# ATTACHMENT D:

# SURVEY

# Quantitative Study of Tobacco Facts Designed to Inform Youth Tobacco Prevention Messaging

## Fact Questions

You are going to see approximately 10 facts about tobacco. We will show you one fact at a time. After each fact is shown, we’d like to know what you think about each of them. Some of these facts may be used in advertisements to keep young people from smoking and using other tobacco products.

### Fact #1: Addiction keeps people smoking even when they want to quit.

#### **A1.** This fact about smoking is:

 [RANDOMIZE ORDER, HIDE RESPONSE VALUES]

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | -3 | -2 | -1 | 0 | 1 | 2 | 3 |  |
| Not telling me anything new | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 5 | [ ] 6 | [ ] 7 | Telling me something new |
| Not attention grabbing | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 5 | [ ] 6 | [ ] 7 | Attention grabbing |
| Not worth remembering | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 5 | [ ] 6 | [ ] 7 | Worth remembering |
| Boring | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 5 | [ ] 6 | [ ] 7 | Interesting |
| Stupid | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 5 | [ ] 6 | [ ] 7 | Not Stupid |
| Not important | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 5 | [ ] 6 | [ ] 7 | Important |
| Not informative | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 5 | [ ] 6 | [ ] 7 | Informative |
| Not convincing | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 5 | [ ] 6 | [ ] 7 | Convincing |
| Not believable  | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 5 | [ ] 6 | [ ] 7 | Believable  |

#### **A2.** How much do you trust this fact?

[ ] 1 Very much

[ ] 2 Somewhat

[ ] 3 A little

[ ] 4 Not at all

[ ] 9 Prefer not to answer

#### **A3.** How likely are you to share this fact with somebody you know?

[ ] 1 Very likely

[ ] 2 Somewhat likely

[ ] 3 Somewhat unlikely

[ ] 4 Very unlikely

[ ] 9 Prefer not to answer

#### **A4.** Did this fact give a strong or weak reason to stay away from smoking?

[ ] 1 Very strong

[ ] 2 Somewhat strong

[ ] 3 Somewhat weak

[ ] 4 Very weak

[ ] 9 Prefer not to answer

[Repeat questions A1 – A4 for the remaining 9 or so facts]

**Next we are going to ask you to review all the facts you have seen and tell us which facts are the best and which ones are the worst.**

A5. Please review the facts you have seen and rank the 2 you think give the BEST reason not to smoke or use other tobacco products where 1=best; 2=second best

|  |  |
| --- | --- |
| 🞏 | Fact 1: Addiction keeps people smoking even when they want to quit. |
| 🞏 | Fact 2:… |
| 🞏 | … |
| 🞏 | … |
| 🞏 | … |
| 🞏 | … |
| 🞏 | … |
| 🞏 | … |
| 🞏 | … |
| 🞏 | … |

#### **A5a.** You selected “Fact X………” as the best fact. Why do you think this is the best fact?

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

#### **A5b.** You selected “Fact Y………” as the second best fact. Why do you think this is the second best fact?

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

#### **A6.** Please review the facts you have seen and rank the 2 you think give the WORST reason not to smoke where 1=worst fact; 2=second worst

|  |  |
| --- | --- |
| 🞏 | Fact 1: Addiction keeps people smoking even when they want to quit. |
| 🞏 | Fact 2:… |
| 🞏 | … |
| 🞏 | … |
| 🞏 | … |
| 🞏 | … |
| 🞏 | … |
| 🞏 | … |
| 🞏 | … |
| 🞏 | … |

#### **A6a.** You selected “Fact X………” as the worst fact. Why do you think this is the worst fact?

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

#### **A6b.** You selected “Fact Y………” as the second worst fact. Why do you think this is the second worst fact?

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

## Risk Perceptions and Attitudinal Beliefs

Next, we are going to ask you some general questions about smoking.

#### **B1.** How much do you agree or disagree with the following statements? [RANDOMIZE PRESENTATION]

#### B1\_1. If I smoke cigarettes I will……

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | 1Definitely Yes | 2Probably Yes | 3Probably Not | 4Definitely Not | 9Prefer Not to Answer |
| **B1\_1a.** | Be controlled by smoking **(Addiction)** | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 9 |
| **B1\_1b.** | Become addicted **(Addiction)** | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 9 |
| **B1\_1c.** | Develop a smoking-related disease (**Health Effects)** | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 9 |
| **B1\_1d.** | Damage my body (**Health Effects)** | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 9 |
| **B1\_1e.** | Inhale dangerous chemicals (**HPHCs)** | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 9 |
| **B1\_1f.** | Shorten my life **(Mortality)** | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 9 |
| **B1\_1g.** | Be less attractive to others (**Social Norms)** | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 9 |

#### B1\_2. If I use e-cigarettes I will…

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | 1Definitely Yes | 2Probably Yes | 3Probably Not | 4Definitely Not | 9Prefer Not to Answer |
| **B1\_2a.** | Inhale dangerous chemicals | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 9 |

