# Attachment 4\_E2b: Youth Media Tracking Instrument

Form Approved

OMB No. 0910-0753

Exp. Date xx/xx/xxxx

Evaluation of the Public Education Campaign on Teen Tobacco-Media Tracking (ExPECTT-MT)

Subjects for Questionnaire:

Section A: Media Use and Awareness

Section B: Tobacco Use Behavior, Attitudes & Beliefs

Section C: Demographic Items

Section A: Media Use and Awareness

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

**A1/A2.** Thinking only about yesterday, about how much time did you spend…

|  | **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** |
| --- | --- | --- | --- | --- | --- | --- |
| **A2\_2.** Watching or uploading videos to YouTube? | 1 | 2 | 3 | 4 | 5 | 9 |
| **A1\_1.** Watching TV shows on a TV, a computer or laptop, tablet, or smartphone? | 1 | 2 | 3 | 4 | 5 | 9 |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **A2\_3.** Using social networking sites like Twitter, Instagram or Tumblr? | 1 | 2 | 3 | 4 | 5 | 9 |
| **A2\_4.** Looking at any other type of website for anything besides schoolwork? | 1 | 2 | 3 | 4 | 5 | 9 |
| **A2\_5.** Video chatting (on Snapchat, FaceTime, Googletalk, iChat, etc.) | 1 | 2 | 3 | 4 | 5 | 9 |
| **A2\_6.** Text messaging? | 1 | 2 | 3 | 4 | 5 | 9 |

**A3.** We want to ask you about some slogans or themes that might or might not have appeared in the media around here.

**A3\_2**

[RANDOMIZE PRESENTATION OF A3\_2b through A3\_2f]

A3\_2b. In the past 3 months, that is since [FILL DATE], have you seen or heard the following slogan or theme?

Digital Youth Against Tobacco (DYAT)

1\_\_\_ Yes

2\_\_\_ No

3\_\_\_ Not Sure

9\_\_ Prefer not to Answer

A3\_2c. In the past 3 months, that is since [FILL DATE], have you seen or heard the following slogan or theme?

The Real Cost

1\_\_\_ Yes

2\_\_\_ No

3\_\_\_ Not Sure

9\_\_ Prefer not to Answer

A3\_2e. In the past 3 months, that is since [FILL DATE], have you seen or heard the following slogan or theme?

Tips from Former Smokers (Tips)

1\_\_\_ Yes

2\_\_\_ No

3\_\_\_ Not Sure

9\_\_ Prefer not to Answer

A3\_2f. In the past 3 months, that is since [FILL DATE], have you seen or heard the following slogan or theme?

truth

1\_\_\_ Yes

2\_\_\_ No

3\_\_\_ Not Sure

9\_\_ Prefer not to Answer

A3\_2g. In the past 3 months, that is since [FILL DATE], have you seen or heard the following slogan or theme?

Fresh Empire

1\_\_\_ Yes

2\_\_\_ No

3\_\_\_ Not Sure

9\_\_ Prefer not to Answer

**A4.  The next set of questions ask whether or not you’ve seen any of the following advertisements.**

[RANDOMIZE ORDER OF A4\_1 and A4\_2]

**A4\_1**. In the past 3 months, have you seen a Tips from Former Smokers (Tips) advertisement? Examples of some Tips from Former Smokers ads are shown below.

1\_\_\_ Yes

2\_\_\_ No

3\_\_ Not sure

9\_\_ Prefer not to Answer

         [INSERT Tips from Former Smokers PHOTO COLLAGE]

**A4\_2**.  In the past 3 months, have you seen a truth campaign advertisement? Examples of some truth campaign ads are shown below.

1\_\_\_ Yes

2\_\_\_ No

3\_\_ Not sure

9\_\_ Prefer not to Answer

         [INSERT truth PHOTO COLLAGE]

[If A4\_1 ≠NO, ASK A5\_1. IF A4\_2 ≠NO, ASK A5\_2. IF BOTH A4\_1 and A4\_2 =NO ASK A6. IF BOTH A4\_1 and A4\_2 ≠NOTHEN RANDOMIZE ORDER OF A5\_1 and A5\_2]

**A5\_1.**  Where have you seen or heard a Tips from Former Smokers (Tips) ad? Examples of some Tips from Former Smokers ads are shown below.

