

**ATTACHMENT 2: SECOND FOLLOW-UP YOUTH INSTRUMENT (ExPECTT II)**

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**Evaluation of the Public Education Campaign on Teen Tobacco  
Cohort II (ExPECTT II)**

**Subjects for Questionnaire:**

Section A: Demographic Items

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, Social Norm

Section F: Media Use and Awareness

Section G: Environment

## **Introduction**

This survey is all about you.

Your thoughts, your opinions, your experiences.

We want to know about some of your beliefs, attitudes and behaviors. We will ask about media use and about your use of substances that may be illegal for you to buy or use in your state, such as tobacco and marijuana. We will also ask about your experiences in school and in your home. Even if you don't use tobacco or marijuana, we want to know what you think.

It will take about 45 minutes for you to complete this survey. Please take your time and answer as honestly and thoughtfully as you can.

This study is sponsored by the U.S. Food and Drug Administration (FDA). Your answers may be shared with the FDA but not your personal information. We will not share any information you give us with your parents or anyone outside the FDA and RTI research teams. All of your answers will be kept private. It is not completely safe to send data through the Internet but we are doing everything we can to protect your data. We will code your survey data and send it over a secure connection for added protection.

Your responses will be combined with those of others who are taking this survey before the data are reported.

**ASK:** All respondents

## Section A: Demographic Items

First, we want to ask you some questions about yourself.

A1\_2.

What is your date of birth?

Month: \_\_\_\_\_ Day: \_\_\_\_\_ Year: \_\_\_\_\_

PROGRAMMER:

PROGRAM DROP DOWN LISTS WITH MONTH, DAY AND YEAR. YEAR SHOULD RANGE FROM 2001 - 2007. SPELL OUT MONTHS IN FULL.

PLEASE MAKE SURE THAT NO INVALID DATES APPEAR. THAT IS FEB 30, NOV 31, ETC. CANNOT BE VALID. DO NOT ALLOW FUTURE DATES. IF THE DATE IS NOT VALID, PLEASE DISPLAY A HARD ERROR, "Please enter a valid date." THIS ITEM SHOULD BE A REQUIRED ITEM.

DO NOT ALLOW MISSING DATA FOR THIS ITEM.

**ASK:** All respondents.

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### CHECKPOINT

#### PRELOAD VARIABLES

**W1\_DOB** = YOUTH'S DOB FROM WAVE 1

**BL\_Age** = YOUTH'S AGE AT THE TIME OF THE BASELINE INTERVIEW

DOES DOB PROVIDED IN **A1\_2** MATCH **W1\_DOB**?

- IF YES AND **BL\_Age** = 11 - 16 SET **CHECKPOINT** VALUE TO 1
- IF YES AND **BL\_Age** NOT EQUAL TO 11-16 SET **CHECKPOINT** VALUE TO 2
- IF NO SET **CHECKPOINT** VALUE TO 2

IF **CHECKPOINT** = 1 GO TO **A2**

IF **CHECKPOINT** = 2 GO TO **A1\_4**

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**A1\_4.** [IF CHECKPOINT = 2]

To be sure we have the right information, please enter your birthdate once more.

What is your date of birth?

Month: \_\_\_\_\_ Day: \_\_\_\_\_ Year: \_\_\_\_\_

PROGRAMMER:

PROGRAM DROP DOWN LISTS WITH MONTH, DAY AND YEAR. YEAR SHOULD RANGE FROM 2001 - 2007. SPELL OUT MONTHS IN FULL.

PLEASE MAKE SURE THAT NO INVALID DATES APPEAR. THAT IS FEB 30, NOV 31, ETC. CANNOT BE VALID. DO NOT ALLOW FUTURE DATES. IF THE DATE IS NOT VALID, PLEASE DISPLAY A HARD ERROR, "Please enter a valid date." THIS ITEM SHOULD BE A REQUIRED ITEM.

DO NOT ALLOW MISSING DATA FOR THIS ITEM.

**ASK:** All respondents whose DOB from baseline doesn't match DOB entered at A1\_2 and respondents whose BL-AGE NE 11-16.

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## CHECKPOINT\_2

### PRELOAD VARIABLES

**W1\_DOB** = YOUTH'S DOB FROM WAVE 1

**BL\_Age** = YOUTH'S AGE AT THE TIME OF THE BASELINE INTERVIEW

DOES DOB PROVIDED IN **A1\_4** MATCH **W1\_DOB**?

IF YES AND **BL\_Age** = 11 - 16 SET **CHECKPOINT\_2** VALUE TO 1

IF YES AND **BL\_Age** NOT EQUAL TO 11-16 SET **CHECKPOINT\_2** VALUE TO 2

IF NO SET **CHECKPOINT\_2** VALUE TO 2

IF **CHECKPOINT\_2** = 1 GO TO **A2**

IF **CHECKPOINT\_2** = 2 AND **MODE** = CAWI GO TO **A1\_2A\_FI**

IF **CHECKPOINT\_2** = 2 AND **MODE** = CAPI GO TO **A1\_2A\_PARENT**

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**A1\_2A\_FI** [IF CHECKPOINT\_2 = 2 AND MODE = CAWI] Thank you. We need to ask a few follow-up questions before continuing the survey. Please have your parent/guardian contact us at 1-800-608-2955 or a field interviewer will contact your parent/guardian to ask follow-up questions.

**PROGRAMMER: SET STATUS TO 1319** (Needs in-person follow-up)

**ASK:** Web respondents that entered a birthdate that does not match the birthdate provided in Wave 1 or report an ineligible baseline age.

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**A1\_2A\_PARENT** [IF CHECKPOINT\_2 = 2 AND MODE = CAPI] Thank you. We need to ask your parent or guardian a question prior to continuing. Please let the interviewer know you need help.

**INTERVIEWER:** DATE OF BIRTH ENTERED DOES NOT MATCH DATE OF BIRTH REPORTED AT BASELINE OR INDICATES INELIGIBLE BASELINE AGE.  
INTERVIEWER: PRESS "NEXT" TO CONTINUE.

**ASK:** CAPI respondents that entered a birthdate that does not match the birthdate provided in Wave 1 or baseline age was ineligible.

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**A1\_2A\_PARENT1** [IF CHECKPOINT\_2 = 2 AND MODE = CAPI]

**INTERVIEWER:** DATE OF BIRTH ENTERED DOES NOT MATCH DATE OF BIRTH REPORTED AT BASELINE, OR INDICATES BASELINE AGE WAS INELIGIBLE. ASK PARENT OR GUARDIAN THE QUESTION ON THE NEXT SCREEN. ENTER THE CODE TO MOVE TO THE NEXT SCREEN.

PROGRAMMER: CODE = RTI

**ASK:** This is a screen for FIs making them aware that they need to ask the parent for the youth's DOB because the youth respondent entered a birthdate that does not match the birthdate provided in Wave 1 or indicates baseline age ineligible.

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**A1\_2A\_PARENT2** [IF CHECKPOINT\_2 = 2 AND MODE = CAPI]

What is [FILL: Youth\_Name]'s date of birth?

Month: \_\_\_\_\_ Day: \_\_\_\_\_ Year: \_\_\_\_\_

PROGRAMMER:

PROGRAM DROP DOWN LISTS WITH MONTH, DAY AND YEAR. YEAR SHOULD RANGE FROM 1996 through 2012. SPELL OUT MONTHS IN FULL.

PLEASE MAKE SURE THAT NO INVALID DATES APPEAR. THAT IS FEB 30, NOV 31, ETC. CANNOT BE VALID. DO NOT ALLOW FUTURE DATES. IF THE DATE IS NOT VALID, PLEASE DISPLAY A HARD ERROR, "Please enter a valid date." THIS ITEM SHOULD BE A REQUIRED ITEM. USE DOUBLE ENTRY VERIFICATION. BOTH DATES MUST MATCH.

