# ATTACHMENT 1:

# PRE-CAMPAIGN AND POST-CAMPAIGN INSTRUMENTS

Form Approved  
OMB No. xxxx-xxxx  
Exp. Date xx/xx/xxxx

Evaluation of the Fresh Empire Campaign on Tobacco (EFECT) –

Pre-Campaign Survey

Subjects for Questionnaire:

Section S\_a: Study Screener

Section A: Demographics

Section B: Tobacco Use Behavior

Section C: Tobacco Use Intentions and Self-Efficacy

Section D: Cessation (Intention, Behavior, Motivation)

Section E: Attitudes, Beliefs, Risk Perceptions and Social Norms

Section F: Media Use and Awareness

Section G: Environment

Section S\_b: Study Screener, continued

Section S\_a: Study Screener

**S1.** How old are you?

1 11 years old or younger

2 12 years old

3 13 years old

4 14 years old

5 15 years old

6 16 years old

7 17 years old

8 18 years old or older

9 Prefer not to answer

**S2.** What is your gender?

1 Female

2 Male

3 Other (Please specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

9 Prefer not to answer

[RANDOMIZE ORDER OF S3 AND S4.]

[DISPLAY I-BASE PHOTO ARRAY OF 36 FEMALES, then ask S3a and S3b.]

S3a. Rank the three people that would BEST FIT in your main group of friends, starting with the best fit.

1 \_\_\_\_

2 \_\_\_\_

3 \_\_\_\_

9 Prefer not to answer

S3b. Rank the three people that would LEAST FIT in your main group of friends, starting with the worst fit.

1 \_\_\_\_

2 \_\_\_\_

3 \_\_\_\_

9 Prefer not to answer

[DISPLAY I-BASE PHOTO ARRAY OF 36 MALES, then ask S4a and S4b.]

S4a. Rank the three people that would BEST FIT in your main group of friends, starting with the best fit.

1 \_\_\_\_

2 \_\_\_\_

3 \_\_\_\_

9 Prefer not to answer

S4b. Rank the three people that would WORST FIT in your main group of friends, starting with the worst fit.

1 \_\_\_\_

2 \_\_\_\_

3 \_\_\_\_

9 Prefer not to answer

**S5.** How much do you agree or disagree with the following statements?

[RANDOMIZE S5\_1-S5\_4]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **1**  **Strongly Disagree** | **2**  **Disagree** | **3**  **Neither Agree or Disagree (Neutral)** | **4**  **Agree** | **5**  **Strongly Agree** | **9 Prefer Not to Answer** |
| **S5\_1.** | I would like to explore strange places. | 1 | 2 | 3 | 4 | 5 | 9 |
| **S5\_2.** | I like to do frightening things. | 1 | 2 | 3 | 4 | 5 | 9 |
| **S5\_3.** | I like new and exciting experiences, even if I have to break the rules. | 1 | 2 | 3 | 4 | 5 | 9 |
| **S5\_4.** | I prefer friends who are exciting and unpredictable. | 1 | 2 | 3 | 4 | 5 | 9 |

[ASK S6 AND S7 FOR RESPONDENTS TAKING WEB SURVEY]

**S6.**  What is your zip code?

3 Don’t know

9 Prefer not to answer

**S7.**  What county do you live in?

[DROP DOWN MENU BASED ON ZIP]

3 Don’t know

9 Prefer not to answer

Section A: Demographics

**A1.** Are you Hispanic, Latino/a, or Spanish origin?

[PROGRAM SO THAT RESPONDENTS CAN SELECT MORE THAN ONE RESPONSE ON 2-5]

1 No, not of Hispanic, Latino, Latina, or Spanish origin

2 Yes, Mexican, Mexican American, Chicano or Chicana

3 Yes, Puerto Rican

4 Yes, Cuban

5 Yes, Another Hispanic, Latino/a or Spanish origin

9 Prefer not to answer

**A2.** What race or races do you consider yourself to be? (You can CHOOSE ONE ANSWER or MORE THAN ONE ANSWER or YOU MAY SKIP THIS QUESTION)

|  |  |  |  |
| --- | --- | --- | --- |
|  | **1**  **Yes** |  |  |
| **A2\_1.** American Indian or Alaska Native | 1 |  |  |
| **A2\_2.** Asian | 1 |  |  |
| **A2\_3.** Black or African American | 1 |  |  |
| **A2\_4.** Native Hawaiian or Other Pacific Islander | 1 |  |  |
| **A2\_5.** White | 1 |  |  |

**A3.** In general, do you usually speak…

1 Only Spanish

2 Spanish more than English

3 Spanish and English equally

4 English more than Spanish

5 English only

6 Some other language (please specify\_\_\_\_\_\_\_\_\_\_\_)

9 Prefer not to answer

**A4.** What grade are you in?

1 6th grade or lower

2 7th grade

3 8th grade

4 9th grade

5 10th grade

6 11th grade

7 12th grade

8 Ungraded or other grade

9 Out of school

99 Prefer not to answer

**A5.** During the past 30 days, about how much money did you have each week to spend any way you wanted to?

1 None

2 $5 or less

3 $6 to $10

4 $11 to $20

5 $21 to $35

6 $36 to $50

7 $51 to $75

8 $76 to $125

9 $126 or more

99 Prefer not to answer

Section B: Tobacco Use Behavior

Cigarette Use

**B1.** Have you ever tried cigarette smoking, even one or two puffs?

1 Yes

2 No

9 Prefer not to answer

[IF B1=1 or 9, ASK B2. IF B1=2, ASK B8]

**B2.** How old were you when you first tried cigarette smoking, even one or two puffs?

1 8 years old or younger

2 9 years old

3 10 years old

4 11 years old

5 12 years old

6 13 years old

7 14 years old

8 15 years old

9 16 years old

10 17 years old

11 18 years old or older

99 Prefer not to answer

**B3.** During the past 30 days, on how many days did you smoke cigarettes?

1 0 days

2 1 or 2 days

3 3 to 5 days

4 6 to 9 days

5 10 to 19 days

6 20 to 29 days

7 All 30 days

9 Prefer not to answer

[IF B3=1, ASK B6, otherwise ASK B4]

**B4.** Menthol cigarettes are cigarettes that taste like mint. During the past 30 days, were the cigarettes that you usually smoked menthol?

1 Yes

2 No

9 Prefer not to answer

**B5.** During the past 30 days, on the days you smoked, how many cigarettes did you smoke per day?

1 Less than 1 cigarette per day

2 1 cigarette per day

3 2 to 5 cigarettes per day

4 6 to 10 cigarettes per day

5 11 to 20 cigarettes per day

6 More than 20 cigarettes per day

9 Prefer not to answer

**B6.** About how many cigarettes have you smoked in your entire life? Your best guess is fine.

1 I have never smoked cigarettes, not even one or two puffs

2 1 or more puffs but never a whole cigarette

3 1 cigarette

4 2 to 5 cigarettes

5 6 to 15 cigarettes (about 1/2 a pack total)

6 16 to 25 cigarettes (about 1 pack total)

7 26 to 99 cigarettes (more than 1 pack, but less than 5 packs)

8 100 or more cigarettes (5 or more packs)

9 Prefer not to answer

**B7.** Do you consider yourself a smoker?

1 Yes

2 No

9 Prefer not to answer

Other Tobacco Use

**B8.** Have you ever used smokeless tobacco, such as chewing tobacco, snuff, snus or dip, such as Copenhagen, Skoal, Grizzly, Kodiak, and Red Seal, even just a small amount?

1 Yes

2 No

9 Prefer not to answer

[IF B8=1 or 9, ASK B9. IF B8=2, ASK B10.]

**B9.** During the past 30 days, on how many days did you use chewing tobacco, snuff, snus or dip?

1 0 days

2 1 or 2 days

3 3 to 5 days

4 6 to 9 days

5 10 to 19 days

6 20 to 29 days

7 All 30 days

9 Prefer not to answer

**B10.** Have you ever tried smoking cigars, cigarillos, or little cigars, such as Swisher Sweets, Black & Mild, White Owl, Cheyenne, Dutch Masters, Garcia Y Vega or Middleton’s, even one time?

1 Yes

2 No

9 Prefer not to answer

[IF B10=1 or 9, ASK B11a and B11b. IF B10=2, ASK B12]

**B11a.** During the past 30 days, on how many days did you smoke blunts (cigars, cigarillos, or little cigars with marijuana added)?

1 0 days

2 1 or 2 days

3 3 to 5 days

4 6 to 9 days

5 10 to 19 days

6 20 to 29 days

7 All 30 days

9 Prefer not to answer

**B11b.** During the past 30 days, on how many days did you smoke cigars, cigarillos, or little cigars without added marijuana? Common brands are Swisher Sweets, Black & Mild, White Owl, Cheyenne, Dutch Masters, Garcia Y Vega or Middleton’s.

1 0 days

2 1 or 2 days

3 3 to 5 days

4 6 to 9 days

5 10 to 19 days

6 20 to 29 days

7 All 30 days

9 Prefer not to answer

**B12.** Have you ever tried smoking tobacco out of a water pipe (also called “hookah”), even one time?

1 Yes

2 No

9 Prefer not to answer

[IF B12=1 or 9, ASK B13. IF B12=2, ASK B14]

**B13.** During the past 30 days, on how many days did you smoke tobacco out of a water pipe (also called “hookah”)?

1 0 days

2 1 or 2 days

3 3 to 5 days

4 6 to 9 days

5 10 to 19 days

6 20 to 29 days

7 All 30 days

9 Prefer not to answer

**B14. [EMBED SCREENSHOT OF PRODUCTS]** These are examples of electronic cigarettes, also called “e-cigarettes”, “e-cigs”, “vapor pens”, or “e-hookahs”. Electronic cigarettes sometimes look like regular cigarettes, but run on a battery and produce vapor instead of smoke.Have you ever tried electronic cigarettes, such as [INSERT TOP BRANDS OF E-CIGARETTES HERE], even one or two puffs?

1 Yes

2 No

9 Prefer not to answer

[IF B14=1 or 9, ASK B15. IF B14=2, ASK B16]

**B15.** During the past 30 days, on how many days did you use electronic cigarettes, also called “e-cigarettes”, “e-cigs”, “vapor pens”, or “e-hookahs”?

1 0 days

2 1 or 2 days

3 3 to 5 days

4 6 to 9 days

5 10 to 19 days

6 20 to 29 days

7 All 30 days

9 Prefer not to answer

**B16.** Have you ever tried marijuana, even one time?

1 Yes

2 No

9 Prefer not to answer

[IF B16=1 or 9, ASK B17. OTHERWISE, SKIP TO C1.]

**B17.** During the past 30 days, on how many days did you use marijuana?

1 0 days

2 1 or 2 days

3 3 to 5 days

4 6 to 9 days

5 10 to 19 days

6 20 to 29 days

7 All 30 days

9 Prefer not to answer

Section C: Tobacco Use Intentions and Self-Efficacy

C1. Thinking about the future…

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **1**  **Definitely Yes** | **2**  **Probably Yes** | **3**  **Probably Not** | **4**  **Definitely Not** | **9 Prefer Not to Answer** |
| **C1\_1.** | Do you think that you will smoke a **cigarette** soon? | 1 | 2 | 3 | 4 | 9 |
| **C1\_2.** | Do you think you will smoke a **cigarette** at any time in the next year? | 1 | 2 | 3 | 4 | 9 |
| **C1\_3.** | If one of your best friends were to offer you a **cigarette**, would you smoke it? | 1 | 2 | 3 | 4 | 9 |

**C2.** How sure are you that, if you really wanted to, **you could say no to a cigarette offer** if…

[RANDOMIZE C2\_1-C2\_3]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **1**  **Not at all sure** | **2**  **Slightly sure** | **3**  **Somewhat sure** | **4**  **Mostly sure** | **5**  **Completely sure** | **9 Prefer Not to Answer** |
| **C2\_1.** | You are at a party where most people are smoking? | 1 | 2 | 3 | 4 | 5 | 9 |
| **C2\_2.** | A very close friend offers it? | 1 | 2 | 3 | 4 | 5 | 9 |
| **C2\_3.** | Someone you know offers it? | 1 | 2 | 3 | 4 | 5 | 9 |

Section D: Cessation (Intention, Behavior, Motivation)

[ASK IF B3=2-9]

**D1.** Do you want to stop smoking cigarettes for good?

1 Yes

2 No

9 Prefer not to answer

[IF D1=1 or 9, ASK D2. IF D1=2, ASK D4.]

**D2.** How much do you want to stop smoking cigarettes for good?

1 Not at all

2 A little

3 Somewhat

4 A lot

9 Prefer not to answer

**D3.** I plan to stop smoking cigarettes for good within the next… *(PLEASE CHOOSE THE FIRST ANSWER THAT FITS)*

1 7 days

2 30 days

3 6 months

4 1 year

5 I do not plan to stop smoking cigarettes within the next year

9 Prefer not to answer

**D4.** During the past 3 months, did you stop smoking cigarettes for one day or longer because you were trying to quit smoking cigarettes for good?

1 Yes

2 No

9 Prefer not to answer

Section E: Attitudes, Beliefs, Risk Perceptions and Social Norms

[Ask ALL] The next set of questions asks for your opinions on cigarette use and other tobacco products.

