

**ATTACHMENT 1.**  
**QUESTIONNAIRES: ENGLISH-LANGUAGE VERSIONS**

**[CLEAN VERSIONS]**



OMB Number: 0910-0815  
 Expiration Date: 02/28/2023

Thank you for filling out this short survey. Your household's answers to the questions will be kept private to the fullest extent allowable by law. They will be used to determine if someone in your household may be eligible to take part in an important study for the U.S. Food and Drug Administration (FDA). Your participation is voluntary and the survey will only take 1-2 minutes of your time to complete.

**Start Here. Please use blue or black ink to complete the survey.**

**1.** Please think about everyone who currently lives at this address. How many adults 18 years of age or older live at this address?

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 Adults 18 years of age or older

**2.** Does anyone 18 years of age or older living at this address now smoke cigarettes?

<sub>1</sub> Yes  
<sub>2</sub> No

**3.** Does anyone 18 years of age or older living at this address now smoke regular cigars, cigarillos, or little filtered cigars? "Cigarillos" are medium cigars that sometimes are sold with plastic or wooden tips. *Some common brands are Black and Mild, Swisher Sweets, Dutch Masters, and Phillies Blunts.* Cigarillos are usually sold individually or in packs of 5 or fewer. Little filtered cigars look like cigarettes and are usually brown in color. Like cigarettes, little filtered cigars have a spongy filter and are sold in packs of 20. *Some common brands are Prime Time and Winchester.*

<sub>1</sub> Yes  
<sub>2</sub> No

**4.** Does anyone 18 years of age or older living at this address now use smokeless tobacco products? Smokeless tobacco products are placed in the mouth or nose and can include chewing tobacco, snuff, dip, snus (snoose) or dissolvable tobacco. *Some common brand names are Skoal, Copenhagen, Grizzly, Levi Garrett, or Red Man.*

<sub>1</sub> Yes  
<sub>2</sub> No

**5.** Can you connect to the Internet at this address?

<sub>1</sub> Yes  
<sub>2</sub> No

**Thank you for completing the survey!**  
 Please place your questionnaire in the provided envelope and return to RTI International. If the envelope has been misplaced, please mail the questionnaire to:  
**RTI International (0212926.017.000.006)**  
**5265 Capital Boulevard**  
**Raleigh, NC 27616**

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 2 minutes per response to complete the survey questions. Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to [PRASStaff@fda.hhs.gov](mailto:PRASStaff@fda.hhs.gov).

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**FORM ID**

# National Panel of Tobacco Consumer Studies Field Screening (SC) Instrument

## RTI\_Mobile Platform

OMB Number: 0910-0815  
Expiration Date: 02/28/2023

### A. INTRODUCTION

CONFIRM YOU HAVE OPENED THE CORRECT CASE. IF YOU ARE NOT IN THE CORRECT CASE, BREAK OFF AND LOCATE THE CORRECT CASE

SCBLANG: INTERVIEWER: WHAT LANGUAGE IS BEING USED TO CONDUCT THIS INTERVIEW?

- 1  ENGLISH  
2  SPANISH

SCBINTRO: Hello, my name is \_\_\_\_\_ from Research Triangle Institute in North Carolina. We are conducting a nationwide study sponsored by the U.S. Food and Drug Administration (FDA). We mailed a letter to your household prior to my visit.

HAND R COPY OF LETTER IF NECESSARY. ALLOW TIME TO READ.

### B. ADDRESS VERIFICATION

SCB1. For survey purposes, I need to confirm that I have the correct address. Is it [FILL ADDRESS]?

- 1  YES, VERIFIED ADDRESS IS CORRECT  
2  NO, EXIT AND FIND CORRECT ADDRESS → GO TO SCEXIT2  
3  ADDRESS CORRECT, MINOR EDITS NEEDED. → GO TO SCEXIT2A

PROGRAM EACH ADDRESS UPDATE ELEMENT AS SINGLE QUESTION AS NEEDED. SCB1B = STREET NUMBER, SCB1C = STREET NAME, SCB1D = CITY, SCB1E = STATE, SCB1F = ZIP

SCB2. INTERVIEWER: IDENTIFY KNOWLEDGEABLE ADULT RESIDENT TO SCREEN.

First let me verify: do you live here? (Are you a member of this household?)

(IF NOT OBVIOUS): And are you 18 years of age or older?

[IF NO TO EITHER, ASK FOR A KNOWLEDGEABLE ADULT RESIDENT AND BEGIN INTRO AGAIN.]

- 1  ADULT SCREENING R AVAILABLE, CONTINUE → GO TO SCBCONSENT

- 2  ADULT SCREENING R NOT CURRENTLY AVAILABLE → GO TO SCEXIT3  
3  NO HH RESIDENTS 18+ → GO TO SCB3

**SCB3. Just to confirm, is there anyone living in this household who is 18 years of age or older?**

- 1  YES → ASK FOR ADULT RESIDENT, GO BACK TO INTRO  
2  NO → GO TO SCEXIT4

**SCBCONSENT. SCREENER INFORMED CONSENT:** We are working with the FDA to create a large, national survey panel as part of the National Panel of Tobacco Consumer Studies, or TCS. This address is one of more than 30,000 addresses across the U.S. that has been randomly selected. We are contacting this household to determine if anyone who lives here may be eligible for the panel. My questions will only take 5-10 minutes of your time. Your answers to the questions will be kept private to the fullest extent allowable by law, and your participation is voluntary. If we select someone from your household to take part in the panel, that person will have the chance to receive cash payments for participating in the TCS surveys.

→ CONTINUE

**SCB4. Are there any other living quarters within this structure or at this address, such as a separate apartment with a separate entrance?**

- 1  YES  
2  NO → GO TO SCCINTRO

**SCB5. Do the occupants of the other living quarters live and eat separately from the residents of this household? (PROBE IF NEEDED: In other words, do the occupants live on their own or do they share common space and food?)**

- 1  YES, OCCUPANTS LIVE SEPARATELY  
2  NO, OCCUPANTS SHARE COMMON FOOD/SPACE → GO TO SCCINTRO

**SCB6. Do the occupants of the additional living quarters have direct access from the outside or through a common hall?**

- 1  YES  
2  NO → GO TO SCCINTRO

**SCB7A. FI: DID YOU FIND 5 OR MORE NEW LQs?**

- 1  YES  
2  NO → GO TO SCB7

**SCB7AA. PLEASE COLLECT DETAILED INFO ABOUT ADDITIONAL LQS (5+ LQS) AND CONTACT YOUR FS UPON LEAVING THE HOME.**

CONTINUE → GO TO SCCINTRO

**SCB7. INTERVIEWER: OCCUPANTS OF ADDITIONAL LQs LIVE ON OWN AND HAVE DIRECT ACCESS FROM OUTSIDE/Common HALL. ENTER ADDRESS OF SEPARATE LQs. INCLUDE STREET NUMBER, NAME, AND UNIT OR APARTMENT NUMBER.**

[COLLECT UP TO 4]

LQ 1 STREET NUMBER: \_\_\_\_\_ STREET NAME & UNIT/APARTMENT #: \_\_\_\_\_  
LQ 2 STREET NUMBER: \_\_\_\_\_ STREET NAME & UNIT/APARTMENT #: \_\_\_\_\_  
LQ 3 STREET NUMBER: \_\_\_\_\_ STREET NAME & UNIT/APARTMENT #: \_\_\_\_\_  
LQ 4 STREET NUMBER: \_\_\_\_\_ STREET NAME & UNIT/APARTMENT #: \_\_\_\_\_

[INTERVIEWER: RECORD A DESCRIPTION IF ADDRESS IS NOT KNOWN.]

**SCEXIT2. Thank you for answering our questions, but I have the wrong address. Have a nice day/evening. [EXIT SURVEY. DO NOT ASSIGN EVENT. KEEP AT MOST CURRENT STATUS/EVENT CODE.]**

**SCEXIT2A. INTERVIEWER: TAP EXIT. THEN TAP MENU. EDIT ADDRESS AND MODIFY ADDRESS. TAP MENU AGAIN TO UPDATE. RETURN TO SCREENING INSTRUMENT. SELECT 'YES, VERIFIED ADDRESS IS CORRECT' AND PROCEED. [DO NOT ASSIGN EVENT. KEEP AT MOST CURRENT STATUS/EVENT CODE.]**

**SCEXIT3. [EXIT/BREAKOFF] OBTAIN NAME, DATE, TIME TO RETURN**

### **C. HOUSEHOLD ROSTER**

**SCCINTRO: Next I would like to ask a few questions about you and your household.**

**(TASK 1. BUILD LIST 1: ADULT HOUSEHOLD MEMBERS)**

**SCC1. First, including yourself, how many adults 18 years of age or older are living or staying at this address? [IF SCB6 = 1 OR SCB7 = 1, FILL]: Please do not include persons who live on their own in separate living quarters at this address or within this structure, such as a separate apartment with a separate entrance.**

**[FILL SAMPLE ADDRESS FOR REFERENCE. USE UPDATED ADDRESS FROM SECTION A IF APPLICABLE.]**

**INTERVIEWER PROBE IF NEEDED:**

- **INCLUDE** adults who are away at school or college, lodgers, boarders, or people you employ who live here.
- **INCLUDE** adults who usually stay here but are temporarily away for reasons such as visiting friends, traveling for their jobs, or in "general" hospitals.
- **[DISPLAY IF SCB5 = 2 OR SCB6 = 2 OR SCB7 = 2]: INCLUDE** adults who share common food or space but that live in other living quarters at the address.

**SCC2. [LOOP 1]: What is your name?**

**[LOOP 2 (IF SCC1 = 2 OR MORE)]: Please give me the names of all the other adults age 18 and older who live or stay at this address. [PROBE: What are the names of the other adults who live or stay here? Let's start with the oldest and work down to the youngest adult in this household.]**

INTERVIEWER: ASK FOR FULL NAMES, BUT ACCEPT FIRST NAMES, NICKNAMES OR INITIALS IF NECESSARY. TRY TO DISTINGUISH NAMES (Tom vs. Tom Jr.). ASSURE R OF PRIVACY.

**SCC3. Do any other adults age 18 or older usually live here or stay here?**

- <sup>1</sup>  YES → ADD NAME(S) TO ROSTER  
<sup>2</sup>  NO → GO TO CHECK BOX 1

INTERVIEWER: RECORD ALL NAMES. ASK FOR FULL NAMES, BUT ACCEPT FIRST NAMES, NICKNAMES OR INITIALS IF NECESSARY. TRY TO DISTINGUISH NAMES (Tom vs. Tom Jr.). ASSURE R OF PRIVACY.

**NAMEDUP. [NAME ENTERED] HAS BEEN PREVIOUSLY ENTERED. PROBE FOR UNIQUE NAME, AND RE-ENTER.**

**TASK 2. DETERMINE "HOUSEHOLDER" (HHNAME FILL) FOR RELATIONSHIP MAPPING)**

<b>CHECK BOX 1:</b> IF ROSTER CONTAINS ONLY 1 ADULT → GO TO CHECK BOX 2. IF ROSTER CONTAINS 2 OR MORE ADULTS → CONTINUE
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**SCC4. Please tell me the name of the adult or one of the adults living here who owns or rents this home. We'll refer to this person as the "householder."**

INTERVIEWER: PICK "HOUSEHOLDER" FROM DISPLAYED ROSTER. IF SCREENING RESPONDENT IS ONE OF THE "HOUSEHOLDERS," SELECT HIM/HER FROM ROSTER.