[RANDOMIZE ORDER OF CHECKBOX LIST]

1\_\_\_ On TV

2\_\_\_ On the radio

3\_\_\_ In newspapers or magazines

4\_\_\_ On the Internet

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

6\_\_ Not sure

9\_\_ Prefer not to Answer

[INSERT Tips from Former Smokers PHOTO COLLAGE]

**A5\_2.**  Where have you seen or heard a truth campaign ad? Examples of some truth campaign ads are shown below.

[RANDOMIZE ORDER OF CHECKBOX LIST]

1\_\_\_ On TV

2\_\_\_ On the radio

3\_\_\_ In newspapers or magazines

4\_\_\_ On the Internet

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

6\_\_ Not sure

9\_\_ Prefer not to Answer

[INSERT truth campaign PHOTO COLLAGE]

[If A4\_1 ≠NO, ASK A6\_1. IF A4\_2 ≠NO, ASK A6\_2. IF BOTH A4\_1, A4\_2 and A4\_3 =NO ASK A6. IF BOTH A4\_1 and A4\_2 ≠NOTHEN RANDOMIZE ORDER OF A6\_1 and A6\_2]

**A6\_1.** The Tips Campaign is on social networking sites. Have you ever seen Tips ads on the following sites?

1 2

Yes No

**A6\_1a.** Facebook?

**A6\_1b.** Twitter?

3\_\_ Not sure

9\_\_ Prefer not to Answer

**A6\_2.** The truth Campaign is on social networking sites. Have you ever seen truth ads on the following sites?

1 2

Yes No

**A6\_2a.** Facebook?

**A6\_2b.** Twitter?

3\_\_ Not sure

9\_\_ Prefer not to Answer

**A7\_*x*.** Now we would like to show you some advertisements that have been shown in the U.S. Once you have viewed the video below, please click on the forward arrow below to continue with the survey.

[NOTE, we will ask about all 9 video ads ]

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

**A8\_*x*.** Apart from this survey, have you seen or heard this ad in the past three months?

1 Yes

2 No

9 Prefer not to answer

[IF A8*x*=1 or 9, ASK A8a\_x; OTHERWISE SHOW NEXT AD]

**A8a\_*x*.** How frequently have you seen or heard this ad in the past three months??

1 Rarely

2 Sometimes

3 Often

4 Very Often

9 Prefer not to answer

ASK A8\_x UNTIL ALL 9 ADS HAVE BEEN SEEN/HEARD.

IF A8=1 or 9 FOR ANY AD, ASK A9a.

A9a. Where have you seen or heard these ads? Check all that apply. [Channels]

[RANDOMIZE ORDER OF CHECKBOX LIST]

1\_\_\_ On TV

2\_\_\_ On the Internet

3\_\_\_ On the radio

4\_\_\_ In newspapers or magazines

5\_\_\_ Billboards or posters

6\_\_ Not sure

9\_\_ Prefer not to Answer

A9bx. Where have you seen these ads? Check all that apply. [Locations]

[RANDOMIZE ORDER OF CHECKBOX LIST]

1\_\_\_ At the movie theatre

2\_\_\_ At school

3\_\_\_ At the mall, in an arcade or store

4\_\_\_ On buses, trains or other public transportation

5\_\_\_ Outdoors

6\_\_\_ Not sure

7\_\_\_\_None of these places

9\_\_\_ Prefer not to Answer

A9cx. Where on the Internet have you seen these ads? Check all that apply.

[RANDOMIZE ORDER OF CHECKBOX LIST]

1\_\_\_ Internet or banner ad

2\_\_\_ Facebook

3\_\_\_ Twitter

4\_\_\_ YouTube

5\_\_\_ Hulu

6\_\_\_ Other social networking sites

7\_\_\_ I have not seen this ad on the Internet

9\_\_\_ Prefer not to Answer

ASK A10\_x for a random set of 2 of the 5 currently airing Real Cost TV ads (Found It, Science Class, Fingers, Skinny Jeans, Contract). DO NOT INCLUDE 7,000, teeth, skin or BARBER

**A10\_x**. How would you describe this advertisement?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **A10\_1.** | **Bad** | -3 | -2 | -1 | 0 | +1 | +2 | +3 | **Good** |
| **A10\_2.** | **Unenjoyable** | -3 | -2 | -1 | 0 | +1 | +2 | +3 | **Enjoyable** |