*Attitudes, Beliefs and Risk Perceptions*

**E1.** How much do you agree or disagree with the following statements **about people who are tobacco-free**?

[RANDOMIZE ALL ROWS]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **1**  **Strongly Disagree** | **2**  **Disagree** | **3**  **Neither Agree or Disagree (Neutral)** | **4**  **Agree** | **5**  **Strongly Agree** | **9 Prefer Not to Answer** |
| **E1\_1.** | People who are tobacco-free are **confident**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_2.** | People who are tobacco-free are **fresh**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_3.** | People who are tobacco-free are **trendsetters**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_4.** | People who are tobacco-free are **in** **control**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_5.** | People who are tobacco-free are **real**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_6.** | People who are tobacco-free are **attractive**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_7.** | People who are tobacco-free are **lame**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_8.** | People who are tobacco-free are **corny**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_9.** | People who are tobacco-free are **fake**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_10.** | People who are tobacco-free are **annoying**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_11.** | People who are tobacco-free are **boring**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_12.** | People who are tobacco-free are **followers**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_13** | [INSERT BELIEF] | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_14** | [INSERT BELIEF] | 1 | 2 | 3 | 4 | 5 | 9 |

**E2.** How much do you agree or disagree with the following statements **about people who smoke cigarettes**?

[RANDOMIZE ALL ROWS]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **1**  **Strongly Disagree** | **2**  **Disagree** | **3**  **Neither Agree or Disagree (Neutral)** | **4**  **Agree** | **5**  **Strongly Agree** | **9 Prefer Not to Answer** |
| **E2\_1.** | People who smoke cigarettes are **confident**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_2.** | People who smoke cigarettes are **fresh**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_3.** | People who smoke cigarettes are **trendsetters**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_4.** | People who smoke cigarettes are **in control**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_5.** | People who smoke cigarettes are **real**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_6.** | People who smoke cigarettes are **attractive**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_7.** | People who smoke cigarettes are **lame**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_8.** | People who smoke cigarettes are **fake**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_9.** | People who smoke cigarettes are **annoying**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_10.** | People who smoke cigarettes are **boring**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_11.** | People who smoke cigarettes are **corny**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_12.** | People who smoke cigarettes are **followers**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_13** | [INSERT BELIEF] | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_14** | [INSERT BELIEF] | 1 | 2 | 3 | 4 | 5 | 9 |

**E3. Smoking cigarettes** is… (pick one)

[RANDOMIZE E3\_1-E3\_2] [MAKE THIS ITEM SKIPPABLE]

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **E3\_1.** | **Bad** | -3 | -2 | -1 | 0 | +1 | +2 | +3 | **Good** |
| **E3\_2.** | **Not enjoyable** | -3 | -2 | -1 | 0 | +1 | +2 | +3 | **Enjoyable** |

E4. How much do you agree or disagree with the following statements?

[RANDOMIZE E4\_1-E4\_3]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **1**  **Strongly Disagree** | **2**  **Disagree** | **3**  **Neither Agree or Disagree (Neutral)** | **4**  **Agree** | **5**  **Strongly Agree** | **9 Prefer Not to Answer** |
| **E4\_1.** | I am proud to live tobacco-free. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E4\_2.** | Living tobacco-free is important to me. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E4\_3.** | I am proud to tell other people I live tobacco-free. | 1 | 2 | 3 | 4 | 5 | 9 |

E5. How much do you agree or disagree with the following statements? If I smoke cigarettes, I will…

[RANDOMIZE ROWS]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **1**  **Strongly Disagree** | **2**  **Disagree** | **3**  **Neither Agree or Disagree (Neutral)** | **4**  **Agree** | **5**  **Strongly Agree** | **9 Prefer Not to Answer** |
| **E5\_1.** | Damage my body | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_2.** | Not harm my body | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_3.** | Shorten my life | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_4.** | Live just as long | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_5.** | Be controlled by smoking | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_6.** | Be able to stop smoking when I want to | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_7.** | Become addicted to smoking | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_8.** | Decide when and where to smoke | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_9.** | Be less attractive to others | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_10.** | Be more attractive to others | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_11.** | Have bad breath and stinky hair | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_12.** | Not smell like cigarettes | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_13.** | Be a good influence on my younger brothers, sisters, cousins, family or friends | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_14.** | Be a bad role model for my younger brothers, sisters, cousins, family or friends | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_15.** | Harm others with secondhand smoke | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_16.** | Not hurt anyone with my secondhand smoke | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_17.** | Achieve my goals more easily | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_18.** | Have trouble reaching my goals | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_19.** | Be less successful | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_20.** | Be just as successful | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_21.** | [INSERT RISK PERCEPTION] | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_22.** | [INSERT RISK PERCEPTION] | 1 | 2 | 3 | 4 | 5 | 9 |

Social Norms

E6. How many of your four closest friends…

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **0**  **None** | **1**  **One** | **2**  **Two** | **3**  **Three** | **4**  **Four** | **9 Prefer Not to Answer** |
| **E6\_1.** | Smoke cigarettes? | 0 | 1 | 2 | 3 | 4 | 9 |
| **E6\_2.** | Smoke menthol cigarettes? | 0 | 1 | 2 | 3 | 4 | 9 |
| **E6\_3.** | Use smokeless tobacco, such as chewing tobacco, snuff, snus or dip? | 0 | 1 | 2 | 3 | 4 | 9 |
| **E6\_4.** | Use marijuana? | 0 | 1 | 2 | 3 | 4 | 9 |
| **E6\_5.** | Smoke blunts (cigars, cigarillos, or little cigars with marijuana added)? | 0 | 1 | 2 | 3 | 4 | 9 |
| **E6\_6.** | Smoke cigars, cigarillos, or little cigars without added marijuana?  Common brands are Swisher Sweets, Black & Mild, White Owl, Cheyenne, Dutch Masters, Garcia Y Vega or Middleton’s. | 0 | 1 | 2 | 3 | 4 | 9 |
| **E6\_7.** | Use electronic cigarettes, also called “e-cigarettes”, “e-cigs”, “vapor pens”, or “e-hookahs”, such as [INSERT TOP BRANDS OF E-CIGARETTES HERE]? | 0 | 1 | 2 | 3 | 4 | 9 |

E7. How many of the people who hang out where you hang out…

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **0**  **None** | **1**  **A few** | **2**  **Some** | **3**  **Most** | **4**  **All** | **9 Prefer Not to Answer** |
| **E7\_1.** | Smoke cigarettes? | 0 | 1 | 2 | 3 | 4 | 9 |
| **E7\_2.** | Smoke menthol cigarettes? | 0 | 1 | 2 | 3 | 4 | 9 |
| **E7\_3.** | Use smokeless tobacco, such as chewing tobacco, snuff, snus or dip? | 0 | 1 | 2 | 3 | 4 | 9 |
| **E7\_4.** | Use marijuana? | 0 | 1 | 2 | 3 | 4 | 9 |
| **E7\_5.** | Smoke blunts (cigars, cigarillos, or little cigars with marijuana added)? | 0 | 1 | 2 | 3 | 4 | 9 |
| **E7\_6.** | Smoke cigars, cigarillos, or little cigars without added marijuana?  Common brands are Swisher Sweets, Black & Mild, White Owl, Cheyenne, Dutch Masters, Garcia Y Vega or Middleton’s. | 0 | 1 | 2 | 3 | 4 | 9 |
| **E7\_7.** | Use electronic cigarettes, also called “e-cigarettes”, “e-cigs”, “vapor pens”, or “e-hookahs”, such as [INSERT TOP BRANDS OF E-CIGARETTES HERE]? | 0 | 1 | 2 | 3 | 4 | 9 |

**E8.** Thinking about **the people who hang out where you hang out,** do you think tobacco use is…

1 Increasing

2 Decreasing

3 Staying the same

4 Not sure

9 Prefer not to answer

Perceived Approval

**E9.** How much do you agree or disagree with the following statements?

*[RANDOMIZE E9\_1-E9\_4]*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **1**  **Strongly Disagree** | **2**  **Disagree** | **3**  **Neither Agree or Disagree (Neutral)** | **4**  **Agree** | **5**  **Strongly Agree** | **9 Prefer Not to Answer** |
| **E9\_1.** | According to **my family**, it is very important for me to not smoke cigarettes. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E9\_2.** | According to **my friends**, it is very important for me to not smoke cigarettes. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E9\_3.** | According to **most people my age**, it is very important for me to not smoke cigarettes. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E9\_4.** | According to **the people who hang out where I hang out**, it is very important for me to not smoke cigarettes. | 1 | 2 | 3 | 4 | 5 | 9 |

**APPROVAL OF SMOKING**

E10. This next set of questions asks about how willing or unwilling you are to do things with people who smoke cigarettes.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **1**  **Definitely Willing** | **2**  **Probably Willing** | **3**  **Probably Unwilling** | **4**  **Definitely Unwilling** | **9 Prefer Not to Answer** |
| **E10\_1.** | How would you feel about going to a party, concert or event where people are smoking cigarettes? | 1 | 2 | 3 | 4 | 9 |
| **E10\_2.** | How would you feel about hanging out with someone who smokes cigarettes? | 1 | 2 | 3 | 4 | 9 |
| **E10\_3.** | How would you feel about dancing with someone who smokes cigarettes? | 1 | 2 | 3 | 4 | 9 |
| **E10\_4.** | How would you feel about kissing someone who smokes cigarettes? | 1 | 2 | 3 | 4 | 9 |
| **E10\_5.** | How would you feel about going out with someone who smokes cigarettes? | 1 | 2 | 3 | 4 | 9 |

***Perceived Peer Crowd Smoking***

[E11 items displaying a single I-Base hip hop photo or mainstream photo] [RANDOMIZE PRESENTATION OF PHOTOS]

[DISPLAY I-BASE PHOTO OF HIP HOP MALE, then ask E11\_1]

**E11\_1.** Do you think this person smokes cigarettes?

1 Definitely yes

2 Probably yes

3 Probably not

4 Definitely not

9 Prefer not to answer

[DISPLAY I-BASE PHOTO OF HIP HOP FEMALE, then ask E11\_2]

**E11\_2.** Do you think this person smokes cigarettes?

1 Definitely yes

2 Probably yes

3 Probably not

4 Definitely not

9 Prefer not to answer

[DISPLAY I-BASE PHOTO OF MAINSTREAM MALE, then ask E11\_3]

**E11\_3.** Do you think this person smokes cigarettes?

1 Definitely yes

2 Probably yes

3 Probably not

4 Definitely not

9 Prefer not to answer

[DISPLAY I-BASE PHOTO OF MAINSTREAM FEMALE, then ask E11\_4]

**E11\_4.** Do you think this person smokes cigarettes?

1 Definitely yes

2 Probably yes

3 Probably not

4 Definitely not

9 Prefer not to answer

***Perceived Popularity***

**E12.** How much do you agree or disagree with the following statements?

[RANDOMIZE E12\_1-E12\_4]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **1**  **Strongly Disagree** | **2**  **Disagree** | **3 Neither Agree or Disagree (Neutral)** | **3**  **Agree** | **4**  **Strongly Agree** | **9 Prefer Not to Answer** |
| **E12\_1.** | Most successful people smoke cigarettes once a month or more. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E12\_2.** | More fresh people smoke cigarettes than people who are not fresh. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E12\_3.** | Rich and famous people are more likely to smoke cigarettes than people who aren’t rich and famous. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E12\_4.** | My favorite hip hop artists probably smoke cigarettes once a month or more. | 1 | 2 | 3 | 4 | 5 | 9 |

Section F: Media Use and Awareness

First, we’d like to ask you about your use of TV and other media.

|  | **1**  **None** | **2**  **5 min – less than 30 min** | **3**  **30 min – 1 hour** | **4**  **More than 1 hour – 3 hours** | **5**  **More than 3 hours** | **9**  **Prefer Not to Answer** |
| --- | --- | --- | --- | --- | --- | --- |
| **F1.** Thinking only about yesterday, about how much time did you spend watching TV shows on any platform including a TV set, a computer, laptop or tablet, a smartphone or an iPod or MP3 player? | 1 | 2 | 3 | 4 | 5 | 9 |

**F2.** Thinking only about yesterday, about how much time did you spend doing the following activities?

|  | **None** | **At least one minute, but less than 1 hour** | **1 hour or more, but less than 2 hours** | **2 hours or more, but less than 3 hours** | **More than 3 hours** | **Prefer Not to Answer** |
| --- | --- | --- | --- | --- | --- | --- |
| **Listening to Music** |  |  |  |  |  |  |
| **F2\_1.** Listening to music across all devices including iPods, MP3 players, cell phones, computer, laptop, tablet, Internet radio like Pandora or Spotify, CD players, and car radios | 1 | 2 | 3 | 4 | 5 | 9 |
| **Using a Cellphone/Smartphone** |  |  |  |  |  |  |
| **F2\_2.** Text messaging on a cell phone/smartphone | 1 | 2 | 3 | 4 | 5 | 9 |
| **F2\_3.** Watching or uploading videos, such as on YouTube, on a cell phone/smartphone | 1 | 2 | 3 | 4 | 5 | 9 |
| **F2\_4.** Going to social networking sites like Twitter, Instagram or Facebook on a cell phone/smartphone | 1 | 2 | 3 | 4 | 5 | 9 |
| **F2\_5.** Browsing any other type of website on a cell phone/smartphone like news or entertainment. Include smartphone apps. | 1 | 2 | 3 | 4 | 5 | 9 |
| **Using a Computer, Laptop, or Tablet (not a smartphone)** |  |  |  |  |  |  |
| **F2\_6.** Watching or uploading videos, such as on YouTube, on a computer, laptop, or tablet | 1 | 2 | 3 | 4 | 5 | 9 |
| **F2\_7.** Using social networking sites like Twitter, Instagram, or Facebook on a computer, laptop, or tablet | 1 | 2 | 3 | 4 | 5 | 9 |
| **F2\_8.** Browsing any other type of website for anything besides schoolwork on a computer, laptop, or tablet, like news or entertainment | 1 | 2 | 3 | 4 | 5 | 9 |
| **F2\_9.** Instant messaging or Video chatting (on Skype, Googletalk, iChat, etc.) on a computer, laptop, or tablet | 1 | 2 | 3 | 4 | 5 | 9 |
| **Radio and Reading** |  |  |  |  |  |  |
| **F2\_10.** Listening to the radio | 1 | 2 | 3 | 4 | 5 | 9 |
| **F2\_11.** Looking at or reading any magazines? Do not include time spent reading magazines on a computer, laptop, or tablet | 1 | 2 | 3 | 4 | 5 | 9 |

**F3.** How often do you go to the movies at a movie theater?

1 Once a week or more often

2 One or two times a month

3 Once every two or three months

4 One or two times a year

5 I do not see movies at a movie theater

9 Prefer not to answer

**F4.** How often do you go to concerts, live shows, or other events at a store, local stage, community center, or music venue?

