

**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 (EFFECT) -
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.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 9
S5_2.	I like to do frightening things.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 9
S5_3.	I like new and exciting experiences, even if I have to break the rules.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 9
S5_4.	I prefer friends who are exciting and unpredictable.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 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	<input type="checkbox"/> ₁		
A2_2. Asian	<input type="checkbox"/> ₁		
A2_3. Black or African American	<input type="checkbox"/> ₁		
A2_4. Native Hawaiian or Other Pacific Islander	<input type="checkbox"/> ₁		
A2_5. White	<input type="checkbox"/> 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?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
C1_2.	Do you think you will smoke a cigarette at any time in the next year?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
C1_3.	If one of your best friends were to offer you a cigarette , would you smoke it?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _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?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
C2_2.	A very close friend offers it?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
C2_3.	Someone you know offers it?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _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 .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_2.	People who are tobacco-free are fresh .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_3.	People who are tobacco-free are trendsetters .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_4.	People who are tobacco-free are in control .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_5.	People who are tobacco-free are real .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_6.	People who are tobacco-free are attractive .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_7.	People who are tobacco-free are lame .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_8.	People who are tobacco-free are corny .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_9.	People who are tobacco-free are fake .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_10.	People who are tobacco-free are annoying .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_11.	People who are tobacco-free are boring .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_12.	People who are tobacco-free are followers .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_13	[INSERT BELIEF]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_14	[INSERT BELIEF]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _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 .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_2.	People who smoke cigarettes are fresh .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_3.	People who smoke cigarettes are trendsetters .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_4.	People who smoke cigarettes are in control .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_5.	People who smoke cigarettes are real .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_6.	People who smoke cigarettes are attractive .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_7.	People who smoke cigarettes are lame .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_8.	People who smoke cigarettes are fake .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_9.	People who smoke cigarettes are annoying .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_10.	People who smoke cigarettes are boring .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_11.	People who smoke cigarettes are corny .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_12.	People who smoke cigarettes are followers .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_13	[INSERT BELIEF]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_14	[INSERT BELIEF]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9

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

[RANDOMIZE E3_1-E3_2] [MAKE THIS ITEM SKIPPABLE]

E3_1.	Bad	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> +1	<input type="checkbox"/> +2	<input type="checkbox"/> +3	Good
E3_2.	Not enjoyable	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> +1	<input type="checkbox"/> +2	<input type="checkbox"/> +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.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 9
E4_2.	Living tobacco-free is important to me.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 9
E4_3.	I am proud to tell other people I live tobacco-free.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 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	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_2.	Not harm my body	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_3.	Shorten my life	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_4.	Live just as long	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_5.	Be controlled by smoking	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_6.	Be able to stop smoking when I want to	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_7.	Become addicted to smoking	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_8.	Decide when and where to smoke	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_9.	Be less attractive to others	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_10.	Be more attractive to others	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_11.	Have bad breath and stinky hair	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_12.	Not smell like cigarettes	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_13.	Be a good influence on my younger brothers, sisters, cousins, family or friends	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_14.	Be a bad role model for my younger brothers, sisters, cousins, family or friends	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_15.	Harm others with secondhand smoke	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_16.	Not hurt anyone with my secondhand smoke	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_17.	Achieve my goals more easily	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_18.	Have trouble reaching my goals	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_19.	Be less successful	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_20.	Be just as successful	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9