**A11\_x.** Please tell us if you strongly agree, agree, neither agree nor disagree, disagree, or strongly 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** |
| **A11\_1** | This ad is worth  Remembering | 1 | 2 | 3 | 4 | 5 | 9 |
| **A11\_2** | This ad grabbed my attention | 1 | 2 | 3 | 4 | 5 | 9 |
| **A11\_3** | This ad is powerful | 1 | 2 | 3 | 4 | 5 | 9 |
| **A11\_4** | This ad is informative | 1 | 2 | 3 | 4 | 5 | 9 |
| **A11\_5** | This ad is meaningful to me | 1 | 2 | 3 | 4 | 5 | 9 |
| **A11\_6** | This ad is convincing | 1 | 2 | 3 | 4 | 5 | 9 |
| **A11\_7** | This ad is terrible | 1 | 2 | 3 | 4 | 5 | 9 |
| **A11\_8** | This ad is silly | 1 | 2 | 3 | 4 | 5 | 9 |
| **A11\_9** | I trust the information in this ad | 1 | 2 | 3 | 4 | 5 | 9 |
| **A11\_10** | This ad told me things I never knew before about tobacco | 1 | 2 | 3 | 4 | 5 | 9 |
| **A11\_12** | The person/people in this ad are like me | 1 | 2 | 3 | 4 | 5 | 9 |
| **A11\_13** | This ad gave me good reasons not to use tobacco | 1 | 2 | 3 | 4 | 5 | 9 |
| **A11\_14** | This ad is annoying | 1 | 2 | 3 | 4 | 5 | 9 |
| **A11\_15** | This ad was difficult to watch | 1 | 2 | 3 | 4 | 5 | 9 |
| **A11\_16** | I can identify with what the ad says | 1 | 2 | 3 | 4 | 5 | 9 |
| **A11\_17** | This ad is different from other anti-tobacco ads I’ve seen or heard | 1 | 2 | 3 | 4 | 5 | 9 |
| **A11\_18** | This ad is intense | 1 | 2 | 3 | 4 | 5 | 9 |

**A12a\_x.** On a scale of 1 to 5, how would you rate the claims or arguments in this ad:

1. Not believable

2

3

4

5. Believable

9\_\_ Prefer not to Answer

**A12b\_x.** On a scale of 1 to 5, indicate whether the ad made smoking look like something you would or wouldn’t want to do.

1. The ad makes me want to smoke

2

3

4

5. The ad makes me want to NOT smoke

9\_\_ Prefer not to Answer

**A13\_*x*.** On scale of 1 to 5, where 1 means “not at all” and 5 means “very”, please indicate how much this ad made you feel…

1 2 3 4 5

[RANDOMIZE ORDER] Not at all Very

A13a\_*x*. Sad

A13b\_*x*. Afraid

A13c\_*x*. Irritated

A13d\_*x*. Angry

A13e\_x. Ashamed

A13f\_x. Discouraged

A13g\_x. Hopeful

A13h\_x. Motivated

A13i\_x. Understood

A13j\_x. Amused

A13k\_x. Worried

A13l\_x. Disgusted or grossed out

A13m\_x. Happy

A13n\_x. Uneasy

A130\_x. Surprised

REPEAT A10 through A13 for 2 Real Cost TV ads.

Randomize respondents to be asked A14 through A19 for 2 of the 5 currently airing Real Cost TV ads (Found It, Science Class, Fingers, Skinny Jeans, Contract) for which they report prior exposure (A8=1 or 9).

**A14.** After seeing this ad, did you look for more information online?

1 Yes

2 No

9 Prefer not to answer

**A15.** After seeing this ad, did you visit [insert campaign name] website or Facebook page?

1 Yes

2 No

9 Prefer not to answer

**A16.** After seeing this ad, did you share [insert campaign name] YouTube channel with a friend?

1 Yes

2 No

9 Prefer not to answer

**A17.** After seeing this ad, did you mention it on social media?

1 Yes

2 No

9 Prefer not to answer

**A18.** Did you talk to anyone about this ad?

1 Yes

2 No

9 Prefer not to answer

[IF A18=1, ASK A19]

**A19.** When you talked about the ads, did you talk about any of the following topics?

1 2 3

Yes No Prefer not to respond

[RANDOMIZE]