1 Once a week or more often

2 One or two times a month

3 Once every two or three months

4 One or two times a year

5 I do not attend concerts, live shows, or other events

9 Prefer not to answer

**BRAND AWARENESS**

**F5.** We want to ask you about some brands that might or might not have appeared in the media around here, as part of ads or videos about tobacco or at concerts, live shows, or other events.

[RANDOMIZE F5\_1-F5\_4]

**F5\_1.** In the past 3 months, that is since [FILL DATE], have you seen or heard the following brand?

*[INSERT any brands of local/state campaigns that are being run in markets]*

[DISPLAY CAMPAIGN LOGO]

1\_\_\_ Yes

2\_\_\_ No

3\_\_\_ Not Sure

9\_\_\_ Prefer not to answer

**F5\_2.** In the past 3 months, that is since [FILL DATE], have you seen or heard the following brand?

Digital Youth Against Tobacco (DYAT)

[DISPLAY CAMPAIGN LOGO]

1\_\_\_ Yes

2\_\_\_ No

3\_\_\_ Not Sure

9\_\_\_ Prefer not to answer

**F5\_3.** In the past 3 months, that is since [FILL DATE], have you seen or heard the following brand?

*The Real Cost*

[DISPLAY CAMPAIGN LOGO]

1\_\_\_ Yes

2\_\_\_ No

3\_\_\_ Not Sure

9\_\_\_ Prefer not to answer

**F5\_4.** In the past 3 months, that is since [FILL DATE], have you seen or heard the following brand?

Fresh Empire

[DISPLAY CAMPAIGN LOGO]

1\_\_\_ Yes

2\_\_\_ No

3\_\_\_ Not Sure

9\_\_\_ Prefer not to answer

**AWARENESS OF EVENTS, VIDEOS**

**F5\_5a.** In the past 3 months, that is since [FILL DATE], have you heard of an event in your area sponsored by, or associated with, Fresh Empire? (DISPLAY LOGO)

1\_\_ Yes

2\_\_ No

3\_\_ Not sure

9\_\_ Prefer not to answer

**F5\_5b.** In the past 3 months, that is since [FILL DATE], have you seen a Fresh Empire video online? (DISPLAY LOGO)

1\_\_ Yes

2\_\_ No

3\_\_ Not sure

9\_\_ Prefer not to answer

**AD AWARENESS OTHER TC CAMPAIGNS (TO USE AS CONTROLS)**

**F6. The next set of questions asks whether or not you’ve seen any of the following ads.**

[RANDOMIZE F6\_1-F6\_2]

**F6\_1**. In the past 3 months, that is since [FILL DATE], have you seen a Tips from Former Smokers (Tips) ad? Examples of some Tips from Former Smokers ads are shown below.

[DISPLAY Tips from Former Smokers PHOTO COLLAGE]

1\_\_\_ Yes

2\_\_\_ No

3\_\_\_ Not Sure

9\_\_\_ Prefer not to answer

**F6\_2**. In the past 3 months, that is since [FILL DATE], have you seen a truth® campaign ad? Examples of some truth® campaign ads are shown below.

[DISPLAY truth® PHOTO COLLAGE]

1\_\_\_ Yes

2\_\_\_ No

3\_\_\_ Not Sure

9\_\_\_ Prefer not to answer

**F6\_3**. In the past 3 months, that is since [FILL DATE], have you seen a *The Real Cost* campaign ad? Examples of some *The Real Cost* campaign ads are shown below.

[DISPLAY *The Real Cost* PHOTO COLLAGE]

1\_\_\_ Yes

2\_\_\_ No

3\_\_\_ Not Sure

9\_\_\_ Prefer not to answer

[IF F6\_1 AND/OR F6\_2=YES, ASK F7\_1 AND/OR F7\_2; IF NO OPTIONS ARE SELECTED, GO TO F9. ASK F8 IF F6\_1 AND/OR F6\_2=YES.]

**F7\_1.** Where have you seen a Tips from Former Smokers (Tips) ad? Examples of some Tips from Former Smokers ads are shown below.

[DISPLAY Tips from Former Smokers PHOTO COLLAGE]

[RANDOMIZE ORDER OF CHECKBOX LIST]

1\_\_\_ On TV

2\_\_\_ On the radio

3\_\_\_ In newspapers or magazines

4\_\_\_ On the Internet or anywhere online

5\_\_\_ Billboards or other outdoor ads

6\_\_\_ Not Sure

9\_\_\_ Prefer not to answer

**F7\_2.**  Where have you seen a truth® campaign ad? Examples of some truth® campaign ads are shown below.

[DISPLAY truth® campaign PHOTO COLLAGE]

[RANDOMIZE ORDER OF CHECKBOX LIST]

1\_\_\_ On TV

2\_\_\_ On the radio

3\_\_\_ In newspapers or magazines

4\_\_\_ On the Internet or anywhere online

5\_\_\_ Billboards or other outdoor ads

6\_\_\_ Not Sure

9\_\_\_ Prefer not to answer

**F7\_3.**  Where have you seen a *The Real Cost* campaign ad? Examples of some *The Real Cost* campaign ads are shown below.

[DISPLAY The Real Cost campaign PHOTO COLLAGE]

[RANDOMIZE ORDER OF CHECKBOX LIST]

1\_\_\_ On TV

2\_\_\_ On the radio

3\_\_\_ In newspapers or magazines

4\_\_\_ On the Internet or anywhere online

5\_\_\_ Billboards or other outdoor ads

6\_\_\_ Not Sure

9\_\_\_ Prefer not to answer

**F8.** In the past 3 months, that is since [FILL DATE], how frequently have you seen these ads on television?

1 Rarely

2 Sometimes

3 Often

4 Very Often

9 Prefer not to answer

**HOME ENVIRONMENT**

These next questions ask about your parent(s) or guardian(s). Some people your age have parents who they do not live with. As you answer these questions, please think only about the parent(s) or guardian(s) you live with.

**F9.** Do your parent(s) or guardian(s) have rules about how much time you can spend using media, such as TV, computer, video games, cell phones, and music?

1 Yes, my parent(s) or guardian(s) have lots of rules about it.

2 Yes, my parent(s) or guardian(s) have a few rules about it.

3 No, my parent(s) or guardian(s) don’t have any rules about it.

9 Prefer not to answer

**F10.** Do your parent(s) or guardian(s) have rules about what you are allowed to do on the computer, which video games you are allowed to play, or what music you’re allowed to listen to?

1 Yes, my parent(s) or guardian(s) have lots of rules about it.

2 Yes, my parent(s) or guardian(s) have a few rules about it.

3 No, my parent(s) or guardian(s) don’t have any rules about it.

9 Prefer not to answer

**F11.** In general, how often do your parent(s) or guardian(s) make sure you follow the rules they have about using media, such as TV, computers, video games, and music?

1 Most of the time

2 Some of the time

3 A little of the time

4 Never

5 My parent(s) or guardian(s) don’t have rules about using media

9 Prefer not to answer

**F12.** How often do your parent(s) or guardian(s) let you watch movies or videos that are rated R?

1 Never

2 Once in awhile

3 Sometimes

4 All the time

9 Prefer not to answer

**F13.** How often do your parent(s) or guardian(s) let you go to concerts, live shows, or other events?

1 Never

2 Once in awhile

3 Sometimes

4 All the time

9 Prefer not to answer

Section G: Environment

The next section asks some questions about your household and peers.

**G1.** Other than you, has **anyone who lives with you** used any of the following during the past 30 days…? (You can CHOOSE ONE ANSWER or MORE THAN ONE ANSWER)

1 cigarettes

2 smokeless tobacco, such as chewing tobacco, snuff, snus or dip, such as Copenhagen, Skoal, Grizzly, Kodiak, and Red Seal

3 cigars, cigarillos, or little cigars, such as Swisher Sweets, Black & Mild, White Owl, Cheyenne, Dutch Masters, Garcia Y Vega or Middleton’s

4 tobacco out of a water pipe (also called “hookah”)

5 electronic cigarettes, also called “e-cigarettes”, “e-cigs”, “vapor pens”, or “e-hookahs” such as [INSERT TOP BRANDS OF E-CIGARETTES HERE]

6 any other form of tobacco \_\_\_\_\_\_\_\_\_\_\_ (please specify)

7 No, no one who lives with me has used any form of tobacco during the past 30 days

9 Prefer not to answer

**G2.** Have any of your brother(s) and/or sister(s) smoked cigarettes during the past 30 days?

1 Yes

2 No

3 I don’t know

4 I don’t have any brothers or sisters

9 Prefer not to answer

**G3.** Which statement best describes the rules about smoking in your home? Would you say…

1 Smoking is not allowed anywhere inside your home

2 Smoking is allowed in some places or at some times

3 Smoking is allowed anywhere inside the home

4 There are no rules about smoking inside the home

9 Prefer not to answer

**G4.** How well would you say you have done in school? Would you say…

1 Much better than average

2 Better than average

3 Average

4 Below average

5 Much worse than average

9 Prefer not to answer

**G5.** How much do you agree or disagree with the following statements?

[RANDOMIZE G5\_1-G5\_3]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **1**  **Strongly Disagree** | **2**  **Disagree** | **3**  **Neither Agree or Disagree (Neutral)** | **4**  **Agree** | **5**  **Strongly Agree** | **9 Prefer Not to Answer** |
| **G5\_1.** | I feel close to people at my school. | 1 | 2 | 3 | 4 | 5 | 9 |
| **G5\_2.** | I am happy to be at my school. | 1 | 2 | 3 | 4 | 5 | 9 |
| **G5\_3.** | I feel like I am a part of my school. | 1 | 2 | 3 | 4 | 5 | 9 |

**G6.** How far do you think you will go in school?

1 I don’t plan to go to school anymore

2 6th grade

3 7th grade

4 8th grade

5 9th grade

6 10th grade

7 11th grade

8 12th grade or GED

9 Some college or technical school but no degree

10 Technical school degree

11 College degree

12 Graduate school, medical school, or law school

99 Prefer not to answer

**G7.** How many close friends do you have? (Close friends include people whom you feel at ease with, can talk to about private matters, and can call on for help.)

\_\_\_\_\_\_\_\_\_\_ MIN 0 MAX 7

9 Prefer not to answer

**G8.** How often do you attend church or religious services? Would you say…

1 Never

2 Less than once a month

3 About once a month

4 About 2 or 3 times a month

5 Once a week

6 More than once a week

9 Prefer not to answer

**G9.** How much do you agree or disagree with the following statements?

[RANDOMIZE G9\_1-G9\_4]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **1**  **Strongly Disagree** | **2**  **Disagree** | **3**  **Neither Agree or Disagree (Neutral)** | **4**  **Agree** | **5**  **Strongly Agree** | **9 Prefer Not to Answer** |
| **G9\_1.** | I would like to explore strange places. | 1 | 2 | 3 | 4 | 5 | 9 |
| **G9\_2.** | I like to do frightening things. | 1 | 2 | 3 | 4 | 5 | 9 |
| **G9\_3.** | I like new and exciting experiences, even if I have to break the rules. | 1 | 2 | 3 | 4 | 5 | 9 |
| **G9\_4.** | I prefer friends who are exciting and unpredictable. | 1 | 2 | 3 | 4 | 5 | 9 |

**G10.**  Thinking about your mental health, which includes stress, depression, and problems with emotions, for how many days during the past 30 days was your mental health not good?

\_\_\_\_\_ Number of days

2 None

3 Don’t know

9 Prefer not to answer

These next questions ask about your relationship with your parent(s) or guardian(s). Some people your age have parents who they do not live with. As you answer these questions, please think only about the parent(s) or guardian(s) you live with.

**G11.** Thinking about the parent(s) or guardian(s) you live with, how satisfied are you with the way you communicate with each other?

1 Not at all satisfied

2 Not very satisfied

3 Somewhat satisfied

4 Quite satisfied

5 Very satisfied

9 Prefer not to answer

**G12.** How close do you feel to your parent(s) or guardian(s)?

1 Not at all close

2 Not very close

3 Somewhat close

4 Quite close

5 Very close

9 Prefer not to answer

**G13.** How many times has your parent(s) or guardian(s) said things that really hurt your feelings or made you feel like you were not wanted or loved?

1 1 time

2 2 times

3 3 to 5 times

4 6 to 10 times

5 More than 10 times

6 Never

7 Don’t know

9 Prefer not to answer

**G14.** Has your parent(s) or guardian(s) ever talked to you about reasons for not smoking cigarettes or using other types of tobacco like cigars or chewing tobacco?

1 Yes

2 No

9 Prefer not to answer

**G15.** During the past 7 days, on how many days did you and your parent(s) or guardian(s) do something together just for fun?

\_\_\_\_\_\_\_\_\_\_ MIN 0 MAX 7

9 Prefer not to answer

**Section S\_b: Study Screener, continued**

[IN PERSON INTERVIEW ONLY]

Next I have some questions about the people who live in this home.

**S01**. Please think about all of the people who live in this home who are 17 years old or younger. Including yourself, how many people live in this home who are 17 years old or younger?

\_\_\_\_\_\_\_\_\_\_ MIN 0 MAX 7

9 Prefer not to answer

**S02**. If S01>1. Please tell me more about these people, starting with the oldest. How old is this person?

\_\_\_\_\_\_\_\_\_\_ MIN 0 MAX 17

9 Prefer not to answer

**S02a.** If S02=12-17. What is this person’s name?

\_\_\_\_\_\_\_\_\_\_

9 Prefer not to answer

**S03**. If S01>2 How old is the next oldest person in the household who is 17 years old or younger?

\_\_\_\_\_\_\_\_\_\_ MIN 0 MAX 17

9 Prefer not to answer

**S03a.** If S03=12-17. What is this person’s name?

\_\_\_\_\_\_\_\_\_\_

9 Prefer not to answer

[ASK FOR ALL HOUSEHOLD MEMBERS 17 YEARS OLD OR YOUNGER. GENERATE A SCREENING INSTRUMENT FOR EACH MEMBER AGE 12-17. SCREEN EACH ADOLESCENT RESIDENT.]

