



Population Assessment of Tobacco and Health (PATH)
Study

Wave 4 Cognitive Testing Protocol

Adult ENDS Module

Adult ENDS Module

RECRUIT ENDS USERS (MIX OF E-CIG TYPES) & DUAL ENDS USERS (E.G., E-CIG & E-HOOKAH)

E-products

RESEARCH QUESTIONS

Test the revised product image and description for electronic nicotine products. Are users able to identify their device type?

Test the proposed wording of 'electronic vaping products' versus the current wording 'electronic nicotine products.' What is the best terminology to refer to this class of products for both users and non-user respondents?

R03_AVT01

EXISTING PATH ITEM

The next questions are about electronic nicotine products, such as e-cigarettes, vape pens, hookah pens, personal vaporizers and mods, e-cigars, e-pipes, and e-hookahs. These products are battery-powered and produce vapor instead of smoke. They typically use a nicotine liquid, although the amount of nicotine can vary and some may not contain any nicotine at all. Some common brands include Fin, NJOY, Blu, e-Go and Vuse.

SHOW GENERIC IMAGE OF E-PRODUCTS

What reaction, if any, did you have to this description and the picture? In your own words, what is "vapor"?

Are you familiar with all of these products? IF NO, Which ones are new to you?

Are these the words you use, or do you call these products by different names?

All of these products together are called "electronic nicotine products." What do you think of that name? Is there another word you use to refer to all of these products?

We are thinking of calling this group of products “electronic vaping products.” What do you think of that name? Which term do you think is more accurate? IF NEEDED: Can you say more about why you think ___ is more accurate?

What would you call someone who uses these products? IF NEEDED, A smoker? Vaper? User? Something else?

R03_AV1002_12M

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

1. **Have you ever used an electronic nicotine product, even one or two times? (Electronic nicotine products include e-cigarettes, vape pens, hookah pens, personal vaporizers and mods, e-cigars, e-pipes, and e-hookahs.)**

- Yes
- No → **GO TO NEXT MODULE**

In your own words, what is this question asking?

2. Which of the following electronic nicotine products have you used?
Choose all that apply.

- E-cigarette including vape pens, hookah pens, personal vaporizers, and mods ✖
MARK ON SKIP SHEET
- E-cigar ✖ **MARK ON SKIP SHEET**
- E-pipe ✖ **MARK ON SKIP SHEET**
- E-hookah ✖ **MARK ON SKIP SHEET**
- Something else (SPECIFY)

What reaction, if any, do you have to this first response option? IF NEEDED, Do you usually consider vape pens and hookah pens to be e-cigarettes?

Tell me more about your answer. PROBE ON WHETHER RESPONDENT KNOWS THE DIFFERENCE BETWEEN THESE PRODUCTS. DETERMINE IF RESPONDENT IS MARKING MULTIPLE CATEGORIES FOR A SINGLE PRODUCT. Do you have your [e-cigarette/e-cigar/e-hookah/e-pipe] here with you?

IF YES, Is it okay if I take a picture of it/them?

I have a blank piece of paper here. I'd like to place your product on this paper and label the parts. HAVE RESPONDENT PLACE PRODUCT[S] ON PAPER. Can you tell me what the different parts of your product are called? LABEL TERMS ON PAPER. TAKE PICTURE OF PAPER.

IF HAVE ONLY USED ONE E-PRODUCT → GO TO NEXT SECTION

RESEARCH QUESTION

Test the next item developed for W3 to assess for poly e-device users (in response to ENDS re-design for W3).

Does 'most often' mean 'most important' - is it their primary device; what's distinguishing their secondary product?

Why did they switch devices; why do they use certain devices over others; do their use patterns vary by device type?

R03_AV9044

EXISTING PATH ITEM

3. You mentioned that you currently use more than one type of electronic nicotine product.

Which electronic nicotine product do you use most often?

- E-cigarette including vape pens, hookah pens, personal vaporizers, and mods
- E-cigar
- E-pipe
- E-hookah

**Do you consider one product to be more important to you than the other?
IF YES, Which one? Why do you consider it most important?**

IF MOST OFTEN DIFFERENT FROM MOST IMPORTANT, PROBE TO FIND OUT WHY.

Tell me about when you use [PRIMARY PRODUCT] versus [SECONDARY PRODUCT(S)]? How do you decide which one to use?

Are there certain places that you use [PRIMARY PRODUCT] instead of [SECONDARY PRODUCT(S)] and vice versa? IF NEEDED, Where do you use each?

INTERVIEWER INSTRUCTION: ADMINISTER PRIMARY/SECONDARY BASED ON ANSWER.

Primary ENDS Section

RESEARCH QUESTION

Test the ENDS section with e-cigar, e-pipe, e-hookah users. Do the questions (which were originally created for e-cigarette users), apply for these other e-device users? Of particular interest: does the current approach for determining device type work with these other e-products?

E-cigarettes

IF DO NOT USE E-CIGARETTES MOST OFTEN → GO TO NEXT SECTION

E-cigarette Type

RESEARCH QUESTION

Does this series of questions correctly categorize users' device types? Test new items developed to categorize cartomizer users.

R03_AV9005_ECIGARETTE

EXISTING PATH ITEM

1. **Please think about the e-cigarette you use most of the time.**

Is your e-cigarette rechargeable?

- Yes
- No

Do you call them rechargeable e-cigarettes or do you call them something else?

NEW_CARTOMIZER_ECIGARETTE

NOT AN EXISTING PATH ITEM AS OF WAVE 3

2. Does your e-cigarette use a cartomizer?

- Yes
- No
- I don't know

Are you familiar with the term “cartomizer”? IF YES, In your own words, what is a cartomizer? Is there another term that you use?

How confident are you in your answer?

R03_AV9038_ECIGARETTE

EXISTING PATH ITEM

3. Does your e-cigarette use a tank system?

- Yes → **GO TO Q5**
- No
- I don't know

Are you familiar with the term “tank system”? IF YES, In your own words, what is a tank system? Is there another term that you use?

How confident are you in your answer?

R03_AV9008_ECIGARETTE

EXISTING PATH ITEM

4. Does your e-cigarette use cartridges?

- Yes
- No

Do you call them cartridges or do you call them something else?

R03_AV9009_ECIGARETTE_CARTRIDGE

EXISTING PATH ITEM

5. Can you refill your e-cigarette or e-cigarette cartridges with “e-liquid”?

- Yes **x MARK ON SKIP SHEET AS REFILLABLE**
- No **x IF CARTRIDGE, MARK ON SKIP SHEET AS NON-REFILLABLE CARTRIDGE**
x FOR ALL OTHERS, MARK ON SKIP SHEET AS DISPOSABLE

Do you call it “e-liquid” or do you call it something else?

IF DO NOT USE CARTRIDGE → GO TO Q7

NEW_CARTRIDGE/CARTOMIZER_ECIGARETTE

NOT AN EXISTING PATH ITEM AS OF WAVE 3

6. Is your cartridge part of a cartomizer?

- Yes
- No
- I don't know

In your own words, what is this question asking?

IF YES, Tell me more about your answer. How confident are you in your answer?

RESEARCH QUESTION

Technically, all e-cigarettes have an atomizer. This item is intended to capture level of respondent awareness for components of electronic nicotine products.

NEW_CARTRIDGEATOMIZER_ECIGARETTE

NOT AN EXISTING PATH ITEM AS OF WAVE 3

7. **Does your e-cigarette have an atomizer?**

- Yes
- No
- I don't know

Are you familiar with the term “atomizer”? IF YES, In your own words, what is an atomizer? What is the difference between an atomizer and a cartomizer? Is there another term that you use?

NEW_ATOMIZERBUILD_ECIGARETTE

NOT AN EXISTING PATH ITEM AS OF WAVE 3

8. **Did you build your own e-cigarette?**

- Yes
- No

In your own words, what is this question asking? IF NEEDED, What does it mean to “build” an e-cigarette?

IF YES, tell me more about that. What did you build? How did you build it? Where did you learn how to build it?

Flavor

RESEARCH QUESTION

Determine if respondents answering R03_AV1011 are reporting on the first product they used, or on the product they used when they started using regularly.

R03_ENDSTHRESHOLD

NOT AN EXISTING PATH ITEM AS OF WAVE 3

9. **When did you begin using e-cigarettes?**

- Within the past 12 months
- More than 1 year ago → **GO TO Q14**

R03_AV1005_ECIGARETTE

EXISTING PATH ITEM

10. **How many times have you used an e-cigarette in your entire life?**

- 1 time, even just a few puffs
- 2 to 10 times
- 11 to 20 times
- 21 to 50 times
- 51 to 99 times
- 100 or more times

R03_AV1100_ECIGARETTE

EXISTING PATH ITEM

11. **Have you ever used e-cigarettes fairly regularly?**

- Yes
- No → **GO TO Q13**

R03_AV1007_NB

EXISTING PATH ITEM

12. How old were you when you first started using e-cigarettes fairly regularly?

R03_AV1011_ECIGARETTE

EXISTING PATH ITEM

13. When you first started using e-cigarettes, which flavor did you use?

Choose all that apply.

- Tobacco-flavored
- Menthol or mint
- Clove or spice
- Fruit
- Chocolate
- An alcoholic drink (such as wine, cognac, margarita, or other cocktails)
- A non-alcoholic drink (such as coffee, soda, energy drinks, or other beverages)
- Candy, desserts or other sweets
- Some other flavor

SPECIFY _____

Tell me about your answer. IF NEEDED, Were you thinking about the very first time you ever used an e-cigarette in your life? Or something else?

PROBE TO SEE IF RESPONDENT WAS THINKING OF THE PRODUCT USED WHEN THEY STARTED USING REGULARLY, RATHER THAN THE VERY FIRST PRODUCT THEY EVER USED.

RESEARCH QUESTION

Probing to determine what prompts e-product users to change flavors.
Do they change at certain times, or under certain conditions?

R03_AV1131_ECIGARETTE

EXISTING PATH ITEM

14. **In the past 30 days, which flavors of e-cigarettes have you used? Choose all that apply.**

- Tobacco-flavored
- Menthol or mint
- Clove or spice
- Fruit
- Chocolate
- An alcoholic drink (such as wine, cognac, margarita or other cocktails)
- A non-alcoholic drink (such as coffee, soda, energy drinks, or other beverages)
- Candy, desserts or other sweets
- Some other flavor (SPECIFY)
- I have not used any flavored e-cigarettes

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

Do you usually use the same flavor?

IF NO, How often do you switch flavors? How do you decide what flavor to use?

IF NEEDED, Do you use certain flavors at certain times or in certain places?

Dosage

RESEARCH QUESTION

Test new W3 items to assess dosage for refillable tank users.

IF USE DISPOSABLE E-CIGARETTES → GO TO Q23

R03_AV9045_NEW_ECIGARETTE

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

15. **How many milliliters of e-liquid does your tank or cartridge system hold?**

I don't know

Tell me more about your answer. How did you come up with a number?

How easy or difficult was it to answer? How confident are you in your answer?

Would it be easier or more difficult to answer if we used the abbreviation of mL for milliliters? WRITE mL ON PROTOCOL FOR RESPONDENT.

Is there a better way we could ask this question?

R03_AV9046_REFILLABLE_ECIGARETTE

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

16. **How often do you refill your tank or cartridge with e-liquid?**

- Never
- At least once a day
- Once every couple of days
- Once a week
- Once a month
- Once a year

Tell me more about your answer. When was the last time you refilled your tank (or cartridge) with e-liquid?

How easy or difficult was it to answer?

IF NON-REFILLABLE CARTRIDGE → GO TO Q17

IF REFILLABLE TANK → GO TO Q20

IF REFILLABLE CARTRIDGE → GO TO Q20

Non-refillable cartridge

MODIFICATIONS

RESEARCH QUESTION

Develop and test a description of changing the “voltage.” Phase 5 testing showed that respondents’ understanding of voltage varies.