[PROGRAMMER: IDENTIFY SELECTED "HOUSEHOLDER" AS "HHNAME" FILL.]

**SCC5INTRO. Now I have a few questions about the adults who live in this household. Let's start with you.**

**(TASK 3. GATHER KEY CHARACTERISTICS OF EVERYONE ON LIST 1)**

<b>CHECK BOX 2:</b> IF ROSTER CONTAINS ONLY 1 ADULT → CODE THE ADULT AS "HOUSEHOLDER (0)" IN SCC5 AND GO TO SCC6. IF ROSTER CONTAINS 2 OR MORE ADULTS → ASK SCC5-SCD4 FOR EACH ADULT ON LIST 1.
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**SCC5. [IF LOOP 1 (SCREENING R)]: How are you related to the householder, [FILL HHNAME NAME]?**

**[IF LOOP 2+]: [IF LOOP 2: Now let's talk about the other adults in the household.] How is [FILL NAME] related to [IF SCREENING R IS HOUSEHOLDER IN SCC4, FILL: "you"/ELSE, FILL "[HHNAME]"?]**

[DISPLAY OPTION 0 (HOUSEHOLDER) ONLY UNTIL SELECTED.]

- 0  HOUSEHOLDER (OWNS OR RENTS HOME)
- 1  HUSBAND
- 2  WIFE
- 3  SON (INCLUDES STEP)
- 4  DAUGHTER (INCLUDES STEP)
- 5  SON-IN-LAW/DAUGHTER-IN-LAW
- 6  BROTHER (INCLUDES STEP)
- 7  SISTER (INCLUDES STEP)
- 8  PARENT/GUARDIAN (INCLUDING STEP)
- 9  GRANDPARENT
- 10  GRANDCHILD
- 11  LIVE-IN PARTNER
- 12  FRIEND/ROOMMATE
- 13  OTHER RELATIVE
- 14  OTHER NON-RELATIVE
- 15  RELATIONSHIP UNSPECIFIED

**SCC6. [IF LOOP 1]: INTERVIEWER: CODE GENDER OF R.**

**[IF LOOP 2+]: ASK IF NECESSARY: Is [FILL NAME] male or female?**

- 1  MALE
- 2  FEMALE
- 2  REFUSED

**SCC7. [IF LOOP 1]: How old are you? [IF LOOP 2+]: How old is [FILL NAME]?**

\_\_\_\_\_ AGE (RANGE: 18-110)

**[If DK, REF THEN ASK SCC7A]**

**SCC7A. Providing an age is important. This ensures we can accurately determine whether [you are] or [fill person name] is] eligible to participate in the panel. Can you confirm which of the following age categories [you belong/[fill person name] belongs] to?**

- 1  18-25
- 2  26-34
- 3  35-49
- 4  50-74
- 5  75 +
- 1  DON'T KNOW

-2  REFUSED

**[IF STILL DK, REF, CONTINUE WITH SCC8] NOTE: THIS PERSON WOULD NOT BE CONSIDERED IN THE HH.**

**SCC8. [IF LOOP 1, FILL]: Are you/ELSE: Is [FILL NAME]] currently serving on active duty in the U.S. Armed Forces, Military Reserves or National Guard? [FILL FOR LOOP 1 ONLY]: Active duty for the Reserves or National Guard does not include the regular training for the Reserves or Guard. It does include being activated for deployment such as for the war in Afghanistan.**

- 1  YES
- 2  NO
- 1  DON'T KNOW
- 2  REFUSED

INTERVIEWER: IF ASKED, THE US ARMED FORCES ARE ARMY, NAVY, AIR FORCE, AND MARINE CORPS.

<b>CHECK BOX 3: IF SCC5 = 1 OR 2 FOR ADULT BEING DISCUSSED SET SCC9 TO 1 (MARRIED) → GO TO SCC10.</b>
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**SCC9. [IF LOOP 1, FILL: Are you/ELSE FILL: Is [NAME]...[READ LIST]?**

- 1  Married or living with a partner
- 2  Widowed
- 3  Divorced
- 4  Separated
- 5  Never married
- 1  DON'T KNOW
- 2  REFUSED

**SCC10. What is the highest grade or year of school (IF LOOP 1, FILL "you have", ELSE FILL "[NAME] has") completed?**

INTERVIEWER: FOR THOSE CURRENTLY IN SCHOOL, THIS DOES NOT INCLUDE THE CURRENT YEAR OF SCHOOL, UNLESS IT IS ALREADY COMPLETED.

- 1  LESS THAN HIGH SCHOOL
- 2  HIGH SCHOOL GRADUATE OR GED
- 3  SOME COLLEGE/VOCATIONAL SCHOOL (NO DEGREE)
- 4  2-YEAR COLLEGE/VOCATIONAL/ASSOCIATE'S DEGREE
- 5  4-YEAR COLLEGE DEGREE OR HIGHER(E.G., BA, BS, MA, MS, Ph.D)
- 1  DON'T KNOW
- 2  REFUSED

**SCC11. In the past 30 days, did (IF LOOP 1, FILL "you", ELSE FILL "[NAME]") do any work for pay, including both full-time and part-time work?**

- 1  YES
- 2  NO
- 1  DON'T KNOW



-2  REFUSED

**SCC12. (IF LOOP 1, FILL "Are you", ELSE FILL "Is [NAME]") Hispanic, [IF SCC6 =1 OR -2, FILL: Latino / IF SCC6 = 2, FILL: Latina], or of Spanish origin?**

1  YES

2  NO

-2  REFUSED

**SCC13. What is (IF LOOP 1, FILL "your", ELSE IF SCC6 = 1, FILL: his/IF SCC6 = 2, FILL her)/IF SCC6 = -2, FILL [NAME's] race? I'm going to read a list. Please select one or more.**

1  White

2  Black or African American

3  American Indian or Alaska Native

4  Asian

5  Native Hawaiian or Other Pacific Islander

-2  REFUSED

**SCC14. (IF LOOP 1, FILL "Do you", ELSE FILL "Does [NAME]") live here full time or part time? PROBE: (IF LOOP 1, FILL "Do you", ELSE FILL "Does [FILL NAME] spend half or more of (IF LOOP 1, FILL "your", ELSE IF SCC6=1, FILL "his", ELSE IF SCC6 = 2, FILL "her". ELSE IF SCC6 = -2, FILL: "his/her") time in this household?)**

1  FULL TIME (SPENDS HALF TIME OR MORE IN THIS HH)

2  PART TIME (SPENDS LESS THAN HALF TIME IN THIS HH)

-1  DON'T KNOW

-2  REFUSED

#### **D. TOBACCO USE SCREENER**

**CHECK BOX 4:**

**PROGRAMMER: CONTINUE WITH SCD1 – SCD4 FOR THE SCREENING RESPONDENT; THEN LOOP BACK TO QUESTION SCC5 AND COMPLETE SCC5 THROUGH SCD4 FOR ALL OTHER ADULTS LISTED IN HH ROSTER.**

#### **CIGARETTES**

**SCDINTRO: The next questions are about tobacco products (IF LOOP 1, FILL "you use"/ELSE FILL "[NAME] uses") and how often (IF LOOP 1, FILL "you use" if SR; ELSE FILL "he uses" if Male "she uses" if Female and "he/she uses" if REF) them.**

**The first question is about cigarettes.**

**SCD1. [ASK ONLY OF SCREENING R (LOOP 1)]: Have you smoked at least 100 cigarettes in your entire life?**

1  YES

2  NO → GO TO CHECK BOX 5

**PROGRAMMER NOTE: IF SCD1 = 2, SET SCD2 TO 3 (NOT AT ALL) FOR PURPOSES OF CIGARETTE USE CLASSIFICATION IN CHECK BOX 5. SCD2 VALUE CAN BE RECODED TO "LEGITIMATE SKIP" FOR DATA DELIVERY.**

**SCD2. (IF LOOP 1, FILL: Do you/ELSE FILL: Does [NAME]) now smoke cigarettes every day, some days, or not at all?**

- 1  EVERY DAY
- 2  SOME DAYS
- 3  NOT AT ALL
- 1  DON'T KNOW
- 2  REFUSED

**CHECK BOX 5:  
IF SCREENING R: CLASSIFY AS TOBACCO USER (SMOKER) IF SCD2 = 1 OR 2). ELSE, CLASSIFY AS NON-SMOKER.  
IF OTHER ADULT IN HH: CLASSIFY AS TOBACCO USER (SMOKER) IF SCD2 = 1 OR 2. ELSE, CLASSIFY AS NON-SMOKER.**

### **REGULAR CIGARS/CIGARILLOS/LITTLE FILTERED CIGARS**

**SCD3INTRO: The next question is about tobacco products that (IF LOOP 1, FILL: you smoke/ELSE FILL: [NAME] smokes) other than cigarettes, specifically regular cigars, cigarillos and little filtered cigars. [IF LOOP 2+, FILL: READ IF NECESSARY:] "Cigarillos" are medium cigars that sometimes are sold with plastic or wooden tips. Some common brands are Black and Mild, Swisher Sweets, Dutch Masters, and Phillies Blunts. Cigarillos are usually sold individually or in packs of 5 or fewer. Little filtered cigars look like cigarettes and are usually brown in color. Like cigarettes, little filtered cigars have a spongy filter and are sold in packs of 20. Some common brands are Prime Time and Winchester.**

**SCD3. (IF LOOP 1, FILL: Do you/ELSE FILL: Does [NAME]) now smoke regular cigars, cigarillos, or little filtered cigars every day, some days, or not at all?**

- 1  EVERY DAY
- 2  SOME DAYS
- 3  NOT AT ALL
- 1  DON'T KNOW
- 2  REFUSED

**CHECK BOX 6:  
IF SMOKING BEHAVIOR OF NAMED HH MEMBER (SCD3) = 1 OR 2, CLASSIFY AS TOBACCO USER (CIGAR SMOKER). ELSE, CLASSIFY AS NON-CIGAR SMOKER.**

### **NONCOMBUSTIBLE (SMOKELESS) TOBACCO PRODUCTS**

**SCD4INTRO: Now we'd like to ask you about smokeless tobacco products, specifically chewing tobacco, snuff, dip, snus (snoose), or dissolvable tobacco. [IF LOOP 2+, FILL: READ IF NECESSARY:] Some examples of these product brands are Skoal, Copenhagen, Grizzly, Levi Garrett, or Red Man.**

**SCD4. (IF LOOP 1, FILL: Do you/ELSE FILL: Does [NAME]) now use smokeless tobacco every day, some days, or not at all?**

- 1  EVERY DAY
- 2  SOME DAYS
- 3  NOT AT ALL
- 1  DON'T KNOW
- 2  REFUSED

**CHECK BOX 7:**  
**IF SMOKING BEHAVIOR OF NAMED HH MEMBER (SCD4) = 1 OR 2, CLASSIFY AS TOBACCO USER (SMOKELESS USER). ELSE, CLASSIFY AS NON-SMOKELESS USER.**

**CHECK BOX 8: LIST 1 LOOP END**  
**REPEAT QUESTIONS SCC6 THROUGH SCD4 FOR ALL OTHER ADULTS LISTED IN HH ROSTER. THEN CONTINUE WITH SECTION E.**

**(TASK 4. HOUSEHOLD MEMBERS AGE 17 AND YOUNGER)**

**E. CHILDREN/YOUTH AGE 17 AND YOUNGER**

**SCE1. Now I'd like to ask you a few questions about the children living or staying at this address. Are there any children between the ages of 13 and 17 who spend more than half of their time living in this household?**