***Thank you for taking time to complete this survey.***

Evaluation of the Fresh Empire Campaign on Tobacco (EFECT) –

Post-Campaign Survey

Subjects for Questionnaire:

Section S: Online Study Screener

Section A: Demographics

Section B: Tobacco Use Behavior

Section C: Tobacco Use Intentions and Self-Efficacy

Section D: Cessation (Intention, Behavior, Motivation)

Section E: Attitudes, Beliefs, Risk Perceptions and Social Norms

Section F: Media Use and Awareness

Section G: Environment

Section S\_b: Online Study Screener, continued

Section S: Study Screener

**S1.** How old are you?

1 11 years old or younger

2 12 years old

3 13 years old

4 14 years old

5 15 years old

6 16 years old

7 17 years old

8 18 years old or older

9 Prefer not to answer

**S2.** What is your gender?

1 Female

2 Male

3 Other (Please specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

9 Prefer not to answer

[RANDOMIZE ORDER OF S3 AND S4. ]

[DISPLAY I-BASE PHOTO ARRAY OF 36 FEMALES, then ask S3a and S3b.]

S3a. Rank the three people that would BEST FIT in your main group of friends, starting with the best fit.

1 \_\_\_\_

2 \_\_\_\_

3 \_\_\_\_

9 Prefer not to answer

S3b. Rank the three people that would LEAST FIT in your main group of friends, starting with the worst fit.

1 \_\_\_\_

2 \_\_\_\_

3 \_\_\_\_

9 Prefer not to answer

[DISPLAY I-BASE PHOTO ARRAY OF 36 MALES, then ask S4a and S4b.]

S4a. Rank the three people that would BEST FIT in your main group of friends, starting with the best fit.

1 \_\_\_\_

2 \_\_\_\_

3 \_\_\_\_

9 Prefer not to answer

S4b. Rank the three people that would WORST FIT in your main group of friends, starting with the worst fit.

1 \_\_\_\_

2 \_\_\_\_

3 \_\_\_\_

9 Prefer not to answer

[ASK S5 AND S6 FOR RESPONDENTS TAKING WEB SURVEY]

**S6.**  What is your zip code?

3 Don’t know

9 Prefer not to answer

**S7.**  What county do you live in?

[DROP DOWN MENU BASED ON ZIP]

3 Don’t know

9 Prefer not to answer

Section A: Demographics

**A1.** Are you Hispanic, Latino/a, or Spanish origin?

[PROGRAM SO THAT RESPONDENTS CAN SELECT MORE THAN ONE RESPONSE ON 2-5]

1 No, not of Hispanic, Latino, Latina, or Spanish origin

2 Yes, Mexican, Mexican American, Chicano or Chicana

3 Yes, Puerto Rican

4 Yes, Cuban

5 Yes, Another Hispanic, Latino/a or Spanish origin

9 Prefer not to answer

**A2.** What race or races do you consider yourself to be? (You can CHOOSE ONE ANSWER or MORE THAN ONE ANSWER or YOU MAY SKIP THIS QUESTION)

|  |  |  |  |
| --- | --- | --- | --- |
|  | **1**  **Yes** |  |  |
| **A2\_1.** American Indian or Alaska Native | 1 |  |  |
| **A2\_2.** Asian | 1 |  |  |
| **A2\_3.** Black or African American | 1 |  |  |
| **A2\_4.** Native Hawaiian or Other Pacific Islander | 1 |  |  |
| **A2\_5.** White | 1 |  |  |

**A3.** In general, do you usually speak…

1 Only Spanish

2 Spanish more than English

3 Spanish and English equally

4 English more than Spanish

5 English only

6 Some other language (please specify\_\_\_\_\_\_\_\_\_\_\_)

9 Prefer not to answer

**A4.** What grade are you in?

1 6th grade or lower

2 7th grade

3 8th grade

4 9th grade

5 10th grade

6 11th grade

7 12th grade

8 Ungraded or other grade

9 Out of school

99 Prefer not to answer

**A5.** During the past 30 days, about how much money did you have each week to spend any way you wanted to?

1 None

2 $5 or less

3 $6 to $10

4 $11 to $20

5 $21 to $35

6 $36 to $50

7 $51 to $75

8 $76 to $125

9 $126 or more

99 Prefer not to answer

Section B: Tobacco Use Behavior

Cigarette Use

**B1.** Have you ever tried cigarette smoking, even one or two puffs?

1 Yes

2 No

9 Prefer not to answer

[IF B1=1 or 9, ASK B2. IF B1=2, ASK B8]

**B2.** How old were you when you first tried cigarette smoking, even one or two puffs?

1 8 years old or younger

2 9 years old

3 10 years old

4 11 years old

5 12 years old

6 13 years old

7 14 years old

8 15 years old

9 16 years old

10 17 years old

11 18 years old or older

99 Prefer not to answer

**B3.** During the past 30 days, on how many days did you smoke cigarettes?

1 0 days

2 1 or 2 days

3 3 to 5 days

4 6 to 9 days

5 10 to 19 days

6 20 to 29 days

7 All 30 days

9 Prefer not to answer

[IF B3=1, ASK B6, otherwise ASK B4]

**B4.** Menthol cigarettes are cigarettes that taste like mint. During the past 30 days, were the cigarettes that you usually smoked menthol?

1 Yes

2 No

9 Prefer not to answer

**B5.** During the past 30 days, on the days you smoked, how many cigarettes did you smoke per day?

1 Less than 1 cigarette per day

2 1 cigarette per day

3 2 to 5 cigarettes per day

4 6 to 10 cigarettes per day

5 11 to 20 cigarettes per day

6 More than 20 cigarettes per day

9 Prefer not to answer

**B6.** About how many cigarettes have you smoked in your entire life? Your best guess is fine.

1 I have never smoked cigarettes, not even one or two puffs

2 1 or more puffs but never a whole cigarette

3 1 cigarette

4 2 to 5 cigarettes

5 6 to 15 cigarettes (about 1/2 a pack total)

6 16 to 25 cigarettes (about 1 pack total)

7 26 to 99 cigarettes (more than 1 pack, but less than 5 packs)

8 100 or more cigarettes (5 or more packs)

9 Prefer not to answer

**B7.** Do you consider yourself a smoker?

1 Yes

2 No

9 Prefer not to answer

Other Tobacco Use

**B8.** Have you ever used smokeless tobacco, such as chewing tobacco, snuff, snus or dip, such as Copenhagen, Skoal, Grizzly, Kodiak, and Red Seal, even just a small amount?

1 Yes

2 No

9 Prefer not to answer

[IF B8=1 or 9, ASK B9. IF B8=2, ASK B10]

**B9.** During the past 30 days, on how many days did you use chewing tobacco, snuff, snus or dip?

1 0 days

2 1 or 2 days

3 3 to 5 days

4 6 to 9 days

5 10 to 19 days

6 20 to 29 days

7 All 30 days

9 Prefer not to answer

**B10.** Have you ever tried smoking cigars, cigarillos, or little cigars, such as Swisher Sweets, Black & Mild, White Owl, Cheyenne, Dutch Masters, Garcia Y Vega or Middleton’s, even one time?

1 Yes

2 No

9 Prefer not to answer

[IF B10=1 or 9, ASK B11a and B11b. IF B10=2, ASK B12]

**B11a.** During the past 30 days, on how many days did you smoke blunts (cigars, cigarillos, or little cigars with marijuana added)?

1 0 days

2 1 or 2 days

3 3 to 5 days

4 6 to 9 days

5 10 to 19 days

6 20 to 29 days

7 All 30 days

9 Prefer not to answer

**B11b.** During the past 30 days, on how many days did you smoke cigars, cigarillos, or little cigars without added marijuana? Common brands are Swisher Sweets, Black & Mild, White Owl, Cheyenne, Dutch Masters, Garcia Y Vega or Middleton’s.

1 0 days

2 1 or 2 days

3 3 to 5 days

4 6 to 9 days

5 10 to 19 days

6 20 to 29 days or

7 All 30 days

9 Prefer not to answer

**B12.** Have you ever tried smoking tobacco out of a water pipe (also called “hookah”), even one time?

1 Yes

2 No

9 Prefer not to answer

[IF B12=1 or 9, ASK B13. IF B12=2, ASK B14]

**B13.** During the past 30 days, on how many days did you smoke tobacco out of a water pipe (also called “hookah”)?

1 0 days

2 1 or 2 days

3 3 to 5 days

4 6 to 9 days

5 10 to 19 days

6 20 to 29 days

7 All 30 days

9 Prefer not to answer

**B14. [EMBED SCREENSHOT OF PRODUCTS]** These are examples of electronic cigarettes, also called “e-cigarettes”, “e-cigs”, “vapor pens”, or “e-hookahs”. Electronic cigarettes sometimes look like regular cigarettes, but run on a battery and produce vapor instead of smoke.Have you ever tried electronic cigarettes, such as [INSERT TOP BRANDS OF E-CIGARETTES HERE], even one or two puffs?

1 Yes

2 No

9 Prefer not to answer

[IF B14=1 or 9, ASK B15. IF B14=2, ASK B16]

**B15.** During the past 30 days, on how many days did you use electronic cigarettes, also called “e-cigarettes”, “e-cigs”, “vapor pens”, or “e-hookahs”?

1 0 days

2 1 or 2 days

3 3 to 5 days

4 6 to 9 days

5 10 to 19 days

6 20 to 29 days or

7 All 30 days

9 Prefer not to answer

**B16.** Have you ever tried marijuana, even one time?

1 Yes

2 No

9 Prefer not to answer

[IF B16=1 or 9, ASK B17. OTHERWISE, SKIP TO C1]

**B17.** During the past 30 days, on how many days did you use marijuana?

1 0 days

2 1 or 2 days

3 3 to 5 days

4 6 to 9 days

5 10 to 19 days

6 20 to 29 days

7 All 30 days

9 Prefer not to answer

Section C: Tobacco Use Intentions and Self-Efficacy

C1. Thinking about the future…

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **1**  **Definitely Yes** | **2**  **Probably Yes** | **3**  **Probably Not** | **4**  **Definitely Not** | **9 Prefer Not to Answer** |
| **C1\_1.** | Do you think that you will smoke a **cigarette** soon? | 1 | 2 | 3 | 4 | 9 |
| **C1\_2.** | Do you think you will smoke a **cigarette** at any time in the next year? | 1 | 2 | 3 | 4 | 9 |
| **C1\_3.** | If one of your best friends were to offer you a **cigarette**, would you smoke it? | 1 | 2 | 3 | 4 | 9 |

**C2.** How sure are you that, if you really wanted to, **you could say no to a cigarette offer** if…

[RANDOMIZE C2\_1-C2\_3]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **1**  **Not at all sure** | **2**  **Slightly sure** | **3**  **Somewhat sure** | **4**  **Mostly sure** | **5**  **Completely sure** | **9 Prefer Not to Answer** |
| **C2\_1.** | You are at a party  where most people  are smoking? | 1 | 2 | 3 | 4 | 5 | 9 |
| **C2\_2.** | A very close friend  offers it? | 1 | 2 | 3 | 4 | 5 | 9 |
| **C2\_3.** | Someone you  know offers it? | 1 | 2 | 3 | 4 | 5 | 9 |

Section D: Cessation (Intention, Behavior, Motivation)

[ASK IF B3=2-9]

**D1.** Do you want to stop smoking cigarettes for good?

1 Yes

2 No

9 Prefer not to answer

[IF D1=1 or 9, ASK D2. IF D1=2, ASK D4.]

**D2.** How much do you want to stop smoking cigarettes for good?

1 Not at all

2 A little

3 Somewhat

4 A lot

9 Prefer not to answer

**D3.** I plan to stop smoking cigarettes for good within the next… *(PLEASE CHOOSE THE FIRST ANSWER THAT FITS)*

1 7 days

2 30 days

3 6 months

4 1 year

5 I do not plan to stop smoking cigarettes within the next year

9 Prefer not to answer

**D4.** During the past 3 months, did you stop smoking cigarettes for one day or longer because you were trying to quit smoking cigarettes for good?

1 Yes

2 No

9 Prefer not to answer

Section E: Attitudes, Beliefs, Risk Perceptions and Social Norms

[Ask ALL] The next set of questions asks for your opinions on cigarette use and other tobacco products.

*Attitudes, Beliefs and Risk Perceptions*

**E1.** How much do you agree or disagree with the following statements **about people who are tobacco-free**?

[RANDOMIZE ALL ROWS]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **1**  **Strongly Disagree** | **2**  **Disagree** | **3**  **Neither Agree or Disagree (Neutral)** | **4**  **Agree** | **5**  **Strongly Agree** | **9 Prefer Not to Answer** |
| **E1\_1.** | People who are tobacco-free are **confident**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_2.** | People who are tobacco-free are **fresh**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_3.** | People who are tobacco-free are **trendsetters**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_4.** | People who are tobacco-free are **in** **control**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_5.** | People who are tobacco-free are **real**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_6.** | People who are tobacco-free are **attractive**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_7.** | People who are tobacco-free are **lame**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_8.** | People who are tobacco-free are **corny**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_9.** | People who are tobacco-free are **fake**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_10.** | People who are tobacco-free are **annoying**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_11.** | People who are tobacco-free are **boring**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_12.** | People who are tobacco-free are **followers**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_13** | [INSERT BELIEF] | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_14** | [INSERT BELIEF] | 1 | 2 | 3 | 4 | 5 | 9 |

**E2.** How much do you agree or disagree with the following statements **about people who smoke cigarettes**?

[RANDOMIZE ALL ROWS]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **1**  **Strongly Disagree** | **2**  **Disagree** | **3**  **Neither Agree or Disagree (Neutral)** | **4**  **Agree** | **5**  **Strongly Agree** | **9 Prefer Not to Answer** |
| **E2\_1.** | People who smoke cigarettes are **confident**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_2.** | People who smoke cigarettes are **fresh**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_3.** | People who smoke cigarettes are **trendsetters**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_4.** | People who smoke cigarettes are **in control**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_5.** | People who smoke cigarettes are **real**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_6.** | People who smoke cigarettes are **attractive**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_7.** | People who smoke cigarettes are **lame**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_8.** | People who smoke cigarettes are **fake**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_9.** | People who smoke cigarettes are **annoying**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_10.** | People who smoke cigarettes are **boring**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_11.** | People who smoke cigarettes are **corny**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_12.** | People who smoke cigarettes are **followers**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_13** | [INSERT BELIEF] | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_14** | [INSERT BELIEF] | 1 | 2 | 3 | 4 | 5 | 9 |

**E3. Smoking cigarettes** is… (pick one)

[RANDOMIZE E3\_1-E3\_2] [MAKE THIS ITEM SKIPPABLE]

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **E3\_1.** | **Bad** | -3 | -2 | -1 | 0 | +1 | +2 | +3 | **Good** |
| **E3\_2.** | **Not enjoyable** | -3 | -2 | -1 | 0 | +1 | +2 | +3 | **Enjoyable** |

E4. How much do you agree or disagree with the following statements?