**A15\_1.** This ad was good

**A15\_2.** This ad was NOT good

**A15\_3.** I should not smoke

**A15\_4.** The person I was talking to or someone else I know should not smoke

**A15\_5.** Other, specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

A23. What is the main message of this ad? [check all that apply]

[RANDOMIZE ORDER OF CHECKBOX LIST]

1\_\_\_ Smoking can damage your teeth

2\_\_\_ Smoking can cause wrinkles

3\_\_\_ Cigarettes are addictive

4\_\_\_ Cigarettes can control your life

5\_\_\_ The ingredients in cigarettes are harmful

6\_\_\_ Every cigarette costs you something

10\_\_\_Adults want to control me

13\_\_\_You don’t need a good reason not to smoke

14.\_\_\_Nicotine can reprogram your brain until it’s hard to think about anything except your next cigarette.

15.\_\_\_Cigarettes may leave you with stained teeth, gum disease and more.

16.\_\_\_Smoking as a teen can permanently stunt your lungs.

99\_\_\_ I am not sure

[REPEAT A14\_*x* through A19. FOR 2 ADS.]

**Section B: Tobacco Use Behavior, Attitudes & Beliefs**

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, GO TO B2. IF B1=2, GO TO B7]

**B2.** About how many cigarettes have you smoked in your entire life? Your best guess is fine.

1 0 cigarettes

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

**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, GO TO B7, otherwise GO TO B4]

**B4** During the past 30 days, were the cigarettes that you usually smoked menthol?

1 Yes

2 No

9 Prefer not to answer

**B5.** Do you consider yourself a smoker?

1 Yes

2 No

9 Prefer not to answer

**B6.** 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

Other Tobacco Use

**B7.** Have you ever used smokeless tobacco, such as chewing tobacco, snuff, snus (rhymes with goose) 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 B7=1 or 9, GO TO B8; IF B7=2 GO TO B10]

**B8.** During the past 30 days, on how many days did you use chewing tobacco, snuff 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 or

7 All 30 days

9 Prefer not to answer

[IF B8=2-9 GO TO B9; OTHERWISE GO TO B10]

**B9.** I plan to stop using smokeless tobacco such as chewing tobacco, snuff, or dip 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 using smokeless tobacco within the next year

9 Prefer not to answer

[IF B1=2 or 9 ASK B10\_1 through B10\_3. IF B7=2 or 9 ASK B10\_4 through B10\_6. OTHERWISE GO TO B11]

B10. Thinking about the future…

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **1 Definitely Yes** | **2 Probably Yes** | **3 Probably Not** | **4 Definitely Not** | **9 Prefer Not to Answer** |
| **B10\_1** | Do you think that you will try a **cigarette** soon? | 1 | 2 | 3 | 4 | 9 |
| **B10\_2** | Do you think you will smoke a **cigarette** at any time in the next year? | 1 | 2 | 3 | 4 | 9 |
| **B10\_3** | If one of your best friends were to offer you a **cigarette**, would you smoke it? | 1 | 2 | 3 | 4 | 9 |
| **B10\_4** | Do you think that you will try **smokeless tobacco** such as chewing tobacco, snuff or dip soon? | 1 | 2 | 3 | 4 | 9 |
| **B10\_5** | Do you think you will use **smokeless tobacco** such as chewing tobacco, snuff or dip at any time in the next year? | 1 | 2 | 3 | 4 | 9 |
| **B10\_6** | If one of your best friends were to offer you **smokeless tobacco** such as chewing tobacco, snuff or dip, would you use it? | 1 | 2 | 3 | 4 | 9 |

**B11. Smoking cigarettes** is…

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **B11\_1** | **Bad** | -3 | -2 | -1 | 0 | +1 | +2 | +3 | **Good** |
| **B11\_2** | **Unenjoyable** | -3 | -2 | -1 | 0 | +1 | +2 | +3 | **Enjoyable** |
| **B11\_3** | **Harmful** |  |  |  |  |  |  |  | **Not Harmful** |

**B12. Using smokeless tobacco**, such as dip, chewing tobacco, snuff, or snus is…

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **B12\_1** | **Bad** | -3 | -2 | -1 | 0 | +1 | +2 | +3 | **Good** |
| **B12\_2** | **Unenjoyable** | -3 | -2 | -1 | 0 | +1 | +2 | +3 | **Enjoyable** |
| **B12\_3** | **Harmful** |  |  |  |  |  |  |  | **Not Harmful** |