DO NOT ALLOW MISSING DATA FOR THIS ITEM.

**ASK:** Parent of CAPI respondents that entered a birthdate that does not match the birthdate provided in Wave 1.

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### CHECKPOINT\_3

CREATE VARIABLE **BAGE\_PARENT** (YOUTH'S AGE AT BASELINE BASED ON PARENT REPORT OF DOB (**A1\_2A\_PARENT2**) AND DATE OF BASELINE INTERVIEW (**BL\_Date**))

CALCULATE **BAGE\_PARENT** BY USING BASELINE INTERVIEW DATE (**BL\_Date**) AND PARENT REPORTED DOB (**A1\_2A\_PARENT2**):

- **BAGE\_PARENT** = (**BL\_Date** - **A1\_2A\_PARENT2**) / 365

IF **BAGE\_PARENT** = 11 - 16 CONTINUE; ELSE GO TO **INELIG2**

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**A1\_2A\_PARENT3** [IF **BAGE\_PARENT** = 11 - 16] Thank you for providing this information. Can we please speak to your child to continue the interview?

**ASK:** Parent of CAPI respondents that were confirmed (after asking the parent for the youth's DOB) to have been age eligible (11-16) at the time of the baseline interview.

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**INELIG2** [IF **BAGE\_PARENT** NE 11 - 16] Your child is not eligible to complete the survey. Thank you for your time.

**PROGRAMMER: SET STATUS TO 1320** (Pending ineligible)

**ASK:** CAPI respondents that were not 11-16 at the time of the baseline interview.

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**A2.** Are you male or female?

- <sub>1</sub> Female
- <sub>2</sub> Male
- <sub>9</sub> Prefer not to answer

**ASK:** All respondents.

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**A3.** Are you Hispanic, Latino/a, or of Spanish origin?

- <sub>1</sub> No, not of Hispanic, Latino/a, or Spanish origin
- <sub>2</sub> Yes, Mexican American, Chicano/a
- <sub>3</sub> Yes, Puerto Rican
- <sub>4</sub> Yes, Cuban
- <sub>5</sub> Yes, another Hispanic, Latino/a, or Spanish origin
- <sub>9</sub> Prefer not to answer

**ASK:** All respondents.

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**A4.** What race or races do you consider yourself to be? Please select 1 or more of these categories.

	<b>1 Yes</b>		
<b>A4_1.</b> White	<input type="checkbox"/> _1		
<b>A4_2.</b> Black or African American	<input type="checkbox"/> _1		
<b>A4_3.</b> American Indian or Alaska Native	<input type="checkbox"/> _1		
<b>A4_4.</b> Asian Indian	<input type="checkbox"/> _1		
<b>A4_5.</b> Chinese	<input type="checkbox"/> _1		
<b>A4_6.</b> Filipino	<input type="checkbox"/> _1		
<b>A4_7.</b> Japanese	<input type="checkbox"/> _1		
<b>A4_8.</b> Korean	<input type="checkbox"/> _1		
<b>A4_9.</b> Vietnamese	<input type="checkbox"/> _1		
<b>A4_10.</b> Native Hawaiian	<input type="checkbox"/> _1		
<b>A4_11.</b> Guamanian or Chamorro	<input type="checkbox"/> _1		
<b>A4_12.</b> Samoan	<input type="checkbox"/> _1		
<b>A4_13.</b> Other Asian	<input type="checkbox"/> _1		
<b>A4_14.</b> Other Pacific Islander	<input type="checkbox"/> _1		

**ASK:** All respondents.

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**A8.** 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

**ASK:** All respondents.

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## Section B: Tobacco Use Behavior

Thanks for your responses so far!

Now we want to know about your experiences with tobacco products.

### ***Cigarette Use***

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

- <sub>1</sub> Yes
- <sub>2</sub> No→ GO TO B9
- <sub>9</sub> Prefer not to answer

**ASK:** All respondents.

**GO TO:** If respondent ever tried cigarette smoking, even one or two puffs or prefers not to answer whether they ever tried cigarette smoking, even one or two puffs, go to next question B3. If respondent never tried cigarette smoking, even one or two puffs, go to question B9.

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**B2.** [IF B1=1 OR 9]

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

- <sub>1</sub> 8 years old or younger
- <sub>2</sub> 9 years old
- <sub>3</sub> 10 years old
- <sub>4</sub> 11 years old
- <sub>5</sub> 12 years old
- <sub>6</sub> 13 years old
- <sub>7</sub> 14 years old
- <sub>8</sub> 15 years old
- <sub>9</sub> 16 years old
- <sub>10</sub> 17 years old
- <sub>11</sub> 18 years old
- <sub>99</sub> Prefer not to answer

CALCULATE **CURRENT\_AGE** AND CHECK AGAINST B2 SELECTION.

CALCULATE **CURRENT\_AGE** AS FOLLOWS:  
IF **CHECKPOINT** = 1 CALCULATE FROM **A1\_2**  
IF **CHECKPOINT\_2** = 1 CALCULATE FROM **A1\_4**  
ELSE CALCULATE FROM **A1\_2A\_PARENT2**

IF **CURRENT\_AGE** < AGE SELECTED AT B2, DISPLAY THE FOLLOWING HARD ERROR MESSAGE IN LOWERCASE LETTERS.

BEFORE YOU SAID YOUR DOB WAS [IF **CHECKPOINT** = 1 FILL **A1\_2**; IF **CHECKPOINT\_2** = 1 FILL **A1\_4**; ELSE FILL **A1\_2A\_PARENT2**), WHICH WOULD MAKE YOU **CURRENT\_AGE**. PLEASE CHECK YOUR ANSWER.

**ASK:** Respondents who ever tried cigarette smoking, even one or two puffs, or preferred not to answer whether they ever tried cigarette smoking, even one or two puffs.

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**M1.** Think back to when you first started smoking cigarettes. Was the first cigarette that you smoked menthol?

- <sub>1</sub> Yes
- <sub>2</sub> No
- <sub>9</sub> Don't remember/Prefer not to answer

**ASK:** Respondents who ever tried cigarette smoking, even one or two puffs, or preferred not to answer whether they ever tried cigarette smoking, even one or two puffs.

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

- <sub>1</sub> 0 days → GO TO B6
- <sub>2</sub> 1 or 2 days
- <sub>3</sub> 3 to 5 days
- <sub>4</sub> 6 to 9 days
- <sub>5</sub> 10 to 19 days
- <sub>6</sub> 20 to 29 days
- <sub>7</sub> All 30 days
- <sub>9</sub> Prefer not to answer

**ASK:** Respondents who ever tried cigarette smoking, even one or two puffs, or preferred not to answer whether they ever tried cigarette smoking, even one or two puffs.

**GO TO:** If respondent smoked cigarettes on 0 days during the past 30 days, go to question B6. If respondent smoked cigarettes on at least 1 day in the past 30 days or prefers not to report the number of days he or she smoked cigarettes in the past 30 days, go to next question B4.

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**B4.** [IF B3=2-9]

During the past 30 days, what type of cigarettes did you usually smoke?

- <sub>1</sub> Regular
- <sub>2</sub> Menthol
- <sub>3</sub> Both Regular and Menthol, equally
- <sub>9</sub> Prefer not to answer

**ASK:** Respondents who smoked cigarettes on at least 1 day in the past 30 days or prefers not to report the number of days they smoked cigarettes in the past 30 days.

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**B5.** [IF B3=2-9]

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

- <sub>1</sub> Less than 1 cigarette per day
- <sub>2</sub> 1 cigarette per day
- <sub>3</sub> 2 to 5 cigarettes per day
- <sub>4</sub> 6 to 10 cigarettes per day
- <sub>5</sub> 11 to 20 cigarettes per day
- <sub>6</sub> More than 20 cigarettes per day
- <sub>9</sub> Prefer not to answer

**ASK:** Respondents who smoked cigarettes on at least 1 day in the past 30 days or prefers not to report the number of days they smoked cigarettes in the past 30 days.