[RANDOMIZE E4\_1-E4\_3]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **1**  **Strongly Disagree** | **2**  **Disagree** | **3**  **Neither Agree or Disagree (Neutral)** | **4**  **Agree** | **5**  **Strongly Agree** | **9 Prefer Not to Answer** |
| **E4\_1.** | I am proud to live tobacco-free. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E4\_2.** | Living tobacco-free is important to me. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E4\_3.** | I am proud to tell other people I live tobacco-free. | 1 | 2 | 3 | 4 | 5 | 9 |

E5. How much do you agree or disagree with the following statements? If I smoke cigarettes, I will…

[RANDOMIZE ROWS]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **1**  **Strongly Disagree** | **2**  **Disagree** | **3**  **Neither Agree or Disagree (Neutral)** | **4**  **Agree** | **5**  **Strongly Agree** | **9 Prefer Not to Answer** |
| **E5\_1.** | Damage my body | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_2.** | Not harm my body | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_3.** | Shorten my life | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_4.** | Live just as long | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_5.** | Be controlled by smoking | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_6.** | Be able to stop smoking when I want to | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_7.** | Become addicted to smoking | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_8.** | Decide when and where to smoke | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_9.** | Be less attractive to others | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_10.** | Be more attractive to others | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_11.** | Have bad breath and stinky hair | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_12.** | Not smell like cigarettes | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_13.** | Be a good influence on my younger brothers, sisters, cousins, family or friends | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_14.** | Be a bad role model for my younger brothers, sisters, cousins, family or friends | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_15.** | Harm others with secondhand smoke | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_16.** | Not hurt anyone with my secondhand smoke | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_17.** | Achieve my goals more easily | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_18.** | Have trouble reaching my goals | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_19.** | Be less successful | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_20.** | Be just as successful | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_21.** | [INSERT RISK PERCEPTION] | 1 | 2 | 3 | 4 | 5 | 9 |
| **E5\_22.** | [INSERT RISK PERCEPTION] | 1 | 2 | 3 | 4 | 5 | 9 |

Social Norms

E6. How many of your four closest friends…

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **0**  **None** | **1**  **One** | **2**  **Two** | **3**  **Three** | **4**  **Four** | **9 Prefer Not to Answer** |
| **E6\_1.** | Smoke cigarettes? | 0 | 1 | 2 | 3 | 4 | 9 |
| **E6\_2.** | Smoke menthol cigarettes? | 0 | 1 | 2 | 3 | 4 | 9 |
| **E6\_3.** | Use smokeless tobacco, such as chewing tobacco, snuff, snus or dip? | 0 | 1 | 2 | 3 | 4 | 9 |
| **E6\_4.** | Use marijuana? | 0 | 1 | 2 | 3 | 4 | 9 |
| **E6\_5.** | Smoke blunts (cigars, cigarillos, or little cigars with marijuana added)? | 0 | 1 | 2 | 3 | 4 | 9 |
| **E6\_6.** | Smoke cigars, cigarillos, or little cigars without added marijuana?  Common brands are Swisher Sweets, Black & Mild, White Owl, Cheyenne, Dutch Masters, Garcia Y Vega or Middleton’s. | 0 | 1 | 2 | 3 | 4 | 9 |
| **E6\_7.** | Use electronic cigarettes, also called “e-cigarettes”, “e-cigs”, “vapor pens”, or “e-hookahs”, such as [INSERT TOP BRANDS OF E-CIGARETTES HERE]? | 0 | 1 | 2 | 3 | 4 | 9 |

E7. How many of the people who hang out where you hang out…

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **0**  **None** | **1**  **A few** | **2**  **Some** | **3**  **Most** | **4**  **All** | **9 Prefer Not to Answer** |
| **E7\_1.** | Smoke cigarettes? | 0 | 1 | 2 | 3 | 4 | 9 |
| **E7\_2.** | Smoke menthol cigarettes? | 0 | 1 | 2 | 3 | 4 | 9 |
| **E7\_3.** | Use smokeless tobacco, such as chewing tobacco, snuff, snus or dip? | 0 | 1 | 2 | 3 | 4 | 9 |
| **E7\_4.** | Use marijuana? | 0 | 1 | 2 | 3 | 4 | 9 |
| **E7\_5.** | Smoke blunts (cigars, cigarillos, or little cigars with marijuana added)? | 0 | 1 | 2 | 3 | 4 | 9 |
| **E7\_6.** | Smoke cigars, cigarillos, or little cigars without added marijuana?  Common brands are Swisher Sweets, Black & Mild, White Owl, Cheyenne, Dutch Masters, Garcia Y Vega or Middleton’s. | 0 | 1 | 2 | 3 | 4 | 9 |
| **E7\_7.** | Use electronic cigarettes, also called “e-cigarettes”, “e-cigs”, “vapor pens”, or “e-hookahs”, such as [INSERT TOP BRANDS OF E-CIGARETTES HERE]? | 0 | 1 | 2 | 3 | 4 | 9 |

**E8.** Thinking about **the people who hang out where you hang out,** do you think tobacco use is…

1 Increasing

2 Decreasing

3 Staying the same

4 Not sure

9 Prefer not to answer

Perceived Approval

**E9.** How much do you agree or disagree with the following statements?

*[RANDOMIZE E9\_1-E9\_4]*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **1**  **Strongly Disagree** | **2**  **Disagree** | **3**  **Neither Agree or Disagree (Neutral)** | **4**  **Agree** | **5**  **Strongly Agree** | **9 Prefer Not to Answer** |
| **E9\_1.** | According to **my family**, it is very important for me to not smoke cigarettes. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E9\_2.** | According to **my friends**, it is very important for me to not smoke cigarettes. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E9\_3.** | According to **most people my age**, it is very important for me to not smoke cigarettes. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E9\_4.** | According to **the people who hang out where I hang out**, it is very important for me to not smoke cigarettes. | 1 | 2 | 3 | 4 | 5 | 9 |

**APPROVAL OF SMOKING**

E10. This next set of questions asks about how willing or unwilling you are to do things with people who smoke cigarettes.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **1**  **Definitely Willing** | **2**  **Probably Willing** | **3**  **Probably Unwilling** | **4**  **Definitely Unwilling** | **9 Prefer Not to Answer** |
| **E10\_1.** | How would you feel about going to a party, concert or event where people are smoking cigarettes? | 1 | 2 | 3 | 4 | 9 |
| **E10\_2.** | How would you feel about hanging out with someone who smokes cigarettes? | 1 | 2 | 3 | 4 | 9 |
| **E10\_3.** | How would you feel about dancing with someone who smokes cigarettes? | 1 | 2 | 3 | 4 | 9 |
| **E10\_4.** | How would you feel about kissing someone who smokes cigarettes? | 1 | 2 | 3 | 4 | 9 |
| **E10\_5.** | How would you feel about going out with someone who smokes cigarettes? | 1 | 2 | 3 | 4 | 9 |

***Perceived Peer Crowd Smoking***

[E11 items displaying a single I-Base hip hop photo or mainstream photo] [RANDOMIZE PRESENTATION OF PHOTOS]

[DISPLAY I-BASE PHOTO OF HIP HOP MALE, then ask E11\_1]

**E11\_1.** Do you think this person smokes cigarettes?

1 Definitely yes

2 Probably yes

3 Probably not

4 Definitely not

9 Prefer not to answer

[DISPLAY I-BASE PHOTO OF HIP HOP FEMALE, then ask E11\_2]

**E11\_2.** Do you think this person smokes cigarettes?

1 Definitely yes

2 Probably yes

3 Probably not

4 Definitely not

9 Prefer not to answer

[DISPLAY I-BASE PHOTO OF MAINSTREAM MALE, then ask E11\_3]

**E11\_3.** Do you think this person smokes cigarettes?

1 Definitely yes

2 Probably yes

3 Probably not

4 Definitely not

9 Prefer not to answer

[DISPLAY I-BASE PHOTO OF MAINSTREAM MALE, then ask E11\_4]

**E11\_4.** Do you think this person smokes cigarettes?

1 Definitely yes

2 Probably yes

3 Probably not

4 Definitely not

9 Prefer not to answer

***Perceived Popularity***

**E12.** How much do you agree or disagree with the following statements?

[RANDOMIZE E12\_1-E12\_4]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **1**  **Strongly Disagree** | **2**  **Disagree** | **3 Neither Agree or Disagree (Neutral)** | **3**  **Agree** | **4**  **Strongly Agree** | **9 Prefer Not to Answer** |
| **E12\_1.** | Most successful people smoke cigarettes once a month or more. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E12\_2.** | More fresh people smoke cigarettes than people who are not fresh. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E12\_3.** | Rich and famous people are more likely to smoke cigarettes than people who aren’t rich and famous. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E12\_4.** | My favorite hip hop artists probably smoke cigarettes once a month or more. | 1 | 2 | 3 | 4 | 5 | 9 |

Section F: Media Use and Awareness

First, we’d like to ask you about your use of TV and other media.

|  | **1**  **None** | **2**  **5 min – less than 30 min** | **3**  **30 min – 1 hour** | **4**  **More than 1 hour – 3 hours** | **5**  **More than 3 hours** | **9**  **Prefer Not to Answer** |
| --- | --- | --- | --- | --- | --- | --- |
| **F1.** Thinking only about yesterday, about how much time did you spend watching TV shows on any platform including a TV set, a computer, laptop or tablet, a smartphone or an iPod or MP3 player? | 1 | 2 | 3 | 4 | 5 | 9 |

**F2.** Thinking only about yesterday, about how much time did you spend doing the following activities?

|  | **None** | **At least one minute, but less than 1 hour** | **1 hour or more, but less than 2 hours** | **2 hours or more, but less than 3 hours** | **More than 3 hours** | **Prefer Not to Answer** |
| --- | --- | --- | --- | --- | --- | --- |
| **Listening to Music** |  |  |  |  |  |  |
| **F2\_1.** Listening to music across all devices including iPods, MP3 players, cell phones, computer, laptop, tablet, Internet radio like Pandora or Spotify, CD players, and car radios | 1 | 2 | 3 | 4 | 5 | 9 |
| **Using a Cellphone/Smartphone** |  |  |  |  |  |  |
| **F2\_2.** Text messaging on a cell phone/smartphone | 1 | 2 | 3 | 4 | 5 | 9 |
| **F2\_3.** Watching or uploading videos, such as on YouTube, on a cell phone/smartphone | 1 | 2 | 3 | 4 | 5 | 9 |
| **F2\_4.** Going to social networking sites like Twitter, Instagram or Facebook on a cell phone/smartphone | 1 | 2 | 3 | 4 | 5 | 9 |
| **F2\_5.** Browsing any other type of website on a cell phone/smartphone like news or entertainment. Include smartphone apps. | 1 | 2 | 3 | 4 | 5 | 9 |
| **Using a Computer, Laptop, or Tablet (not a smartphone)** |  |  |  |  |  |  |
| **F2\_6.** Watching or uploading videos, such as on YouTube, on a computer, laptop, or tablet | 1 | 2 | 3 | 4 | 5 | 9 |
| **F2\_7.** Using social networking sites like Twitter, Instagram, or Facebook on a computer, laptop, or tablet | 1 | 2 | 3 | 4 | 5 | 9 |
| **F2\_8.** Browsing any other type of website for anything besides schoolwork on a computer, laptop, or tablet, like news or entertainment | 1 | 2 | 3 | 4 | 5 | 9 |
| **F2\_9.** Instant messaging or Video chatting (on Skype, Googletalk, iChat, etc.) on a computer, laptop, or tablet | 1 | 2 | 3 | 4 | 5 | 9 |
| **Radio and Reading** |  |  |  |  |  |  |
| **F2\_10.** Listening to the radio | 1 | 2 | 3 | 4 | 5 | 9 |
| **F2\_11.** Looking at or reading any magazines? Do not include time spent reading magazines on a computer, laptop, or tablet | 1 | 2 | 3 | 4 | 5 | 9 |

**F3.** How often do you go to the movies at a movie theater?

1 Once a week or more often

2 One or two times a month

3 Once every two or three months

4 One or two times a year

5 I do not see movies at a movie theater

9 Prefer not to answer

**F4.** How often do you go to concerts, live shows, or other events at a store, local stage, community center, or music venue?