- 1  YES
- 2  NO → GO TO SCE6
- 1  DON'T KNOW → GO TO SCE6
- 2  REFUSED → GO TO SCE6

**SCE2. How many children age 13-17 spend more than half of their time living in this household?**

\_\_\_\_\_ CHILDREN 13-17 (**RANGE 1-10**)

NODK

**SCE6. Are there any children 12 or younger who spend more than half of their time living in this household?**

- 1  YES
- 2  NO → GO TO SCE8
- 1  DON'T KNOW → GO TO SCE8
- 2  REFUSED → GO TO SCE8

**SCE7. How many children 12 or younger spend more than half of their time living in this household?**

\_\_\_\_\_ CHILDREN 12 OR YOUNGER

NODK

**(TASK 6. DETERMINE WHETHER HOUSEHOLD INCOME IS < \$30,000)**

**SCE8. What was the total combined income of all members of your family during the past 12 months? This includes money from jobs, net income from business, farm or rent, pensions, dividends, interest, social security payments and any other money income received by members of your family who are 18 years of age or older. Would you say it was...**

- 1  Less than \$30,000 a year
- 2  \$30,000 a year or more
- 1  DON'T KNOW
- 2  REFUSED

**(TASK 8. PANEL MEMBER SELECTION)**

**F. PANEL MEMBER SELECTION**

**CHECK BOX 10: SELECT SAMPLED ADULT, APPLYING OVERSAMPLING OF 18-25 YEAR OLDS AND HIGHER PROBABILITY FOR SMOKELESS USERS. SELECT 1 ALTERNATE ELIGIBLE IN HH (IF ANY) IN CASE FIRST SAMPLED ADULT IS INELIGIBLE PER FI ENROLLMENT SURVEY MODULE. ONCE SELECTED, GO TO SCF1. ELSE, IF NO ELIGIBLES IN HH, GO TO SCEXIT4.**

**ANY PERSON**

◆ 18 OR OLDER or DK/REF on age

AND

◆ NOT ON ACTIVE DUTY (SCC8 = 2) or DK/REF

AND

◆ LIVES IN HH FULL TIME (SCC14=1) or DK/REF

AND

◆ CURRENT TOBACCO USER (CLASSIFIED AS SMOKER, CIGAR SMOKER, OR SMOKELESS USER IN CHECK BOX 5, 6, OR 7. ADULT MAY BE CLASSIFIED AS MORE THAN ONE TYPE OF USER.)

**END OF SELECTION.**

**SCF1. The computer has selected [READ DISPLAYED NAME] for the study. I want to make sure I have (your/his/her) full name before we continue.**

[DISPLAY NAME, AGE, GENDER OF SAMPLED ADULT SO FI ASKS FOR CORRECT PERSON]

**INTERVIEWER: UPDATE NAME AS NEEDED.**

**INTERVIEWER: ASK TO SPEAK WITH SAMPLED ADULT IF DIFFERENT FROM SCREENING RESPONDENT. PROCEED TO FI ENROLLMENT SURVEY.**

- 1 NAME CORRECT AS IS → GO TO CHECK BOX 11
- 2 UPDATE NAME
- 3 UPDATE GENDER

**SCF2. INTERVIEWER: PLEASE OBTAIN/VERIFY [primary sampled adult]'s FULL NAME.**

NAME: \_\_\_\_\_

SCF3. INTERVIEWER: PLEASE VERIFY [primary sampled adult]'s GENDER.

GENDER: \_\_\_\_\_

SCF4. INTERVIEWER: OBTAIN A GOOD PHONE NUMBER FOR THE SAMPLED ADULT.

→ GO TO CHECK BOX 11

SCEXIT4. Thank you for answering our survey. [IF NO ONE ELIGIBLE, FILL: Based on the information you provided, there are no eligible household members at this address.]

Someone may contact you to check on the quality of my work. May I please confirm your name and obtain your telephone number? (This is solely to monitor that I've done my job correctly. It is the only way my supervisor can check on the quality of my work – your name and number would not be used for any other purpose.)

- 1  YES → GO TO SCEXIT4A  
2  NO/REFUSED

SCEXIT4END Have a nice day/evening. [EXIT SURVEY. ASSIGN FINAL SCREENING INELIGIBLE CODE 2601 IF INELIGIBLE – NO ONE 18+; ASSIGN FINAL SCREENING CODE 2605 IF INELIGIBLE – NO ELIGIBLE TOBACCO USERS SAMPLED]

SCEXIT4A. May I please [IF NO ONE 18+, FILL "have", IF NO ONE SELECTED, FILL "confirm"] your first and last name?

FIRST and LAST NAME: \_\_\_\_\_

SCEXIT4B. May I please [IF NO ONE 18+ or only 1 person in household and SCC8 = 2 (active military ) or SCC14 = 2 ( part-time HH, FILL "have", IF NO ONE SELECTED, FILL "confirm"] your phone number?

PHONE NUMBER: \_\_\_\_\_

Have a nice day/evening.

[EXIT SURVEY. ASSIGN FINAL SCREENING INELIGIBLE CODE 2601 IF INELIGIBLE – NO ONE 18+; ASSIGN FINAL SCREENING CODE 2605 IF INELIGIBLE – NO ELIGIBLE HOUSEHOLD MEMBERS SAMPLED]

CHECK BOX 11:

→CONTINUE WITH ENROLLMENT SURVEY MODULE ON FI TABLET TO EXTEND PANEL INVITATION, OBTAIN CONSENT, AND COLLECT BASELINE DATA FOR SELECTED PANELIST.

→ASSIGN COMPLETED SCREENING CODE 2610 (Screening Complete - One Selected), 2620 (SCREENING COMPLETE - One Plus One Alternate Selected), or 2607 (Screening Complete - unknown eligibility – DK/REF on age for all HH)

**→OUTPUT VARIABLES TO PASS TO FI ENROLLMENT SURVEY MODULE:**

- **SAMPLED HH MEMBER'S NAME (FROM ROSTER OR F1 UPDATE)**
- **SAMPLED HH MEMBER'S DEMOGRAPHICS FROM ROSTER (ALL - AGE, RACE, GENDER, MARITAL STATUS, EDUCATION)**
- **TOBACCO USE CLASSIFICATION(S) FOR SAMPLED HH MEMBER: E.G., SMOKER, CIGAR SMOKER, SMOKELESS USER.**
- **WHETHER SAMPLED HH MEMBER WAS THE SCREENING RESPONDENT (SET FLAG)**
- **IF APPLICABLE: ALTERNATE ELIGIBLE HH MEMBER'S NAME (FROM ROSTER)**
- **IF APPLICABLE: ALTERNATE ELIGIBLE HH MEMBER'S DEMOGRAPHICS FROM ROSTER (ALL – AGE, RACE, GENDER, MARITAL STATUS, EDUCATION)**
- **IF APPLICABLE: TOBACCO USE CLASSIFICATION(S) FOR ALTERNATE ELIGIBLE HH MEMBER: E.G., SMOKER, CIGAR SMOKER, SMOKELESS USER.**

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 10 minutes per response to complete the survey questions. Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to [PRASStaff@fda.hhs.gov](mailto:PRASStaff@fda.hhs.gov).

# National Panel of Tobacco Consumer Studies Enrollment Survey (ES) RTI\_Mobile Platform

OMB Number: 0910-0815  
Expiration Date: 02/28/2023

PROGRAMMER: DISPLAY CASE ID, SAMPLED ADULT, AND SAMPLED ADDRESS TO CONFIRM THE CORRECT CASE IS BEING OPENED BY THE INTERVIEWER.

FI: CONFIRM YOU HAVE OPENED THE CORRECT CASE. IF YOU ARE NOT IN THE CORRECT CASE, BREAK OFF AND LOCATE THE CORRECT CASE.

GPS CAPTURE: IMPLEMENT PASSIVE GPS & BEARING CAPTURE FOR SAMPLED ADDRESS.

ASK ALL

ESLANG: INTERVIEWER: WHAT LANGUAGE IS BEING USED TO CONDUCT THIS INTERVIEW?

- ENGLISH  
 SPANISH

CHECK BOX 1:

IF SAMPLED ADULT = SCREENING RESPONDENT → GO TO ESBINTRO.  
IF SAMPLED ADULT IS NOT THE SCREENING RESPONDENT → GO TO ESINTRO.

ESINTRO: (Hello, my name is...). I'm part of a team working with the FDA to create a large, national survey panel as part of the National Panel of Tobacco Consumer Studies, or TCS. This address is one of more than 30,000 addresses across the U.S. that has been randomly selected for participation. We are speaking with you because the household summary information provided by [NAME/your household] indicates you may be eligible to take part in the panel. My questions will only take 5-10 minutes of your time. Your answers to the questions will be kept private to the fullest extent allowable by law, and your participation is voluntary. If we verify you are eligible, you will have the chance to receive cash payments as a token of appreciation for participating in the TCS surveys.

ESINTROA. First, I want to make sure I have (your) full name before we continue.

**INTERVIEWER: PLEASE OBTAIN/VERIFY [Alternate sampled adult]'s FULL NAME.**

[DISPLAY SAMPLED ADULT'S NAME: \_\_\_\_\_]

**FI: DOES NAME NEED TO BE UPDATED?**

- 1  YES, UPDATE
- 2  NO, NAME IS CORRECT

**A. ELIGIBILITY VERIFICATION (if Sampled Adult not Screening Respondent)**

**ESA1. Next, I need to verify you are eligible to participate in the survey panel.**

**Do you live here fulltime? (Half or more than half time in this household)**

**[DISPLAY SAMPLED ADDRESS]**

- 1  YES
- 2  NO → GO TO CHECK BOX 3
- 1  DON'T KNOW → GO TO CHECK BOX 3
- 2  REFUSED → GO TO CHECK BOX 3

**ESA2. (IF NOT OBVIOUS): And are you 18 years of age or older?**

- 1  YES
- 2  NO → GO TO CHECK BOX 3
- 1  DON'T KNOW → GO TO CHECK BOX 3
- 2  REFUSED → GO TO CHECK BOX 3

**ESA2a. Are you currently serving on active duty in the U.S. Armed Forces, Military Reserves or National Guard? (Active duty for the Reserves or National Guard does not include the regular training for the Reserves or Guard. It does include being activated for deployment such as for the war in Afghanistan.)**

- 1  YES → GO TO CHECK BOX 3
- 2  NO
- 1  DON'T KNOW → GO TO CHECK BOX 3
- 2  REFUSED → GO TO CHECK BOX 3

INTERVIEWER: IF ASKED, THE US ARMED FORCES ARE ARMY, NAVY, AIR FORCE, AND MARINE CORPS.