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**B6.** [IF B1=1 OR 9]

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

- <sub>1</sub> 0 cigarettes
- <sub>2</sub> 1 or more puffs but never a whole cigarette
- <sub>3</sub> 1 cigarette
- <sub>4</sub> 2 to 5 cigarettes
- <sub>5</sub> 6 to 15 cigarettes (about 1/2 a pack total)
- <sub>6</sub> 16 to 25 cigarettes (about 1 pack total)
- <sub>7</sub> 26 to 99 cigarettes (more than 1 pack, but less than 5 packs)
- <sub>8</sub> 100 or more cigarettes (5 or more packs)
- <sub>9</sub> Prefer not to answer

**ASK:** Respondents who ever tried cigarette smoking, even one or two puffs, or preferred not to answer whether they ever tried cigarette smoking, even one or two puffs.

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**Other Substance Use**

**B9.**

The next questions are about smokeless tobacco, such as dip, chewing tobacco, snuff, or snus. Common brands include [EDIT IF NECESSARY Copenhagen, Grizzly, Skoal, Camel Snus, Kodiak, and Longhorn].



Have you ever used smokeless tobacco even just a small amount?

- <sub>1</sub> Yes
- <sub>2</sub> No → GO TO B11
- <sub>9</sub> Prefer not to answer → GO TO B11

**ASK:** All respondents.

**GO TO:** If respondent ever used smokeless tobacco even just a small amount, go to next question B10. If respondent never used smokeless tobacco even just a small amount or prefers not to answer whether they ever used smokeless tobacco even just a small amount, go to question B11.

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**B10.** [IF B9=1]

During the past 30 days, on how many days did you use smokeless tobacco?

- <sub>1</sub> 0 days
- <sub>2</sub> 1 or 2 days
- <sub>3</sub> 3 to 5 days
- <sub>4</sub> 6 to 9 days
- <sub>5</sub> 10 to 19 days
- <sub>6</sub> 20 to 29 days or
- <sub>7</sub> All 30 days
- <sub>9</sub> Prefer not to answer

**ASK:** Respondents who ever used smokeless tobacco even just a small amount.

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**C1\_22.** [IF B9 = 2]

Have you ever been curious about using **smokeless tobacco**?

- 1 Very curious
- 2 Somewhat curious
- 3 A little curious
- 4 Not at all curious
- 999 Prefer not to answer

**ASK:** B9 responses that indicated the respondent never used smokeless tobacco, or 'preferred not to answer' whether they had ever used smokeless

The next questions are about cigars, cigarillos, or little cigars such as Black & Mild, Swisher Sweets, Dutch Masters, Phillies Blunts, Prime Time, and Winchester.



**B11.** Have you ever smoked cigars, cigarillos, or little cigars even one time?

- <sub>1</sub> Yes
- <sub>2</sub> No → GO TO B13
- <sub>9</sub> Prefer not to answer → GO TO B13

**ASK:** All respondents

**GO TO:** If respondent ever smoked cigars, cigarillos, or little cigars even one time, go to next question B12. If respondent never smoked cigars, cigarillos, or little cigars even one time or prefers not to answer whether they ever smoked cigars, cigarillos, or little cigars even one time, go to question B13.

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**B12.** [IF B11=1]

During the past 30 days, on how many days did you smoke cigars, cigarillos, or little cigars?

- <sub>1</sub> 0 days
- <sub>2</sub> 1 or 2 days
- <sub>3</sub> 3 to 5 days
- <sub>4</sub> 6 to 9 days
- <sub>5</sub> 10 to 19 days
- <sub>6</sub> 20 to 29 days or
- <sub>7</sub> All 30 days
- <sub>9</sub> Prefer not to answer

**ASK:** Respondents who ever smoked cigars, cigarillos, or little cigars even one time.

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**C1\_19.** [IF B11 = 2]

Have you ever been curious about smoking a **cigar, cigarillo, or little cigar?**

- 1 Very curious
- 2 Somewhat curious
- 3 A little curious
- 4 Not at all curious
- 999 Prefer not to answer

**ASK:** B11 responses that indicated the respondent never smoked a cigar, cigarillo, or little cigar, or 'preferred not to answer' whether they had ever tried a cigar, cigarillo, or little cigar.

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**B13.** Have you ever tried smoking tobacco out of a water pipe (also called “hookah”), even one time?



- <sub>1</sub> Yes
- <sub>2</sub> No → GO TO B15
- <sub>9</sub> Prefer not to answer → GO TO B15

**ASK:** All respondents.

**GO TO:** If respondent ever smoked tobacco out of a water pipe even one time, go to next question B14. If respondent never smoked tobacco out of a water pipe even one time or prefers not to answer whether they ever smoked tobacco out of a water pipe even one time, go to question B15.

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**B14.** [IF B13=1]

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

- <sub>1</sub> 0 days
- <sub>2</sub> 1 or 2 days
- <sub>3</sub> 3 to 5 days
- <sub>4</sub> 6 to 9 days
- <sub>5</sub> 10 to 19 days
- <sub>6</sub> 20 to 29 days or
- <sub>7</sub> All 30 days
- <sub>9</sub> Prefer not to answer

**ASK:** Respondents who ever smoked tobacco out of a water pipe even one time.

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**C1\_21.** [IF B13 = 2]

Have you ever been curious about smoking a **hookah**?

- 1 Very curious
- 2 Somewhat curious
- 3 A little curious
- 4 Not at all curious
- 999 Prefer not to answer

**ASK:** B13 responses that indicated the respondent never smoked a hookah, or ‘preferred not to answer’ whether they had ever smoked a hookah

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The next questions are about vaping products or vapes. You may also know them as JUUL, e-cigarettes, vape pens, Suurin or mods. Some look like cigarettes, and others look like small boxes, pens, or pipes.



**B15.** Have you ever tried any vaping product, even one time?

- <sub>1</sub> Yes
- <sub>2</sub> No → GO TO B17
- <sub>9</sub> Prefer not to answer → GO TO B17

**ASK:** All respondents.

**GO TO:** If respondent ever tried an electronic vaping product even one time, go to next question B16. If respondent never tried an electronic vaping product even one time or prefers not to answer whether they ever tried an electronic vaping product even one time, go to question B17.

**B16.** [IF B15=1]

During the past 30 days, on how many days did you vape?

- <sub>1</sub> 0 days
- <sub>2</sub> 1 or 2 days
- <sub>3</sub> 3 to 5 days
- <sub>4</sub> 6 to 9 days
- <sub>5</sub> 10 to 19 days
- <sub>6</sub> 20 to 29 days or
- <sub>7</sub> All 30 days
- <sub>9</sub> Prefer not to answer

**ASK:** Respondents who ever tried an electronic vaping product even one time.

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**B20.**

How many times have you used a **vaping product** in your entire life?

- <sub>1</sub> 0 times
- <sub>2</sub> 1 time, even just a few puffs
- <sub>3</sub> 2 to 10 times
- <sub>4</sub> 11 to 20 times
- <sub>5</sub> 21 to 50 times
- <sub>6</sub> 51 to 99 times
- <sub>7</sub> 100 or more times
- <sub>999</sub> Prefer not to answer

**ASK:** All respondents.

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**C1\_20.** [B15 = 2 ]

Have you ever been curious about **vaping**?

- 1 Very curious
- 2 Somewhat curious
- 3 A little curious
- 4 Not at all curious
- 999 Prefer not to answer

**ASK:** B15 responses that indicated the respondent never vaped or 'preferred not to answer' whether they had ever vaped.

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**M6.** What was the first tobacco product you used?