IF NOT RECHARGEABLE → GO TO Q19

R03_AV9037_NON-REFILLABLE_ECIGARETTE

EXISTING PATH ITEM

Some electronic nicotine products allow you to adjust the battery’s voltage.

17. **Can you change the voltage on your e-cigarette?**

- Yes
- No → GO TO PROBES
- I don’t know → GO TO PROBES

R03_AV9050_NON-REFILLABLE_ECIGARETTE

NOT AN EXISTING PATH ITEM AS OF WAVE 3

18. **Do you change the voltage on your e-cigarette?**

- Yes
- No
- I don’t know

In your own words, what are these questions asking?

In your own words, what does it mean to change the “voltage”? Why would someone change the voltage? IF NEEDED, Have you heard of people changing the voltage to increase or decrease the amount of vapor? To affect the flavor? To change the temperature of the vapor?

IF YES: Tell me about how you adjust the voltage on your device.

RESEARCH QUESTION

Determine how respondents understand the term “modified.”

R03_AV9032 _CYCOUT_NON-REFILLABLE_ECIGARETTE

EXISTING PATH ITEM

19. **Have you modified your e-cigarette at all?**

- Yes → **GO Q23**
- No → **GO Q23**

In your own words, what is this question asking?

IF YES, How have you modified it? Why did you modify it?

PROBE HOW AND WHY RESPONDENTS MODIFY THEIR E-CIGARETTES (E.G., TO IMPROVE BATTERY LIFE, CHANGE AMOUNTS OF E-LIQUID VAPORIZED, ETC.)

Where did you learn how to modify your e-cigarette?

IF NO, Have you ever heard of modifying e-cigarettes? Where did you hear about it?

What types of modifications have you heard of?

Refillable

MODIFICATIONS

RESEARCH QUESTION

Develop and test a description of changing the “voltage.” Phase 5 testing showed that respondents’ understanding of voltage varies.

IF NOT RECHARGEABLE → GO TO Q22

R03_AV9037_NON-REFILLABLE_ECIGARETTE

EXISTING PATH ITEM

Some electronic nicotine products allow you to adjust the battery’s voltage.

20. **Can you change the voltage on your e-cigarette?**

- Yes
- No → GO TO Q18 PROBES
- I don’t know → GO TO Q18 PROBES

R03_AV9050_NON-REFILLABLE_ECIGARETTE

NOT AN EXISTING PATH ITEM AS OF WAVE 3

21. **Do you change the voltage on your e-cigarette?**

- Yes
- No
- I don’t know

In your own words, what are these questions asking?

In your own words, what does it mean to change the “voltage”? Why would someone change the voltage? IF NEEDED, Have you heard of people changing the voltage to increase or decrease the amount of vapor? To affect the flavor? To change the temperature of the vapor?

IF YES: Tell me about how you adjust the voltage on your device.

RESEARCH QUESTION

Determine how respondents understand the term “modified.”

R03_AV9032_CYCOUT_REFILLABLE_ECIGARETTE

EXISTING PATH ITEM

22. **Have you modified your e-cigarette at all?**

- Yes
- No

In your own words, what is this question asking?

IF YES, How have you modified it? Why did you modify it?

PROBE HOW AND WHY RESPONDENTS MODIFY THEIR E-CIGARETTES (E.G., TO IMPROVE BATTERY LIFE, CHANGE AMOUNTS OF E-LIQUID VAPORIZED, ETC.)

Where did you learn how to modify your e-cigarette?

IF NO, Have you ever heard of modifying e-cigarettes? Where did you hear about it?

What types of modifications have you heard of?

Use of Non-tobacco Products

RESEARCH QUESTION

Item was developed and tested in Phase 5; added to PATH in Wave 3.
Consider continued testing in Phase 6 with e-product users.

R03_AV9042_ECIGARETTE

EXISTING PATH ITEM

23. **Have you ever used marijuana, marijuana concentrates, marijuana waxes, THC, or hash oils in an e-cigarette?**

- Yes
- No → **GO TO Q25**

IF YES, Tell me more about your answer. Which have you used?

How do you smoke it using an e-cigarette?

NEW_NONTOBACCOFREQ_ECIGARETTE

NOT AN EXISTING PATH ITEM AS OF WAVE 3

24. **When you use an e-cigarette, how often do you use it to smoke marijuana?**

- Every time
- Most of the time
- Some of the time
- Rarely

In your own words, what is this question asking?

Tell me more about your answer.

Disposal

RESEARCH QUESTION

Determine where e-cigarette users dispose of disposable e-cigarettes.

IF DO NOT USE DISPOSABLE E-CIGARETTES → GO TO Q26

NEW_DISPOSE_ECIG

NOT AN EXISTING PATH ITEM AS OF WAVE 3

25. **Where do you usually throw away a disposable e-cigarette after use?**

□ _____

Tell me about your answer.

IF RESPONDENT GIVES MORE THAN ONE PLACE,

If you had to choose just one place, which would you choose? Why?

How easy or difficult is it to select just one place? What makes it easy/difficult?

Do you throw away the entire e-cigarette?

RESEARCH QUESTION

Determine where e-cigarette users dispose of e-cigarettes cartridges.

IF ONLY USE DISPOSABLE E-CIGARETTES → GO TO Q27

NEW_DISPOSE_ECIGCARTRIDGE

NOT AN EXISTING PATH ITEM AS OF WAVE 3

26. **Where do you usually throw away cartridges for rechargeable e-cigarettes after use?**

□ _____

Tell me about your answer.

IF RESPONDENT GIVES MORE THAN ONE PLACE,

If you had to choose just one place, which would you choose? Why?

How easy or difficult is it to select just one place? What makes it easy/difficult?

Are there are parts of your e-cigarette besides the cartridges that you throw away?

IF YES, Which parts? Where do you usually throw away these parts?

Cigarette/E-Cigarette Dual Use

IF DO NOT SMOKE CIGARETTES → GO TO NEXT SECTION

RESEARCH QUESTION

Develop and test new item to assess dual use among cigarette/e-cigarette users. Does smoking cigarettes change (increase or decrease) on days e-cigarettes are used?

PATH ID: R03_AC1022

EXISTING PATH ITEM

27. **On how many of the past 30 days did you smoke cigarettes?**

PATH ID: R03_AV1022

EXISTING PATH ITEM

28. **On how many of the past 30 days did you use an e-cigarette?**

NEW_CIGARETTE_ECIG_30DAYS

NOT AN EXISTING PATH ITEM AS OF WAVE 3

29. **On how many of the past 30 days did you use both cigarettes and e-cigarettes on the same day?**

0 → **GO TO NEXT SECTION**

Tell me about the past 30 days. How do you decide which products to use on any given day? PROBE TO GET CLEAR PICTURE OF DUAL USE OVER THE PAST 30 DAYS.

Do you consider one product to be more important than the others? IF YES, Which one? Why do you consider it most important?

Which one do you use most often? IF DIFFERENT FROM MOST IMPORTANT, PROBE TO FIND OUT WHY.

NEW_CIGARETTE_ECIG_FEWCIG

NOT AN EXISTING PATH ITEM AS OF WAVE 3

30. On the days you used both cigarettes and e-cigarettes, did you smoke fewer cigarettes than usual?

- Yes
- No
- I don't know

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

In your own words, what is this question asking?

What does "fewer than usual" mean?

How easy or difficult was this question to answer? Is there a better way we can ask this question?

**Tell me more about why you smoke both cigarettes and e-cigarettes.
IF NEEDED, Are you using e-cigarettes as a way to quit smoking cigarettes?**

E-cigars

IF DO NOT USE E-CIGARS MOST OFTEN → GO TO NEXT SECTION

R03_AVT02_ECIGAR

EXISTING PATH ITEM ADAPTED

The next questions are about e-cigars.

Some e-cigars can be bought as one-time, disposable products, while others can be bought as re-usable kits with a cartridge or tank system. Some people refill their own e-cigars with nicotine fluid, sometimes called “e-liquid” or “e-juice”.

Disposable e-cigars, e-cigar cartridges and e-liquid come in many different flavors and nicotine concentrations. Some common brands include Fin, NJOY, Blu, e-Go and Vuse.

Please think only about e-cigars as you answer these questions. There will be separate questions later about other kinds of electronic nicotine products you may use in addition to e-cigars.

SHOW GENERIC IMAGE OF E-CIGARS.

E-cigar Type

RESEARCH QUESTION

Does this series of questions correctly categorize users' device types?
Test new items developed to categorize cartomizer and atomizer users.

R03_AV9005_ECIGAR

EXISTING PATH ITEM

1. **Please think about the e-cigar you use most of the time.**

Is your e-cigar rechargeable?

- Yes
- No

Do you call them rechargeable e-cigars or do you call them something else?

NEW_CARTOMIZER_ECIGAR

NOT AN EXISTING PATH ITEM AS OF WAVE 3

2. **Does your e-cigar use a cartomizer?**

- Yes
- No
- I don't know

Are you familiar with the term "cartomizer"? IF YES, In your own words, what is a cartomizer? Is there another term that you use?

How confident are you in your answer?

R03_AV9038_ECIGAR

EXISTING PATH ITEM

3. Does your e-cigar use a tank system?

- Yes → **GO TO Q5**
- No
- I don't know

Are you familiar with the term “tank system”? IF YES, In your own words, what is a tank system? Is there another term that you use?

How confident are you in your answer?

R03_AV9008_ECIGAR

EXISTING PATH ITEM

4. Does your e-cigar use cartridges?

- Yes
- No

Do you call them cartridges or do you call them something else?

R03_AV9009_ECIGAR_CARTRIDGE

EXISTING PATH ITEM

5. Can you refill your e-cigar or e-cigar cartridges with “e-liquid”?

- Yes **x MARK ON SKIP SHEET AS REFILLABLE**
- No **xIF CARTRIDGE, MARK ON SKIP SHEET AS NON-REFILLABLE CARTRIDGE**
- x FOR ALL OTHERS, MARK ON SKIP SHEET AS DISPOSABLE**

Do you call it “e-liquid” or do you call it something else?

IF DO NOT USE CARTRIDGE → GO TO Q7

NEW_CARTRIDGECARTOMIZER_ECIGAR

NOT AN EXISTING PATH ITEM AS OF WAVE 3

6. **Is your cartridge part of a cartomizer?**
- Yes
 - No
 - I don't know

In your own words, what is this question asking?

IF YES, Tell me more about your answer. How confident are you in your answer?

RESEARCH QUESTION

Technically, all e-cigars have an atomizer. This item is intended to capture level of respondent awareness for components of electronic nicotine products.

NEW_CARTRIDGEATOMIZER_ECIGAR

NOT AN EXISTING PATH ITEM AS OF WAVE 3

7. **Does your e-cigar have an atomizer?**
- Yes
 - No
 - I don't know

Are you familiar with the term “atomizer”? IF YES, In your own words, what is an atomizer? What is the difference between an atomizer and a cartomizer? Is there another term that you use?

NEW_ATOMIZERBUILD_ECIGAR

NOT AN EXISTING PATH ITEM AS OF WAVE 3

8. **Did you build your own e-cigar?**
- Yes
 - No

In your own words, what is this question asking? IF NEEDED, What does it mean to “build” an e-cigar?

IF YES, tell me more about that. What did you build? How did you build it? Where did you learn how to build it?

Flavor

RESEARCH QUESTION

Determine if respondents answering R03_AV1011 are reporting on the first product they used, or on the product they used when they started using regularly.