**ESA3. Have you smoked at least 100 cigarettes in your entire life?**

- 1  YES
- 2  NO → GO TO ESA5INTRO



**PROGRAMMER NOTE: IF ESA3 = 2 (NO), SET ESA4 TO 3 (NOT AT ALL) FOR PURPOSES OF CIGARETTE USE CLASSIFICATION IN CHECK BOX 2. ESA4 CAN BE RECODED TO "LEGITIMATE SKIP" FOR DATA DELIVERY PURPOSES.**

**ESA4. Do you now smoke cigarettes every day, some days, or not at all?**

- 1  EVERY DAY
- 2  SOME DAYS
- 3  NOT AT ALL
- 2  REFUSED

**ESA5INTRO. The next questions are about tobacco products that you smoke other than cigarettes, specifically regular cigars, cigarillos and little filtered cigars. "Cigarillos" are medium cigars that sometimes are sold with plastic or wooden tips. Some common brands are Black and Mild, Swisher Sweets, Dutch Masters, and Phillies Blunts. Cigarillos are usually sold individually or in packs of 5 or fewer. Little filtered cigars look like cigarettes and are usually brown in color. Like cigarettes, little filtered cigars have a spongy filter and are sold in packs of 20. Some common brands are Prime Time and Winchester.**

**ESA5. Do you now smoke regular cigars, cigarillos, or little filtered cigars every day, some days, or not at all?**

- 1  EVERY DAY
- 2  SOME DAYS
- 3  NOT AT ALL
- 2  REFUSED

**ESA6INTRO: Now we'd like to ask you about smokeless tobacco products. Smokeless tobacco products are placed in the mouth or nose and can include chewing tobacco, snuff, dip, snus (snoose), or dissolvable tobacco. Some examples of these product brands are Skoal, Copenhagen, Grizzly, Levi Garrett, or Red Man.**

**ESA6. Do you now use smokeless tobacco every day, some days, or not at all?**

- 1  EVERY DAY
- 2  SOME DAYS
- 3  NOT AT ALL
- 2  REFUSED

**CHECK BOX 2: UPDATE SMOKING CLASSIFICATION OF SAMPLED ADULT WHO IS NOT SCREENING R (IF NEEDED):**

- ➔ **CLASSIFY AS TOBACCO USER (SMOKER) IF ESA4 = 1 OR 2). ELSE, CLASSIFY AS NON-SMOKER.**
- ➔ **CLASSIFY AS TOBACCO USER (CIGAR SMOKER) IF ESA5 = 1 OR 2. ELSE, CLASSIFY AS NON-CIGAR SMOKER.**

→ CLASSIFY AS TOBACCO USER (SMOKELESS USER) IF ESA6 = 1 OR 2. ELSE, CLASSIFY AS NON-SMOKELESS USER.

GO TO CHECK BOX 3.

CHECK BOX 3: DETERMINE ELIGIBILITY OF NON-SCREENING R.

-> IF R REFUSED ALL (?) ESA4, ESA5, ESA6, GO TO ESAEXT4 (UNKNOWN INELIGIBLE)

IF (ESA1 = 1) AND (ESA2 = 1) AND (ESA2a = 2) AND (R IS CLASSIFIED AS SMOKER, CIGAR SMOKER, OR SMOKELESS USER PER CHECK BOX 2), SAMPLE MEMBER IS CONFIRMED ELIGIBLE:

→ GO TO ESBINTRO B FOR PANEL CONSENT

ELSE, SAMPLE MEMBER IS NOT ELIGIBLE. CHECK FOR ALTERNATE ELIGIBLE IN HH.  
IF ALTERNATE →

→IF ESA1 = 2 OR -1 OR -2 (DOES NOT LIVE AT ADDRESS FULLTIME), GO TO ESAALT1

→IF ESA2 = 2 OR -1 OR -2 (NOT AGE 18+) OR ESA2a = 1 OR -1 OR -2 (IS ACTIVE DUTY MILITARY), GO TO ESAALT2

→IF R NOT A TOBACCO USER PER CHECK BOX 2, GO TO ESAALT3

CREATE variable to track whether ineligible. 1 = 1 person ineligible, 2 = 2 persons (both) ineligible.

IF NO (REMAINING) ALTERNATE:

→IF ESA1 = 2 OR -1 OR -2 (DOES NOT LIVE AT ADDRESS FULLTIME), GO TO ESAEXT1

→IF ESA2 = 2 OR -1 OR -2 (NOT AGE 18+) OR ESA2a = 1 OR -1 OR -2 (IS ACTIVE DUTY MILITARY), GO TO ESAEXT2

→IF R NOT A TOBACCO USER PER CHECK BOX 2, If there is an alternate go to ESAALT3  
ELSE GO TO ESAEXT3

**ESAEXT1: These are all the questions I have. Because we are only interviewing persons who usually live at this address fulltime, you are not eligible to participate in the survey panel. Thank you for your time, and have a nice day/evening.**

[EXIT SURVEY – ASSIGN PENDING CODE 1323 – INELIGIBLE, DOES NOT RESIDE AT SAMPLED ADDRESS]

**ESAEXT2: These are all the questions I have. According to the information you provided, you are not eligible to participate in the survey panel. Thank you for your time and have a nice day/evening.**

[EXIT SURVEY – ASSIGN PENDING CODE 1321 – INELIGIBLE, 17 YEARS OF AGE OR YOUNGER]

[EXIT SURVEY – ASSIGN PENDING CODE 1327 – INELIGIBLE, ACTIVE DUTY]

**ESAEXT3: These are all the questions I have. Because we are only interviewing adults who regularly use these tobacco products, you are not eligible to participate in the survey panel. Thank you for your time, and have a nice day/evening.**

[EXIT SURVEY – ASSIGN PENDING CODE 1322 – INELIGIBLE, DO NOT REGULARLY USE]

**ESAEXT4: These are all the questions I have. We are unable to confirm your eligibility for the panel at this time. Thank you for your time, and have a nice day/evening.**

[EXIT SURVEY – ASSIGN FINAL CODE 1324 – UNKNOWN REFUSED TO ANSWER TOBACCO Qs]

**ESAALT1: These are all the questions I have. Because we are only interviewing persons who usually live at this address fulltime, you are not eligible to participate in the survey panel. However, our records indicate another adult in your household may be eligible to take part. May I please speak to [FILL ALTERNATE NAME]?**

- 1  YES → FLAG PRIMARY SAMPLED ADULT AS 1323 INELIGIBLE – DOES NOT RESIDE AT SAMPLE. RETURN TO ESINTRO AND LOOP THROUGH SECTION A FOR ALTERNATE ADULT.
- 2  NO → BREAKOFF AND SCHEDULE RETURN VISIT [ASSIGN PENDING CODE 1323 INELIGIBLE – DOES NOT RESIDE AT SAMPLE]

**ESAALT2: These are all the questions I have. According to the information you provided, you are not eligible to participate in the survey panel. However, our records indicate another adult in your household may be eligible to take part. May I please speak to [FILL ALTERNATE NAME]?**

- 1  YES → FLAG PRIMARY SAMPLED ADULT AS 1321 INELIGIBLE – 17 YEARS OF AGE OR YOUNGER or 1327 – INELIGIBLE, ACTIVE DUTY. RETURN TO ESINTRO AND LOOP THROUGH SECTION A FOR ALTERNATE ADULT.
- 2  NO → BREAKOFF AND SCHEDULE RETURN VISIT [ASSIGN PENDING CODE 1321 INELIGIBLE – 17 YEARS OF AGE OR YOUNGER or 1327 – INELIGIBLE, ACTIVE DUTY]

**ESAALT3: These are all the questions I have. Because we are only interviewing adults who regularly use these tobacco products, you are not eligible to participate in the survey panel. However, our records indicate another adult in your household may be eligible to take part. May I please speak to [FILL ALTERNATE NAME]?**

- 1  YES → FLAG PRIMARY SAMPLED ADULT AS 1322 INELIGIBLE – DOES NOT REGULARLY USE TOBACCO PRODUCTS. RETURN TO ESINTRO AND LOOP THROUGH SECTION A FOR ALTERNATE ADULT.
- 2  NO → BREAKOFF AND SCHEDULE RETURN VISIT [ASSIGN PENDING CODE 1322, INELIGIBLE – DOES NOT REGULARLY USE TOBACCO PRODUCTS]

**B. PANEL MODE DETERMINATION/INFORMED CONSENT**

**ESBINTRO:** [IF SAMPLED ADULT IS NOT SCREENING R, FILL: Thank you. Based on the information you've provided, you are eligible to participate in the survey panel for the National Panel of Tobacco Consumer Studies]

[ALL]: I'd like to tell you more about the TCS survey panel and determine the most convenient way for you to take part. If you agree to enroll in the panel, you will have the opportunity to receive cash payments as a token of our appreciation for participating in the surveys.

So that my supervisor can review my work, some parts of this interview may be recorded for quality control purposes. Is this okay with you?

- 1  YES → ENABLE CARI
- 2  NO → DISABLE CARI

**ACTIVATE CARI RECORDING THROUGH ESB9.**

**ESB1.** First, I have some questions that will help me determine the best way for you to participate in the survey panel.

Do you have an Internet connection in your home?

- 1  YES
- 2  NO → GO TO ESB3

**ESB2.** Which of the following do you use to connect to the internet from home? Please select all that apply.

- 1  Dial Up
- 2  DSL
- 3  Cable (through TV or phone company)
- 4  Fiber optic (FIOS)
- 5  Satellite
- 6  Data plan (for cell phone, smart phone, tablet or computer)
- 7  WiFi (including wireless hotspot, wireless router)

**ESB3.** Do you regularly access the Internet outside of your home?

- 1  YES
- 2  NO → GO TO ESB5

**ESB4.** Where do you regularly access the Internet outside of your home? Please select all that apply.

- 1  At work
- 2  At school
- 3  At the library
- 4  At a coffee shop/restaurant/or other WiFi enabled public location
- 5  At a friend's/neighbor's/family member's house

- 6  Can access anywhere via phone/tablet/computer  
7  Other location (Please specify) \_\_\_\_\_

**ESB5. Overall, would you say you can successfully connect to the Internet whenever you need? (PROMPT IF NEEDED: That is, you can connect to the Internet at home or outside the home whenever you need to.)**

- 1  YES  
2  NO → GO TO ESB7

**ESB6. Which of the following devices do you usually use to access the Internet? Please select all that apply.**

- 1  Desktop or laptop computer  
2  Tablet computer  
3  Cell phone/smart phone

**ESB7. Do you have a personal e-mail address? This may include a home email address that you share with others in your household.**

- 1  YES  
2  NO

**ES8INTRO. Next, I'd like to tell you more about what your participation in the National Panel of Tobacco Consumer Studies would involve. By joining the panel you will have the opportunity to participate in several short surveys for the Food and Drug Administration (FDA) over a 3-year period. You will be asked to complete about 2-3 short surveys a year and your participation in each survey is voluntary. The surveys will only take about 15 to 20 minutes to complete. If you complete the panel enrollment process with me, you will receive a \$35 cash payment as a token of our appreciation for joining the panel. As a panel member, you will also receive a \$15 cash payment for each of the short surveys you complete.**

**→ CONTINUE**

**ESB8. [IF ESB1 = 1 OR ESB3 = 1 OR ESB5 = 1 OR ESB7 = 1, FILL: We expect most panel members will be able to participate in the short surveys online, that is via the web. Based on the information you've provided, it appears you have convenient access to the Internet. This means you can complete the short surveys online through the secure TCS panel website.]**

**[ELSE, FILL: Based on the information you've provided, it appears the best way for you to participate in the panel is by mail. This means we can mail you a paper questionnaire for each of the short surveys. Once you answer the questions, you can simply return the questionnaire to us in the postage-paid envelope we provide.]**

**[ALL]: Is this a convenient way for you to participate in the panel?**

- 1  YES → GO TO ESB10

- <sup>2</sup>  NO → IF ESB1 =1 OR ESB3 = 1 OR ESB5 = 1 OR ESB7 =1, GO TO ESB9CHK.  
ELSE, GO TO ESB9CHK2.