E5_21.	[INSERT RISK PERCEPTION]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_22.	[INSERT RISK PERCEPTION]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _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?	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₉
E6_2.	Smoke <u>menthol</u> cigarettes?	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₉
E6_3.	Use smokeless tobacco, such as chewing tobacco, snuff, snus or dip?	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₉
E6_4.	Use marijuana?	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₉
E6_5.	Smoke blunts (cigars, cigarillos, or little cigars with marijuana added)?	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₉
E6_6.	Smoke cigars, cigarillos, or little cigars <u>without</u> added marijuana? Common brands are Swisher Sweets, Black & Mild, White Owl, Cheyenne, Dutch Masters, Garcia Y Vega or Middleton's.	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> 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]?	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> 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?	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₉
E7_2.	Smoke <u>menthol</u> cigarettes?	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₉
E7_3.	Use smokeless tobacco, such as chewing tobacco, snuff, snus or dip?	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₉
E7_4.	Use marijuana?	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₉
E7_5.	Smoke blunts (cigars, cigarillos, or little cigars with marijuana added)?	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₉
E7_6.	Smoke cigars, cigarillos, or little cigars <u>without</u> added marijuana? Common brands are Swisher Sweets, Black & Mild, White Owl, Cheyenne, Dutch Masters, Garcia Y Vega or Middleton's.	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> 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]?	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> 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 <u>not</u> smoke cigarettes.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₉
E9_2.	According to my friends , it is very important for me to <u>not</u> smoke cigarettes.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₉
E9_3.	According to most people my age , it is very important for me to <u>not</u> smoke cigarettes.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₉
E9_4.	According to the people who hang out where I hang out , it is very important for me to <u>not</u> smoke cigarettes.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> 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?	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₉
E10_2.	How would you feel about hanging out with someone who smokes cigarettes?	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₉
E10_3.	How would you feel about dancing with someone who smokes cigarettes?	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₉
E10_4.	How would you feel about kissing someone who smokes cigarettes?	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₉
E10_5.	How would you feel about going out with someone who smokes cigarettes?	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> 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.	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E12_2.	More fresh people smoke cigarettes than people who are not fresh.	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E12_3.	Rich and famous people are more likely to smoke cigarettes than people who aren't rich and famous.	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E12_4.	My favorite hip hop artists probably smoke cigarettes once a month or more.	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _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 <u>only</u> about <u>yesterday</u> , about how much time did you spend <u>watching TV shows</u> on any platform including a TV set, a computer, laptop or tablet, a smartphone or an iPod or MP3 player?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _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	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
Using a Cellphone/Smartphone						
F2_2. Text messaging on a cell phone/smartphone	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F2_3. Watching or uploading videos, such as on YouTube, on a cell phone/smartphone	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F2_4. Going to social networking sites like Twitter, Instagram or Facebook on a cell phone/smartphone	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F2_5. Browsing any other type of website on a cell phone/smartphone like news or entertainment. Include smartphone apps.	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _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	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F2_7. Using social networking sites like Twitter, Instagram, or Facebook on a computer, laptop, or tablet	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9

	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
F2_8. Browsing any other type of website for anything besides schoolwork on a computer, laptop, or tablet, like news or entertainment	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F2_9. Instant messaging or Video chatting (on Skype, Gooletalk, iChat, etc.) on a computer, laptop, or tablet	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
Radio and Reading						
F2_10. Listening to the radio	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F2_11. Looking at or reading any magazines? Do <u>not</u> include time spent reading magazines on a computer, laptop, or tablet	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _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.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₉
G5_2.	I am happy to be at my school.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₉
G5_3.	I feel like I am a part of my school.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> 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.	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
G9_2.	I like to do frightening things.	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
G9_3.	I like new and exciting experiences, even if I have to break the rules.	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
G9_4.	I prefer friends who are exciting and unpredictable.	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _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 (EFFECT) - 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	<input type="checkbox"/> ₁		
A2_2. Asian	<input type="checkbox"/> ₁		
A2_3. Black or African American	<input type="checkbox"/> ₁		
A2_4. Native Hawaiian or Other Pacific Islander	<input type="checkbox"/> ₁		
A2_5. White	<input type="checkbox"/> 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?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
C1_2.	Do you think you will smoke a cigarette at any time in the next year?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
C1_3.	If one of your best friends were to offer you a cigarette , would you smoke it?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _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?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
C2_2.	A very close friend offers it?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
C2_3.	Someone you know offers it?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _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 .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_2.	People who are tobacco-free are fresh .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_3.	People who are tobacco-free are trendsetters .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_4.	People who are tobacco-free are in control .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_5.	People who are tobacco-free are real .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_6.	People who are tobacco-free are attractive .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_7.	People who are tobacco-free are lame .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_8.	People who are tobacco-free are corny .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_9.	People who are tobacco-free are fake .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_10.	People who are tobacco-free are annoying .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_11.	People who are tobacco-free are boring .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_12.	People who are tobacco-free are followers .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_13	[INSERT BELIEF]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_14	[INSERT BELIEF]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _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 .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_2.	People who smoke cigarettes are fresh .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_3.	People who smoke cigarettes are trendsetters .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_4.	People who smoke cigarettes are in control .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_5.	People who smoke cigarettes are real .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_6.	People who smoke cigarettes are attractive .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_7.	People who smoke cigarettes are lame .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_8.	People who smoke cigarettes are fake .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_9.	People who smoke cigarettes are annoying .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_10.	People who smoke cigarettes are boring .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_11.	People who smoke cigarettes are corny .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_12.	People who smoke cigarettes are followers .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_13	[INSERT BELIEF]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_14	[INSERT BELIEF]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9