- <sub>1</sub> Cigarette
- <sub>2</sub> Cigar
- <sub>3</sub> Hookah/Waterpipe
- <sub>4</sub> Smokeless
- <sub>5</sub> Vaping product
- <sub>9</sub> Don't remember/Prefer not to answer

**ASK:** Respondents who report having used more than one tobacco product.

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**B17.** Have you ever tried marijuana, even one time?

- <sub>1</sub> Yes
- <sub>2</sub> No→ GO TO C1
- <sub>9</sub> Prefer not to answer→ GO TO C1

**ASK:** All respondents.

**GO TO:** If respondent ever tried marijuana even one time, go to next question B18. If respondent never tried marijuana even one time or prefers not to answer whether they ever tried marijuana even one time, go to question C1.

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**B18.** [IF B17=1]

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

- <sub>1</sub> 0 days
- <sub>2</sub> 1 or 2 days
- <sub>3</sub> 3 to 5 days
- <sub>4</sub> 6 to 9 days
- <sub>5</sub> 10 to 19 days
- <sub>6</sub> 20 to 29 days or
- <sub>7</sub> All 30 days
- <sub>9</sub> Prefer not to answer

**ASK:** Respondents who ever tried marijuana even one time.

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**B19.** [IF B17=1]

During the past 30 days, on how many days did you add marijuana to a tobacco product, such as a cigar, cigarillo or little cigar (sometimes known as a "blunt")?

- <sub>1</sub> 0 days
- <sub>2</sub> 1 or 2 days
- <sub>3</sub> 3 to 5 days
- <sub>4</sub> 6 to 9 days
- <sub>5</sub> 10 to 19 days
- <sub>6</sub> 20 to 29 days or
- <sub>7</sub> All 30 days
- <sub>9</sub> Prefer not to answer

**ASK:** Respondents who ever tried marijuana even one time.

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## Section C: Tobacco Use Intentions and Self-Efficacy

Doing great! Now we want you to think about what you might do in the future.

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 <b>cigarette</b> 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 <b>cigarette</b> 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_5.	If one of your best friends were to offer you a <b>cigarette</b> , would you smoke it?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
C1_6.	Do you think that you will use <b>smokeless tobacco</b> such as dip, chewing tobacco, snuff, or snus soon?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
C1_7.	Do you think you will use <b>smokeless tobacco</b> 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_8.	If one of your best friends were to offer you <b>smokeless tobacco</b> , would you use it?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
C1_9.	Do you think you will smoke <b>cigars, cigarillos, or little cigars</b> soon?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
C1_10.	Do you think you will smoke <b>cigars, cigarillos, or little cigars</b> 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_11.	If one of your best friends were to offer you a <b>cigar, cigarillo, or little cigar</b> , would you smoke it?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
C1_12.	Do you think that you will <b>vape</b> soon?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
C1_13.	Do you think you will <b>vape</b> 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_14.	If one of your best friends were to offer you a <b>vaping product/vape</b> would you use it?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
C1_15.	Do you think that you will smoke a <b>hookah</b> soon?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
C1_16.	Do you think you will smoke a <b>hookah</b> 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

<b>C1_17.</b>	If one of your best friends were to offer you a <b>hookah</b> would you smoke it?	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 9

**ASK:** All respondents.

---

ATTNCHK1.

Please select Tuesday as the answer to this question.

- 1 Monday
- 2 Tuesday
- 3 Wednesday
- 4 Thursday
- 5 Friday
- 6 Saturday
- 7 Sunday
- 9 Prefer not to answer

**ASK:** All respondents.

---

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

RANDOMIZE OPTIONS

		<b>1</b> Not at all sure	<b>2</b> Slightly sure	<b>3</b> Somewha t sure	<b>4</b> Mostly sure	<b>5</b> Completel y sure	<b>9</b> Prefer Not to Answer
<b>C2_1.</b>	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
<b>C2_2.</b>	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
<b>C2_3.</b>	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

**ASK:** All respondents.

---

**C4.** How sure are you that, if you really wanted to, **you could say no to vaping if...**

[RANDOMIZE OPTIONS]

		<b>1</b> Not at all sure	<b>2</b> Slightly sure	<b>3</b> Somewha t sure	<b>4</b> Mostly sure	<b>5</b> Completel y sure	<b>9</b> Prefer Not to Answer
<b>C4_1.</b>	You are at a party where most people are vaping?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>C4_2.</b>	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
<b>C4_3.</b>	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

**ASK:** All respondents.

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## Section D: Cessation (Intention, Behavior, Motivation)

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CHECKPOINT: ASK D1, D2 AND D3 OF RESPONDENTS WHO HAVE SMOKED ON 1 OR MORE DAYS IN THE PAST 30 DAYS OR PREFERRED NOT TO REPORT THE NUMBER OF DAYS THEY SMOKED IN THE PAST 30 DAYS.

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**D2.** [IF B3=2-9]

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?

- <sub>1</sub> Yes  
<sub>2</sub> No  
<sub>9</sub> Prefer not to answer

**ASK:** Respondents who smoked cigarettes on at least 1 day in the past 30 days or prefer not to report the number of days they smoked cigarettes in the past 30 days.

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**Section E: Attitudes, Beliefs & Risk Perceptions, Social Norm**

What do you think? We want your opinions on cigarette use and other tobacco products.

**Attitude**

**E1. Smoking cigarettes** is... (pick one)

RANDOMIZE OPTIONS

<b>E1_1.</b>	<b>Bad</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Good</b>
<b>E1_2.</b>	<b>Unenjoyable</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Enjoyable</b>
<b>E1_3.</b>	<b>Harmful</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Not Harmful</b>
<b>E1_4.</b>	<b>Dangerous</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Not Dangerous</b>

**ASK:** All respondents.

---

**E14. Vaping** is... (pick one)

RANDOMIZE OPTIONS

<b>E14_1.</b>	<b>Bad</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Good</b>
<b>E14_2.</b>	<b>Unenjoyable</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Enjoyable</b>
<b>E14_3.</b>	<b>Harmful</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Not Harmful</b>
<b>E14_4.</b>	<b>Dangerous</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Not Dangerous</b>

**ASK:** All respondents.

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**Attitudinal Beliefs and Risk Perceptions**

**E3.** How much do you agree or disagree with the following statements? **If I smoke cigarettes I will...**

RANDOMIZE OPTIONS

	<b>If I smoke I will...</b>	<b>1 Strongly Disagree</b>	<b>2 Disagree</b>	<b>3 Neither Agree or Disagree (Neutral)</b>	<b>4 Agree</b>	<b>5 Strongly Agree</b>	<b>9 Prefer Not to Answer</b>
<b>E3_1.</b>	Become addicted <i>[Contract, No Escape]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E3_2.</b>	Be controlled by smoking <i>[Contract, No Escape]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E3_3.</b>	Be unable to stop when I want to <i>[Contract, No Escape]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E3_4</b>	Give up part of my freedom <i>[Contract, No Escape]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E3_5.</b>	Stunt the growth of my lungs <i>[Straw City, Little lungs]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E3_6.</b>	Have small lungs <i>[Straw City, Little Lungs]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E3_7.</b>	Have trouble breathing <i>[Straw City]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E3_8.</b>	Have yellow, stained teeth <i>[Gift]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E3_9.</b>	Develop gum disease <i>[Gift]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E3_10.</b>	Have grayish skin <i>[16 Going on 70]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E3_11.</b>	Get wrinkles <i>[16 Going on 70]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E3_12.</b>	Develop skin problems <i>[16 Going on 70]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E3_13.</b>	Be less attractive <i>[16 Going on 70]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E3_14.</b>	Lose my teeth <i>[Tooth]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E3_15.</b>	Have bad breath <i>[unrelated]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E3_16.</b>	Get sick more often	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9

	<i>[unrelated]</i>						
<b>E3_17.</b>	Decrease my sports performance <i>[unrelated]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E3_18.</b>	End up wasting money on cigarettes <i>[unrelated]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E3_19.</b>	Harm others with second-hand smoke <i>[unrelated]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E3_20.</b>	Be a bad influence on others <i>[unrelated]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E3_21.</b>	[ADD KEY BELIEF FROM REAL COST ADVERTISING]	<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:** All respondents.