**ESB9CHK: FI: ENCOURAGE WEB PARTICIPATION (E.G., 2-3 SHORT SURVEYS/YEAR, SECURE TCS WEBSITE, DATA ENCRYPTED WHEN SENT TO RTI, EASY TO LOGIN/COMPLETE SURVEYS ONLINE). ENTER "1" IF R SAYS WEB PARTICIPATION IS CONVENIENT. ELSE, ENTER "2".**

- <sup>1</sup>  WEB MODE IS CONVENIENT FOR R → GO TO ESB10  
<sup>2</sup>  WEB MODE IS NOT CONVENIENT FOR R → GO TO ESB9CHK2

**ESB9CHK2: Because our goal is to enroll as many people as possible to complete the panel surveys online, there may be another way you can take part. A small number of panel members may be eligible for the loan of a tablet computer while they are in the panel. The tablet loan may make it more convenient to complete the short panel surveys on the study website. Is this something you might be interested in?**

- <sup>1</sup>  YES, TABLET LOAN WOULD ENABLE R'S WEB PARTICIPATION → GO TO ESBEXT2  
<sup>2</sup>  NO, TABLET LOAN IS NOT A VIABLE OPTION FOR R → GO TO CHECK BOX 4

**CHECK BOX 4: CONSIDER ALTERNATE MODE OFFER.**

**IF ESB9CHK2 = 2**

**IF WEB OFFERED AT ESB8: IF ESB1 = 1 OR ESB3 = 1 OR ESB5 = 1 OR ESB7 = 1, → GO TO ESB9.**

**IF MAIL OFFERED AT ESB8: IF ESB1 NE 1 AND ESB3 NE 1 AND ESB5 NE 1 AND ESB7 NE 1 → GO TO ESBEXT2.**

**ESB9: You can also participate in the panel by mail. This means each of the short surveys you are asked to complete can be mailed to you. Once you answer the questions, you would simply return the questionnaire to us in the postage-paid envelope we provide.**

**Is mail a more convenient way for you to participate?**

- <sup>1</sup>  YES  
<sup>2</sup>  NO / R REFUSED MAIL → GO TO ESBEXT2

**FI: ENCOURAGE R'S PARTICIPATION BY MAIL.**

**DISCONTINUE CARI RECORDING.**

**ESB10. FI: CONFIRM R'S CONVENIENT MODE OF PARTICIPATION:**

- <sup>1</sup>  WEB → GO TO ESB11  
<sup>2</sup>  MAIL → GO TO ESB11

**ESBEXT2: We would really like you to join the TCS panel. [IF ESB9CHK2 = 1, FILL: I will talk to my supervisor to see if you may be eligible for the loan of a tablet computer while you are in the panel or if there is another way for you to participate. ELSE, FILL: I will talk to my supervisor to see if there is another way for you to participate.] I will contact you again once I speak with him/her.**

**What would be the best telephone number for me to contact you at?**

**FI: ENTER 9 FOR DK/REF**

**Phone Number: \_\_\_\_\_**

**Thank you for your time today.**

**FI: ANSWER CLOSING QUESTIONS AFTER LEAVING THE HOUSEHOLD.**

**ESBEXT2A: WHAT IS THE MAIN REASON THE SAMPLED ADULT CANNOT/WILL NOT PARTICIPATE BY WEB OR MAIL? (CHECK ALL THAT APPLY)**

- 1  NO PERSONAL DEVICE/INTERNET, NO ACCESS TO OTHER INTERNET-ENABLED DEVICE
- 2  WEB NOT CONVENIENT (E.G., NOT COMFORTABLE USING ELECTRONIC DEVICES/ACCESSING THE INTERNET)
- 3  COMPLETING AND MAILING A HARDCOPY FORM IS TOO MUCH WORK OR IS NOT CONVENIENT (E.G., DIFFICULT TO SEND/RECEIVE USPS MAIL)
- 4  OTHER (SPECIFY): \_\_\_\_\_

**ESBEXT2B: IF KNOWN, DOES THE SAMPLED ADULT HAVE ANY EXPERIENCE WITH USING ANY OF THE FOLLOWING DEVICES? (CHECK ALL THE APPLY)**

- 1  DESKTOP OR LAPTOP COMPUTER
- 2  TABLET COMPUTER
- 3  CELL PHONE/SMART PHONE
- 4  ELECTRONIC READER (E.G., KINDLE, NOOK)
- 5  UNKNOWN

**ESBEXT2C: WHAT IS YOUR OPINION OF THE PM'S COMFORT LEVEL WITH COMPUTERS?**

- 1  VERY COMFORTABLE
- 2  COMFORTABLE
- 3  SOMEWHAT COMFORTABLE
- 4  SOMEWHAT UNCOMFORTABLE
- 5  UNCOMFORTABLE
- 6  VERY UNCOMFORTABLE
- 7  UNKNOWN

**ESBEXT2D: WHAT IS YOUR OPINION OF THE PM'S COMFORT LEVEL WITH THE INTERNET?**

- 1  VERY COMFORTABLE
- 2  COMFORTABLE
- 3  SOMEWHAT COMFORTABLE
- 4  SOMEWHAT UNCOMFORTABLE
- 5  UNCOMFORTABLE
- 6  VERY UNCOMFORTABLE
- 7  UNKNOWN

**ESBEXT2E: IN YOUR OPINION, HOW LIKELY IS IT THAT THE PM WILL JOIN THE PANEL IF OFFERED A LOANER TABLET?**

- 1  VERY LIKELY
- 2  LIKELY
- 3  SOMEWHAT LIKELY
- 4  SOMEWHAT UNLIKELY
- 5  UNLIKELY
- 6  VERY UNLIKELY

ASSIGN PENDING CODE 1693, PENDING TABLET LOANER DECISION FROM RTI]

**ACTIVATE CARI RECORDING THROUGH ESB11B.**

**ESB11: Now that we've determined the most convenient way for you to participate, I'd like to review the panel consent form with you and have you sign and date it.**

**READ CORRECT VERSION OF CONSENT FORM TO R: STANDARD WEB/MAIL OR TABLET. OBTAIN PM'S SIGNATURE/DATE.**

**a. FI: DID PM CONSENT TO JOIN THE PANEL?**

- 1  YES
- 2  NO → GO TO ESBEXT3

**b. FI: CONFIRM MODE OF PARTICIPATION FROM CONSENT:**

- 1  WEB, WITH PERSONAL DEVICE → GO TO ESB14
- 2  MAIL SURVEY → GO TO ESB14
- 3  WEB, WITH STUDY TABLET → GO TO ESB12

**ESB12: FI: RECORD ID OF LOANED STUDY TABLET BELOW.**

- a. TABLET ID NUMBER: \_\_\_\_\_
- b. VERIFY ID NUMBER: \_\_\_\_\_

**[CHECK ESB11a & b MATCH; ELSE, REQUIRE REENTRY.]**



**ESB13 FI: READ EQUIPMENT AGREEMENT FORM TO PM. THEN ALLOW TIME FOR THEM TO REVIEW IT ON THEIR OWN AND SIGN.**

**DID THE PM SIGN THE EQUIPMENT AGREEMENT FORM?**

- 1  YES
- 2  NO → GO TO ESBEXT4

**ESB14. FI: (ASK IF NECESSARY): WHAT IS PM'S PREFERRED LANGUAGE OF PARTICIPATION?**

- 1  ENGLISH
- 2  SPANISH

**DISCONTINUE CARI RECORDING.**

**ESBEXT3: Thank you for your time. Have a nice day/evening.**

[ASSIGN PENDING CODE 1440, REFUSAL BY SM, BREAKOFF]

**ESBEXT4: Thank you for your time. Have a nice day/evening.**

[ASSIGN PENDING CODE 1446, TABLET OFFER REFUSED]

**C. PANEL MEMBER DEMOGRAPHICS**

**ESCINTRO: Thank you for consenting to join the TCS panel. Now I have a few background questions about you.**

**ESC1. In general, would you say your health is excellent, very good, good, fair, or poor?**

- 1  EXCELLENT
- 2  VERY GOOD
- 3  GOOD
- 4  FAIR
- 5  POOR
- 1  DON'T KNOW
- 2  REFUSED

**CHECK BOX 5: IF SCREENING R = PANEL MEMBER → GO TO ESC2 AND CONFIRM SCREENER DEMOGRAPHICS. ELSE, FOR ALL OTHER PANEL MEMBERS → GO TO ESC3.**

**ESC2. Let me confirm the information collected earlier.**

**GENDER: [FILL FROM SCREENER SCC6]  
AGE: [FILL FROM SCREENER SCC7/SCC7A]  
MARITAL STATUS: [FILL FROM SCREENER SCC9]  
HIGHEST SCHOOL GRADE/YEAR: [FILL FROM SCREENER SCC10]**

**WORK FOR PAY IN PAST 30 DAYS: [FILL FROM SCREENER SCC11]  
HISPANIC ORIGIN: [FILL FROM SCREENER SCC12]  
RACE: [FILL FROM SCREENER SCC13]**

**SELECT ITEMS TO UPDATE:**

- 1  GENDER
- 2  -----
- 4  MARITAL STATUS
- 5  HIGHEST SCHOOL GRADE/YEAR
- 6  WORK FOR PAY IN PAST 30 DAYS
- 7  HISPANIC ORIGIN
- 8  RACE
- 10  NONE → GO TO ESC12INTRO

**FI: ENTER 999 WHEN ALL UPDATES ARE COMPLETED.**

[WHEN 999 IS ENTERED, GO TO ESC3]

ROUTE EACH UPDATE ELEMENT AS TO APPROPRIATE VARIABLE ESC3 – ESC11 UNTIL ALL  
SELECTED ELEMENTS ARE COMPLETE.

**ESC3. INTERVIEWER: CONFIRM GENDER OF PANEL MEMBER.**

- 1  MALE
- 2  FEMALE

**ESC4. How old are you?**

**FI: ENTER 9 for DK/REF**

\_\_\_\_\_ AGE (RANGE 18-110)

[If DK, REF (9) THEN ASK ESC4A]

**ESC4A. Providing your age is important. This ensures we can accurately determine whether you are eligible to participate in the panel. Can you confirm which of the following age categories you belong to?**

- 1  18-25
- 2  26-34
- 3  35-49
- 4  50-74
- 5  75 +
- 1  DON'T KNOW
- 2  REFUSED

**ESC6. Are you currently...[READ LIST]?**

- 1  Married or living with a partner,
- 2  Widowed,
- 3  Divorced,
- 4  Separated, or
- 5  Never married?
- 1  DON'T KNOW
- 2  REFUSED

**ESC7. What is the highest grade or year of school you have completed?**

INTERVIEWER NOTE: FOR THOSE CURRENTLY IN SCHOOL, THIS DOES NOT INCLUDE THE CURRENT YEAR OF SCHOOL, UNLESS IT IS ALREADY COMPLETED.