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

[RANDOMIZE E3_1-E3_2] [MAKE THIS ITEM SKIPPABLE]

E3_1.	Bad	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> +1	<input type="checkbox"/> +2	<input type="checkbox"/> +3	Good
E3_2.	Not enjoyable	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> +1	<input type="checkbox"/> +2	<input type="checkbox"/> +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.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 9
E4_2.	Living tobacco-free is important to me.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 9
E4_3.	I am proud to tell other people I live tobacco-free.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 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	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_2.	Not harm my body	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_3.	Shorten my life	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_4.	Live just as long	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_5.	Be controlled by smoking	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_6.	Be able to stop smoking when I want to	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_7.	Become addicted to smoking	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_8.	Decide when and where to smoke	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_9.	Be less attractive to others	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_10.	Be more attractive to others	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_11.	Have bad breath and stinky hair	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_12.	Not smell like cigarettes	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_13.	Be a good influence on my younger brothers, sisters, cousins, family or friends	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_14.	Be a bad role model for my younger brothers, sisters, cousins, family or friends	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_15.	Harm others with secondhand smoke	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_16.	Not hurt anyone with my secondhand smoke	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_17.	Achieve my goals more easily	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_18.	Have trouble reaching my goals	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_19.	Be less successful	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_20.	Be just as successful	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9