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Notes:

- Text in brackets signifies the RC ad to which the belief corresponds. Text in brackets is for planning only and will not be programmed/viewed by respondents.
  - Unrelated=belief is not related to campaign advertising.
  - We have added beliefs for Skin and Tooth in the even that these ads air again.
- 

What do you think?

**E13.** How much do you agree or disagree with the following statements? **If I vape I will...**

RANDOMIZE OPTIONS

		<b>1</b> <b>Strongly</b> <b>Disagree</b>	<b>2</b> <b>Disagree</b>	<b>3</b> <b>Neither</b> <b>Agree or</b> <b>Disagree</b> <b>(Neutral)</b>	<b>4</b> <b>Agree</b>	<b>5</b> <b>Strongl</b> <b>y Agree</b>	<b>9</b> <b>Prefer</b> <b>Not to</b> <b>Answer</b>
<b>E13_1.</b>	Become addicted [ <i>Candy House, Flavor of Addiction, other new vape ads</i> ]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E13_2.</b>	Be controlled by nicotine [ <i>Obey Nicotine, other new vape ads</i> ]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E13_3.</b>	Be unable to stop when I want to [ <i>All new vape ads</i> ]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E13_4.</b>	Deliver nicotine to my brain [ <i>Hacked ENDS, Nicky Tine, Brain Screw</i> ]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E13_7.</b>	Expose my brain to nicotine [ <i>Nicky Tine</i> ]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E13_8.</b>	Have bad breath [ <i>unrelated</i> ]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E13_9.</b>	Get sick more often [ <i>unrelated</i> ]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E13_10.</b>	Decrease my sports performance [ <i>unrelated</i> ]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E13_11.</b>	End up wasting money on electronic cigarettes [ <i>unrelated</i> ]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E13_12.</b>	Harm others with second-hand smoke [ <i>unrelated</i> ]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E13_13.</b>	Be a bad influence on others [ <i>unrelated</i> ]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E13_14.</b>	Be more likely to smoke cigarettes [ <i>Twice as likely</i> ]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E13_16.</b>	Inhale metal particles [ <i>ENDS general</i> ]						
<b>E13_17.</b>	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
<b>E13_18.</b>	Damage my lungs	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E18_19.</b>	Be exposed to harmful chemicals	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E13_20.</b>	[ADD KEY BELIEF FROM	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9

	REAL COST ADVERTISING]						
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**ASK:** All respondents.

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Notes:

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  - Unrelated=belief is not related to campaign advertising.
-

**E5. How much do you agree or disagree with the following statements about smoking cigarettes?**

RANDOMIZE OPTIONS

		<b>1 Strongly Disagree</b>	<b>2 Disagree</b>	<b>3 Neither Agree or Disagree (Neutral)</b>	<b>4 Agree</b>	<b>5 Strongly Agree</b>	<b>9 Prefer Not to Answer</b>
<b>E5_1.</b>	Smoking takes away your freedom <i>[Contract]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E5_2.</b>	Tobacco controls people <i>[Contract]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E5_3.</b>	The lungs of teenage smokers may not grow to normal size. <i>[Straw City, Little Lungs]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E5_4.</b>	Smoking as a teen can permanently stunt your lungs. <i>[Straw City, Little Lungs]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E5_5.</b>	If I smoke, the consequences will find me. <i>[Gift]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E5_6.</b>	Smoking causes gum disease <i>[Gift]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E5_7.</b>	Cigarettes can stain teeth <i>[Gift]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E5_8</b>	If I smoke, nicotine will reprogram my brain						
<b>E5_9</b>	The nicotine in cigarettes may hack your brain						
<b>E5_10.</b>	Smoking just a few cigarettes can make you crave more. <i>[general]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E5_11.</b>	Cigarette ingredients are dangerous. <i>[general]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E5_12.</b>	Smoking may cause nicotine addiction <i>[general]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E5_13.</b>	Cigarette smoke contains nicotine, an addictive substance <i>[general]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E5_14.</b>	Smoking cigarettes helps people relieve stress. <i>[unrelated]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9

<b>E5_15</b>	For teens who smoke, it is hard to escape nicotine addiction						
<b>E5_16</b>	Cigarette smoke contains over 7,000 chemicals						
<b>E5_17</b>	[ADD KEY BELIEF FROM REAL COST ADVERTISING]	<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:** All respondents.

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Notes:

- Text in brackets signifies the RC ad to which the belief corresponds. Text in brackets is for planning only and will not be programmed/viewed by respondents.
  - Unrelated=belief is not related to campaign advertising.
- 

What do you think?

**E15.** How much do you agree or disagree with the following statements **about vaping?**

RANDOMIZE OPTIONS

		<b>1 Strongly Disagree</b>	<b>2 Disagree</b>	<b>3 Neither Agree or Disagree (Neutral)</b>	<b>4 Agree</b>	<b>5 Strongly Agree</b>	<b>9 Prefer Not to Answer</b>
<b>E15_1.</b>	The nicotine in vapes may hack your brain. <i>[Hacked ENDS]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E15_2.</b>	The nicotine in vapes can reprogram your brain. <i>[Hacked ENDS]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E15_3.</b>	Vaping just a little can make you crave more. <i>[Hacked ENDS]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E15_4.</b>	Flavored vapes may contain nicotine <i>[Candy House, Flavor of Addiction]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E15_6.</b>	Addiction is a disease you can get from vaping <i>[Infected]</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9

<b>E15_9.</b>	Vapes are addictive, like cigarettes [ <i>Nicky Tine, Brain Screw</i> ]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E15_10.</b>	Vape ingredients are dangerous. [ <i>general</i> ]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E15_13.</b>	Vaping helps people relieve stress. [ <i>unrelated</i> ]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E15_14.</b>	Vaping makes you more likely to smoke cigarettes [ <i>Twice</i> ]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E15_15.</b>	Most vapes teens use contain nicotine [ <i>ENDS general</i> ]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E15_16.</b>	Most vapes teens use contain just water vapor [ <i>ENDS general</i> ]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E15_17.</b>	Vapes can take your freedom [ <i>ENDS general</i> ]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E15_20.</b>	Vapes contain toxic chemicals [ <i>ENDS general</i> ]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E15_21.</b>	Vaping can harm your lungs [ <i>ENDS general</i> ]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E15_22.</b>	Vapes contain formaldehyde [ <i>ENDS general</i> ]	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>E15_23</b>	Vaping can cause irreversible lung damage						
<b>E15_24</b>	Vaping can release dangerous chemicals into your bloodstream						
<b>E15_25</b>	The nicotine in vapes changes your brain						
<b>E15_16</b>	Vaping can permanently damage your lungs						
<b>E15_27</b>	Vaping is an epidemic						



<b>E15_28</b>	Using nicotine as a teen can affect your brain development						
<b>E15_29.</b>	[ADD KEY BELIEF FROM REAL COST ADVERTISING]	<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:** All respondents.

---

Notes:

- Text in brackets signifies the RC ad to which the belief corresponds. Text in brackets is for planning only and will not be programmed/viewed by respondents.
  - Unrelated=belief is not related to campaign advertising.
- 

### **Social Norms**

Thank you for telling us your opinions.

We have a couple of questions about your friends, and people your age.