- 1  LESS THAN HIGH SCHOOL
- 2  HIGH SCHOOL GRADUATE OR GED
- 3  SOME COLLEGE/VOCATIONAL SCHOOL (NO DEGREE)
- 4  2-YEAR COLLEGE/VOCATIONAL/ASSOCIATE'S DEGREE
- 5  4-YEAR COLLEGE DEGREE OR HIGHER(E.G., BA, BS, MA, MS, Ph.D)
- 1  DON'T KNOW
- 2  REFUSED

**ESC8. In the past 30 days, did you do any work for pay, including both full-time and part-time work?**

- 1  YES
- 2  NO
- 1  DON'T KNOW
- 2  REFUSED

**ESC9. Are you Hispanic, [IF ESC3 not blank, then IF ESC3 =1, FILL: Latino / IF ESC3 = 2, FILL: Latina else if primary then GENDER (Male=Latino/Female=Latina) from FIELD SCREENER (SCC6), if alternate then GENDER (Male=Latino/Female=Latina) from FIELD SCREENER (SCC6), or of Spanish origin?**

- 1  YES
- 2  NO
- 2  REFUSED

**ESC10. What is your race? I'm going to read a list. Please select one or more. (READ LIST. SELECT ALL THAT APPLY.)**

- 1  White
- 2  Black or African American
- 3  American Indian or Alaska Native
- 4  Asian, or
- 5  Native Hawaiian or Other Pacific Islander?
- 2  REFUSED

ESC12INTRO: Thank you. I have one additional follow-up question for you regarding your household income.

**ACTIVATE CARI RECORDING THROUGH ESC13.**

ESC12. What was the total combined income of all members of your family during the past 12 months? This includes money from jobs, net income from business, farm or rent, pensions, dividends, interest, social security payments and any other money income received by members of your family who are 18 years of age or older. Would you say it was...

- 1  Under \$30,000 → GO TO ESC14
- 2  \$30,000 to \$49,999 → GO TO ESC14
- 3  \$50,000 to \$74,999 → GO TO ESC14
- 4  \$75,000 to \$99,999 → GO TO ESC14
- 5  \$100,000 to \$124,999 → GO TO ESC14
- 6  \$125,000 to \$149,999 → GO TO ESC14
- 7  \$150,000 or more → GO TO ESC14
- 8  DON'T KNOW
- 9  REFUSED

ESC13. It is very important that we have some measure of your household's income. Would you say the total combined income of all members of your household during the past 12 months was less than \$30,000 or \$30,000 or more?

- 1  LESS THAN \$30,000
- 2  \$30,000 OR MORE
- 1  DON'T KNOW
- 2  REFUSED

ESC14. In what month and year were you born?

A. MONTH B. YEAR

- 1  DON'T KNOW
- 2  REFUSED

**DISCONTINUE CARI RECORDING.**

**D. CONTACT AND TRACKING QUESTIONS**

ESDINTRO: It is important that we have accurate contact information for you so that we can stay in touch regularly throughout your time in the TCS panel.

ESD1. First, let me confirm your full name and street address: [CONFIRM OR COLLECT IF MISSING.]

NAME

ADDRESS  
CITY STATE ZIP

INTERVIEWER: VERIFY SPELLING OF NAME, STREET, & CITY. OBTAIN STREET ADDRESS, NOT P.O. BOX NUMBER.

**SELECT ITEMS TO UPDATE:**

- 1  NAME
- 2  STREET NUMBER
- 3  STREET NAME
- 4  APT NUMBER
- 5  CITY
- 6  STATE
- 7  ZIP
- 8  NONE → GO TO ESD2

PROGRAM EACH ADDRESS UPDATE ELEMENT AS SINGLE QUESTION AS NEEDED.  
ESD1A = NAME, ESD1B – STREET NUMBER, ESD1C = STREET NAME, ESD1D = APT NUM, ESD1E = CITY, ESD1F = STATE, ESD1G = ZIP.

**ESD1AA. Is this also your mailing address?**

- 1  YES → GO TO ESD2
- 2  NO → COLLECT MAILING ADDRESS

**Programmer Note: For Street Number/PO BOX NUMBER screen include FI message in ALL CAPS: "IF PO BOX NUMBER, PLEASE INCLUDE 'PO BOX' BEFORE THE NUMBER"**

STREET NUMBER/ PO BOX NUMBER

**Programmer Note: For Street Name create a warning screen with the following in ALL CAPS screen include FI message in CAPS: "STREET NAME NOT PROVIDED. CONFIRMED YOU HAVE CORRECTLY ENTERED THE ADDRESS BEFORE PROCEEDING."**

STREET NAME  
APT NUMBER  
CITY  
STATE  
ZIP

**ESD2. What is the best telephone number to use to reach you?**

FI: ENTER 9 for REFUSED.

**ESD2A. Providing your telephone number is important. This ensures we can reach you in the future to let you know about upcoming surveys. Your telephone information will be securely stored and only used for TCS panel related purposes. It will not be shared with anyone outside of the research team.**

BEST#:

FI: ENTER 9 for REFUSED.

**ESD3. Is this a home, work or cell phone number?**

- 1  HOME NUMBER
- 2  WORK NUMBER
- 3  CELL NUMBER
- 4  OTHER NUMBER (E.G., FAMILY, NEIGHBOR)

**IF ESD3 = 3 and ((ESD2 ne Blank and ne '9') or (ESD2A ne Blank and ne '9')), ASK ESD3A.**

**ESD3A. Can we send text messages to your cell phone, [fill cell phone number from ESD2/ESD2A]?**

- 1  YES
- 2  NO

**ESD4. Please provide other telephone numbers where you can be reached (PROBE FOR HOME, WORK, AND CELL NUMBERS).**

- a. HOME#:
- b. WORK#:
- c. CELL#:
- d. ALTERNATE CELL #:
- e. NONE

**FOR ESD4, PROGRAM EACH PHONE ELEMENT AS SINGLE QUESTION:  
ESD4a = Home #, ESD4b = Work #, etc.**

**CHECK BOX 7: IF ESD4c NE BLANK and ESD4 ne '9', ASK ESD5. ELSE, GO TO CHECK BOX 6.**

**ESD5. Can we send text messages to your cell phone number, [fill cell phone (ESD4C)]?**

- 1  YES
- 2  NO

**CHECK BOX 8: IF ESD4d NE BLANK and ESD4D ne '9', ASK ESD6. ELSE, GO TO ESD7.**

**ESD6. You gave us a second cell phone number [fill second cell phone (ESD4D)].  
Can we send text messages to this cell number?**

- 1  YES
- 2  NO

**ESD7. One of the primary ways we plan to contact panel members is through email. Do you have a personal, home, or other email address where you can receive panel information regularly?**

- 1  YES → ESD8
- 2  NO → GO TO ESD11A
- 3  PM REFUSED USE OF HIS/HER EMAIL FOR PANEL → GO TO ESD7A.

**ESD7A. Providing your email address is important. This ensures we can reach you in the future to let you know about upcoming surveys. Your email information will be securely stored and only used for TCS panel related purposes. It will not be shared with anyone outside of the research team.**

**Do you have a personal, home, or other email address where you can receive panel information?**

- 1  YES → ESD8
- 2  NO → GO TO ESD11A
- 3  PM REFUSED USE OF HIS/HER EMAIL FOR PANEL → GO TO ESD11A.

**ESD8. What is the best email address to use to reach you?**

**BEST EMAIL:  
RE-ENTER EMAIL:**

FI: CONFIRM SPELLING/ACCURACY OF EMAIL ADDRESS.

**ESD8a. Is this your personal or work email address?**

- 1  PERSONAL/HOME EMAIL
- 2  WORK EMAIL
- 3  OTHER EMAIL

**ESD8b. How often do you check this email address? Would you say...**

- 1  Every day
- 2  A few times per week
- 3  About once a week
- 4  About once a month
- 5  Less often than once a month

**ESD9. Is there another email address where you can receive messages?**

- 1  YES
- 2  NO → GO TO ESD12

**ESD10. Please provide the other email where you can receive messages.**

**OTHER EMAIL:**

FI: CONFIRM SPELLING/ACCURACY OF EMAIL ADDRESS.

**ESD10a. Is this a personal or work email address?**

- 1  PERSONAL/HOME EMAIL
- 2  WORK EMAIL
- 3  OTHER EMAIL

**ESD10b. How frequently do you check this other email address? Would you say...**

- 1  Every day
- 2  A few times per week
- 3  About once a week
- 4  About once a month
- 5  Less often than once a month

➔ **GO TO ESD12**

**ESD11A. I'd like to work with you to set up a simple Google email address that we can use to contact you while you are in the panel. This would let us notify you when a new survey is ready to be completed.**

**[IMPLEMENT GMAIL PROTOCOL]**

**a. WAS GMAIL ADDRESS CREATED?**

- 1  YES
- 2  NO

**ESD11b. ENTER GMAIL ADDRESS:**

**ESD11c. CONFIRM GMAIL ADDRESS:**

**[CHECK ESD11b & c MATCH; ELSE, REQUIRE REENTRY.]**

**ESD12. If you happen to move while you are in the panel, would you please give me the names of two close relatives or friends living outside this household who would likely know where you can be reached?**

- 1  YES → GO TO ESD14
- 2  NO

FI: ASSURE PM WE WILL CONTACT THESE INDIVIDUALS ONLY IN THE EVENT HE/SHE MOVES AND WE NEED HELP CONTACTING HIM/HER. ALLOW PM TO LOOK UP ADDRESSES AND PHONE NUMBERS.

**ESD13. It is very important that we be able to reach you if your contact information changes while you are in the TCS panel. Would you reconsider and give me the name of a friend or relative outside this household who would know how to reach you?**

- 1  YES, WILL GIVE NAME
- 2  NO, WILL NOT GIVE NAME → GO TO CHECK BOX 8



FOR ESD14 PROGRAM EACH ADDRESS ELEMENT AS SINGLE QUESTION. ESD14A = NAME, ESD14B = RELATIONSHIP TO R, ESD14C = STREET ADDRESS, ESD14D = CITY, ESD14E = STATE, ESD14F = ZIP, ESD14G = HOME#, ESD14H = CELL#

**ESD14. FIRST CONTACT PERSON (COLLECT ALL INFO, INCLUDING PHONE. CANNOT LIVE AT SAME ADDRESS AS R):**

- a. NAME: \_\_\_\_\_
- b. RELATIONSHIP TO R: \_\_\_\_\_
- c. STREET NUMBER: \_\_\_\_\_
- d. STREET NAME: \_\_\_\_\_
- e. APT # \_\_\_\_\_
- f. CITY: \_\_\_\_\_
- g. STATE: \_\_\_\_\_
- h. ZIP: \_\_\_\_\_
- i. HOME #: \_\_\_\_\_
- j. CELL#: \_\_\_\_\_

**FI: ENTER 99999 for REFUSED.**

FOR ESD15 PROGRAM EACH ADDRESS ELEMENT AS SINGLE QUESTION. ESD15A = NAME, ESD15B = RELATIONSHIP TO R, ESD15C = STREET ADDRESS, ESD15D = CITY, ESD15E = STATE, ESD15F = ZIP, ESD15G = HOME#, ESD15H = CELL#

**ESD15. SECOND CONTACT PERSON (COLLECT ALL INFO, INCLUDING PHONE. CANNOT LIVE AT SAME ADDRESS AS R): IS THERE A SECOND CONTACT PERSON?**

- a. NAME: \_\_\_\_\_
- b. RELATIONSHIP TO R: \_\_\_\_\_
- c. STREET NUMBER: \_\_\_\_\_
- d. STREET NAME \_\_\_\_\_
- e. APT # \_\_\_\_\_
- f. CITY: \_\_\_\_\_
- g. STATE: \_\_\_\_\_
- h. ZIP: \_\_\_\_\_
- i. HOME #: \_\_\_\_\_
- j. CELL#: \_\_\_\_\_