1 Once a week or more often

2 One or two times a month

3 Once every two or three months

4 One or two times a year

5 I do not attend concerts, live shows, or other events

9 Prefer not to answer

**F14.** Thinking about the past 3 months, that is since [FILL DATE], how frequently have you watched the following shows? [RANDOMIZE F14\_1 – F14\_4]

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Never | Rarely | Sometimes | Often | Very Often | Prefer Not to Answer |
| F14\_1. The show [Title] on [Channel]? | 1 | 2 | 3 | 4 | 5 | 9 |
| F14\_2. The show [Title] on [Channel]? | 1 | 2 | 3 | 4 | 5 | 9 |
| F14\_3. The show [Title] on [Channel]? | 1 | 2 | 3 | 4 | 5 | 9 |
| F14\_4. The show [Title] on [Channel]? | 1 | 2 | 3 | 4 | 5 | 9 |

**F15.** In the past 3 months, that is since [FILL DATE], how frequently have you been on YouTube or Hulu?

1 Never

2 Rarely

3 Sometimes

4 Often

5 Very Often

9 Prefer not to answer

**F16.** In the past 3 months, that is since [FILL DATE], how frequently have you been on Twitter?

1 Never

2 Rarely

3 Sometimes

4 Often

5 Very Often

9 Prefer not to answer

**F17.** In the past 3 months, that is since [FILL DATE], how frequently have you been on Instagram?

1 Never

2 Rarely

3 Sometimes

4 Often

5 Very Often

9 Prefer not to answer

**F18.** In the past 3 months, that is since [FILL DATE], how frequently have you been on Facebook?

1 Never

2 Rarely

3 Sometimes

4 Often

5 Very Often

9 Prefer not to answer

**F18\_x.** In the past 3 months, that is since [FILL DATE], how frequently have you been on [INSERT WEBSITE THAT FEATURES CONTENT]?

1 Never

2 Rarely

3 Sometimes

4 Often

5 Very Often

9 Prefer not to answer

**F19.** In the past 3 months, that is since [FILL DATE], how frequently have you used Pandora or Spotify?

1 Never

2 Rarely

3 Sometimes

4 Often

5 Very Often

9 Prefer not to answer

**F20.** In the past 3 months, that is since [FILL DATE], how frequently have you used PlayStation or Xbox?

1 Never

2 Rarely

3 Sometimes

4 Often

5 Very Often

9 Prefer not to answer

F20\_x. In the past 3 months, that is since [FILL DATE], how frequently have you used [INSERT PLACEHOLDER FOR VIDEO EXPOSURE]?

1 Never

2 Rarely

3 Sometimes

4 Often

5 Very Often

9 Prefer not to answer

**BRAND AWARENESS**

**F5.** We want to ask you about some brands that might or might not have appeared in the media around here, as part of ads or videos about tobacco or at concerts, live shows, or other events.

**F5\_1.** In the past 3 months, that is since [FILL DATE], have you seen or heard the following brand?

*[INSERT any brands of local/state campaigns that are being run in markets]*

[DISPLAY CAMPAIGN LOGO]

1\_\_\_ Yes

2\_\_\_ No

3\_\_\_ Not Sure

9\_\_\_ Prefer not to answer

**F5\_2.** In the past 3 months, that is since [FILL DATE], have you seen or heard the following brand?

Digital Youth Against Tobacco (DYAT)

[DISPLAY CAMPAIGN LOGO]

1\_\_\_ Yes

2\_\_\_ No

3\_\_\_ Not Sure

9\_\_\_ Prefer not to answer

**F5\_3.** In the past 3 months, that is since [FILL DATE], have you seen or heard the following brand?

*The Real Cost*

[DISPLAY CAMPAIGN LOGO]

1\_\_\_ Yes

2\_\_\_ No

3\_\_\_ Not Sure

9\_\_\_ Prefer not to answer

**F5\_4.** In the past 3 months, that is since [FILL DATE], have you seen or heard the following brand?

Fresh Empire

[DISPLAY CAMPAIGN LOGO]

1\_\_\_ Yes

2\_\_\_ No

3\_\_\_ Not Sure

9\_\_\_ Prefer not to answer

**AD AWARENESS OTHER TC CAMPAIGNS (TO USE AS CONTROLS)**

**F6. The next set of questions asks whether or not you’ve seen any of the following ads.**

[RANDOMIZE F6\_1-F6\_2]

**F6\_1**. In the past 3 months, that is since [FILL DATE], have you seen a Tips from Former Smokers (Tips) ad? Examples of some Tips from Former Smokers ads are shown below.

[DISPLAY Tips from Former Smokers PHOTO COLLAGE]

1\_\_\_ Yes

2\_\_\_ No

3\_\_\_ Not Sure

9\_\_\_ Prefer not to answer

**F6\_2**. In the past 3 months, that is since [FILL DATE], have you seen a truth® campaign ad? Examples of some truth® campaign ads are shown below.

[DISPLAY truth® PHOTO COLLAGE]

1\_\_\_ Yes

2\_\_\_ No

3\_\_\_ Not Sure

9\_\_\_ Prefer not to answer

**F6\_3**. In the past 3 months, that is since [FILL DATE], have you seen a *The Real Cost* campaign ad? Examples of some *The Real Cost* campaign ads are shown below.

[DISPLAY *The Real Cost* PHOTO COLLAGE]

1\_\_\_ Yes

2\_\_\_ No

3\_\_\_ Not Sure

9\_\_\_ Prefer not to answer

[IF F6\_1 AND/OR F6\_2=YES, ASK F7\_1 AND/OR F7\_2; IF NO OPTIONS ARE SELECTED, GO TO F9. ASK F8 IF F6\_1 AND/OR F6\_2=YES.]

**F7\_1.** Where have you seen a Tips from Former Smokers (Tips) ad? Examples of some Tips from Former Smokers ads are shown below.

[DISPLAY Tips from Former Smokers PHOTO COLLAGE]

[RANDOMIZE ORDER OF CHECKBOX LIST]

1\_\_\_ On TV

2\_\_\_ On the radio

3\_\_\_ In newspapers or magazines

4\_\_\_ On the Internet or anywhere online

5\_\_\_ Billboards or other outdoor ads

6\_\_\_ Not Sure

9\_\_\_ Prefer not to answer

**F7\_2.**  Where have you seen a truth® campaign ad? Examples of some truth® campaign ads are shown below.

[DISPLAY truth® campaign PHOTO COLLAGE]

[RANDOMIZE ORDER OF CHECKBOX LIST]

1\_\_\_ On TV

2\_\_\_ On the radio

3\_\_\_ In newspapers or magazines

4\_\_\_ On the Internet or anywhere online

5\_\_\_ Billboards or other outdoor ads

6\_\_\_ Not Sure

9\_\_\_ Prefer not to answer

**F7\_3.**  Where have you seen a *The Real Cost* campaign ad? Examples of some *The Real Cost* campaign ads are shown below.

[DISPLAY The Real Cost campaign PHOTO COLLAGE]

[RANDOMIZE ORDER OF CHECKBOX LIST]

1\_\_\_ On TV

2\_\_\_ On the radio

3\_\_\_ In newspapers or magazines

4\_\_\_ On the Internet or anywhere online

5\_\_\_ Billboards or other outdoor ads

6\_\_\_ Not Sure

9\_\_\_ Prefer not to answer

**F8.** In the past 3 months, that is since [FILL DATE], how frequently have you seen these ads on television?

1 Rarely

2 Sometimes

3 Often

4 Very Often

9 Prefer not to answer

**CHANNELS OF FRESH EMPIRE AWARENESS**

[IF F5\_4= 1 or 3, Ask F21.]

**F21.** Where have you seen or heard about Fresh Empire? Check all that apply

1

Yes

[RANDOMIZE; ALL APPEAR ON SCREEN AT ONCE (IF NOT ABLE TO DISPLAY ALL, MAKE ITEM SKIPPABLE AND REMOVE F21\_m)]

**F21\_a.** On TV

**F21\_b.** On the radio

**F21\_c.** In magazines

**F21\_d.** On the Internet or anywhere online

**F21\_e.** Billboards or other outdoor ads

**F21\_f**. At a movie theatre

**F21\_g**. At an event

**F21\_h**. At a mall

**F21\_i**. At a convenience store

**F21\_j.** [INSERT PLACEHOLDER FOR CHANNEL OF EXPOSURE]

**F21\_k.** [INSERT PLACEHOLDER FOR CHANNEL OF EXPOSURE]

**F21\_l**. Some other place (please specify\_\_\_\_\_\_\_\_\_\_\_\_)

**F21\_m.** Prefer not to answer

**F22.** The Fresh Empire campaign is online. Have you ever seen the Fresh Empire on…

Check all that apply

1

Yes

[RANDOMIZE; ALL APPEAR ON SCREEN AT ONCE (IF NOT ABLE TO DISPLAY ALL, MAKE ITEM SKIPPABLE AND REMOVE F22\_17)]

**F22\_1.** Twitter?

**F22\_2.** Instagram?

**F22\_3.** Facebook?

**F22\_4.** YouTube?

**F22\_5.** Pandora or Spotify?

**F22\_6.** Dime?

**F22\_7.** Complex?

**F22\_8**. NiceKicks?

**F22\_9**. DatPiff?

**F22\_10.** XXL?

**F22\_11.** Rap-Up

**F22\_12.** ThatGrapeJuice?

**F22\_13.** Boombox?

**F22\_14.** [INSERT PLACEHOLDER FOR ADDITIONAL WEBSITE]

**F22\_15.** [INSERT PLACEHOLDER FOR ADDITIONAL WEBSITE]

**F22\_16**. Other (please specify\_\_\_\_\_\_\_\_\_\_\_\_)

**F22\_17.** Prefer not to answer

**EVENTS AWARENESS, CHANNEL OF AWARENESS**

**F5\_5a.** In the past 3 months, that is since [FILL DATE], have you heard of an event in your area sponsored by, or associated with, Fresh Empire? (DISPLAY LOGO)

1\_\_ Yes

2\_\_ No

3\_\_ Not sure

9\_\_ Prefer not to answer

IF F5\_5a=1,3, or 9 ASK F23

**F23\_1.** How frequently have you heard of an event in your area sponsored by, or associated with Fresh Empire, in the past 3 months, that is since [FILL DATE]?

1 Never

2 Rarely

3 Sometimes

4 Often

5 Very Often

9 Prefer not to answer

**F23\_2.** How did you hear about the Fresh Empire event?

1\_\_ Poster

2\_\_ Flyer or promotional materials

3\_\_ Radio ad

4\_\_ Video ad

5\_\_ Friend

6\_\_ [INSERT PLACEHOLDER FOR OTHER EVENT PROMOTION]

7\_\_ [INSERT PLACEHOLDER FOR OTHER EVENT PROMOTION]

8\_\_ Other (please specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

9\_\_ Not sure

99\_\_ Prefer not to answer

**EVENT ATTENDANCE AND REACTIONS**

**F24.** Have you ever attended an event sponsored by, or associated with Fresh Empire?

1 Yes

2 No

9 Prefer not to answer

IF F24=2 GO TO VIDEO AWARENESS (F5\_5b)

**F25.** Which Fresh Empire event/s did you attend? Check all that apply.

1 Location #1

2 Location #2

3 Location #3

4 Additional Locations

5 Not sure

9 Prefer not to answer

**F26.** How would you describe the event/s? [RANDOMIZE F26\_1-F26\_2] [MAKE THIS ITEM SKIPPABLE]

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **F26\_1.** | **Bad** | -3 | -2 | -1 | 0 | +1 | +2 | +3 | **Good** |
| **F26\_2.** | **Not enjoyable** | -3 | -2 | -1 | 0 | +1 | +2 | +3 | **Enjoyable** |

**F27\_x.** How much do you agree or disagree with the following statements?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **1 Strongly Disagree** | **2 Disagree** | **3 Neither Agree or Disagree (Neutral)** | **4 Agree** | **5 Strongly Agree** | **9 Prefer Not to Answer** |
| **F27\_1.** | The event/s was worth  remembering | 1 | 2 | 3 | 4 | 5 | 9 |
| **F27\_2.** | The event/s grabbed my attention | 1 | 2 | 3 | 4 | 5 | 9 |
| **F27\_3.** | The event/s was powerful | 1 | 2 | 3 | 4 | 5 | 9 |
| **F27\_4.** | The event/s was informative | 1 | 2 | 3 | 4 | 5 | 9 |
| **F27\_5.** | The event/s was meaningful to me | 1 | 2 | 3 | 4 | 5 | 9 |
| **F27\_6.** | The event/s was convincing | 1 | 2 | 3 | 4 | 5 | 9 |
| **F27\_7.** | The event/s was terrible | 1 | 2 | 3 | 4 | 5 | 9 |
| **F27\_8.** | The event/s told me things I never knew before about tobacco | 1 | 2 | 3 | 4 | 5 | 9 |
| **F27\_9.** | The event/s gave me good reasons NOT to smoke cigarettes |  |  |  |  |  |  |
| **F27\_10.** | The event/s gave me good reasons NOT to use tobacco | 1 | 2 | 3 | 4 | 5 | 9 |

**F28\_a.** On a scale of 1 to 5, indicate whether the event/s made smoking cigarettes seem like something you would or wouldn’t want to do.

1. The event/s makes me want to smoke cigarettes

2

3

4

5. The event/s makes me want to NOT smoke cigarettes

9\_\_ Prefer not to answer

**F28\_b.** On a scale of 1 to 5, indicate whether the event/s made using tobacco seem like something you would or wouldn’t want to do.

1. The event/s makes me want to use tobacco

2

3

4

5. The event/s makes me want to NOT use tobacco

9\_\_ Prefer not to answer

**VIDEO AWARENESS**

**F5\_5b.** In the past 3 months, that is since [FILL DATE], have you seen a Fresh Empire video online? (DISPLAY LOGO)

1\_\_ Yes

2\_\_ No

3\_\_ Not sure

9\_\_ Prefer not to answer

**F29.** Now we would like to show you some videos that have been shown in the U.S. Once you have viewed the video, please click on the forward arrow below to continue with the survey.

[DISPLAY VIDEOS OR SCREENSHOTS IN RANDOM ORDER. Use VIDEO for Fresh Empire ads and fake ad if relevant, Use SCREENSHOTS for truth® and Tips from Former Smokers ads if relevant]

[RANDOMIZE]

**F29\_*x*.** Apart from this survey, how frequently have you seen this video [SCREENSHOT LANGUAGE: these ads] in the past 3 months, that is since [FILL DATE]?