**E11.** How many of your **four closest friends...**

		<b>0 None</b>	<b>1 One</b>	<b>2 Two</b>	<b>3 Three</b>	<b>4 Four</b>	<b>9 Prefer Not to Answer</b>
<b>E11_1.</b>	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
<b>E11_5.</b>	Vape?	<input type="checkbox"/> _0	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9

**ASK:** All respondents.

---

**E12.** How many other **people your age...**

		<b>0 None</b>	<b>1 A few</b>	<b>2 Some</b>	<b>3 Most</b>	<b>4 All</b>	<b>9 Prefer Not to Answer</b>
<b>E12_1.</b>	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
<b>E12_7.</b>	Vape?	<input type="checkbox"/> _0	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9

**ASK:** All respondents.

---

**Section F: Media Use and Awareness**

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

**F1.** How often do you...

PROGRAMMER: RANDOMIZE F1\_1 - F1\_8

		Several times a day	About once a day	3-5 days a week	1-2 days a week	Every few weeks	Less often	Never	Prefer Not to Answer
<b>F1_1.</b>	Watch television?	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 9
<b>F1_2.</b>	Watch videos on YouTube/Twitch?	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 9
<b>F1_4.</b>	Listen to streaming radio (Pandora, Spotify, SoundCloud, Tidal)?	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 9
<b>F1_5.</b>	Play games on any electronic devices including cell phones/ smartphones, computers, laptops, tablets, consoles (Xbox, Wii, PS) and handheld players (Nintendo Switch, Nintendo 3DS, PlayStation Vita, iPod)?	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 9
<b>F1_7.</b>	Watch Netflix, Hulu or Amazon Prime video?	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 9
<b>F1_8.</b>	Use Instagram?	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 9
<b>F1_9.</b>	Use Snapchat?	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 9
<b>F1_10.</b>	Use Facebook?	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 9

**ASK:** All respondents.

---

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	3 hours or more	Prefer not to answer
<b>F1_11</b>	Watching TV shows on a TV, a computer or laptop, tablet, or 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
<b>F1_12</b>	Listening to 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
<b>F1_13</b>	Using social media such as Instagram, Snapchat or Facebook?	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _9
<b>F1_14</b>	Thinking only about yesterday, about how much time did you spend... Gaming?	<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:** All respondents.

---

IF F1\_14=4 ask F1\_14a.

**F1\_14\_a.** [IF F1\_14 = 2 OR 3 OR 4 OR 5] What games did you play the **most** in the **past week**? Type the names of the games below.

Game: [ALLOW 50 ALPHA CHARACTERS]  
 Game: [ALLOW 50 ALPHA CHARACTERS]  
 Game: [ALLOW 50 ALPHA CHARACTERS]

999 Prefer not to answer

PROGRAMMER: ALLOW UP TO 3 RESPONSES. IF A RESPONSE IS PROVIDED AND THE 'PREFER NOT TO ANSWER' BOX IS ALSO CHECKED, ERROR MESSAGE SHOULD SAY "PLEASE DO NOT ENTER A RESPONSE WHILE ALSO SELECTING 'PREFER NOT TO ANSWER'. IN LOWERCASE LETTERS.

**ASK:** Respondents who report gaming 3 or more hours the previous day.

---

**F1\_5. How often do you....**  
**Play games on any electronic devices including cell phones/ smartphones, computers, laptops, tablets, consoles (Xbox, Wii, PS) and handheld players (Nintendo Switch, Nintendo 3DS, PlayStation Vita, iPod)?**

- \_1 Several times a day
- \_2 About once a day
- \_3 3-5 days a week

- 4 1-2 days a week
- 5 Every few weeks
- 6 Less often
- 7 Never
- 999 Prefer not to answer

ASK: All respondents

## TTNCHK2

Please select basketball as the answer to this question.

- 1 Soccer
- 2 Baseball
- 3 Swimming
- 4 Softball
- 5 Basketball
- 9 Prefer not to answer

**ASK:** All respondents.

---

We want to ask you about some slogans or themes that might or might not have appeared in the media around here, as part of ads about tobacco.

**F3\_3.** In the past [FILL MONTHS] months, that is since [FILL DATE], have you seen or heard the following slogan or theme?

Digital Youth Against Tobacco (DYAT)

- <sub>1</sub> Yes  
<sub>2</sub> No  
<sub>9</sub> Not sure



**ASK:** All respondents

**DISPLAY:** FILL DATE is the first day of the recall period. FILL DATE = DATE THAT IS 3 MONTHS BEFORE CURRENT DATE.

---

**F3\_4.** In the past [FILL MONTHS] months, that is since [FILL DATE], have you seen or heard the following slogan or theme?

The Real Cost

- <sub>1</sub> Yes  
<sub>2</sub> No  
<sub>9</sub> Not sure



**ASK:** All respondents

**DISPLAY:** FILL DATE is the first day of the recall period. FILL DATE = DATE THAT IS 3 MONTHS BEFORE CURRENT DATE

---

**F3\_11.** In the past [FILL MONTHS] months, that is since [FILL DATE], have you seen or heard the following slogan or theme?

Tips from Former Smokers (Tips)

- <sub>1</sub> Yes  
<sub>2</sub> No  
<sub>9</sub> Not sure



**ASK:** All respondents

**DISPLAY:** FILL DATE is the first day of the recall period. FILL DATE = DATE THAT IS 3 MONTHS BEFORE CURRENT DATE

---

**F3\_12.** In the past [FILL MONTHS] months, that is since [FILL DATE], have you seen or heard the following slogan or theme?

truth [insert current truth campaign name]

- <sub>1</sub> Yes
- <sub>2</sub> No
- <sub>9</sub> Not sure



**ASK:** All respondents

**DISPLAY:** FILL DATE is the first day of the recall period. FILL DATE = DATE THAT IS 3 MONTHS BEFORE CURRENT DATE

---

**F3\_13.** In the past [FILL MONTHS] months, that is since [FILL DATE], have you seen or heard the following slogan or theme?

Fresh Empire

- <sub>1</sub> Yes
- <sub>2</sub> No
- <sub>9</sub> Not sure



**ASK:** All respondents

**DISPLAY:** FILL DATE is the first day of the recall period. FILL DATE = DATE THAT IS 3 MONTHS BEFORE CURRENT DATE

---

**F5\_14.** In the past [FILL MONTHS] months, that is since [FILL DATE], have you seen or heard the following slogan or theme?

Drop Vape

- <sub>1</sub> Yes
- <sub>2</sub> No
- <sub>9</sub> Not sure



**ASK:** All respondents

**DISPLAY:** FILL DATE is the first day of the recall period. FILL DATE = DATE THAT IS 3 MONTHS BEFORE CURRENT DATE

---

**F5\_3.** [IF F3\_4=1 OR 9 or 999]

Where have you seen or heard about The Real Cost? Check all that apply.

RANDOMIZE OPTIONS F5\_3a - F5\_3f and F5\_3h

Yes	No	
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<b>F5_3a.</b> On TV or the Internet/online/social media
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<b>F5_3b.</b> In a game
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<b>F5_3c.</b> On the radio
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<b>F5_3d.</b> In magazines
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<b>F5_3e.</b> Billboards or other outdoor or mall ads
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<b>F5_3f.</b> At the movie theatre
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<b>F5_3h.</b> At school
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<b>F5_3g.</b> I have not seen or heard about The Real Cost

**ASK:** Respondents who have seen or heard of The Real Cost slogan or theme in the past 3 months or were not sure if they have seen or heard of The Real Cost slogan or theme in the past 3 months.

---

**F6.** [IF F3\_4=1 OR 9 or 999]

The Real Cost campaign is online. Have you ever seen The Real Cost on...Check all that apply.