R03_ENDSTHRESHOLD

NOT AN EXISTING PATH ITEM AS OF WAVE 3

9. **When did you begin using e-cigarettes?**

- Within the past 12 months
- More than 1 year ago → **GO TO Q14**

R03_AV1005_ECIGAR

EXISTING PATH ITEM

10. **How many times have you used an e-cigarette in your entire life?**

- 1 time, even just a few puffs
- 2 to 10 times
- 11 to 20 times
- 21 to 50 times
- 51 to 99 times
- 100 or more times

R03_AV1100_ECIGAR

EXISTING PATH ITEM

11. **Have you ever used e-cigarettes fairly regularly?**

- Yes
- No → **GO TO Q13**

R03_AV1007_NB

EXISTING PATH ITEM

12. How old were you when you first started using e-cigars fairly regularly?

R03_AV1011_ECIGAR

EXISTING PATH ITEM

13. When you first started using e-cigars, which flavor did you use? Choose all that apply.

- Tobacco-flavored
- Menthol or mint
- Clove or spice
- Fruit
- Chocolate
- An alcoholic drink (such as wine, cognac, margarita, or other cocktails)
- A non-alcoholic drink (such as coffee, soda, energy drinks, or other beverages)
- Candy, desserts or other sweets
- Some other flavor

SPECIFY _____

Tell me about your answer. IF NEEDED, Were you thinking about the very first time you ever used an e-cigar in your life? Or something else?

PROBE TO SEE IF RESPONDENT WAS THINKING OF THE PRODUCT USED WHEN THEY STARTED USING REGULARLY, RATHER THAN THE VERY FIRST PRODUCT THEY EVER USED.

RESEARCH QUESTION

Probing to determine what prompts e-product users to change flavors.
Do they change at certain times, or under certain conditions?

R03_AV1131_ECIGAR

EXISTING PATH ITEM

14. **In the past 30 days, which flavors of e-cigars have you used? Choose all that apply.**

- Tobacco-flavored
- Menthol or mint
- Clove or spice
- Fruit
- Chocolate
- An alcoholic drink (such as wine, cognac, margarita or other cocktails)
- A non-alcoholic drink (such as coffee, soda, energy drinks, or other beverages)
- Candy, desserts or other sweets
- Some other flavor (SPECIFY)
- I have not used any flavored e-cigarettes

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

Do you usually use the same flavor?

IF NO, How often do you switch flavors? How do you decide what flavor to use?

IF NEEDED, Do you use certain flavors at certain times or in certain places?

Dosage

RESEARCH QUESTION

Test new W3 items to assess dosage for refillable tank users.

IF USE DISPOSABLE E-CIGARS → GO TO Q23

R03_AV9045_NEW_ECIGAR

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

15. **How many milliliters of e-liquid does your tank or cartridge system hold?**

I don't know

Tell me more about your answer. How did you come up with a number?

How easy or difficult was it to answer? How confident are you in your answer?

Would it be easier or more difficult to answer if we used the abbreviation of mL for milliliters? WRITE mL ON PROTOCOL FOR RESPONDENT.

Is there a better way we could ask this question?

R03_AV9046_REFILLABLE_ECIGAR

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

16. **How often do you refill your tank or cartridge with e-liquid?**

- Never
- At least once a day
- Once every couple of days
- Once a week
- Once a month
- Once a year

Tell me more about your answer. When was the last time you refilled your tank with e-liquid?

How easy or difficult was it to answer?

IF NON-REFILLABLE CARTRIDGE → GO TO Q17

IF REFILLABLE TANK → GO TO Q20

IF REFILLABLE CARTRIDGE → GO TO Q20

Non-refillable cartridge

MODIFICATIONS

RESEARCH QUESTION

Develop and test a description of changing the “voltage.” Phase 5 testing showed that respondents’ understanding of voltage varies.

IF NOT RECHARGEABLE → GO TO Q19

R03_AV9037_NON-REFILLABLE_ECIGAR

EXISTING PATH ITEM

Some electronic nicotine products allow you to adjust the battery’s voltage.

17. **Can you change the voltage on your e-cigar?**

- Yes
- No → GO TO Q18 PROBES
- I don’t know → GO TO Q18 PROBES

R03_AV9050_NON-REFILLABLE_ECIGAR

NOT AN EXISTING PATH ITEM AS OF WAVE 3

18. **Do you change the voltage on your e-cigar?**

- Yes
- No
- I don’t know

In your own words, what are these questions asking?

In your own words, what does it mean to change the “voltage”? Why would someone change the voltage? IF NEEDED, Have you heard of people changing the voltage to increase or decrease the amount of vapor? To affect the flavor? To change the temperature of the vapor?

IF YES: Tell me about how you adjust the voltage on your device.

RESEARCH QUESTION

Determine how respondents understand the term “modified.”

R03_AV9032 _CYCOUT_NON-REFILLABLE_ECIGAR

EXISTING PATH ITEM

19. **Have you modified your e-cigar at all?**

Yes → **GO Q23**

No → **GO Q23**

In your own words, what is this question asking?

IF YES, How have you modified it? Why did you modify it?

PROBE HOW AND WHY RESPONDENTS MODIFY THEIR E-CIGARS (E.G., TO IMPROVE BATTERY LIFE, CHANGE AMOUNTS OF E-LIQUID VAPORIZED, ETC.)

Where did you learn how to modify your e-cigar?

IF NO, Have you ever heard of modifying e-cigars? Where did you hear about it?

What types of modifications have you heard of?

Refillable

MODIFICATIONS

RESEARCH QUESTION

Develop and test a description of changing the “voltage.” Phase 5 testing showed that respondents’ understanding of voltage varies.

IF NOT RECHARGEABLE → GO TO Q22

R03_AV9037_NON-REFILLABLE_ECIGAR

EXISTING PATH ITEM

Some electronic nicotine products allow you to adjust the battery’s voltage.

20. **Can you change the voltage on your e-cigar?**

- Yes
- No → GO TO Q18 PROBES
- I don’t know → GO TO Q18 PROBES

R03_AV9050_NON-REFILLABLE_ECIGAR

NOT AN EXISTING PATH ITEM AS OF WAVE 3

21. **Do you change the voltage on your e-cigar?**

- Yes
- No
- I don’t know

In your own words, what are these questions asking?

In your own words, what does it mean to change the “voltage”? Why would someone change the voltage? IF NEEDED, Have you heard of people changing the voltage to increase or decrease the amount of vapor? To affect the flavor? To change the temperature of the vapor?

IF YES: Tell me about how you adjust the voltage on your device.

RESEARCH QUESTION

Determine how respondents understand the term “modified.”

R03_AV9032_CYCOUT_REFILLABLE_ECIGAR

EXISTING PATH ITEM

22. **Have you modified your e-cigar at all?**

- Yes
- No

In your own words, what is this question asking?

IF YES, How have you modified it? Why did you modify it?

PROBE HOW AND WHY RESPONDENTS MODIFY THEIR E-CIGARS (E.G., TO IMPROVE BATTERY LIFE, CHANGE AMOUNTS OF E-LIQUID VAPORIZED, ETC.)

Where did you learn how to modify your e-cigar?

IF NO, Have you ever heard of modifying e-cigars? Where did you hear about it?

What types of modifications have you heard of?

Use of Non-tobacco Products

RESEARCH QUESTION

Item was developed and tested in Phase 5; added to PATH in Wave 3.
Consider continued testing in Phase 6 with e-product users.

R03_AV9042_ECIGAR

EXISTING PATH ITEM

23. **Have you ever used marijuana, marijuana concentrates, marijuana waxes, THC, or hash oils in an e-cigar?**

- Yes
- No → **GO TO NEXT SECTION**

IF YES, Tell me more about your answer. Which have you used?

How do you smoke it using an e-cigar?

NEW_NONTOBACCOFREQ_ECIGAR

NOT AN EXISTING PATH ITEM AS OF WAVE 3

24. **When you use an e-cigar, how often do you use it to smoke marijuana?**

- Every time
- Most of the time
- Some of the time
- Rarely

In your own words, what is this question asking?

Tell me more about your answer.

E-pipes

IF DO NOT USE E-PIPES MOST OFTEN → GO TO NEXT SECTION

R03_AVT02_EPIPE

EXISTING PATH ITEM

The next questions are about e-pipes.

Some e-pipes can be bought as one-time, disposable products, while others can be bought as re-usable kits with a cartridge or tank system. Some people refill their own e-pipes with nicotine fluid, sometimes called “e-liquid” or “e-juice”.

Disposable e-pipes, e-pipe cartridges and e-liquid come in many different flavors and nicotine concentrations. Some common brands include Fin, NJOY, Blu, e-Go and Vuse.

Please think only about e-pipes as you answer these questions. There will be separate questions later about other kinds of electronic nicotine products you may use in addition to e-pipes.

SHOW GENERIC IMAGE OF E-PIPES.

E-pipe Type

RESEARCH QUESTION

Does this series of questions correctly categorize users' device types?
Test new items developed to categorize cartomizer and atomizer users.

R03_AV9005_EPIPE

EXISTING PATH ITEM

1. **Please think about the e-pipe you use most of the time.**

Is your e-pipe rechargeable?

- Yes
- No

Do you call them rechargeable e-pipes or do you call them something else?

NEW_CARTOMIZER_EPIPE

NOT AN EXISTING PATH ITEM AS OF WAVE 3

2. **Does your e-pipe use a cartomizer?**

- Yes
- No
- I don't know

Are you familiar with the term "cartomizer"? IF YES, In your own words, what is a cartomizer? Is there another term that you use?

How confident are you in your answer?

R03_AV9038_EPIPE

EXISTING PATH ITEM

3. **Does your e-pipe use a tank system?**

- Yes → **GO TO Q5**

- No
- I don't know

Are you familiar with the term “tank system”? IF YES, In your own words, what is a tank system? Is there another term that you use?

How confident are you in your answer?

R03_AV9008_EPIPE

EXISTING PATH ITEM

4. **Does your e-pipe use cartridges?**

- Yes
- No

Do you call them cartridges or do you call them something else?

R03_AV9009_EPIPE_CARTRIDGE

EXISTING PATH ITEM

5. **Can you refill your e-pipe or e-pipe cartridges with “e-liquid”?**

- Yes *** MARK ON SKIP SHEET AS REFILLABLE**
 - No ***IF CARTRIDGE, MARK ON SKIP SHEET AS NON-REFILLABLE CARTRIDGE**
- * FOR ALL OTHERS, MARK ON SKIP SHEET AS DISPOSABLE**

Do you call it “e-liquid” or do you call it something else?

IF DO NOT USE CARTRIDGE → GO TO Q7

NEW_CARTRIDGECARTOMIZER_EPIPE

NOT AN EXISTING PATH ITEM AS OF WAVE 3

6. **Is your cartridge part of a cartomizer?**
- Yes
 - No
 - I don't know

In your own words, what is this question asking?

IF YES, Tell me more about your answer. How confident are you in your answer?

RESEARCH QUESTION

Technically, all e-pipes have an atomizer. This item is intended to capture level of respondent awareness for components of electronic nicotine products.

NEW_CARTRIDGEATOMIZER_EPIPE

NOT AN EXISTING PATH ITEM AS OF WAVE 3

7. **Does your e-pipe have an atomizer?**
- Yes
 - No
 - I don't know

Are you familiar with the term “atomizer”? IF YES, In your own words, what is an atomizer? What is the difference between an atomizer and a cartomizer? Is there another term that you use?

NEW_ATOMIZERBUILD_EPIPE

NOT AN EXISTING PATH ITEM AS OF WAVE 3

8. **Did you build your own e-pipe?**
- Yes
 - No

In your own words, what is this question asking? IF NEEDED, What does it mean to “build” an e-pipe?

IF YES, tell me more about that. What did you build? How did you build it? Where did you learn how to build it?