1 Never

2 Rarely

3 Sometimes

4 Often

5 Very Often

9 Prefer not to answer

**LOOP BACK TO ASK ABOUT NEXT VIDEO HERE. SHOW ALL VIDEOS BEFORE ASKING ANY RECEPTIVITY QUESTIONS.**

**REACTIONS TO VIDEOS**

F30\_x. What is the main message of this video?

[RANDOMIZE ORDER OF CHECKBOX LIST]

1\_\_\_ Live tobacco-free for the love of your family

2\_\_\_ Reject cigarettes to regain control

3\_\_\_ Be heard when you live tobacco-free

4\_\_\_ Smelling like cigarettes is gross

5\_\_\_ Cigarettes can take even the finest down

6\_\_\_ Choose to live tobacco-free because secondhand smoke causes death and disease

7\_\_\_ Laws make it difficult for teens to buy cigarettes at convenient stores

8\_\_\_ Being with friends is more important than smoking

9\_\_\_ This generation of teens can play a big role in stopping smoking

10\_\_\_ When you smoke cigarettes, your younger brothers and sisters are more likely to smoke too.

11\_\_\_ Tobacco is addictive

12\_\_\_ Cigarettes cause 1,300 people to die every day

13\_\_\_ Smoking tobacco can make your breath and hair stink

14\_\_\_ Tobacco smokers are found to be less attractive

15\_\_\_ Secondhand smoke causes an estimated 41,300 deaths per year

16\_\_\_ The legal age for buying cigarettes is going up

17\_\_ [INSERT MAIN MESSAGE OF NEW CAMPAIGN VIDEOS OR DIGITAL CONTENT]

98\_\_\_ Not sure

99\_\_\_ Prefer not to answer

**F31\_x**. How would you describe this video? [RANDOMIZE F31\_1-F31\_2] [MAKE THIS ITEM SKIPPABLE]

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **F31\_1.** | **Bad** | -3 | -2 | -1 | 0 | +1 | +2 | +3 | **Good** |
| **F31\_2.** | **Not enjoyable** | -3 | -2 | -1 | 0 | +1 | +2 | +3 | **Enjoyable** |

**F32\_x.** How much do you agree or disagree with the following statements?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **1 Strongly Disagree** | **2 Disagree** | **3 Neither Agree or Disagree (Neutral)** | **4 Agree** | **5 Strongly Agree** | **9 Prefer Not to Answer** |
| **F32\_1.** | This video is worth  remembering | 1 | 2 | 3 | 4 | 5 | 9 |
| **F32\_2.** | This video grabbed my attention | 1 | 2 | 3 | 4 | 5 | 9 |
| **F32\_3.** | This video is powerful | 1 | 2 | 3 | 4 | 5 | 9 |
| **F32\_4.** | This video is informative | 1 | 2 | 3 | 4 | 5 | 9 |
| **F32\_5.** | This video is meaningful to me | 1 | 2 | 3 | 4 | 5 | 9 |
| **F32\_6.** | This video is convincing | 1 | 2 | 3 | 4 | 5 | 9 |
| **F32\_7.** | This video is terrible | 1 | 2 | 3 | 4 | 5 | 9 |
| **F32\_8.** | This video told me things I never knew before about tobacco | 1 | 2 | 3 | 4 | 5 | 9 |
| **F32\_9** | This video gave me good reasons NOT to smoke cigarettes |  |  |  |  |  |  |
| **F32\_10.** | This video gave me good reasons NOT to use tobacco | 1 | 2 | 3 | 4 | 5 | 9 |

**F33\_x\_a.** On a scale of 1 to 5, indicate whether the video made smoking cigarettes look like something you would or wouldn’t want to do.

1. The video makes me want to smoke cigarettes

2

3

4

5. The video makes me want to NOT smoke cigarettes

9. Prefer not to answer

**F33\_x\_b.** On a scale of 1 to 5, indicate whether the video made using tobacco look like something you would or wouldn’t want to do.

1. The video makes me want to use tobacco

2

3

4

5. The video makes me want to NOT use tobacco

9. Prefer not to answer

**F34\_*x*.** On scale of 1 to 5, where 1 means “not at all” and 5 means “very”, please indicate how much this video made you feel…

1 2 3 4 5

Not at all Very

[RANDOMIZE ORDER, THIS ITEM MUST BE SKIPPABLE]

**F34\_a.** Afraid

**F34\_b.** Hopeful

**F34\_*c*.** Motivated

**F34\_d.** Worried

**F34\_e.** Understood

**F34\_f.** Surprised

**F34\_g**. INSERT OTHER EMOTION HERE if necessary based on new campaign content

**F34\_h**. INSERT OTHER EMOTION HERE if necessary based on new campaign content

**RADIO AWARENESS**

**F35.** In the past 3 months, that is since [FILL DATE], have you heard about Fresh Empire on the radio? (DISPLAY LOGO)

1\_\_ Yes

2\_\_ No

3\_\_ Not sure

9\_\_ Prefer not to answer

Now we would like to play you some radio clips that have aired in the U.S. Once you have listened the clip, please click on the forward arrow below to continue with the survey.

[RANDOMIZE]

**F36\_x.** Apart from this survey, how frequently have you heard this on the radio in the past 3 months, that is since [FILL DATE]?

1 Never

2 Rarely

3 Sometimes

4 Often

5 Very Often

9 Prefer not to answer

**LOOP BACK TO ASK ABOUT NEXT RADIO CLIP HERE. PRESENT ALL CLIPS BEFORE ASKING ANY RECEPTIVITY QUESTIONS.**

**DIGITAL CONTENT AWARENESS**

Now we would like to show you some digital content that you may have seen online.

[DISPLAY SCREENSHOT OF MATERIALS]

**F37a.** Apart from this survey, have you seen this content online in the past 3 months, that is since [FILL DATE]?

1\_\_ Yes

2\_\_ No

3\_\_ Not sure

9\_\_ Prefer not to answer

IF F37a=1,3, or 9 ASK F37b

**F37b.** How frequently have you seen this content online in the past 3 months, that is since [FILL DATE]?

1 Never

2 Rarely

3 Sometimes

4 Often

5 Very Often

9 Prefer not to answer

**PROMOTIONAL MATERIALS AWARENESS**

Now we would like to show you some materials that have been circulating in some cities in the U.S.

[DISPLAY SCREENSHOT OF MATERIALS]

**F38a.** Apart from this survey, have you seen promotional materials like this in the past 3 months, that is since [FILL DATE]?

1\_\_ Yes

2\_\_ No

3\_\_ Not sure

9\_\_ Prefer not to answer

IF F38a=1,3, or 9 ASK F38b

**F38b.** How frequently have you seen promotional materials like this in the past 3 months, that is since [FILL DATE]?

1 Never

2 Rarely

3 Sometimes

4 Often

5 Very Often

9 Prefer not to answer

[ASK F38a and F38b UNTIL ALL MATERIALS HAVE BEEN SEEN]

**POSTTEST OF KEY BELIEFS**

[ASK E1 & E2 IF RESPONDENT WAS NOT PREVIOUSLY AWARE OF FRESH EMPIRE]

**E1.** How much do you agree or disagree with the following statements **about people who are tobacco-free**?

[RANDOMIZE ALL ROWS]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **1**  **Strongly Disagree** | **2**  **Disagree** | **3**  **Neither Agree or Disagree (Neutral)** | **4**  **Agree** | **5**  **Strongly Agree** | **9 Prefer Not to Answer** |
| **E1\_1.** | People who are tobacco-free are **confident**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_2.** | People who are tobacco-free are **fresh**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_3.** | People who are tobacco-free are **trendsetters**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_4.** | People who are tobacco-free are **in** **control**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_5.** | People who are tobacco-free are **real**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_6.** | People who are tobacco-free are **attractive**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_7.** | People who are tobacco-free are **lame**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_8.** | People who are tobacco-free are **corny**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_9.** | People who are tobacco-free are **fake**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_10.** | People who are tobacco-free are **annoying**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_11.** | People who are tobacco-free are **boring**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_12.** | People who are tobacco-free are **followers**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_13** | [INSERT BELIEF] | 1 | 2 | 3 | 4 | 5 | 9 |
| **E1\_14** | [INSERT BELIEF] | 1 | 2 | 3 | 4 | 5 | 9 |

**E2.** How much do you agree or disagree with the following statements **about people who smoke cigarettes**?

[RANDOMIZE ALL ROWS]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **1**  **Strongly Disagree** | **2**  **Disagree** | **3**  **Neither Agree or Disagree (Neutral)** | **4**  **Agree** | **5**  **Strongly Agree** | **9 Prefer Not to Answer** |
| **E2\_1.** | People who smoke cigarettes are **confident**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_2.** | People who smoke cigarettes are **fresh**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_3.** | People who smoke cigarettes are **trendsetters**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_4.** | People who smoke cigarettes are **in control**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_5.** | People who smoke cigarettes are **real**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_6.** | People who smoke cigarettes are **attractive**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_7.** | People who smoke cigarettes are **lame**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_8.** | People who smoke cigarettes are **fake**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_9.** | People who smoke cigarettes are **annoying**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_10.** | People who smoke cigarettes are **boring**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_11.** | People who smoke cigarettes are **corny**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_12.** | People who smoke cigarettes are **followers**. | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_13** | [INSERT BELIEF] | 1 | 2 | 3 | 4 | 5 | 9 |
| **E2\_14** | [INSERT BELIEF] | 1 | 2 | 3 | 4 | 5 | 9 |

**F39.** How much do you agree or disagree with the following statements about Fresh Empire?

[RANDOMIZE F39\_1-F39\_3]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **1 Strongly Disagree** | **2 Disagree** | **3 Neither Agree or Disagree (Neutral)** | **4 Agree** | **5 Strongly Agree** | **9 Prefer Not to Answer** |
| **F39\_1** | I want to help promote Fresh Empire | 1 | 2 | 3 | 4 | 5 | 9 |
| **F39\_2** | I’d defend Fresh Empire if someone was hating on it | 1 | 2 | 3 | 4 | 5 | 9 |
| **F39\_3** | I’d wear a Fresh Empire T-shirt | 1 | 2 | 3 | 4 | 5 | 9 |

[RANDOMIZE ITEMS BELOW WITH F39\_7/F39\_8 ASKED TOGETHER IN THAT ORDER]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **F39\_6** | I talk to my friends about Fresh Empire | 1 | 2 | 3 | 4 | 5 | 9 |
| **F39\_7** | If I had the chance, I would tell people I know to watch the Fresh Empire **videos** | 1 | 2 | 3 | 4 | 5 | 9 |
| **F39\_8** | If I had the chance, I would tell people I know to check out Fresh Empire at **events** | 1 | 2 | 3 | 4 | 5 | 9 |
| **F39\_9** | If I see anything from Fresh Empire, I check it out | 1 | 2 | 3 | 4 | 5 | 9 |

[RANDOMIZE ITEMS BELOW WITH F39\_4/F39\_5 AND F39\_16/F39\_17 ASKED TOGETHER IN THAT ORDER]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **F39\_12** | Fresh Empire is popular with people like me | 1 | 2 | 3 | 4 | 5 | 9 |
| **F39\_13** | People are buzzing about Fresh Empire | 1 | 2 | 3 | 4 | 5 | 9 |
| **F39\_14** | Fresh Empire **videos** are becoming more popular with the people who hang out where I hang out | 1 | 2 | 3 | 4 | 5 | 9 |
| **F39\_15** | Checking out Fresh Empire at **events** is becoming more popular with the people who hang out where I hang out | 1 | 2 | 3 | 4 | 5 | 9 |
| **F39\_16** | Fresh Empire **videos** are for people like me | 1 | 2 | 3 | 4 | 5 | 9 |
| **F39\_17** | Fresh Empire **events** are for people like me | 1 | 2 | 3 | 4 | 5 | 9 |

**F40\_x.** To what extent do you agree that each of the traits or statements listed below describe Fresh Empire?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **1 Strongly Disagree** | **2 Disagree** | **3 Neither Agree or Disagree (Neutral)** | **4 Agree** | **5 Strongly Agree** | **9 Prefer Not to Answer** |
| **F40\_1** | Trendy | 1 | 2 | 3 | 4 | 5 | 9 |
| **F40\_2** | Fresh | 1 | 2 | 3 | 4 | 5 | 9 |
| **F40\_3** | In control | 1 | 2 | 3 | 4 | 5 | 9 |
| **F40\_4** | Keeps it 100 | 1 | 2 | 3 | 4 | 5 | 9 |
| **F40\_5** | Hosts the best parties | 1 | 2 | 3 | 4 | 5 | 9 |
| **F40\_6** | Always looks good | 1 | 2 | 3 | 4 | 5 | 9 |

**F41.** How much do you agree or disagree with the following statements?

When I think of Fresh Empire, I think…

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **1 Strongly Disagree** | **2 Disagree** | **3 Neither Agree or Disagree (Neutral)** | **4 Agree** | **5 Strongly Agree** | **9 Prefer Not to Answer** |
| **F41\_1** | I can keep it fresh by living tobacco-free | 1 | 2 | 3 | 4 | 5 | 9 |
| **F41\_2** | Using tobacco will get in the way of my goals, dreams, and success | 1 | 2 | 3 | 4 | 5 | 9 |
| **F41\_3** | Tobacco use is not fresh | 1 | 2 | 3 | 4 | 5 | 9 |

Section G: Environment

The next section asks some questions about your household and peers.