YES	NO	
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<b>F6_1.</b> YouTube?
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<b>F6_2.</b> Hulu?
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<b>F6_3.</b> Facebook?
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<b>F6_4.</b> Twitter?
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<b>F6_5.</b> Spotify, Soundcloud or Pandora?
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<b>F6_6.</b> PlayStation?
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<b>F6_7.</b> Xbox?
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<b>F6_8.</b> Instagram?
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<b>F6_9.</b> Snapchat?
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<b>F6_10.</b> Tumblr?
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<b>F6_11.</b> [ADD SOCIAL MEDIA PROPERTY]
		<b>Prefer not to answer</b>

**ASK:** Respondents who have seen or heard of The Real Cost slogan or theme in the past 3 months or were not sure if they have seen or heard of The Real Cost slogan or theme in the past 3 months.

---

Thanks for your responses!

**F7\_x.** Now we would like to show you some advertisements that have been shown in the U.S. Once you have viewed the video or screenshot, please click on the forward arrow below to continue with the survey.

PROGRAMMER: DISPLAY VIDEOS OR SCREENSHOTS IN RANDOM ORDER. USE VIDEO FOR REAL COST ADS, USE SCREENSHOTS FOR OTHER ADS.



**F8\_x.** Apart from this survey, how frequently have you seen this ad [SCREENSHOT LANGUAGE: these ads] in the past [FILL MONTHS]?

- \_1 Never
- \_2 Rarely
- \_3 Sometimes
- \_4 Often
- \_5 Very Often
- \_9 Prefer not to answer

**ASK:** All respondents.

---

**DISPLAY:** SCREENSHOT LANGUAGE is entered when respondents are view screenshots for the truth, Tips From Former Smokers, and Fresh Empire ads. FILL MONTHS is the recall period of interest.

**PROGRAMMER: LOOP BACK TO ASK ABOUT NEXT AD HERE. SHOW SCREENGAB OF AD**

---

**F19\_x.** What is the main message of this ad? Select only one response  
[RANDOMIZE ORDER OF CHECKBOX LIST]

- \_2 Cigarettes may leave you with stained teeth and gum disease. *[Gift]*
- \_3 Smoking can permanently stunt your lungs. *[Straw City/Little Lungs]*
- \_4 Vaping can deliver nicotine to your brain *[Hacked, ENDS version]*
- \_5 For every four teens who smoke cigarettes, only one escapes
- \_6 Vaping can cause irreversible lung damage
- \_7 Vaping can put nicotine in your brain
- \_8 Vapes contain chemicals
- \_9 [ADD KEY MESSAGE FROM REAL COST ADVERTISING]
- \_99 I am not sure

**ASK:** All respondents.

---

**F11.** Please tell us if you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements.

		<b>1 Strongly Disagree</b>	<b>2 Disagree</b>	<b>3 Neither Agree or Disagree (Neutral)</b>	<b>4 Agree</b>	<b>5 Strongly Agree</b>	<b>9 Prefer Not to Answer</b>
<b>F11_1.</b>	This ad 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
<b>F11_2.</b>	This ad 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
<b>F11_3.</b>	This ad 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
<b>F11_4.</b>	This ad 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
<b>F11_5.</b>	This ad 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
<b>F11_6.</b>	This ad 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
<b>F11_7.</b>	This ad is irritating	<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** Randomly assign respondents to receive these questions for 1/4 RC ads.

---

**F14.** Did you talk to anyone about any of these ads?

- \_1 Yes  
\_2 No  
\_9 Prefer not to answer

**ASK:** All respondents.

---

**F15.** [IF F14=1]

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

RANDOMIZE OPTIONS

<b>Yes</b>	<b>No</b>	
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<b>F15_2.</b> These ads were NOT good
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<b>F15_3.</b> I should not smoke or vape
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<b>F15_4.</b> The person I was talking to or someone else I know should not smoke or vape

**ASK:** Respondents who talked to someone about any of the ads they viewed.

---

**F16.** Do your parents have rules about **how much time** you can spend using media, such as TV, computer, video games, cell phones, and music?

- <sub>1</sub> Yes, my parents have lots of rules about it.
- <sub>2</sub> Yes, my parents have a few rules about it.
- <sub>3</sub> No, my parents don't have any rules about it.
- <sub>9</sub> Prefer not to answer

**ASK:** All respondents.

---

**F17.** Do your parents 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?

- <sub>1</sub> Yes, my parents have lots of rules about it.
- <sub>2</sub> Yes, my parents have a few rules about it.
- <sub>3</sub> No, my parents don't have any rules about it.
- <sub>9</sub> Prefer not to answer

**ASK:** All respondents.

---

**F18.** In general, how often do your parents make sure you follow the rules they have about using media, such as TV, computers, video games, and music?

- <sub>1</sub> Most of the time
- <sub>2</sub> Some of the time
- <sub>3</sub> A little of the time
- <sub>4</sub> Never
- <sub>5</sub> My parents don't have rules about using media
- <sub>9</sub> Prefer not to answer

**ASK:** All respondents.

---

## Section G: Environment

You're almost done!

Just a few more questions about yourself and the people you live with.

### ASK G21 IF YOUTH IS AGE 18 or OLDER (CURRENT\_AGE is 18 or >)

**G21.** In the past 8 months, have you moved away from home or lived away from home anywhere including in on-campus college housing for an extended period?

- <sub>1</sub> Yes
- <sub>2</sub> No
- <sub>9</sub> Prefer not to answer

**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**)

- <sub>1</sub> cigarettes
- <sub>2</sub> smokeless tobacco, such as chewing tobacco, snuff, snus (rhymes with goose) or dip, such as [NAME TOP BRANDS]
- <sub>3</sub> cigars, cigarillos, or little cigars such as [NAME TOP BRANDS]
- <sub>4</sub> tobacco out of a water pipe (also called "hookah")
- <sub>5</sub> electronic vaping products or electronic cigarettes, such as [NAME TOP BRANDS]
- <sub>6</sub> any other form of tobacco
- <sub>7</sub> No, no one who lives with me has used any form of tobacco during the past 30 days
- <sub>9</sub> Prefer not to answer

**ASK:** All respondents

**DISPLAY:** The text NAME TOP BRANDS is a placeholder for the names of the top brands in this category.

---

**G2.** Which statement best describes the rules about vaping in your home? Would you say...

- <sub>1</sub> Vaping is not allowed anywhere inside your home
- <sub>2</sub> Vaping is allowed in some places or at some times
- <sub>3</sub> Vaping is allowed anywhere inside the home
- <sub>4</sub> There are no rules about vaping inside the home
- <sub>9</sub> Prefer not to answer

**ASK:** All respondents.

---

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

- <sub>1</sub> Smoking is not allowed anywhere inside your home
- <sub>2</sub> Smoking is allowed in some places or at some times
- <sub>3</sub> Smoking is allowed anywhere inside the home
- <sub>4</sub> There are no rules about smoking inside the home
- <sub>9</sub> Prefer not to answer

**ASK:** All respondents.

---

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

- <sub>1</sub> Much better than average
- <sub>2</sub> Better than average
- <sub>3</sub> Average
- <sub>4</sub> Below average
- <sub>5</sub> Much worse than average
- <sub>9</sub> Prefer not to answer

**ASK:** All respondents.

---

**G5.** I feel close to people at my school. Would you say you...

- <sub>1</sub> Strongly Disagree
- <sub>2</sub> Disagree
- <sub>3</sub> Neither agree nor disagree (neutral)
- <sub>4</sub> Agree
- <sub>5</sub> Strongly Agree
- <sub>9</sub> Prefer not to answer

**ASK:** All respondents.

---

**G6.** I am happy to be at my school. Would you say you...

- <sub>1</sub> Strongly Disagree
- <sub>2</sub> Disagree
- <sub>3</sub> Neither agree nor disagree (neutral)
- <sub>4</sub> Agree
- <sub>5</sub> Strongly Agree
- <sub>9</sub> Prefer not to answer

**ASK:** All respondents.

---

**G7.** I feel like I am a part of my school. Would you say you...

- <sub>1</sub> Strongly Disagree
- <sub>2</sub> Disagree
- <sub>3</sub> Neither agree nor disagree (neutral)
- <sub>4</sub> Agree
- <sub>5</sub> Strongly Agree
- <sub>9</sub> Prefer not to answer

**ASK:** All respondents.

---

**G8.** How far do you think you will go in school?

- <sub>1</sub> I don't plan to go to school anymore
- <sub>2</sub> 9<sup>th</sup> grade
- <sub>3</sub> 10<sup>th</sup> grade
- <sub>4</sub> 11<sup>th</sup> grade
- <sub>5</sub> 12<sup>th</sup> grade or GED
- <sub>6</sub> Some college or technical school but no degree
- <sub>7</sub> Technical school degree
- <sub>8</sub> College degree
- <sub>9</sub> Graduate school, medical school, or law school
- <sub>99</sub> Prefer not to answer

**ASK:** All respondents.

---

**G9.** 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
- <sub>9</sub> Prefer not to answer

PROGRAMMER: NUMERIC RESPONSE. ALLOW A MINIMUM OF 0 AND MAXIMUM OF 7.