Flavor

RESEARCH QUESTION

Determine if respondents answering R03_AV1011 are reporting on the first product they used, or on the product they used when they started using regularly.

R03_ENDSTHRESHOLD

NOT AN EXISTING PATH ITEM AS OF WAVE 3

9. **When did you begin using e-pipes?**
- Within the past 12 months
 - More than 1 year ago → **GO TO Q14**

R03_AV1005_EPIPE

EXISTING PATH ITEM

10. **How many times have you used an e-pipe in your entire life?**
- 1 time, even just a few puffs
 - 2 to 10 times
 - 11 to 20 times
 - 21 to 50 times
 - 51 to 99 times
 - 100 or more times

R03_AV1100_EPIPE

EXISTING PATH ITEM

11. **Have you ever used e-pipes fairly regularly?**
- Yes
 - No → **GO TO Q13**

R03_AV1007_NB

EXISTING PATH ITEM

12. How old were you when you first started using e-pipes fairly regularly?

R03_AV1011_EPIPE

EXISTING PATH ITEM

13. When you first started using e-pipes, which flavor did you use? Choose all that apply.

- Tobacco-flavored
- Menthol or mint
- Clove or spice
- Fruit
- Chocolate
- An alcoholic drink (such as wine, cognac, margarita, or other cocktails)
- A non-alcoholic drink (such as coffee, soda, energy drinks, or other beverages)
- Candy, desserts or other sweets
- Some other flavor

SPECIFY _____

Tell me about your answer. IF NEEDED, Were you thinking about the very first time you ever used an e-pipe in your life? Or something else?

PROBE TO SEE IF RESPONDENT WAS THINKING OF THE PRODUCT USED WHEN THEY STARTED USING REGULARLY, RATHER THAN THE VERY FIRST PRODUCT THEY EVER USED.

RESEARCH QUESTION

Probing to determine what prompts e-product users to change flavors.
Do they change at certain times, or under certain conditions?

R03_AV1131_EPIPE

EXISTING PATH ITEM

14. **In the past 30 days, which flavors of e-pipes have you used? Choose all that apply.**

- Tobacco-flavored
- Menthol or mint
- Clove or spice
- Fruit
- Chocolate
- An alcoholic drink (such as wine, cognac, margarita or other cocktails)
- A non-alcoholic drink (such as coffee, soda, energy drinks, or other beverages)
- Candy, desserts or other sweets
- Some other flavor (SPECIFY)
- I have not used any flavored e-cigarettes

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

Do you usually use the same flavor?

IF NO, How often do you switch flavors? How do you decide what flavor to use?

IF NEEDED, Do you use certain flavors at certain times or in certain places?

Dosage

RESEARCH QUESTION

Test new W3 items to assess dosage for refillable tank users.

IF USE DISPOSABLE E-PIPES → GO TO Q23

R03_AV9045_NEW_EPIPE

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

15. **How many milliliters of e-liquid does your tank or cartridge system hold?**

I don't know

Tell me more about your answer. How did you come up with a number?

How easy or difficult was it to answer? How confident are you in your answer?

Would it be easier or more difficult to answer if we used the abbreviation of mL for milliliters? WRITE mL ON PROTOCOL FOR RESPONDENT.

Is there a better way we could ask this question?

R03_AV9046_REFILLABLE_EPIPE

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

16. **How often do you refill your tank or cartridge with e-liquid?**

- Never
- At least once a day
- Once every couple of days
- Once a week
- Once a month
- Once a year

Tell me more about your answer. When was the last time you refilled your tank with e-liquid?

How easy or difficult was it to answer?

IF NON-REFILLABLE CARTRIDGE → GO TO Q17

IF REFILLABLE TANK → GO TO Q20

IF REFILLABLE CARTRIDGE → GO TO Q20

Non-refillable cartridge

MODIFICATIONS

RESEARCH QUESTION

Develop and test a description of changing the “voltage.” Phase 5 testing showed that respondents’ understanding of voltage varies.

IF NOT RECHARGEABLE → GO TO Q19

R03_AV9037_NON-REFILLABLE_EPIPE

EXISTING PATH ITEM

Some electronic nicotine products allow you to adjust the battery’s voltage.

17. **Can you change the voltage on your e-pipe?**

- Yes
- No → GO TO Q18 PROBES
- I don’t know → GO TO Q18 PROBES

R03_AV9050_NON-REFILLABLE_EPIPE

NOT AN EXISTING PATH ITEM AS OF WAVE 3

18. **Do you change the voltage on your e-pipe?**

- Yes
- No
- I don’t know

In your own words, what are these questions asking?

In your own words, what does it mean to change the “voltage”? Why would someone change the voltage? IF NEEDED, Have you heard of people changing the voltage to increase or decrease the amount of vapor? To affect the flavor? To change the temperature of the vapor?

IF YES: Tell me about how you adjust the voltage on your device.

RESEARCH QUESTION

Determine how respondents understand the term “modified.”

R03_AV9032 _CYCOUT_NON-REFILLABLE_EPIPE

EXISTING PATH ITEM

19. **Have you modified your e-pipe at all?**

- Yes → **GO TO Q23**
- No → **GO TO Q23**

In your own words, what is this question asking?

IF YES, How have you modified it? Why did you modify it?

PROBE HOW AND WHY RESPONDENTS MODIFY THEIR E-PIPES (E.G., TO IMPROVE BATTERY LIFE, CHANGE AMOUNTS OF E-LIQUID VAPORIZED, ETC.)

Where did you learn how to modify your e-pipe?

IF NO, Have you ever heard of modifying e-pipes? Where did you hear about it?

What types of modifications have you heard of?

Refillable

MODIFICATIONS

RESEARCH QUESTION

Develop and test a description of changing the “voltage.” Phase 5 testing showed that respondents’ understanding of voltage varies.

IF NOT RECHARGEABLE → GO TO Q22

R03_AV9037_NON-REFILLABLE_EPIPE

EXISTING PATH ITEM

Some electronic nicotine products allow you to adjust the battery’s voltage.

20. **Can you change the voltage on your e-pipe?**
- Yes
 - No → GO TO Q18 PROBES
 - I don’t know → GO TO Q18 PROBES

R03_AV9050_NON-REFILLABLE_EPIPE

NOT AN EXISTING PATH ITEM AS OF WAVE 3

21. **Do you change the voltage on your e-pipe?**
- Yes
 - No
 - I don’t know

In your own words, what are these questions asking?

In your own words, what does it mean to change the “voltage”? Why would someone change the voltage? IF NEEDED, Have you heard of people changing the voltage to increase or decrease the amount of vapor? To affect the flavor? To change the temperature of the vapor?

IF YES: Tell me about how you adjust the voltage on your device.

RESEARCH QUESTION

Determine how respondents understand the term “modified.”

R03_AV9032_CYCOUT_REFILLABLE_EPIPE

EXISTING PATH ITEM

22. **Have you modified your e-pipe at all?**

- Yes
- No

In your own words, what is this question asking?

IF YES, How have you modified it? Why did you modify it?

PROBE HOW AND WHY RESPONDENTS MODIFY THEIR E-PIPES (E.G., TO IMPROVE BATTERY LIFE, CHANGE AMOUNTS OF E-LIQUID VAPORIZED, ETC.)

Where did you learn how to modify your e-pipe?

IF NO, Have you ever heard of modifying e-pipes? Where did you hear about it?

What types of modifications have you heard of?

Use of Non-tobacco Products

RESEARCH QUESTION

Item was developed and tested in Phase 5; added to PATH in Wave 3.
Consider continued testing in Phase 6 with e-product users.

R03_AV9042_EPIPE

EXISTING PATH ITEM

23. **Have you ever used marijuana, marijuana concentrates, marijuana waxes, THC, or hash oils in an e-pipe?**

- Yes
- No → **GO TO NEXT SECTION**

IF YES, Tell me more about your answer. Which have you used?

How do you smoke it using an e-pipe?

NEW_NONTOBACCOFREQ_EPIPE

NOT AN EXISTING PATH ITEM AS OF WAVE 3

24. **When you use an e-pipe, how often do you use it to smoke marijuana?**

- Every time
- Most of the time
- Some of the time
- Rarely

In your own words, what is this question asking?

Tell me more about your answer.

E-hookahs

IF DO NOT USE E-HOOKAHS MOST OFTEN → GO TO NEXT SECTION

R03_AVT02_EHOOKAH

EXISTING PATH ITEM

The next questions are about e-hookahs.

Some e-hookahs can be bought as one-time, disposable products, while others can be bought as re-usable kits with a cartridge or tank system. Some people refill their own e-hookahs with nicotine fluid, sometimes called “e-liquid” or “e-juice”.

Disposable e-hookahs, e-hookah cartridges and e-liquid come in many different flavors and nicotine concentrations. Some common brands include Fin, NJOY, Blu, e-Go and Vuse.

Please think only about e-hookahs as you answer these questions. There will be separate questions later about other kinds of electronic nicotine products you may use in addition to e-hookahs.

SHOW GENERIC IMAGE OF E-HOOKAHS.

E-hookah Type

RESEARCH QUESTION

Does this series of questions correctly categorize users' device types?
Test new items developed to categorize cartomizer and atomizer users.

R03_AV9005_EHOOKAH

EXISTING PATH ITEM

1. **Please think about the e-hookah you use most of the time.**

Is your e-hookah rechargeable?

- Yes
- No

Do you call them rechargeable e-hookahs or do you call them something else?

NEW_CARTOMIZER_EHOOKAH

NOT AN EXISTING PATH ITEM AS OF WAVE 3

2. **Does your e-hookah use a cartomizer?**

- Yes
- No
- I don't know

Are you familiar with the term "cartomizer"? IF YES, In your own words, what is a cartomizer? Is there another term that you use?

How confident are you in your answer?

R03_AV9038_EHOOKAH

EXISTING PATH ITEM

3. **Does your e-hookah use a tank system?**

- Yes → **GO TO Q5**

- No
- I don't know

Are you familiar with the term “tank system”? IF YES, In your own words, what is a tank system? Is there another term that you use?

How confident are you in your answer?

R03_AV9008_EHOOKAH

EXISTING PATH ITEM

4. **Does your e-hookah use cartridges?**

- Yes
- No

Do you call them cartridges or do you call them something else?

R03_AV9009_EHOOKAH_CARTRIDGE

EXISTING PATH ITEM

5. **Can you refill your e-hookah or e-hookah cartridges with “e-liquid”?**

- Yes **x MARK ON SKIP SHEET AS REFILLABLE**
- No **xIF CARTRIDGE, MARK ON SKIP SHEET AS NON-REFILLABLE CARTRIDGE**
x FOR ALL OTHERS, MARK ON SKIP SHEET AS DISPOSABLE

Do you call it “e-liquid” or do you call it something else?

IF DO NOT USE CARTRIDGE → GO TO Q7

NEW_CARTRIDGECARTOMIZER_EHOOKAH

NOT AN EXISTING PATH ITEM AS OF WAVE 3

6. **Is your cartridge part of a cartomizer?**
- Yes
 - No
 - I don't know

In your own words, what is this question asking?

IF YES, Tell me more about your answer. How confident are you in your answer?

RESEARCH QUESTION

Technically, all e-hookahs have an atomizer. This item is intended to capture level of respondent awareness for components of electronic nicotine products.

NEW_CARTRIDGEATOMIZER_EHOOKAH

NOT AN EXISTING PATH ITEM AS OF WAVE 3

7. **Does your e-hookah have an atomizer?**
- Yes
 - No
 - I don't know

Are you familiar with the term “atomizer”? IF YES, In your own words, what is an atomizer? What is the difference between an atomizer and a cartomizer? Is there another term that you use?