E5_21.	[INSERT RISK PERCEPTION]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E5_22.	[INSERT RISK PERCEPTION]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _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?	<input type="checkbox"/> _0	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
E6_2.	Smoke <u>menthol</u> cigarettes?	<input type="checkbox"/> _0	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
E6_3.	Use smokeless tobacco, such as chewing tobacco, snuff, snus or dip?	<input type="checkbox"/> _0	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
E6_4.	Use marijuana?	<input type="checkbox"/> _0	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
E6_5.	Smoke blunts (cigars, cigarillos, or little cigars with marijuana added)?	<input type="checkbox"/> _0	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
E6_6.	Smoke cigars, cigarillos, or little cigars <u>without</u> added marijuana? Common brands are Swisher Sweets, Black & Mild, White Owl, Cheyenne, Dutch Masters, Garcia Y Vega or Middleton's.	<input type="checkbox"/> _0	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _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]?	<input type="checkbox"/> _0	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _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?	<input type="checkbox"/> _0	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
E7_2.	Smoke <u>menthol</u> cigarettes?	<input type="checkbox"/> _0	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
E7_3.	Use smokeless tobacco, such as chewing tobacco, snuff, snus or dip?	<input type="checkbox"/> _0	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
E7_4.	Use marijuana?	<input type="checkbox"/> _0	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
E7_5.	Smoke blunts (cigars, cigarillos, or little cigars with marijuana added)?	<input type="checkbox"/> _0	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
E7_6.	Smoke cigars, cigarillos, or little cigars <u>without</u> added marijuana? Common brands are Swisher Sweets, Black & Mild, White Owl, Cheyenne, Dutch Masters, Garcia Y Vega or Middleton's.	<input type="checkbox"/> _0	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _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]?	<input type="checkbox"/> _0	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _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 <u>not</u> smoke cigarettes.	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E9_2.	According to my friends , it is very important for me to <u>not</u> smoke cigarettes.	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E9_3.	According to most people my age , it is very important for me to <u>not</u> smoke cigarettes.	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E9_4.	According to the people who hang out where I hang out , it is very important for me to <u>not</u> smoke cigarettes.	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _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?	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₉
E10_2.	How would you feel about hanging out with someone who smokes cigarettes?	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₉
E10_3.	How would you feel about dancing with someone who smokes cigarettes?	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₉
E10_4.	How would you feel about kissing someone who smokes cigarettes?	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₉
E10_5.	How would you feel about going out with someone who smokes cigarettes?	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> 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.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₉
E12_2.	More fresh people smoke cigarettes than people who are not fresh.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₉
E12_3.	Rich and famous people are more likely to smoke cigarettes than people who aren't rich and famous.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₉
E12_4.	My favorite hip hop artists probably smoke cigarettes once a month or more.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> 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 <u>only</u> about <u>yesterday</u> , about how much time did you spend <u>watching TV shows</u> on any platform including a TV set, a computer, laptop or tablet, a smartphone or an iPod or MP3 player?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _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	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
Using a Cellphone/Smartphone						
F2_2. Text messaging on a cell phone/smartphone	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F2_3. Watching or uploading videos, such as on YouTube, on a cell phone/smartphone	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F2_4. Going to social networking sites like Twitter, Instagram or Facebook on a cell phone/smartphone	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F2_5. Browsing any other type of website on a cell phone/smartphone like news or entertainment. Include smartphone apps.	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _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	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F2_7. Using social networking sites like Twitter, Instagram, or Facebook on a computer, laptop, or tablet	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9

	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
F2_8. Browsing any other type of website for anything besides schoolwork on a computer, laptop, or tablet, like news or entertainment	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F2_9. Instant messaging or Video chatting (on Skype, Googletalk, iChat, etc.) on a computer, laptop, or tablet	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
Radio and Reading						
F2_10. Listening to the radio	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F2_11. Looking at or reading any magazines? Do <u>not</u> include time spent reading magazines on a computer, laptop, or tablet	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _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]?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F14_2. The show [Title] on [Channel]?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F14_3. The show [Title] on [Channel]?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F14_4. The show [Title] on [Channel]?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _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	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> +1	<input type="checkbox"/> +2	<input type="checkbox"/> +3	Good
F26_2.	Not enjoyable	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> +1	<input type="checkbox"/> +2	<input type="checkbox"/> +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	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F27_2.	The event/s grabbed my attention	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F27_3.	The event/s was powerful	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F27_4.	The event/s was informative	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F27_5.	The event/s was meaningful to me	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F27_6.	The event/s was convincing	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F27_7.	The event/s was terrible	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F27_8.	The event/s told me things I never knew before about tobacco	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _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	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _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	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> +1	<input type="checkbox"/> +2	<input type="checkbox"/> +3	Good
F31_2.	Not enjoyable	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> +1	<input type="checkbox"/> +2	<input type="checkbox"/> +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	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F32_2.	This video grabbed my attention	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F32_3.	This video is powerful	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F32_4.	This video is informative	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F32_5.	This video is meaningful to me	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F32_6.	This video is convincing	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F32_7.	This video is terrible	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F32_8.	This video told me things I never knew before about tobacco	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _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	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9