**G1.** Other than you, has **anyone who lives with you** used any of the following during the past 30 days…? (You can CHOOSE ONE ANSWER or MORE THAN ONE ANSWER)

1 cigarettes

2 smokeless tobacco, such as chewing tobacco, snuff, snus or dip, such as Copenhagen, Skoal, Grizzly, Kodiak, and Red Seal

3 cigars, cigarillos, or little cigars, such as Swisher Sweets, Black & Mild, White Owl, Cheyenne, Dutch Masters, Garcia Y Vega or Middleton’s

4 tobacco out of a water pipe (also called “hookah”)

5 electronic cigarettes, also called “e-cigarettes”, “e-cigs”, “vapor pens”, or “e-hookahs” such as [INSERT TOP BRANDS OF E-CIGARETTES HERE]

6 any other form of tobacco \_\_\_\_\_\_\_\_\_\_\_ (please specify)

7 No, no one who lives with me has used any form of tobacco during the past 30 days

9 Prefer not to answer

**G2.** Have any of your brother(s) and/or sister(s) smoked cigarettes during the past 30 days?

1 Yes

2 No

3 I don’t know

4 I don’t have any brothers

**G3.** Which statement best describes the rules about smoking in your home? Would you say…

1 Smoking is not allowed anywhere inside your home

2 Smoking is allowed in some places or at some times

3 Smoking is allowed anywhere inside the home

4 There are no rules about smoking inside the home

9 Prefer not to answer

**G4.** How well would you say you have done in school? Would you say…

1 Much better than average

2 Better than average

3 Average

4 Below average

5 Much worse than average

9 Prefer not to answer

**G5.** How much do you agree or disagree with the following statements?

[RANDOMIZE G5\_1-G5\_3]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **1**  **Strongly Disagree** | **2**  **Disagree** | **3**  **Neither Agree or Disagree (Neutral)** | **4**  **Agree** | **5**  **Strongly Agree** | **9 Prefer Not to Answer** |
| **G5\_1.** | I feel close to people at my school. | 1 | 2 | 3 | 4 | 5 | 9 |
| **G5\_2.** | I am happy to be at my school. | 1 | 2 | 3 | 4 | 5 | 9 |
| **G5\_3.** | I feel like I am a part of my school. | 1 | 2 | 3 | 4 | 5 | 9 |

**G6.** How far do you think you will go in school?

1 I don’t plan to go to school anymore

2 6th grade

3 7th grade

4 8th grade

5 9th grade

6 10th grade

7 11th grade

8 12th grade or GED

9 Some college or technical school but no degree

10 Technical school degree

11 College degree

12 Graduate school, medical school, or law school

99 Prefer not to answer

**G7.** How many close friends do you have? (Close friends include people whom you feel at ease with, can talk to about private matters, and can call on for help.)

\_\_\_\_\_\_\_\_\_\_ MIN 0 MAX 7

9 Prefer not to answer

**G8.** How often do you attend church or religious services? Would you say…

1 Never

2 Less than once a month

3 About once a month

4 About 2 or 3 times a month

5 Once a week

6 More than once a week

9 Prefer not to answer

**G9.** How much do you agree or disagree with the following statements?

[RANDOMIZE G9\_1-G9\_4]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **1**  **Strongly Disagree** | **2**  **Disagree** | **3**  **Neither Agree or Disagree (Neutral)** | **4**  **Agree** | **5**  **Strongly Agree** | **9 Prefer Not to Answer** |
| **G9\_1.** | I would like to explore strange places. | 1 | 2 | 3 | 4 | 5 | 9 |
| **G9\_2.** | I like to do frightening things. | 1 | 2 | 3 | 4 | 5 | 9 |
| **G9\_3.** | I like new and exciting experiences, even if I have to break the rules. | 1 | 2 | 3 | 4 | 5 | 9 |
| **G9\_4.** | I prefer friends who are exciting and unpredictable. | 1 | 2 | 3 | 4 | 5 | 9 |

**G10.**  Thinking about your mental health, which includes stress, depression, and problems with emotions, for how many days during the past 30 days was your mental health not good?

\_\_\_\_\_ Number of days

2 None

3 Don’t know

9 Prefer not to answer

These next questions ask about your relationship with your parent(s) or guardian(s). Some people your age have parents who they do not live with. As you answer these questions, please think only about the parent(s) or guardian(s) you live with.

**G11.** Thinking about the parent(s) or guardian(s) you live with, how satisfied are you with the way you communicate with each other?

1 Not at all satisfied

2 Not very satisfied

3 Somewhat satisfied

4 Quite satisfied

5 Very satisfied

9 Prefer not to answer

**G12.** How close do you feel to your parent(s) or guardian(s)?

1 Not at all close

2 Not very close

3 Somewhat close

4 Quite close

5 Very close

9 Prefer not to answer

**G13.** How many times has your parent(s) or guardian(s) said things that really hurt your feelings or made you feel like you were not wanted or loved?

1 1 time

2 2 times

3 3 to 5 times

4 6 to 10 times

5 More than 10 times

6 Never

7 Don’t know

9 Prefer not to answer

**G14.** Has your parent(s) or guardian(s) ever talked to you about reasons for not smoking cigarettes or using other types of tobacco like cigars or chewing tobacco?

1 Yes

2 No

9 Prefer not to answer

**G15.** During the past 7 days, on how many days did you and your parent(s) or guardian(s) do something together just for fun?

\_\_\_\_\_\_\_\_\_\_ MIN 0 MAX 7

9 Prefer not to answer

**Section S\_b: Study Screener, continued**

[IN PERSON INTERVIEW ONLY]

Next I have some questions about the people who live in this home.

**S01**. Please think about all of the people who live in this home who are 17 years old or younger. Including yourself, how many people live in this home who are 17 years old or younger?

\_\_\_\_\_\_\_\_\_\_ MIN 0 MAX 7

9 Prefer not to answer

**S02**. If S01>1. Please tell me more about these people, starting with the oldest. How old is this person?

\_\_\_\_\_\_\_\_\_\_ MIN 0 MAX 17

9 Prefer not to answer

**S02a.** If S02=12-17. What is this person’s name?

\_\_\_\_\_\_\_\_\_\_

9 Prefer not to answer

**S03**. If S01>2 How old is the next oldest person in the household who is 17 years old or younger?

\_\_\_\_\_\_\_\_\_\_ MIN 0 MAX 17

9 Prefer not to answer

**S03a.** If S03=12-17. What is this person’s name?

\_\_\_\_\_\_\_\_\_\_

9 Prefer not to answer

[ASK FOR ALL HOUSEHOLD MEMBERS 17 YEARS OLD OR YOUNGER. GENERATE A SCREENING INSTRUMENT FOR EACH MEMBER AGE 12-17. SCREEN EACH ADOLESCENT RESIDENT.]

***Thank you for taking time to complete this survey.***

***Additional Questions for Pre- and Post-Campaign Surveys***

***Pending Finalized Campaign Materials and Media Buy***

**BRAND AWARENESS**

We want to ask you about some brands you might or might not have seen.

[RANDOMIZE PRESENTATION OF F5\_6 through F5\_8]

**F5\_6**

In the past 3 months, that is since [FILL DATE], have you seen or heard of the following brand?

Nike

1\_\_\_ Yes

2\_\_\_ No

3\_\_\_ Not Sure

9\_\_ Prefer not to Answer

**F5\_7**

In the past 3 months, that is since [FILL DATE], have you seen or heard of the following brand?

World Star Hip Hop

1\_\_\_ Yes

2\_\_\_ No

3\_\_\_ Not Sure

9\_\_ Prefer not to Answer

**F5\_8**

In the past 3 months, that is since [FILL DATE], have you seen or heard of the following brand?

Air Jordan

1\_\_\_ Yes

2\_\_\_ No

3\_\_\_ Not Sure

9\_\_\_ Prefer not to Answer

**REACTIONS TO VIDEOS**

**F32\_x.** How much do you agree or disagree with the following statements?

|  |  |
| --- | --- |
| **F32\_11** | This video is silly |
| **F32\_12** | I trust the information in this video |
| **F32\_13** | The person/people in this video are like me |
| **F32\_14** | This video is annoying |
| **F32\_15** | This video was difficult to watch |
| **F32\_16** | I can identify with what the video says |
| **F32\_17** | This video is different from other anti-tobacco videos I’ve seen or heard |

**F33\_x\_c.** On a scale of 1 to 5, how would you rate the claims or arguments in this video:

1. Not believable

2

3

4

5. Believable

9\_\_ Prefer not to answer

Randomize respondents to be asked C8 through C14 for ALL Fresh Empire videos for which they report prior exposure IF TIME PERMITS. Otherwise, ask for a subset of x/x videos.

[DISPLAY SCREENSHOT AD FOR AD\_*x*]

**C8\_x.** After seeing this video, did you look for more information online?

1 Yes

2 No

9 Prefer not to answer

**C9\_x.** After seeing this video, did you visit [insert campaign name] website or Twitter page?

1 Yes

2 No

9 Prefer not to answer

**C10\_x.** After seeing this video, did you share [insert campaign name] YouTube channel with a friend?

1 Yes

2 No

9 Prefer not to answer

**C11\_x.** After seeing this video, did you mention it on social media?

1 Yes

2 No

9 Prefer not to answer

**C12\_x.** Did you talk to anyone about this video?

1 Yes

2 No

9 Prefer not to answer

[IF C12\_x =1, ASK C13\_x]

**C13\_x.** When you talked about the video, did you talk about any of the following topics?

1 2 9

Yes No Prefer not to answer

[RANDOMIZE]

**C13\_1.** This video was good

**C13\_2.** This video was NOT good

**C13\_3.** I should not smoke cigarettes

**C13\_4.** The person I was talking to or someone else I know should not smoke cigarettes

**C13\_5.** I should not use tobacco

**C13\_6.** The person I was talking to or someone else I know should not use tobacco

**C13\_7.** Other, please specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**C14\_x.** What do you take away from this video? [check all that apply]

[RANDOMIZE ORDER OF CHECKBOX LIST]

1 \_\_ [Add targeted belief #1 from video]

2\_\_ [Add targeted belief #2 from video]

3\_\_ [Add targeted belief #3 from video]

4\_\_ [Add other targeted belief from video]

5\_\_ One cigarette is not all that bad

6\_\_ Adults want to control me

7\_\_Smokers don’t care what other people think

8 \_\_ Not sure

9 \_\_Prefer not to answer

REPEAT C8\_*x* through C14\_x. FOR ALL Fresh Empire videos if possible.

Otherwise, ask for a subset of x/x videos.

**Reactions to DIGITAL CONTENT**

**C20.** How would you describe the Fresh Empire digital content? [this item must be skippable]

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **C20\_1.** | **Bad** | -3 | -2 | -1 | 0 | +1 | +2 | +3 | **Good** |
| **C20\_2.** | **Not enjoyable** | -3 | -2 | -1 | 0 | +1 | +2 | +3 | **Enjoyable** |

**C21x.** How much do you agree or disagree with the following statements?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **1 Strongly Disagree** | **2 Disagree** | **3 Neither Agree or Disagree (Neutral)** | **4 Agree** | **5 Strongly Agree** | **9 Prefer Not to Answer** |
| **C21\_1** | This digital content is worth  remembering | 1 | 2 | 3 | 4 | 5 | 9 |
| **C21\_2** | This digital content grabbed my attention | 1 | 2 | 3 | 4 | 5 | 9 |
| **C21\_3** | This digital content is powerful | 1 | 2 | 3 | 4 | 5 | 9 |
| **C21\_4** | This digital content is informative | 1 | 2 | 3 | 4 | 5 | 9 |
| **C21\_5** | This digital content is meaningful to me | 1 | 2 | 3 | 4 | 5 | 9 |
| **C21\_6** | This digital content is convincing | 1 | 2 | 3 | 4 | 5 | 9 |
| **C21\_7** | This digital content is terrible | 1 | 2 | 3 | 4 | 5 | 9 |
| **C21\_8** | This digital content told me things I never knew before about tobacco | 1 | 2 | 3 | 4 | 5 | 9 |
| **C21\_9** | This digital content gave me good reason NOT to smoke cigarettes | 1 | 2 | 3 | 4 | 5 | 9 |
| **C21\_10** | This digital content gave me good reasons NOT to use tobacco | 1 | 2 | 3 | 4 | 5 | 9 |
| **C21\_11** | This digital content is silly | 1 | 2 | 3 | 4 | 5 | 9 |
| **C21\_12** | I trust the information in this digital content |  |  |  |  |  |  |
| **C21\_13** | The person/people in this digital content are like me | 1 | 2 | 3 | 4 | 5 | 9 |
| **C21\_14** | This digital content is annoying | 1 | 2 | 3 | 4 | 5 | 9 |
| **C21\_15** | This digital content was difficult to watch | 1 | 2 | 3 | 4 | 5 | 9 |
| **C21\_16** | I can identify with what the digital content says | 1 | 2 | 3 | 4 | 5 | 9 |
| **C21\_17** | This digital content is different from other anti-tobacco digital content I’ve seen or heard | 1 | 2 | 3 | 4 | 5 | 9 |

**C22\_x\_a.** On a scale of 1 to 5, indicate whether the Fresh Empire digital content made smoking cigarettes look like something you would or wouldn’t want to do.

1. The content makes me want to smoke cigarettes

2

3

4

5. The content makes me want to NOT smoke cigarettes

9\_\_ Prefer not to answer

**C22\_x\_b.** On a scale of 1 to 5, indicate whether the Fresh Empire digital content made using tobacco look like something you would or wouldn’t want to do.

1. The content makes me want to use tobacco

2

3

4

5. The content makes me want to NOT use tobacco

9\_\_ Prefer not to answer

**Reactions to RADIO**

**C23.** How would you describe the Fresh Empire radio clips? [this item must be skippable]

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **C23\_1.** | **Bad** | -3 | -2 | -1 | 0 | +1 | +2 | +3 | **Good** |
| **C23\_2.** | **Not enjoyable** | -3 | -2 | -1 | 0 | +1 | +2 | +3 | **Enjoyable** |

**C24\_x\_a.** On a scale of 1 to 5, indicate whether the Fresh Empire radio clips made smoking cigarettes look like something you would or wouldn’t want to do.

1. The radio clips make me want to smoke cigarettes

2

3

4

5. The radio clips make me want to NOT smoke cigarettes

9\_\_ Prefer not to answer

**C24\_x\_b.** On a scale of 1 to 5, indicate whether the Fresh Empire radio clips made using tobacco look like something you would or wouldn’t want to do.

1. The radio clips make me want to use tobacco

2

3

4

5. The radio clips make me want to NOT use tobacco

9\_\_ Prefer not to answer