NEW_ATOMIZERBUILD_EHOOKAH

NOT AN EXISTING PATH ITEM AS OF WAVE 3

8. **Did you build your own e-hookah?**
- Yes
 - No

In your own words, what is this question asking? IF NEEDED, What does it mean to “build” an e-hookah?

IF YES, tell me more about that. What did you build? How did you build it? Where did you learn how to build it?

Flavor

RESEARCH QUESTION

Determine if respondents answering R03_AV1011 are reporting on the first product they used, or on the product they used when they started using regularly.

R03_ENDSTHRESHOLD

NOT AN EXISTING PATH ITEM AS OF WAVE 3

9. **When did you begin using e-hookahs?**

- Within the past 12 months
- More than 1 year ago → **GO TO Q14**

R03_AV1005_EHOOKAH

EXISTING PATH ITEM

10. **How many times have you used an e-hookah in your entire life?**

- 1 time, even just a few puffs
- 2 to 10 times
- 11 to 20 times
- 21 to 50 times
- 51 to 99 times
- 100 or more times

R03_AV1100_EHOOKAH

EXISTING PATH ITEM

11. **Have you ever used e-hookahs fairly regularly?**

- Yes
- No → **GO TO Q13**

R03_AV1007_NB

EXISTING PATH ITEM

12. How old were you when you first started using e-hookahs fairly regularly?

R03_AV1011_EHOOKAH

EXISTING PATH ITEM

13. When you first started using e-hookahs, which flavor did you use? Choose all that apply.

- Tobacco-flavored
- Menthol or mint
- Clove or spice
- Fruit
- Chocolate
- An alcoholic drink (such as wine, cognac, margarita, or other cocktails)
- A non-alcoholic drink (such as coffee, soda, energy drinks, or other beverages)
- Candy, desserts or other sweets
- Some other flavor

SPECIFY _____

Tell me about your answer. IF NEEDED, Were you thinking about the very first time you ever used an e-hookah in your life? Or something else?

PROBE TO SEE IF RESPONDENT WAS THINKING OF THE PRODUCT USED WHEN THEY STARTED USING REGULARLY, RATHER THAN THE VERY FIRST PRODUCT THEY EVER USED.

RESEARCH QUESTION

Probing to determine what prompts e-product users to change flavors.
Do they change at certain times, or under certain conditions?

R03_AV1131_EHOOKAH

EXISTING PATH ITEM

14. **In the past 30 days, which flavors of e-hookah have you used? Choose all that apply.**

- Tobacco-flavored
- Menthol or mint
- Clove or spice
- Fruit
- Chocolate
- An alcoholic drink (such as wine, cognac, margarita or other cocktails)
- A non-alcoholic drink (such as coffee, soda, energy drinks, or other beverages)
- Candy, desserts or other sweets
- Some other flavor (SPECIFY)
- I have not used any flavored e-cigarettes

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

Do you usually use the same flavor?

IF NO, How often do you switch flavors? How do you decide what flavor to use?

IF NEEDED, Do you use certain flavors at certain times or in certain places?

Dosage

RESEARCH QUESTION

Test new W3 items to assess dosage for refillable tank users.

IF USE DISPOSABLE E-HOOKAHS → GO TO Q23

R03_AV9045_NEW_EHOOKAH

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

15. **How many milliliters of e-liquid does your tank or cartridge system hold?**

I don't know

Tell me more about your answer. How did you come up with a number?

How easy or difficult was it to answer? How confident are you in your answer?

Would it be easier or more difficult to answer if we used the abbreviation of mL for milliliters? WRITE mL ON PROTOCOL FOR RESPONDENT.

Is there a better way we could ask this question?

R03_AV9046_REFILLABLE_EHOOKAH

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

16. **How often do you refill your tank or cartridge with e-liquid?**

- Never
- At least once a day
- Once every couple of days
- Once a week
- Once a month
- Once a year

Tell me more about your answer. When was the last time you refilled your tank with e-liquid?

How easy or difficult was it to answer?

IF NON-REFILLABLE CARTRIDGE → GO TO Q17

IF REFILLABLE TANK → GO TO Q20

IF REFILLABLE CARTRIDGE → GO TO Q20

Non-refillable cartridge

MODIFICATIONS

RESEARCH QUESTION

Develop and test a description of changing the “voltage.” Phase 5 testing showed that respondents’ understanding of voltage varies.

IF NOT RECHARGEABLE → GO TO Q19

R03_AV9037_NON-REFILLABLE_EHOOKAH

EXISTING PATH ITEM

Some electronic nicotine products allow you to adjust the battery’s voltage.

17. **Can you change the voltage on your e-hookah?**

- Yes
- No → GO TO Q18 PROBES
- I don’t know → GO TO Q18 PROBES

R03_AV9050_NON-REFILLABLE_EHOOKAH

NOT AN EXISTING PATH ITEM AS OF WAVE 3

18. **Do you change the voltage on your e-hookah?**

- Yes
- No
- I don’t know

In your own words, what are these questions asking?

In your own words, what does it mean to change the “voltage”? Why would someone change the voltage? IF NEEDED, Have you heard of people changing the voltage to increase or decrease the amount of vapor? To affect the flavor? To change the temperature of the vapor?

IF YES: Tell me about how you adjust the voltage on your device.

RESEARCH QUESTION

Determine how respondents understand the term “modified.”

R03_AV9032 _CYCOUT_NON-REFILLABLE_EHOOKAH

EXISTING PATH ITEM

19. **Have you modified your e-hookah at all?**

- Yes → **GO Q23**
- No → **GO Q23**

In your own words, what is this question asking?

IF YES, How have you modified it? Why did you modify it?

PROBE HOW AND WHY RESPONDENTS MODIFY THEIR E-HOOKAHS (E.G., TO IMPROVE BATTERY LIFE, CHANGE AMOUNTS OF E-LIQUID VAPORIZED, ETC.)

Where did you learn how to modify your e-hookah?

IF NO, Have you ever heard of modifying e-hookahs? Where did you hear about it?

What types of modifications have you heard of?

Refillable

MODIFICATIONS

RESEARCH QUESTION

Develop and test a description of changing the “voltage.” Phase 5 testing showed that respondents’ understanding of voltage varies.

IF NOT RECHARGEABLE → GO TO Q22

R03_AV9037_NON-REFILLABLE_EHOOKAH

EXISTING PATH ITEM

Some electronic nicotine products allow you to adjust the battery’s voltage.

20. **Can you change the voltage on your e-hookah?**

- Yes
- No → GO TO Q18 PROBES
- I don’t know → GO TO Q18 PROBES

R03_AV9050_NON-REFILLABLE_EHOOKAH

NOT AN EXISTING PATH ITEM AS OF WAVE 3

21. **Do you change the voltage on your e-hookah?**

- Yes
- No
- I don’t know

In your own words, what are these questions asking?

In your own words, what does it mean to change the “voltage”? Why would someone change the voltage? IF NEEDED, Have you heard of people changing the voltage to increase or decrease the amount of vapor? To affect the flavor? To change the temperature of the vapor?

IF YES: Tell me about how you adjust the voltage on your device.

RESEARCH QUESTION

Determine how respondents understand the term “modified.”

R03_AV9032_CYCOUT_REFILLABLE_EHOOKAH

EXISTING PATH ITEM

22. **Have you modified your e-hookah at all?**

- Yes
- No

In your own words, what is this question asking?

**IF YES, How have you modified it? Why did you modify it?
PROBE HOW AND WHY RESPONDENTS MODIFY THEIR E-HOOKAHS (E.G., TO
IMPROVE BATTERY LIFE, CHANGE AMOUNTS OF E-LIQUID VAPORIZED, ETC.)**

Where did you learn how to modify your e-hookah?

**IF NO, Have you ever heard of modifying e-hookahs? Where did you hear about it?
What types of modifications have you heard of?**

Use of Non-tobacco Products

RESEARCH QUESTION

Item was developed and tested in Phase 5; added to PATH in Wave 3.
Consider continued testing in Phase 6 with e-product users.

R03_AV9042_EHOOKAH

EXISTING PATH ITEM

23. **Have you ever used marijuana, marijuana concentrates, marijuana waxes, THC, or hash oils in an e-hookah?**

- Yes
- No → **GO TO NEXT SECTION**

IF YES, Tell me more about your answer. Which have you used?

How do you smoke it using an e-hookah?

NEW_NONTOBACCOFREQ_EHOOKAH

NOT AN EXISTING PATH ITEM AS OF WAVE 3

24. **When you use an e-hookah, how often do you use it to smoke marijuana?**

- Every time
- Most of the time
- Some of the time
- Rarely

In your own words, what is this question asking?

Tell me more about your answer.

Secondary ENDS Section

RESEARCH QUESTION

Test the ENDS section with e-cigar, e-pipe, e-hookah users. Do the questions (which were originally created for e-cigarette users), apply for these other e-device users? Of particular interest: does the current approach for determining device type work with these other e-products?

E-Cigarettes

IF DO NOT USE E-CIGARETTES OR E-CIGARETTES WERE PRIMARY → GO TO NEXT SECTION

R03_AVT02_ECIGARETTE

EXISTING PATH ITEM

The next questions are about e-cigarettes.

Some e-cigarettes can be bought as one-time, disposable products, while others can be bought as re-usable kits with a cartridge or tank system. Some people refill their own e-cigarettes with nicotine fluid, sometimes called “e-liquid” or “e-juice”.

Disposable e-cigarettes, e-cigarettes cartridges and e-liquid come in many different flavors and nicotine concentrations. Some common brands include Fin, NJOY, Blu, e-Go and Vuse.

Please think only about e-cigarettes as you answer these questions.

SHOW GENERIC IMAGE OF E-CIGARETTES.

E-cigarette Type

RESEARCH QUESTION

Does this series of questions correctly categorize users' device types?
Test new items developed to categorize cartomizer and atomizer users.

R03_AV9005_ECIGARETTE_SECONDARY

EXISTING PATH ITEM

1. **Please think about the e-cigarette you use most of the time.**

Is your e-cigarette rechargeable?

- Yes
- No

Do you call them rechargeable e-cigarettes or do you call them something else?

NEW_CARTOMIZER_ECIGARETTE_SECONDARY

NOT AN EXISTING PATH ITEM AS OF WAVE 3

2. **Does your e-cigarette use a cartomizer?**

- Yes
- No
- I don't know

Are you familiar with the term "cartomizer"? IF YES, In your own words, what is a cartomizer? Is there another term that you use?

How confident are you in your answer?

R03_AV9038_ECIGARETTE_SECONDARY

EXISTING PATH ITEM

3. **Does your e-cigarette use a tank system?**

- Yes → **GO TO Q5**

- No
- I don't know

Are you familiar with the term “tank system”? IF YES, In your own words, what is a tank system? Is there another term that you use?

How confident are you in your answer?

R03_AV9008_ECIGARETTE_SECONDARY

EXISTING PATH ITEM

4. **Does your e-cigarette use cartridges?**

- Yes
- No

Do you call them cartridges or do you call them something else?

R03_AV9009_ECIGARETTE_CARTRIDGE_SECONDARY

EXISTING PATH ITEM

5. **Can you refill your e-cigarette or e-cigarette cartridges with “e-liquid”?**

- Yes *** MARK ON SKIP SHEET AS REFILLABLE**
- No ***IF CARTRIDGE, MARK ON SKIP SHEET AS NON-REFILLABLE CARTRIDGE**
- * FOR ALL OTHERS, MARK ON SKIP SHEET AS DISPOSABLE**

Do you call it “e-liquid” or do you call it something else?

IF DO NOT USE CARTRIDGE → GO TO Q7

NEW_CARTRIDGECARTOMIZER_ECIGARETTE_SECONDARY

NOT AN EXISTING PATH ITEM AS OF WAVE 3

6. **Is your cartridge part of a cartomizer?**

- Yes

- No
- I don't know

In your own words, what is this question asking?

