



Population Assessment of Tobacco and Health (PATH)  
Study

# Wave 4 Cognitive Testing Protocol

Adult Harm Perceptions Module

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## 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.

## 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?**

**R03\_AX0723**

EXISTING PATH ITEM

**2. 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?**

**R03\_AX0724**

EXISTING PATH ITEM

**3. 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?**