Population Assessment of Tobacco and Health (PATH) Study

Wave 4 Cognitive Testing Protocol

Adult Harm Perceptions Module

# Adult Harm Perceptions Module

research question

Test these new Wave 3 items with users and nonusers to assess risk/harm perceptions. For those items that ask about tobacco products generally, determine if respondents have any difficulty answering for all tobacco products.

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| R03\_AC9047 |
| existing path item |
| 1. In your opinion, do you think that cigarettes with lower amounts of nicotine are less harmful to a person's health than regular cigarettes? |
| * Yes * No * I don’t know |

In your own words, what is this question asking?  
IF NEEDED, What is a “regular cigarette”?

Tell me more about how you came up with your answer.

IF YES, How did you decide cigarettes with lower amounts of nicotine are less harmful than regular cigarettes?

IF NO, How did you decide cigarettes with lower amounts of nicotine are not less harmful than regular cigarettes?

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| R03\_AX0723 |
| existing path item |
| 1. Do you think a tobacco product described as additive-free is less harmful, about the same, or more harmful as a regular tobacco product? |
| * Less harmful * About the same * More harmful * I don’t know |

In your own words, what is this question asking?

What does “additive-free” mean to you?

Tell me more about how you came up with your answer.

How easy or difficult was it to answer this question? What made it easy/difficult?

IF NEEDED, How did you decide an additive-free product was more/about the same as/less harmful than a regular product?

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| R03\_AX0724 |
| existing path item |
| 1. Do you think a tobacco product described as organic is less harmful, about the same, or more harmful as a regular tobacco product? |
| * Less harmful * About the same * More harmful * I don’t know |

In your own words, what is this question asking?

What type of product is this question asking about?   
IF NEEDED, What is “a tobacco product described as organic”?

Tell me more about how you came up with your answer.

How did you decide an organic tobacco product was more/about the same as/less harmful than a regular product?

How easy or difficult was it to answer this question? What made it easy/difficult?