IF YES, Tell me more about your answer. How confident are you in your answer?

RESEARCH QUESTION

Technically, all e-cigarettes have an atomizer. This item is intended to capture level of respondent awareness for components of electronic nicotine products.

NEW_CARTRIDGEATOMIZER_ECIGARETTE_SECONDARY

NOT AN EXISTING PATH ITEM AS OF WAVE 3

7. **Does your e-cigarette have an atomizer?**

- Yes
- No
- I don't know

Are you familiar with the term “atomizer”? IF YES, In your own words, what is an atomizer? What is the difference between an atomizer and a cartomizer? Is there another term that you use?

NEW_ATOMIZERBUILD_ECIGARETTE_SECONDARY

NOT AN EXISTING PATH ITEM AS OF WAVE 3

8. **Did you build your own e-cigarette?**

- Yes
- No

In your own words, what is this question asking? IF NEEDED, What does it mean to “build” an e-cigarette?

IF YES, tell me more about that. What did you build? How did you build it? Where did you learn how to build it?

Flavor

RESEARCH QUESTION

Determine if respondents answering R03_AV1011 are reporting on the first product they used, or on the product they used when they started using regularly.

R03_ENDSTHRESHOLD_SECONDARY

NOT AN EXISTING PATH ITEM AS OF WAVE 3

9. **When did you begin using e-cigarettes?**

- Within the past 12 months
- More than 1 year ago → **GO TO Q14**

R03_AV1005_ECIGARETTE_SECONDARY

EXISTING PATH ITEM

10. **How many times have you used an e-cigarette in your entire life?**

- 1 time, even just a few puffs
- 2 to 10 times
- 11 to 20 times
- 21 to 50 times
- 51 to 99 times
- 100 or more times

R03_AV1100_ECIGARETTE_SECONDARY

EXISTING PATH ITEM

11. **Have you ever used e-cigarettes fairly regularly?**

- Yes
- No → **GO TO Q13**

R03_AV1007_NB_SECONDARY

EXISTING PATH ITEM

12. How old were you when you first started using e-cigarettes fairly regularly?

R03_AV1011_ECIGARETTE_SECONDARY

EXISTING PATH ITEM

13. When you first started using e-cigarettes, which flavor did you use?

Choose all that apply.

- Tobacco-flavored
- Menthol or mint
- Clove or spice
- Fruit
- Chocolate
- An alcoholic drink (such as wine, cognac, margarita, or other cocktails)
- A non-alcoholic drink (such as coffee, soda, energy drinks, or other beverages)
- Candy, desserts or other sweets
- Some other flavor

SPECIFY _____

Tell me about your answer. IF NEEDED, Were you thinking about the very first time you ever used an e-cigarette in your life? Or something else?

PROBE TO SEE IF RESPONDENT WAS THINKING OF THE PRODUCT USED WHEN THEY STARTED USING REGULARLY, RATHER THAN THE VERY FIRST PRODUCT THEY EVER USED.

RESEARCH QUESTION

Probing to determine what prompts e-product users to change flavors.
Do they change at certain times, or under certain conditions?

R03_AV1131_ECIGARETTE_SECONDARY

EXISTING PATH ITEM

14. **In the past 30 days, which flavors of e-cigarettes have you used? Choose all that apply.**

- Tobacco-flavored
- Menthol or mint
- Clove or spice
- Fruit
- Chocolate
- An alcoholic drink (such as wine, cognac, margarita or other cocktails)
- A non-alcoholic drink (such as coffee, soda, energy drinks, or other beverages)
- Candy, desserts or other sweets
- Some other flavor (SPECIFY)
- I have not used any flavored e-cigarettes

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

Do you usually use the same flavor?

IF NO, How often do you switch flavors? How do you decide what flavor to use?

IF NEEDED, Do you use certain flavors at certain times or in certain places?

Dosage

RESEARCH QUESTION

Test new W3 items to assess dosage for refillable tank users.

IF USE DISPOSABLE E-CIGARETTES → GO TO NEXT SECTION

R03_AV9045_NEW_ECIGARETTE_SECONDARY

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

15. **How many milliliters of e-liquid does your tank or cartridge system hold?**

I don't know

Tell me more about your answer. How did you come up with a number?

How easy or difficult was it to answer? How confident are you in your answer?

Would it be easier or more difficult to answer if we used the abbreviation of mL for milliliters? WRITE mL ON PROTOCOL FOR RESPONDENT.

Is there a better way we could ask this question?

R03_AV9046_REFILLABLE_ECIGARETTE_SECONDARY

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

16. **How often do you refill your tank or cartridge with e-liquid?**

- Never
- At least once a day
- Once every couple of days
- Once a week
- Once a month
- Once a year

Tell me more about your answer. When was the last time you refilled your tank with e-liquid?

How easy or difficult was it to answer?

E-Cigars

IF DO NOT USE E-CIGARS OR E-CIGARS WERE PRIMARY → GO TO NEXT SECTION

R03_AVT02_ECIGAR

EXISTING PATH ITEM

The next questions are about e-cigars.

Some e-cigars can be bought as one-time, disposable products, while others can be bought as re-usable kits with a cartridge or tank system. Some people refill their own e-cigarettes with nicotine fluid, sometimes called “e-liquid” or “e-juice”.

Disposable e-cigars, e-cigars cartridges and e-liquid come in many different flavors and nicotine concentrations. Some common brands include Fin, NJOY, Blu, e-Go and Vuse.

Please think only about e-cigars as you answer these questions.

SHOW GENERIC IMAGE OF E-CIGARS.

E-cigar Type

RESEARCH QUESTION

Does this series of questions correctly categorize users' device types?
Test new items developed to categorize cartomizer and atomizer users.

R03_AV9005_ECIGAR_SECONDARY

EXISTING PATH ITEM

1. Please think about the e-cigar you use most of the time.

Is your e-cigar rechargeable?

- Yes
- No

Do you call them rechargeable e-cigars or do you call them something else?

NEW_CARTOMIZER_ECIGAR_SECONDARY

NOT AN EXISTING PATH ITEM AS OF WAVE 3

2. Does your e-cigar use a cartomizer?

- Yes
- No
- I don't know

Are you familiar with the term "cartomizer"? IF YES, In your own words, what is a cartomizer? Is there another term that you use?

How confident are you in your answer?

R03_AV9038_ECIGAR_SECONDARY

EXISTING PATH ITEM

3. Does your e-cigar use a tank system?

- Yes → GO TO Q5

- No
- I don't know

Are you familiar with the term “tank system”? IF YES, In your own words, what is a tank system? Is there another term that you use?

How confident are you in your answer?

R03_AV9008_ECIGAR_SECONDARY

EXISTING PATH ITEM

4. **Does your e-cigar use cartridges?**

- Yes
- No

Do you call them cartridges or do you call them something else?

R03_AV9009_ECIGAR_CARTRIDGE_SECONDARY

EXISTING PATH ITEM

5. **Can you refill your e-cigar or e-cigar cartridges with “e-liquid”?**

- Yes *** MARK ON SKIP SHEET AS REFILLABLE**
- No ***IF CARTRIDGE, MARK ON SKIP SHEET AS NON-REFILLABLE CARTRIDGE**
*** FOR ALL OTHERS, MARK ON SKIP SHEET AS DISPOSABLE**

Do you call it “e-liquid” or do you call it something else?

IF DO NOT USE CARTRIDGE → GO TO Q7

NEW_CARTRIDGECARTOMIZER_ECIGAR_SECONDARY

NOT AN EXISTING PATH ITEM AS OF WAVE 3

6. **Is your cartridge part of a cartomizer?**
- Yes
 - No
 - I don't know

In your own words, what is this question asking?

IF YES, Tell me more about your answer. How confident are you in your answer?

RESEARCH QUESTION

Technically, all e-cigars have an atomizer. This item is intended to capture level of respondent awareness for components of electronic nicotine products.

NEW_CARTRIDGEATOMIZER_ECIGAR_SECONDARY

NOT AN EXISTING PATH ITEM AS OF WAVE 3

7. **Does your e-cigar have an atomizer?**
- Yes
 - No
 - I don't know

Are you familiar with the term “atomizer”? IF YES, In your own words, what is an atomizer? What is the difference between an atomizer and a cartomizer? Is there another term that you use?

NEW_ATOMIZERBUILD_ECIGAR_SECONDARY

NOT AN EXISTING PATH ITEM AS OF WAVE 3

8. **Did you build your own e-cigar?**
- Yes
 - No

In your own words, what is this question asking? IF NEEDED, What does it mean to “build” an e-cigarette?

IF YES, tell me more about that. What did you build? How did you build it? Where did you learn how to build it?

Flavor

RESEARCH QUESTION

Determine if respondents answering R03_AV1011 are reporting on the first product they used, or on the product they used when they started using regularly.

R03_ENDSTHRESHOLD_SECONDARY

NOT AN EXISTING PATH ITEM AS OF WAVE 3

9. **When did you begin using e-cigars?**
- Within the past 12 months
 - More than 1 year ago → **GO TO Q14**

R03_AV1005_ECIGAR_SECONDARY

EXISTING PATH ITEM

10. **How many times have you used an e-cigar in your entire life?**
- 1 time, even just a few puffs
 - 2 to 10 times
 - 11 to 20 times
 - 21 to 50 times
 - 51 to 99 times
 - 100 or more times

R03_AV1100_ECIGAR_SECONDARY

EXISTING PATH ITEM

11. **Have you ever used e-cigars fairly regularly?**
- Yes
 - No → **GO TO Q13**

R03_AV1007_NB_SECONDARY

EXISTING PATH ITEM

12. How old were you when you first started using e-cigars fairly regularly?

R03_AV1011_ECIGAR_SECONDARY

EXISTING PATH ITEM

13. When you first started using e-cigars, which flavor did you use? Choose all that apply.

- Tobacco-flavored
- Menthol or mint
- Clove or spice
- Fruit
- Chocolate
- An alcoholic drink (such as wine, cognac, margarita, or other cocktails)
- A non-alcoholic drink (such as coffee, soda, energy drinks, or other beverages)
- Candy, desserts or other sweets
- Some other flavor

SPECIFY _____

Tell me about your answer. IF NEEDED, Were you thinking about the very first time you ever used an e-cigar in your life? Or something else?

PROBE TO SEE IF RESPONDENT WAS THINKING OF THE PRODUCT USED WHEN THEY STARTED USING REGULARLY, RATHER THAN THE VERY FIRST PRODUCT THEY EVER USED.

RESEARCH QUESTION

Probing to determine what prompts e-product users to change flavors.
Do they change at certain times, or under certain conditions?

R03_AV1131_ECIGAR_SECONDARY

EXISTING PATH ITEM

14. **In the past 30 days, which flavors of e-cigars have you used? Choose all that apply.**

- Tobacco-flavored
- Menthol or mint
- Clove or spice
- Fruit
- Chocolate
- An alcoholic drink (such as wine, cognac, margarita or other cocktails)
- A non-alcoholic drink (such as coffee, soda, energy drinks, or other beverages)
- Candy, desserts or other sweets
- Some other flavor (SPECIFY)
- I have not used any flavored e-cigarettes

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

Do you usually use the same flavor?

IF NO, How often do you switch flavors? How do you decide what flavor to use?

IF NEEDED, Do you use certain flavors at certain times or in certain places?

Dosage

RESEARCH QUESTION

Test new W3 items to assess dosage for refillable tank users.

IF USE DISPOSABLE E-CIGARS → GO TO NEXT SECTION

R03_AV9045_NEW_ECIGAR_SECONDARY

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

15. **How many milliliters of e-liquid does your tank or cartridge system hold?**

I don't know

Tell me more about your answer. How did you come up with a number?