**B13. Smoking cigars, cigarillos, or little cigars** is… (pick one)

[RANDOMIZE B13\_1-B13\_3]

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **B13\_1.** | **Bad** |  |  |  |  |  |  |  | **Good** |
| **B13\_2.** | **Unenjoyable** |  |  |  |  |  |  |  | **Enjoyable** |
| **B13\_3.** | **Harmful** |  |  |  |  |  |  |  | **Not Harmful** |

**B14. Using e-cigarettes** is… (pick one)

[RANDOMIZE B14\_1-B14\_3]

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **B14\_1.** | **Bad** |  |  |  |  |  |  |  | **Good** |
| **B14\_2.** | **Unenjoyable** |  |  |  |  |  |  |  | **Enjoyable** |
| **B14\_3.** | **Harmful** |  |  |  |  |  |  |  | **Not Harmful** |

B13. How much do you agree or disagree with the following statements? If I smoke I will…

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **1 Strongly Disagree** | **2 Disagree** | **3 Neither Agree or Disagree (Neutral)** | **4 Agree** | **5 Strongly Agree** | **9 Prefer Not to Answer** |
| **B13\_1.** | Damage my body | 1 | 2 | 3 | 4 | 5 | 9 |
| **B13\_2.** | Be controlled by smoking | 1 | 2 | 3 | 4 | 5 | 9 |
| **B13\_3.** | Be unattractive | 1 | 2 | 3 | 4 | 5 | 9 |
| **B13\_4.** | Inhale poisons | 1 | 2 | 3 | 4 | 5 | 9 |
| **B13\_5.** | Develop cancer of the lip, mouth, tongue or throat | 1 | 2 | 3 | 4 | 5 | 9 |
| **B13\_6.** | Develop sexual and/or fertility problems | 1 | 2 | 3 | 4 | 5 | 9 |
| **B13\_7.** | Lose my taste buds | 1 | 2 | 3 | 4 | 5 | 9 |
| **B13\_8.** | Be unable to stop when I want to | 1 | 2 | 3 | 4 | 5 | 9 |
| **B13\_9.** | Get wrinkles | 1 | 2 | 3 | 4 | 5 | 9 |
| **B13\_10.** | Develop skin problems | 1 | 2 | 3 | 4 | 5 | 9 |
| **B13\_11.** | Have problems with my teeth | 1 | 2 | 3 | 4 | 5 | 9 |
| **B13\_12.** | Lose my teeth | 1 | 2 | 3 | 4 | 5 | 9 |
| **B13\_13.** | Have trouble breathing | 1 | 2 | 3 | 4 | 5 | 9 |
| **B13\_14** | Shorten my life | 1 | 2 | 3 | 4 | 5 | 9 |
| **B13\_15.** | Develop a smoking-related disease | 1 | 2 | 3 | 4 | 5 | 9 |
| **B13\_16.** | Have bad breath | 1 | 2 | 3 | 4 | 5 | 9 |
| **B13\_17** | Get sick more often | 1 | 2 | 3 | 4 | 5 | 9 |
| **B13\_18.** | Decrease my sports performance | 1 | 2 | 3 | 4 | 5 | 9 |
| **B13\_19.** | Waste money on cigarettes | 1 | 2 | 3 | 4 | 5 | 9 |
| **B13\_20.** | Become addicted | 1 | 2 | 3 | 4 | 5 | 9 |
| **B13\_21.** | Harm others with second-hand smoke | 1 | 2 | 3 | 4 | 5 | 9 |
| **B13\_22.** | Be a bad influence on others | 1 | 2 | 3 | 4 | 5 | 9 |
| **B13\_22.** | Miss out on things | 1 | 2 | 3 | 4 | 5 | 9 |
| **B13\_23** | Stunt the growth of my lungs | 1 | 2 | 3 | 4 | 5 | 9 |
| **B13\_24** | Have yellow, stained teeth | 1 | 2 | 3 | 4 | 5 | 9 |
| **B13\_25** | Develop gum disease | 1 | 2 | 3 | 4 | 5 | 9 |