**FI: ENTER 99999 for REFUSED.**

**CHECK BOX 8:**

**If ESD2a = 9 OR (ESD7A = 3 AND ESD11A = 2) GOT TO ESD15AA**

**ELSE PROCEED TO CHECK BOX 9**

**ESD 15AA. FI: PLEASE REVIEW AND CONFIRM THE PM'S PHONE AND EMAIL INFORMATION. UPDATE AS NEEDED**

[DISPLAY BEST PHONE NUMBER]  
[DISPLAY BEST EMAIL ADDRESS]

- 1  Update Best Phone Number → Go to ESD2
- 2  Update Email Address → ESD8
- 3  Refused to provide new information → GO TO CHECK BOX 9
- 4  No updates needed → GO TO CHECK BOX 9

**ESD 15AA1. ENTER PHONE NUMBER:** \_\_\_\_\_

Enter 9 for REFUSED

**ESD 15AA2. ENTER BEST EMAIL ADDRESS:** \_\_\_\_\_

**CHECK BOX 9: CREATE 3-DIGIT SURVEY INITIATION CODE FROM BEST INFORMATION (SCREENER OR UPDATED STATUS FROM CHECK BOX 2). EACH DIGIT REPRESENTS STATUS OF A SPECIFIC TOBACCO PRODUCT USE.**

Digit 1 → Smoker: [0,1,2,9]  
 Digit 2 → Cigar smoker [0,1,2,9]  
 Digit 3 → Smokeless user [0,1,2,9]

0 = DOES NOT USE PRODUCT  
 1 = USES PRODUCT EVERY DAY  
 2 = USES PRODUCT SOME DAYS 9 = DON'T KNOW/REFUSED

**CHECK BOX 10:**

IF ESB11b = 1 (PERSONAL DEVICE USE) → GO TO ESD16  
 IF ESB11b = 2 (MAIL MODE) → GO TO ESDEV2  
 IF ESB11b = 3 (STUDY TABLET) → GO TO ESDEV1

**ESD16. FI: WHAT TYPE OF PERSONAL DEVICE IS PM PLANNING TO USE FOR PANEL?**

- 1  SMART PHONE OR CELL PHONE (e.g., iPhone, Android)
- 2  TABLET COMPUTER (e.g., iPad, iPad Mini, Galaxy, Nexus)
- 3  LAPTOP OR DESKTOP COMPUTER
- 4  OTHER DEVICE (SPECIFY: \_\_\_\_\_)

**ESDEV1: Thank you for answering my questions. Now I'd like to show you how to access the TCS web site. We want to make sure you can log in successfully at home. We'll then have you answer a few final tobacco use questions on your own to complete the enrollment process.**

→ GO TO ESINIT1

**ESDEV2: Thank you for answering my questions. To complete your enrollment process for the TCS panel, I have a few final questions about the tobacco products you currently use.**

→ GO TO ESINIT2

**ESINIT1: WEB BASELINE SURVEY INITIATION STEPS:**

GIVE PM THE PANEL MEMBER INFORMATION SHEET WITH ACCESS CODE (CASE ID). RECORD SURVEY INITIATION CODE ON CASE FOLDER LABEL.

SURVEY INITIATION CODE:

→ GO TO CHECK BOX 11

ESINIT2: MAIL BASELINE SURVEY INITIATION STEPS:

GIVE PM THE PANEL MEMBER INFORMATION SHEET WITH ACCESS CODE (CASE ID). RECORD SURVEY INITIATION CODE ON CASE FOLDER LABEL.

SURVEY INITIATION CODE:

ESEND: EXIT AND TRANSMIT IMMEDIATELY

CHECK BOX 11: OUTPUT VARIABLES TO PASS TO HATTERAS BASELINE MODULE	
- TCS ID	
- BASELINE INITIATION CODE (SURVINIT)	SURVINIT
- MODE: WEB, MAIL	MODE
- EXPERIMENTAL GROUP (FOR INCENTIVE LISTING AT THE END OF THE HATTERAS INSTRUMENTS)	
- WAS PM SCREENING RESPONDENT?	SCREENRESP
- PANEL MEMBER FIRST NAME	ENRNAME
- PANEL MEMBER LAST NAME *** NAME IS NOT BROKEN INTO FIRST & LAST DATA FIELDS	
- PHYSICAL ADDRESS – STREET NUMBER	STNUM
- PHYSICAL ADDRESS – STREET NAME	STNAME
- PHYSICAL ADDRESS – UNIT/APT	UNIT
- PHYSICAL ADDRESS – CITY	CITY
- PHYSICAL ADDRESS – STATE	STATE
- PHYSICAL ADDRESS - ZIP/ STATE/ ZIP	ZIPCODE
- MAILING ADDRESS – STREET NUMBER	MSTNUM
- MAILING ADDRESS – STREET NAME	MSTNAME
- MAILING ADDRESS – UNIT/APT	MUNIT
- MAILING ADDRESS – CITY	MCITY
- MAILING ADDRESS – STATE	MSTATE
- MAILING ADDRESS - ZIP/ STATE/ ZIP	MZIPCODE
- HOME PHONE NUMBER	HOMEPHONE
- WORK PHONE NUMBER	WORKPHONE
- CELL PHONE NUMBER	CELLPHONE
- ALTERNATE CELL PHONE NUMBER	
ALTCELLPHONE	
- OTHER PHONE	
OTHERPHONE	
- EMAIL ADDRESS	EMAIL
- ALTERNATE EMAIL ADDRESS	ALTEMAIL

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 10 minutes per response to complete the survey questions. Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to [PRASStaff@fda.hhs.gov](mailto:PRASStaff@fda.hhs.gov).

# National Panel of Tobacco Consumer Studies Panelist Baseline (PB) Survey

Hatteras Web Platform  
OMB Number: 0910-0815  
Expiration Date: 02/28/2023

[HATTERAS SURVEY BANNER SHOULD DISPLAY PANEL MEMBER'S UNIQUE CASE ID AND NAME TO VERIFY THE CORRECT SURVEY HAS BEEN ACCESSED.]

**PBINTRO:** Thank you for joining the survey panel for the National Panel of Tobacco Consumer Studies, or TCS. The information you provide will be very important to FDA's research. This first survey will introduce you to some of the features of our web surveys. It will also collect more detailed information about the tobacco products you are currently using. If you have any questions about how to answer a question or need help moving through the survey, please let the interviewer know.

<b>PROGRAMMER: If SURVEY INITIATION CODE IS AVAILABLE (PASSED TO THE HATTERAS INSTRUMENT), THEN GO TO PBINIT1A, ELSE PBINIT1B</b>
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**PBINIT1A:** Your survey initiation code is:

[DISPLAY SURVEY INITIATION CODE] display in bold:

If this code differs from the code given to you by your interviewer, please let him or her know before proceeding.

**1) CODE IS CORRECT, CONTINUE (GOTO PBINIT2 – GOING TO NAME VERIFICATION ... SKIPPING THE NEXT ONE)**

**2) CODE IS INCORRECT, (GOTO PBINIT1B – AND THEN GOING TO THE NAME VERIFICATION)**

**PBINIT1B:** To begin, please enter the 3-digit survey initiation code provided by the interviewer.

SURVEY INITIATION CODE:

If no code is entered, display "Please enter your survey initiation code provided by your interviewer."

**PBINIT2.** Please verify first and last name.

[PROVIDE TEXTBOXES FOR PANEL MEMBER TO ENTER FIRST AND LAST NAMES.]

[FIRST NAME]

[LAST NAME]

\_\_\_\_\_

## A. WEB SURVEY TUTORIAL

PROGRAMMER: SKIP TUTORIAL IF BASELINE SURVEY IS BEING FI-ADMINISTERED THROUGH HIS/HER STUDY LOGIN. GO TO SECTION B.

**PBA1.** Now, let's review how to move from one question to another in the web survey. The navigation buttons in the bottom tool bar will help you move through the survey.

- The [NEXT] button at the bottom right side of your screen will allow you to move forward from one question to the next.
- The [PREVIOUS] button at the bottom left side of your screen will let you back up and change an answer to a previous question. You can then click the [NEXT] button to go to the next question you need to answer.
- The LOG OUT button at the top of your screen can be used if you need to exit the survey and finish it at a later time. Any information you have already entered will be saved.

Click the [NEXT] button to continue.

**PBA2.** While you are in the panel, you will be asked different types of survey questions. We have a short 6-question tutorial that will let you practice entering answers to several types of items. Would you like to use the tutorial to practice answering questions, or skip the tutorial?

- 1  Use the tutorial to answer practice questions
- 2  Skip the tutorial → GO TO PBBROWSER

Click [NEXT] to continue.

**PBA3.** In a survey, some questions will ask you to pick one answer from a list of answer choices. To pick your answer, simply click the radio button beside your answer choice. The circle will be filled beside the answer you have selected. Once your answer is selected, click [NEXT] to move to the next question. Practice picking an answer for the following question.

Do you like ice cream?

- 1  Yes
- 2  No

**PBA4.** You may also see "Yes" and "No" questions presented in a grid format. This format lets you pick "Yes" or "No" for a list of related items on the same survey screen. In the example question below, practice answering "Yes" or "No" to each answer choice. Click on the correct radio button for each answer choice; then click [NEXT] when done.

**In the past 30 days, have you purchased any of the following items? Answer "Yes" or "No" for each.**

- |  | YES                        | NO                         |
|--|----------------------------|----------------------------|
| a. Ice cream                                 | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| b. Frozen yogurt or sorbet                   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| c. Other frozen desserts (e.g., pies, cakes) | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |

**PBA5. Some questions may ask you to select all the answers that apply to you from a list. These questions will have this instruction: "Select all that apply." You can pick one or more than one answer choice. Simply click the box beside each answer you want to select. If you pick an answer by mistake, just click the box beside that answer again to remove the check mark. Once you have selected all your answers, click [NEXT] to continue. Practice selecting more than one answer to this example question:**

**Which of the following ice cream flavors do you like? Select all that apply.**

- 1  Vanilla
- 2  Chocolate
- 3  Strawberry
- 4  Peach
- 5  Cookies & Cream
- 6  None of the above/Do not eat ice cream

**PBA6. You may also be asked to type your answer rather than pick it from a list. For example, you may be asked to enter a numeric answer—that is, a number or dollar amount—using the number keys on the keypad or keyboard. Use the number keys to answer the following example question. Then click [NEXT] to continue.**

**On average, about how many hours of TV do you watch each day?**

\_\_\_\_\_ Hours watch TV (RANGE 0-24)

**PBA7. Occasionally, you may be asked to pick your answer using drop down lists. For example, you may be asked to pick the month and year something happened using drop down lists. Click the arrow beside the "month" item, and then click on the month you want to select as your answer. Repeat these steps to select the year.**

**Practice using drop down boxes to enter today's date. Then click [NEXT] to continue.**

**What is today's date? Please select the month, day, and year.**

Month (1-12) Day (1-31) Year (1909-2020)

**PBA8. Finally, some questions may ask you to type a text answer using the alphabetical (letter) keys on the keypad or keyboard. Use the letter keys to answer the practice question below. Then click [NEXT] to continue.**

**What is your favorite color? Please enter your answer in the space below.**

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**PBTUTOREND: You have reached the end of the practice questions. Please click [NEXT] to continue.**

**PBBROWSER: Please don't click your browser's back button during the survey. Use the navigation buttons at the bottom of the survey instead.**

**Click [NEXT] to continue.**

## **B. TOBACCO USE QUESTIONS**

**PBBINTRO: Now we'd like to collect more information about the tobacco products you currently use.**

**Please click [NEXT] to continue.**

CHECK BOX 1: BASED ON SURVEY INITIATION CODE  
→ R CLASSIFIED AS "EVERY DAY" SMOKER, GO TO PBB1  
→ R CLASSIFIED AS "SOME DAY" SMOKER", GO TO PBB2  
→ R NOT CLASSIFIED AS "SMOKER" (EVERY DAY, SOME DAYS), GO TO CHECK BOX 2 (CIGARS)

## **CIGARETTES**

PROGRAMMER NOTE: INSERT BANNER—"CIGARETTES"— AT THE TOP OF SCREENS FOR PBB1 THROUGH PBB8.