How easy or difficult was it to answer? How confident are you in your answer?

Would it be easier or more difficult to answer if we used the abbreviation of mL for milliliters? WRITE mL ON PROTOCOL FOR RESPONDENT.

Is there a better way we could ask this question?

R03_AV9046_REFILLABLE_ECIGAR_SECONDARY

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

16. **How often do you refill your tank or cartridge with e-liquid?**

- Never
- At least once a day
- Once every couple of days
- Once a week
- Once a month
- Once a year

Tell me more about your answer. When was the last time you refilled your tank with e-liquid?

How easy or difficult was it to answer?

E-Pipes

IF DO NOT USE E-PIPES OR E-PIPES WERE PRIMARY → GO TO NEXT SECTION

R03_AVT02_EPIPE

EXISTING PATH ITEM

The next questions are about e-pipes.

Some e-pipes can be bought as one-time, disposable products, while others can be bought as re-usable kits with a cartridge or tank system. Some people refill their own e-pipes with nicotine fluid, sometimes called “e-liquid” or "e-juice".

Disposable e-pipes, e-pipe cartridges and e-liquid come in many different flavors and nicotine concentrations. Some common brands include Fin, NJOY, Blu, e-Go and Vuse.

Please think only about e-pipes as you answer these questions.

SHOW GENERIC IMAGE OF E-PIPES.

E-pipe Type

RESEARCH QUESTION

Does this series of questions correctly categorize users' device types?
Test new items developed to categorize cartomizer and atomizer users.

R03_AV9005_EPIPE_SECONDARY

EXISTING PATH ITEM

1. Please think about the e-pipe you use most of the time.

Is your e-pipe rechargeable?

- Yes
- No

Do you call them rechargeable e-pipes or do you call them something else?

NEW_CARTOMIZER_EPIPE_SECONDARY

NOT AN EXISTING PATH ITEM AS OF WAVE 3

2. Does your e-pipe use a cartomizer?

- Yes
- No
- I don't know

Are you familiar with the term "cartomizer"? IF YES, In your own words, what is a cartomizer? Is there another term that you use?

How confident are you in your answer?

R03_AV9038_EPIPE_SECONDARY

EXISTING PATH ITEM

3. Does your e-pipe use a tank system?

- Yes → GO TO Q5

- No
- I don't know

Are you familiar with the term “tank system”? IF YES, In your own words, what is a tank system? Is there another term that you use?

How confident are you in your answer?

R03_AV9008_EPIPE_SECONDARY

EXISTING PATH ITEM

4. **Does your e-pipe use cartridges?**

- Yes
- No

Do you call them cartridges or do you call them something else?

R03_AV9009_EPIPE_CARTRIDGE_SECONDARY

EXISTING PATH ITEM

5. **Can you refill your e-pipe or e-pipe cartridges with “e-liquid”?**

- Yes *** MARK ON SKIP SHEET AS REFILLABLE**
- No ***IF CARTRIDGE, MARK ON SKIP SHEET AS NON-REFILLABLE CARTRIDGE**
*** FOR ALL OTHERS, MARK ON SKIP SHEET AS DISPOSABLE**

Do you call it “e-liquid” or do you call it something else?

IF DO NOT USE CARTRIDGE → GO TO Q7

NEW_CARTRIDGECARTOMIZER_EPIPE_SECONDARY

NOT AN EXISTING PATH ITEM AS OF WAVE 3

6. **Is your cartridge part of a cartomizer?**
- Yes
 - No
 - I don't know

In your own words, what is this question asking?

IF YES, Tell me more about your answer. How confident are you in your answer?

RESEARCH QUESTION

Technically, all e-pipes have an atomizer. This item is intended to capture level of respondent awareness for components of electronic nicotine products.

NEW_CARTRIDGEATOMIZER_EPIPE_SECONDARY

NOT AN EXISTING PATH ITEM AS OF WAVE 3

7. **Does your e-pipe have an atomizer?**
- Yes
 - No
 - I don't know

Are you familiar with the term “atomizer”? IF YES, In your own words, what is an atomizer? What is the difference between an atomizer and a cartomizer? Is there another term that you use?

NEW_ATOMIZERBUILD_EPIPE_SECONDARY

NOT AN EXISTING PATH ITEM AS OF WAVE 3

8. **Did you build your own e-pipe?**
- Yes
 - No

In your own words, what is this question asking? IF NEEDED, What does it mean to “build” an e-pipe?

IF YES, tell me more about that. What did you build? How did you build it? Where did you learn how to build it?

Flavor

RESEARCH QUESTION

Determine if respondents answering R03_AV1011 are reporting on the first product they used, or on the product they used when they started using regularly.

R03_ENDSTHRESHOLD_SECONDARY

NOT AN EXISTING PATH ITEM AS OF WAVE 3

9. When did you begin using e-pipes?

- Within the past 12 months
- More than 1 year ago → **GO TO Q14**

R03_AV1005_EPIPE_SECONDARY

EXISTING PATH ITEM

10. How many times have you used an e-pipe in your entire life?

- 1 time, even just a few puffs
- 2 to 10 times
- 11 to 20 times
- 21 to 50 times
- 51 to 99 times
- 100 or more times

R03_AV1100_EPIPE_SECONDARY

EXISTING PATH ITEM

11. Have you ever used e-pipes fairly regularly?

- Yes

No → **GO TO Q13**

R03_AV1007_NB_SECONDARY

EXISTING PATH ITEM

12. How old were you when you first started using e-pipes fairly regularly?

R03_AV1011_EPIPE_SECONDARY

EXISTING PATH ITEM

13. When you first started using e-pipes, which flavor did you use? Choose all that apply.

- Tobacco-flavored
- Menthol or mint
- Clove or spice
- Fruit
- Chocolate
- An alcoholic drink (such as wine, cognac, margarita, or other cocktails)
- A non-alcoholic drink (such as coffee, soda, energy drinks, or other beverages)
- Candy, desserts or other sweets
- Some other flavor

SPECIFY _____

Tell me about your answer. IF NEEDED, Were you thinking about the very first time you ever used an e-pipe in your life? Or something else?

PROBE TO SEE IF RESPONDENT WAS THINKING OF THE PRODUCT USED WHEN THEY STARTED USING REGULARLY, RATHER THAN THE VERY FIRST PRODUCT THEY EVER USED.

RESEARCH QUESTION

Probing to determine what prompts e-product users to change flavors.
Do they change at certain times, or under certain conditions?

R03_AV1131_EPIPE_SECONDARY

EXISTING PATH ITEM

14. **In the past 30 days, which flavors of e-pipes have you used? Choose all that apply.**

- Tobacco-flavored
- Menthol or mint
- Clove or spice
- Fruit
- Chocolate
- An alcoholic drink (such as wine, cognac, margarita or other cocktails)
- A non-alcoholic drink (such as coffee, soda, energy drinks, or other beverages)
- Candy, desserts or other sweets
- Some other flavor (SPECIFY)
- I have not used any flavored e-cigarettes

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

Do you usually use the same flavor?

IF NO, How often do you switch flavors? How do you decide what flavor to use?

IF NEEDED, Do you use certain flavors at certain times or in certain places?

Dosage

RESEARCH QUESTION

Test new W3 items to assess dosage for refillable tank users.

IF USE DISPOSABLE E-PIPES → GO TO NEXT SECTION

R03_AV9045_NEW_EPIPE_SECONDARY

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

15. **How many milliliters of e-liquid does your tank or cartridge system hold?**

I don't know

Tell me more about your answer. How did you come up with a number?

How easy or difficult was it to answer? How confident are you in your answer?

Would it be easier or more difficult to answer if we used the abbreviation of mL for milliliters? WRITE mL ON PROTOCOL FOR RESPONDENT.

Is there a better way we could ask this question?

R03_AV9046_REFILLABLE_EPIPE_SECONDARY

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

16. **How often do you refill your tank or cartridge with e-liquid?**

- Never
- At least once a day
- Once every couple of days
- Once a week
- Once a month
- Once a year

Tell me more about your answer. When was the last time you refilled your tank with e-liquid?

How easy or difficult was it to answer?

E-Hookahs

IF DO NOT USE E-HOOKAHS OR E-HOOKAHS WERE PRIMARY → GO TO NEXT SECTION

R03_AVT02_EHOOKAH

EXISTING PATH ITEM

The next questions are about e-hookahs.

Some e-hookahs can be bought as one-time, disposable products, while others can be bought as re-usable kits with a cartridge or tank system. Some people refill their own e-hookahs with nicotine fluid, sometimes called “e-liquid” or “e-juice”.

Disposable e-hookahs, e-hookah cartridges and e-liquid come in many different flavors and nicotine concentrations. Some common brands include Fin, NJOY, Blu, e-Go and Vuse.

Please think only about e-hookahs as you answer these questions.

SHOW GENERIC IMAGE OF E-HOOKAHS.

E-hookah Type

RESEARCH QUESTION

Does this series of questions correctly categorize users' device types?
Test new items developed to categorize cartomizer and atomizer users.

R03_AV9005_EHOOKAH_SECONDARY

EXISTING PATH ITEM

1. **Please think about the e-hookah you use most of the time.**

Is your e-hookah rechargeable?

- Yes
- No

Do you call them rechargeable e-hookahs or do you call them something else?

NEW_CARTOMIZER_EHOOKAH_SECONDARY

NOT AN EXISTING PATH ITEM AS OF WAVE 3

2. **Does your e-hookah use a cartomizer?**

- Yes
- No
- I don't know

Are you familiar with the term "cartomizer"? IF YES, In your own words, what is a cartomizer? Is there another term that you use?

How confident are you in your answer?

R03_AV9038_EHOOKAH_SECONDARY

EXISTING PATH ITEM

3. **Does your e-hookah use a tank system?**

- Yes → **GO TO Q5**

- No
- I don't know

Are you familiar with the term “tank system”? IF YES, In your own words, what is a tank system? Is there another term that you use?

How confident are you in your answer?

R03_AV9008_EHOOKAH_SECONDARY

EXISTING PATH ITEM

4. **Does your e-hookah use cartridges?**

- Yes
- No

Do you call them cartridges or do you call them something else?

R03_AV9009_EHOOKAH_CARTRIDGE_SECONDARY

EXISTING PATH ITEM

5. **Can you refill your e-hookah or e-hookah cartridges with “e-liquid”?**

- Yes *** MARK ON SKIP SHEET AS REFILLABLE**
- No ***IF CARTRIDGE, MARK ON SKIP SHEET AS NON-REFILLABLE CARTRIDGE**
*** FOR ALL OTHERS, MARK ON SKIP SHEET AS DISPOSABLE**

Do you call it “e-liquid” or do you call it something else?

IF DO NOT USE CARTRIDGE → GO TO Q7

NEW_CARTRIDGECARTOMIZER_EHOOKAH_SECONDARY

NOT AN EXISTING PATH ITEM AS OF WAVE 3

6. **Is your cartridge part of a cartomizer?**
- Yes
 - No
 - I don't know

In your own words, what is this question asking?

IF YES, Tell me more about your answer. How confident are you in your answer?

RESEARCH QUESTION

Technically, all e-hookahs have an atomizer. This item is intended to capture level of respondent awareness for components of electronic nicotine products.

NEW_CARTRIDGEATOMIZER_EHOOKAH_SECONDARY

NOT AN EXISTING PATH ITEM AS OF WAVE 3

7. **Does your e-hookah have an atomizer?**
- Yes
 - No
 - I don't know

Are you familiar with the term “atomizer”? IF YES, In your own words, what is an atomizer? What is the difference between an atomizer and a cartomizer? Is there another term that you use?

