not, Definitely not		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,	To monitor levels of addiction to nicotine.	Product standards (monitor tobacco product abuse liability)	NYTS

Sometimes true, Often true, Always true

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,	To monitor response to graphic health warnings	Information Dissemination	

Once, Never?

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

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)

vending machine, On the internet,
From another person.

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,	Key covariate	Demographics	

Guamanian or Chamorro, Samoan,
Some other Pacific Islander
category?

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	To monitor risk perceptions of cigarette smoking.	Monitoring consumer attitudes, beliefs and	NATS 2009-2010

addictive, Moderately addictive,
Very addictive?

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?

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

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

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

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

105. How much do you think
people harm themselves when they
use smokeless tobacco some days
but not every day? Would you say...

To monitor risk perceptions of
cigarette smoking.

To monitor risk perceptions of
cigarette smoking.

To monitor risk perceptions of
cigarette smoking.

To monitor risk perceptions of
cigarette smoking.

To monitor risk perceptions of
smokeless tobacco products.

To monitor risk perceptions of
smokeless tobacco products.

perceptions

Monitoring consumer
attitudes, beliefs and
perceptions

Monitoring consumer
attitudes, beliefs and
perceptions

Monitoring consumer
attitudes, beliefs and
perceptions

Monitoring consumer
attitudes, beliefs and
perceptions

Monitoring consumer
attitudes, beliefs and
perceptions

Monitoring consumer
attitudes, beliefs and
perceptions

NYTS

NYTS

NYTS

Modified from NYTS

No harm, Little harm, Some harm,
A lot of harm

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,

To monitor perceptions about

NATS 2009-2010

or garages, inside your home, is smoking ... Always allowed, Allowed only at some times or in some places, Never allowed?	the harmful effects of secondhand smoke, which is one of the warning statements appearing on the graphic health warnings.			
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