- 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 .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_2.	People who are tobacco-free are fresh .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_3.	People who are tobacco-free are trendsetters .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_4.	People who are tobacco-free are in control .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_5.	People who are tobacco-free are real .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_6.	People who are tobacco-free are attractive .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_7.	People who are tobacco-free are lame .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_8.	People who are tobacco-free are corny .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_9.	People who are tobacco-free are fake .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_10.	People who are tobacco-free are annoying .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_11.	People who are tobacco-free are boring .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_12.	People who are tobacco-free are followers .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_13	[INSERT BELIEF]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E1_14	[INSERT BELIEF]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _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 .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_2.	People who smoke cigarettes are fresh .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_3.	People who smoke cigarettes are trendsetters .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_4.	People who smoke cigarettes are in control .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_5.	People who smoke cigarettes are real .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_6.	People who smoke cigarettes are attractive .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_7.	People who smoke cigarettes are lame .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_8.	People who smoke cigarettes are fake .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_9.	People who smoke cigarettes are annoying .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_10.	People who smoke cigarettes are boring .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_11.	People who smoke cigarettes are corny .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_12.	People who smoke cigarettes are followers .	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_13	[INSERT BELIEF]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
E2_14	[INSERT BELIEF]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _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	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F39_2	I'd defend Fresh Empire if someone was hating on it	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F39_3	I'd wear a Fresh Empire T-shirt	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9

[RANDOMIZE ITEMS BELOW WITH F39_7/F39_8 ASKED TOGETHER IN THAT ORDER]

F39_6	I talk to my friends about Fresh Empire	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F39_7	If I had the chance, I would tell people I know to watch the Fresh Empire videos	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F39_8	If I had the chance, I would tell people I know to check out Fresh Empire at events	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F39_9	If I see anything from Fresh Empire, I check it out	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _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	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F39_13	People are buzzing about Fresh Empire	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F39_14	Fresh Empire videos are becoming more popular with the people who hang out where I hang out	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F39_15	Checking out Fresh Empire at events is becoming more popular with the people who hang out where I hang out	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F39_16	Fresh Empire videos are for people like me	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F39_17	Fresh Empire events are for people like me	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _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	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F40_2	Fresh	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F40_3	In control	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F40_4	Keeps it 100	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F40_5	Hosts the best parties	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F40_6	Always looks good	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _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	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F41_2	Using tobacco will get in the way of my goals, dreams, and success	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
F41_3	Tobacco use is not fresh	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _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.	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
G5_2.	I am happy to be at my school.	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
G5_3.	I feel like I am a part of my school.	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _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.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₉
G9_2.	I like to do frightening things.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₉
G9_3.	I like new and exciting experiences, even if I have to break the rules.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₉
G9_4.	I prefer friends who are exciting and unpredictable.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> 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	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> +1	<input type="checkbox"/> +2	<input type="checkbox"/> +3	Good
C20_2.	Not enjoyable	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> +1	<input type="checkbox"/> +2	<input type="checkbox"/> +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	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
C21_2	This digital content grabbed my attention	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
C21_3	This digital content is powerful	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
C21_4	This digital content is informative	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
C21_5	This digital content is meaningful to me	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
C21_6	This digital content is convincing	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
C21_7	This digital content is terrible	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
C21_8	This digital content told me things I never knew before about tobacco	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
C21_9	This digital content gave me good reason NOT to smoke cigarettes	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
C21_10	This digital content gave me good reasons NOT to use tobacco	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
C21_11	This digital content is silly	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
C21_12	I trust the information in this digital content						
C21_13	The person/people in this digital content are like me	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
C21_14	This digital content is annoying	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
C21_15	This digital content was difficult to watch	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
C21_16	I can identify with what the digital content says	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
C21_17	This digital content is different from other anti-tobacco digital content I've seen or heard	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _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	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> +1	<input type="checkbox"/> +2	<input type="checkbox"/> +3	Good
C23_2.	Not enjoyable	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> +1	<input type="checkbox"/> +2	<input type="checkbox"/> +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