**B15.** How much do you agree or disagree with the following statements **about smoking cigarettes?**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **1 Strongly Disagree** | **2 Disagree** | **3 Neither Agree or Disagree (Neutral)** | **4 Agree** | **5 Strongly Agree** | **9 Prefer Not to Answer** |
| **B15\_1.** | Smoking can cause immediate damage to my body. | 1 | 2 | 3 | 4 | 5 | 9 |
| **B15\_2.** | It is safe for me to smoke for only a year or two, as long as I quit after that. | 1 | 2 | 3 | 4 | 5 | 9 |
| **B15\_3.** | If I started to smoke occasionally I would not become addicted. | 1 | 2 | 3 | 4 | 5 | 9 |
| **B15\_4.** | Smoking cigarettes helps people relieve stress. | 1 | 2 | 3 | 4 | 5 | 9 |
| **B15\_5.** | Cigarette ingredients are disgusting. | 1 | 2 | 3 | 4 | 5 | 9 |
| **B15\_6.** | Cigarette ingredients are dangerous. | 1 | 2 | 3 | 4 | 5 | 9 |
| **B15\_7.** | Smoking is a way to show others I’m not afraid to take risks | 1 | 2 | 3 | 4 | 5 | 9 |
| **B15\_8.** | Smoking cigarettes can help keep my weight down | 1 | 2 | 3 | 4 | 5 | 9 |
| **B15\_9.** | Menthol cigarettes are safer than non-menthol cigarettes | 1 | 2 | 3 | 4 | 5 | 9 |
| **B15\_10.** | The lungs of teenage smokers may not grow to normal size. | 1 | 2 | 3 | 4 | 5 | 9 |
| **B15\_11.** | Smoking just a few cigarettes can make me crave more. | 1 | 2 | 3 | 4 | 5 | 9 |
| **B15\_12.** | If I smoke, nicotine will rewire my brain. | 1 | 2 | 3 | 4 | 5 | 9 |
| **B15\_13** | Smoking as a teen can permanently stunt my lungs. | 1 | 2 | 3 | 4 | 5 | 9 |
| **B15\_14** | Smoking cigarettes will make me have serious breathing problems | 1 | 2 | 3 | 4 | 5 | 9 |
| **B15\_15** | If I smoke, the consequences will find me. | 1 | 2 | 3 | 4 | 5 | 9 |
| **B15\_16** | Nicotine can reprogram my brain | 1 | 2 | 3 | 4 | 5 | 9 |
| **B15\_17** | If I smoke, it will be hard to think about anything but my next cigarette | 1 | 2 | 3 | 4 | 5 | 9 |
| **B15\_18** | The nicotine in cigarettes may hack your brain | 1 | 2 | 3 | 4 | 5 | 9 |

**B21.** **How many** of your four closest friends**…**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **0 None** | **1 One** | **2 Two** | **3 Three** | **4 Four** | **9 Prefer Not to Answer** |
| **B21\_1.** | Smoke cigarettes? | 0 | 1 | 2 | 3 | 4 | 9 |

**Section C: Demographic Items**

[IF C2=2-9, GO TO C4, OTHERWISE GO TO C5]

**C7. 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 (rhymes with goose) 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, such as blu, NJOY, Mistic, 21st Century Smoke

6 any other form of tobacco

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

9 Prefer not to answer

**C8.** Do you have any brother(s) and/or sister(s) who have 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

Please tell us if you strongly agree, agree, disagree, or strongly disagree with the following statements.

**C9.** I would like to explore strange places. Would you say you…

1 Strongly Disagree

2 Disagree

3 Neither agree nor disagree (neutral)

4 Agree

5 Strongly Agree

9 Prefer not to answer

**C10.** I like to do frightening things. Would you say you…

1 Strongly Disagree

2 Disagree

3 Neither agree nor disagree (neutral)

4 Agree

5 Strongly Agree

9 Prefer not to answer

**C11.** I like new and exciting experiences, even if I have to break the rules. Would you say you…

1 Strongly Disagree

2 Disagree

3 Neither agree nor disagree (neutral)

4 Agree

5 Strongly Agree

9 Prefer not to answer

**C12.** I prefer friends who are exciting and unpredictable. Would you say you…

1 Strongly Disagree

2 Disagree

3 Neither agree nor disagree (neutral)

4 Agree

5 Strongly Agree

9 Prefer not to answer

**C13.**  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

**C14.**  What is your zip code?

3 Don’t know

9 Prefer not to answer

**C15.**  What county do you live in?

[DROP DOWN MENU BASED ON ZIP]

3 Don’t know

9 Prefer not to answer

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

**OMB No: 0910-0753 Expiration Date: xx/xx/xxxx**

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