#### **B2.** How much do you agree or disagree with the following statements? [RANDOMIZE PRESENTATION]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | 1Strongly Agree | 2Agree | 3Neither Agree nor Disagree | 4Disagree | 5Strongly Disagree | 9Prefer Not to Answer |
| **B2\_1.** | Smoking can cause immediate damage to my body. **(Health Effects)** | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 5 | [ ] 9 |
| **B2\_2.** | E-cigarettes are less harmful than smoking regular cigarettes. **(E-Cigarettes)** | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 5 | [ ] 9 |
| **B2\_3.** | Using any kind of tobacco can pose some health risks. **(Product Content/Design)** | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 5 | [ ] 9 |

### Social Norms

#### **B3.** Out of every 10 students in your grade at school, how many do you think smoke?

\_\_\_\_\_\_\_\_\_\_ MIN 0 MAX 10

[ ] 99 Prefer not to answer

#### **B4.** How many of your four closest friends…

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | 0None | 1One | 2Two | 3Three | 4Four or More | 9Prefer Not to Answer |
| **B4\_1.** | Smoke cigarettes? | [ ] 0 | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 9 |
| **B4\_2.** | Use electronic cigarettes, also called “e-cigarettes”, “e-cigs”, “vapor pens”, or “e-hookahs” (For example, blu, NJOY, Mistic, 21st Century Smoke)?  | [ ] 0 | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 9 |

### Sensation seeking

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

#### **B5.** Would you say you…

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | 1Strongly Agree | 2Agree | 3Neither Agree or Disagree | 4Disagree | 5Strongly Disagree | 9Prefer Not to Answer |
| **B5\_1** | Like to explore strange places. | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 5 | [ ] 9 |
| **B5\_2** | Like to do frightening things. | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 5 | [ ] 9 |
| **B5\_3** | Like new and exciting experiences, even if I have to break the rules. | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 5 | [ ] 9 |
| **B5\_4** | Prefer friends who are exciting and unpredictable. | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 5 | [ ] 9 |

### Other Tobacco Use

#### **B6.** Now we would like to ask you some questions about your use of other tobacco products. Have you used the following tobacco products in the past 30 days?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | 1Yes | 2No | 9Prefer Not to Answer |
| **B6\_1** | Smokeless tobacco, such as chewing tobacco, snuff, snus or dip (For example, Copenhagen, Skoal, Grizzly, Kodiak, or Red Seal)?  | [ ] 1 | [ ] 2 | [ ] 9 |
| **B6\_2** | Cigars, cigarillos, or little cigars,(For example, Swisher Sweets, White Owl, Cheyenne, Dutch Masters, Garcia Y Vega or Middleton’s)? | [ ] 1 | [ ] 2 | [ ] 9 |
| **B6\_3** | Tobacco out of a water pipe (also called “hookah”)? | [ ] 1 | [ ] 2 | [ ] 9 |
| **B6\_4** | Electronic cigarettes, also called “e-cigarettes”, “e-cigs”, “vapor pens”, or“e-hookahs”(For example, blu, NJOY, Mistic, 21st Century Smoke)? | [ ] 1 | [ ] 2 | [ ] 9 |

### E-Cigarette Intentions

#### **B7.** Thinking about the future…

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | 1Definitely Yes | 2Probably Yes | 3Probably Not | 4Definitely Not | 9Prefer Not to Answer |
| **B7\_1** | Do you think that you will try an e-cigarette soon? | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 9 |
| **B7\_2** | Do you think you will try an e-cigarette at any time in the next year? | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 9 |
| **B7\_3** | If one of your best friends were to offer you an e-cigarette, would you use it? | [ ] 1 | [ ] 2 | [ ] 3 | [ ] 4 | [ ] 9 |

### Self-reported skills

Next, we would like to ask you some general questions about your skills.

#### **B8.** I am good at math (strongly agree/strongly disagree)

[ ] 1 Strongly disagree

[ ] 2 Disagree

[ ] 3 Neither agree nor disagree (neutral)

[ ] 4 Agree

[ ] 5 Strongly agree

[ ] 9 Prefer not to answer

#### **B9.** How confident are you that you understood the tobacco facts you have seen?

[ ] 1 Very confident

[ ] 2 Somewhat confident

[ ] 3 A little confident

[ ] 4 Not at all confident

[ ] 9 Prefer not to answer

## Demographics and Environment

#### **C1.** Are you male or female?

[ ] 1 Female

[ ] 2 Male

[ ] 9 Prefer not to answer

#### **C2.** Are you Hispanic, Latino/a, or of Spanish origin?

[ ] 1 Yes

[ ] 2 No

[ ] 9 Prefer not to answer

#### **C3.** What race or races do you consider yourself to be? Please select 1 or more of these categories.

[ ] 1 American Indian or Alaska Native

[ ] 2 Asian

[ ] 3 Black or African American

[ ] 4 Native Hawaiian or Other Pacific Islander

[ ] 5 White

[ ] 5 Other

[ ] 9 Prefer not to answer

**C4.** 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 blu, NJOY, Mistic, 21st Century Smoke

[ ] 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

#### **C5.** How far do you think you will go in school?

[ ] 1 I don’t plan to go to school anymore

[ ] 2 9th grade

[ ] 3 10th grade

[ ] 4 11th grade

[ ] 5 12th grade or GED

[ ] 6 Some college or technical school but no degree

[ ] 7 Technical school degree

[ ] 8 College degree

[ ] 9 Graduate school, medical school, or law school

[ ] 99 Prefer not to answer

#### **C6.** 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 98

[ ] 99 Prefer not to answer