NEW_ATOMIZERBUILD_EHOOKAH_SECONDARY

NOT AN EXISTING PATH ITEM AS OF WAVE 3

8. **Did you build your own e-hookah?**
- Yes
 - No

In your own words, what is this question asking? IF NEEDED, What does it mean to “build” an e-hookah?

IF YES, tell me more about that. What did you build? How did you build it? Where did you learn how to build it?

Flavor

RESEARCH QUESTION

Determine if respondents answering R03_AV1011 are reporting on the first product they used, or on the product they used when they started using regularly.

R03_ENDSTHRESHOLD_SECONDARY

NOT AN EXISTING PATH ITEM AS OF WAVE 3

9. **When did you begin using e-hookahs?**
- Within the past 12 months
 - More than 1 year ago → **GO TO Q14**

R03_AV1005_EHOOKAH_SECONDARY

EXISTING PATH ITEM

10. **How many times have you used an e-hookah in your entire life?**
- 1 time, even just a few puffs
 - 2 to 10 times
 - 11 to 20 times
 - 21 to 50 times
 - 51 to 99 times
 - 100 or more times

R03_AV1100_EHOOKAH_SECONDARY

EXISTING PATH ITEM

11. **Have you ever used e-hookahs fairly regularly?**
- Yes
 - No → **GO TO Q13**

R03_AV1007_NB_SECONDARY

EXISTING PATH ITEM

12. How old were you when you first started using e-hookahs fairly regularly?

R03_AV1011_EHOOKAH_SECONDARY

EXISTING PATH ITEM

13. When you first started using e-hookahs, which flavor did you use? Choose all that apply.

- Tobacco-flavored
- Menthol or mint
- Clove or spice
- Fruit
- Chocolate
- An alcoholic drink (such as wine, cognac, margarita, or other cocktails)
- A non-alcoholic drink (such as coffee, soda, energy drinks, or other beverages)
- Candy, desserts or other sweets
- Some other flavor

SPECIFY _____

Tell me about your answer. IF NEEDED, Were you thinking about the very first time you ever used an e-hookah in your life? Or something else?

PROBE TO SEE IF RESPONDENT WAS THINKING OF THE PRODUCT USED WHEN THEY STARTED USING REGULARLY, RATHER THAN THE VERY FIRST PRODUCT THEY EVER USED.

RESEARCH QUESTION

Probing to determine what prompts e-product users to change flavors.
Do they change at certain times, or under certain conditions?

R03_AV1131_EHOOKAH_SECONDARY

EXISTING PATH ITEM

14. **In the past 30 days, which flavors of e-hookah have you used? Choose all that apply.**

- Tobacco-flavored
- Menthol or mint
- Clove or spice
- Fruit
- Chocolate
- An alcoholic drink (such as wine, cognac, margarita or other cocktails)
- A non-alcoholic drink (such as coffee, soda, energy drinks, or other beverages)
- Candy, desserts or other sweets
- Some other flavor (SPECIFY)
- I have not used any flavored e-cigarettes

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

Do you usually use the same flavor?

IF NO, How often do you switch flavors? How do you decide what flavor to use?

IF NEEDED, Do you use certain flavors at certain times or in certain places?

Dosage

RESEARCH QUESTION

Test new W3 items to assess dosage for refillable tank users.

IF USE DISPOSABLE E-HOOKAHS → GO TO NEXT SECTION

R03_AV9045_NEW_EHOOKAH_SECONDARY

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

15. How many milliliters of e-liquid does your tank or cartridge system hold?

I don't know

Tell me more about your answer. How did you come up with a number?

How easy or difficult was it to answer? How confident are you in your answer?

Would it be easier or more difficult to answer if we used the abbreviation of mL for milliliters? WRITE mL ON PROTOCOL FOR RESPONDENT.

Is there a better way we could ask this question?

R03_AV9046_REFILLABLE_EHOOKAH_SECONDARY

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

16. **How often do you refill your tank or cartridge with e-liquid?**

- Never
- At least once a day
- Once every couple of days
- Once a week
- Once a month
- Once a year

Tell me more about your answer. When was the last time you refilled your tank with e-liquid?

How easy or difficult was it to answer?

Electronic Nicotine Products

**IF DO NOT USE ELECTRONIC NICOTINE PRODUCTS OR ENPS WERE PRIMARY
→ GO TO NEXT MODULE**

R03_AVT02_ENDS

EXISTING PATH ITEM

The next questions are about electronic nicotine products.

Some electronic nicotine products can be bought as one-time, disposable products, while others can be bought as re-usable kits with a cartridge or tank system. Some people refill their own electronic nicotine products with nicotine fluid, sometimes called “e-liquid” or "e-juice".

Disposable electronic nicotine products, electronic nicotine product cartridges and e-liquid come in many different flavors and nicotine concentrations. Some common brands include Fin, NJOY, Blu, e-Go and Vuse.

Please think only about electronic nicotine products as you answer these questions.

SHOW GENERIC IMAGE OF ELECTRONIC NICOTINE PRODUCTS.

E-hookah Type

RESEARCH QUESTION

Does this series of questions correctly categorize users' device types?
Test new items developed to categorize cartomizer and atomizer users.

R03_AV9005_ENDS_SECONDARY

EXISTING PATH ITEM

1. **Please think about the electronic nicotine product you use most of the time.**

Is your electronic nicotine product rechargeable?

- Yes
- No

Do you call them rechargeable e-hookahs or do you call them something else?

NEW_CARTOMIZER_ENDS_SECONDARY

NOT AN EXISTING PATH ITEM AS OF WAVE 3

2. **Does your electronic nicotine product use a cartomizer?**

- Yes
- No
- I don't know

Are you familiar with the term "cartomizer"? IF YES, In your own words, what is a cartomizer? Is there another term that you use?

How confident are you in your answer?

R03_AV9038_ENDS_SECONDARY

EXISTING PATH ITEM

3. **Does your electronic nicotine product use a tank system?**

- Yes → **GO TO Q5**

- No
- I don't know

Are you familiar with the term “tank system”? IF YES, In your own words, what is a tank system? Is there another term that you use?

How confident are you in your answer?

R03_AV9008_ENDS_SECONDARY

EXISTING PATH ITEM

4. **Does your electronic nicotine product use cartridges?**

- Yes
- No

Do you call them cartridges or do you call them something else?

R03_AV9009_ENDS_CARTRIDGE_SECONDARY

EXISTING PATH ITEM

5. **Can you refill your electronic nicotine product or electronic nicotine product cartridges with “e-liquid”?**

- Yes **x MARK ON SKIP SHEET AS REFILLABLE**
- No **xIF CARTRIDGE, MARK ON SKIP SHEET AS NON-REFILLABLE CARTRIDGE**
x FOR ALL OTHERS, MARK ON SKIP SHEET AS DISPOSABLE

Do you call it “e-liquid” or do you call it something else?

IF DO NOT USE CARTRIDGE → GO TO Q7

NEW_CARTRIDGECARTOMIZER_ENDS_SECONDARY

NOT AN EXISTING PATH ITEM AS OF WAVE 3

6. **Is your cartridge part of a cartomizer?**
- Yes
 - No
 - I don't know

In your own words, what is this question asking?

IF YES, Tell me more about your answer. How confident are you in your answer?

RESEARCH QUESTION

Technically, all electronic nicotine products have an atomizer. This item is intended to capture level of respondent awareness for components of electronic nicotine products.

NEW_CARTRIDGEATOMIZER_ENDS_SECONDARY

NOT AN EXISTING PATH ITEM AS OF WAVE 3

7. **Does your electronic nicotine product have an atomizer?**
- Yes
 - No
 - I don't know

Are you familiar with the term “atomizer”? IF YES, In your own words, what is an atomizer? What is the difference between an atomizer and a cartomizer? Is there another term that you use?

NEW_ATOMIZERBUILD_ENDS_SECONDARY

NOT AN EXISTING PATH ITEM AS OF WAVE 3

8. **Did you build your own electronic nicotine product?**
- Yes
 - No

In your own words, what is this question asking? IF NEEDED, What does it mean to “build” an electronic nicotine product?

IF YES, tell me more about that. What did you build? How did you build it? Where did you learn how to build it?

Flavor

RESEARCH QUESTION

Determine if respondents answering R03_AV1011 are reporting on the first product they used, or on the product they used when they started using regularly.

R03_ENDSTHRESHOLD_SECONDARY

NOT AN EXISTING PATH ITEM AS OF WAVE 3

9. **When did you begin using electronic nicotine products?**
- Within the past 12 months
 - More than 1 year ago → **GO TO Q14**

R03_AV1005_ENDS_SECONDARY

EXISTING PATH ITEM

10. **How many times have you used an electronic nicotine product in your entire life?**
- 1 time, even just a few puffs
 - 2 to 10 times
 - 11 to 20 times
 - 21 to 50 times
 - 51 to 99 times
 - 100 or more times

R03_AV1100_ENDS_SECONDARY

EXISTING PATH ITEM

11. **Have you ever used electronic nicotine products fairly regularly?**
- Yes
 - No → **GO TO Q13**

R03_AV1007_NB_SECONDARY

EXISTING PATH ITEM

12. How old were you when you first started using electronic nicotine products fairly regularly?

R03_AV1011_ENDS_SECONDARY

EXISTING PATH ITEM

13. When you first started using electronic nicotine products, which flavor did you use? Choose all that apply.

- Tobacco-flavored
- Menthol or mint
- Clove or spice
- Fruit
- Chocolate
- An alcoholic drink (such as wine, cognac, margarita, or other cocktails)
- A non-alcoholic drink (such as coffee, soda, energy drinks, or other beverages)
- Candy, desserts or other sweets
- Some other flavor

SPECIFY _____

Tell me about your answer. IF NEEDED, Were you thinking about the very first time you ever used an electronic nicotine product in your life? Or something else?

PROBE TO SEE IF RESPONDENT WAS THINKING OF THE PRODUCT USED WHEN THEY STARTED USING REGULARLY, RATHER THAN THE VERY FIRST PRODUCT THEY EVER USED.

RESEARCH QUESTION

Probing to determine what prompts e-product users to change flavors.
Do they change at certain times, or under certain conditions?

R03_AV1131_ENDS_SECONDARY

EXISTING PATH ITEM

14. **In the past 30 days, which flavors of electronic nicotine product have you used? Choose all that apply.**

- Tobacco-flavored
- Menthol or mint
- Clove or spice
- Fruit
- Chocolate
- An alcoholic drink (such as wine, cognac, margarita or other cocktails)
- A non-alcoholic drink (such as coffee, soda, energy drinks, or other beverages)
- Candy, desserts or other sweets
- Some other flavor (SPECIFY)
- I have not used any flavored e-cigarettes

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

Do you usually use the same flavor?

IF NO, How often do you switch flavors? How do you decide what flavor to use?

IF NEEDED, Do you use certain flavors at certain times or in certain places?

Dosage

RESEARCH QUESTION

Test new W3 items to assess dosage for refillable tank users.

IF USE DISPOSABLE ELECTRONIC NICOTINE PRODUCTS → GO TO NEXT MODULE

R03_AV9045_NEW_ENDS_SECONDARY

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

15. How many milliliters of e-liquid does your tank or cartridge system hold?

I don't know

Tell me more about your answer. How did you come up with a number?

How easy or difficult was it to answer? How confident are you in your answer?

Would it be easier or more difficult to answer if we used the abbreviation of mL for milliliters? WRITE mL ON PROTOCOL FOR RESPONDENT.

Is there a better way we could ask this question?

R03_AV9046_REFILLABLE_ENDS_SECONDARY

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

16. **How often do you refill your tank or cartridge with e-liquid?**

- Never
- At least once a day
- Once every couple of days
- Once a week
- Once a month
- Once a year

Tell me more about your answer. When was the last time you refilled your tank with e-liquid?

How easy or difficult was it to answer?