IF ANYTHING ELSE IS TYPED IN, ERROR MESSAGE SHOULD SAY, "YOU HAVE ENTERED A NUMBER OUTSIDE THE ALLOWED RANGE. PLEASE ENTER A NUMBER BETWEEN 0 AND 7." IN LOWERCASE LETTERS

**ASK:** All respondents.

---

**G10.** How often do you attend church or religious services? Would you say...

- <sub>1</sub> Never
- <sub>2</sub> Less than once a month
- <sub>3</sub> About once a month
- <sub>4</sub> About 2 or 3 times a month
- <sub>5</sub> Once a week
- <sub>6</sub> More than once a week
- <sub>9</sub> Prefer not to answer

**ASK:** All respondents.

---

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

**G11.** I would like to explore strange places. Would you say you...

- <sub>1</sub> Strongly Disagree
- <sub>2</sub> Disagree
- <sub>3</sub> Neither agree nor disagree (neutral)
- <sub>4</sub> Agree
- <sub>5</sub> Strongly Agree
- <sub>9</sub> Prefer not to answer

**ASK:** All respondents.

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**G12.** I like to do frightening things. Would you say you...

- <sub>1</sub> Strongly Disagree
- <sub>2</sub> Disagree
- <sub>3</sub> Neither agree nor disagree (neutral)
- <sub>4</sub> Agree
- <sub>5</sub> Strongly Agree
- <sub>9</sub> Prefer not to answer

**ASK:** All respondents.

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**G13.** I like new and exciting experiences, even if I have to break the rules. Would you say you...

- <sub>1</sub> Strongly Disagree
- <sub>2</sub> Disagree
- <sub>3</sub> Neither agree nor disagree (neutral)
- <sub>4</sub> Agree
- <sub>5</sub> Strongly Agree
- <sub>9</sub> Prefer not to answer

**ASK:** All respondents.

---

**G14.** I prefer friends who are exciting and unpredictable. Would you say you...

- <sub>1</sub> Strongly Disagree
- <sub>2</sub> Disagree
- <sub>3</sub> Neither agree nor disagree (neutral)
- <sub>4</sub> Agree
- <sub>5</sub> Strongly Agree
- <sub>9</sub> Prefer not to answer

**ASK:** All respondents.

---

**G15.** 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
- <sub>2</sub> None
  - <sub>3</sub> Don't know
  - <sub>9</sub> Prefer not to answer

PROGRAMMER: NUMERIC RESPONSE. ALLOW A MINIMUM OF 1 AND MAXIMUM OF 30.

IF ANYTHING ELSE IS TYPED IN, ERROR MESSAGE SHOULD SAY, "YOU HAVE ENTERED A NUMBER OUTSIDE THE ALLOWED RANGE FOR THE NUMBER OF DAYS. PLEASE ENTER A NUMBER BETWEEN 1 AND 30." IN LOWERCASE LETTERS

RESPONDENTS CAN ONLY RESPOND WITH THE OPTION NONE, DON'T KNOW, OR TYPE IN A NUMERIC RESPONSE OF 1-30. IF RESPONDENTS TRY TO ENTER A NUMBER OF DAYS AND EITHER NONE OR DON'T KNOW, ERROR MESSAGE SHOULD SAY "YOU HAVE ENTERED A NUMBER AND SELECTED NONE OR DON'T KNOW. PLEASE ENTER A NUMBER OF DAYS, CHOOSE NONE, OR CHOOSE DON'T KNOW AS YOUR RESPONSE."

**ASK:** All respondents.

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**IF CURRENT\_AGE is 18 or > and MODE = CAPI go to Y\_END**

**IF CURRENT\_AGE is 18 or > and MODE = CAWI go to EXIT1**



These next questions ask about how you feel about your current relationship with your parents or guardians. Please tell us if you strongly agree, agree, disagree, or strongly disagree with the following statement.

**G16.** Thinking about the adult or adults you live with would you say you are satisfied with the way you communicate with each other.

- <sub>1</sub> Strongly Disagree
- <sub>2</sub> Disagree
- <sub>3</sub> Neither agree nor disagree (neutral)
- <sub>4</sub> Agree
- <sub>5</sub> Strongly Agree
- <sub>9</sub> Prefer not to answer

**ASK:** All respondents.

---

**G17.** How close do you feel to the adult or adults you live with?

- <sub>1</sub> Not at all close
- <sub>2</sub> Not very close
- <sub>3</sub> Somewhat close
- <sub>4</sub> Quite close
- <sub>5</sub> Very close
- <sub>9</sub> Prefer not to answer

**ASK:** All respondents.

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**G18.** How often has a parent or other adult caregiver said things that really hurt your feelings or made you feel like you were not wanted or loved?

- <sub>1</sub> One time
- <sub>2</sub> Two times
- <sub>3</sub> Three to five times
- <sub>4</sub> Six to ten times
- <sub>5</sub> More than ten times
- <sub>6</sub> This has never happened
- <sub>7</sub> Don't know
- <sub>9</sub> Prefer not to answer

**ASK:** All respondents.

---

**G19.** Has a parent or other adult caregiver ever talked to you about reasons for not smoking cigarettes or using other types of tobacco like cigars and chewing tobacco?

- <sub>1</sub> Yes
- <sub>2</sub> No
- <sub>9</sub> Prefer not to answer

**ASK:** All respondents.

---

**G20.** During the past 7 days, on how many days did you and one or both of your parents or other adult caregivers do something together just for fun?

\_\_\_\_\_ MIN 0 MAX 7  
\_9 Prefer not to answer

PROGRAMMER: NUMERIC RESPONSE. ALLOW A MINIMUM OF 0 AND MAXIMUM OF 7.

IF ANYTHING ELSE IS TYPED IN, ERROR MESSAGE SHOULD SAY, "YOU HAVE ENTERED A NUMBER OUTSIDE THE ALLOWED RANGE. PLEASE ENTER A NUMBER BETWEEN 0 AND 7." IN LOWERCASE LETTERS

**ASK:** All respondents.

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**G24. [IF B15=1]**

Earlier in the survey, you said that you have tried vaping at least one time. What type of products have you vaped?

- \_1 Marijuana only (including concentrates, waxes, THC, or hash oils)
- \_2 Other products only (e.g. Juul, Suorin, Vuse, NJOY, etc.)
- \_3 Both marijuana and other products
- \_999 Prefer not to answer

**ASK:** Respondents who ever tried an electronic vaping product even one time.

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**Y\_END.** [IF MODE=CAPI] Thank you for taking this survey! This is the end of the survey. Please tell the interviewer you are done.

**OMB No: 0910-0753**

**Expiration Date: 09/30/2019**

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