**PBB1. Let's begin with cigarettes.**

**On the average, about how many cigarettes do you now smoke a day?**

**Please enter the number of cigarettes below. You can use the chart below, which tells you how many cigarettes are in a pack.**

¼ PACK = 5	1¼ PACKS = 25	2¼ PACKS = 45
½ PACK = 10	1½ PACKS = 30	2½ PACKS = 50
¾ PACK = 15	1¾ PACKS = 35	2¾ PACKS = 55
1 PACK = 20	2 PACKS = 40	3 PACKS = 60

**\_\_\_\_\_ Number of cigarettes (RANGE 1-99)**

**RANGE CHECK: Please enter a number between 1 and 99.**

PROGRAMMER NOTE: ALL RESPONDENTS WHO ANSWERED PBB1 SHOULD SKIP TO PBB4. (PBB2 AND PBB3 ARE FOR NON-DAILY SMOKERS.)

ELSE, IF R LEAVES PBB1 BLANK, ASK:

**Could you please enter a response? Select "return to question" to enter a response. Select "continue" to skip this question.**

- 1  RETURN TO QUESTION → RETURN TO PBB1  
-2  CONTINUE → CODE AS -2 (REFUSED) AND CONTINUE TO PBB4

**PBB2. On how many of the past 30 days did you smoke a cigarette?**

\_\_\_\_\_ **Number of days (RANGE 0-30)**

**RANGE CHECK: Please enter a number between 0 and 30.**

PROGRAMMER NOTE: IF PBB2 = 0, GO TO PBB4.

IF R LEAVES PBB2 BLANK, ASK:

**Could you please enter a response? Select "return to question" to enter a response. Select "continue" to skip this question.**

- 1  RETURN TO QUESTION → RETURN TO PBB2  
-2  CONTINUE → CODE AS -2 (REFUSED) AND CONTINUE TO PBB3

**PBB3. On the average, on days when you smoked cigarettes during the past 30 days, about how many did you smoke a day?**

**Please enter the number of cigarettes below. You can use the chart below, which tells you how many cigarettes are in a pack.**

¼ PACK = 5	1¼ PACKS = 25	2¼ PACKS = 45
½ PACK = 10	1½ PACKS = 30	2½ PACKS = 50
¾ PACK = 15	1¾ PACKS = 35	2¾ PACKS = 55
1 PACK = 20	2 PACKS = 40	3 PACKS = 60

\_\_\_\_\_ **Number of cigarettes (RANGE 1-99)**

**RANGE CHECK: Please enter a number between 1 and 99.**

PROGRAMMER NOTE: IF R LEAVES PBB3 BLANK, ASK:

**Could you please enter a response? Select "return to question" to enter a response. Select "continue" to skip this question.**

- 1  RETURN TO QUESTION → RETURN TO PBB3  
-2  CONTINUE → CODE AS -2 (REFUSED) AND CONTINUE TO PBB4

**PBB4. Do you usually smoke menthol or non-menthol cigarettes?**

- 1  Menthol  
2  Non-Menthol  
3  No usual type



PROGRAMMER NOTE: IF R LEAVES PBB4 BLANK, ASK:

**Could you please enter a response? Select "return to question" to enter a response. Select "continue" to skip this question.**

- 1  RETURN TO QUESTION → RETURN TO PBB4  
-2  CONTINUE → CODE AS -2 (REFUSED) AND CONTINUE TO PBB5

**PBB5. How soon after you wake up do you usually have your first cigarette?**

- 1  Within 5 minutes  
2  From 6 to 30 minutes  
3  From more than 30 minutes to 1 hour  
4  After more than 1 hour

PROGRAMMER NOTE: IF R LEAVES PBB5 BLANK, ASK:

**Could you please enter a response? Select "return to question" to enter a response. Select "continue" to skip this question.**

- 1  RETURN TO QUESTION → RETURN TO PBB5  
-2  CONTINUE → CODE AS -2 (REFUSED) AND CONTINUE TO PBB6

**PBB6. Are you planning to stop smoking cigarettes within the next 30 days?**

- 1  Yes  
2  No

PROGRAMMER NOTE: IF R LEAVES PBB6 BLANK, ASK:

**Could you please enter a response? Select "return to question" to enter a response. Select "continue" to skip this question.**

- 1  RETURN TO QUESTION → RETURN TO PBB6  
-2  CONTINUE → CODE AS -2 (REFUSED) AND CONTINUE TO CHECK BOX 2

CHECK BOX 2: BASED ON SURVEY INITIATION CODE:

- R CLASSIFIED AS "CIGAR SMOKER" (EVERY DAY OR SOME DAYS), GO TO PBB7INTRO  
→ R NOT CLASSIFIED AS "CIGAR SMOKER", GO TO CHECK BOX 4 (SMOKELESS)

**REGULAR CIGARS/CIGARILLOS/LITTLE FILTERED CIGARS**

**PBB7INTRO: [IF PBB6 NE BLANK, FILL: The next/ELSE, FILL: These] questions are about regular cigars, cigarillos and little filtered cigars. "Cigarillos" are medium cigars that sometimes are sold with plastic or wooden tips. Some common brands are Black and Mild, Swisher Sweets, Dutch Masters, and Phillies Blunts. Cigarillos are usually sold individually or in packs of 5 or fewer. Little filtered cigars look like cigarettes and are usually brown in color. Like cigarettes, little filtered cigars have a spongy filter and are sold in packs of 20. Some common brands are Prime Time and Winchester.**

PROGRAMMER NOTE: INSERT BANNER—"REGULAR CIGARS/CIGARILLOS/LITTLE FILTERED CIGARS"— AT THE TOP OF SCREENS SHOWING PBB7INTRO THROUGH PBB11.

**PBB7. Have you smoked at least 50 regular cigars, cigarillos, or little filtered cigars in your entire life?**

- 1  Yes  
2  No

CHECK BOX 3: BASED ON SURVEY INITIATION CODE:  
→ R CLASSIFIED AS "EVERY DAY" CIGAR SMOKER, GO TO PBB8  
→ R CLASSIFIED AS "SOME DAY" CIGAR SMOKER", GO TO PBB9

**PBB8. On the average, about how many regular cigars, cigarillos, or little filtered cigars do you now smoke a day?**

\_\_\_\_\_ Number of regular cigars, cigarillos, or little filtered cigars (RANGE = 1-99)

**RANGE CHECK: Please enter a number between 1 and 99.**

PROGRAMMER NOTE: ALL RESPONDENTS WHO ANSWERED PBB8 SHOULD SKIP TO PBB10a. (PBB9 AND PBB10 ARE FOR NON-DAILY CIGAR SMOKERS.)

IF R LEAVES PBB8 BLANK, ASK:

**Could you please enter a response? Select "return to question" to enter a response. Select "continue" to skip this question.**

- 1  RETURN TO QUESTION → RETURN TO PBB8  
-2  CONTINUE → CODE AS -2 (REFUSED) AND CONTINUE TO PBB10a

**PBB9. On how many of the past 30 days did you smoke regular cigars, cigarillos, or little filtered cigars?**

\_\_\_\_\_ Number of days (RANGE 0-30)

**RANGE CHECK: Please enter a number between 0 and 30.**

PROGRAMMER NOTE: IF PBB9 = 0, GO TO PBB10A.

IF R LEAVES PBB9 BLANK, ASK:

**Could you please enter a response? Select "return to question" to enter a response. Select "continue" to skip this question.**

- 1  RETURN TO QUESTION → RETURN TO PBB9  
-2  CONTINUE → CODE AS -2 (REFUSED) AND CONTINUE TO PBB10

**PBB10. On the average, on days when you smoked regular cigars, cigarillos, or little filtered cigars during the past 30 days, about how many did you smoke a day?**

\_\_\_\_\_ Number of regular cigars, cigarillos, or little filtered cigars (RANGE = 1-99)

**RANGE CHECK: Please enter a number between 1 and 99.**

PROGRAMMER NOTE: IF R LEAVES PBB10 BLANK, ASK:  
**Could you please enter a response? Select "return to question" to enter a response.  
Select "continue" to skip this question.**

- 1  RETURN TO QUESTION → RETURN TO PBB10  
-2  CONTINUE → CODE AS -2 (REFUSED) AND CONTINUE TO PBB10a

**PBB10a. How soon after you wake up do you usually have your first regular cigar, cigarillo, or little filtered cigar?**

- 1  Within 5 minutes  
2  From 6 to 30 minutes  
3  From more than 30 minutes to 1 hour  
4  After more than 1 hour

PROGRAMMER NOTE: IF R LEAVES PBB10a BLANK, ASK:  
**Could you please enter a response? Select "return to question" to enter a response.  
Select "continue" to skip this question.**

- 1  RETURN TO QUESTION → RETURN TO PBB10a  
-2  CONTINUE → CODE AS -2 (REFUSED) AND CONTINUE TO PBB11

**PBB11. Are you planning to stop smoking regular cigars, cigarillos, or little filtered cigars within the next 30 days?**

- 1  Yes  
2  No

PROGRAMMER NOTE: IF R LEAVES PBB11 BLANK, ASK:  
**Could you please enter a response? Select "return to question" to enter a response.  
Select "continue" to skip this question.**

- 1  RETURN TO QUESTION → RETURN TO PBB11  
-2  CONTINUE → CODE AS -2 (REFUSED) AND CONTINUE TO CHECK BOX 4

CHECK BOX 4: BASED ON SURVEY INITIATION CODE:  
→ R CLASSIFIED AS "SMOKELESS USER" (EVERY DAY OR SOME DAYS), GO TO PB12INTRO  
→ R NOT CLASSIFIED AS "SMOKELESS USER", GO TO PBB20INTRO

### **SMOKELESS TOBACCO**

**PBB12INTRO: [IF PBB6 OR PBB11 NE BLANK, FILL: Now/ELSE, FILL: First] we'd like to ask you about smokeless tobacco products. Smokeless tobacco products are placed in the mouth or nose and can include chewing tobacco, snuff, dip, snus (snoose), or dissolvable tobacco. Some examples of these product brands are Skoal, Copenhagen, Grizzly, Levi Garrett, and Red Man.**

PROGRAMMER NOTE: INSERT BANNER—"SMOKELESS TOBACCO"— AT THE TOP OF SCREENS SHOWING QUESTIONS PBB12INTRO THROUGH PBB19

**PBB12. Have you used smokeless tobacco at least 20 times in your entire life?**

- 1  YES  
2  NO

CHECK BOX 5: BASED ON SURVEY INITIATION CODE:  
→ R CLASSIFIED AS "EVERY DAY" SMOKELESS USER, GO TO PBB12a. PBB13 AND PBB14 ARE FOR NON-DAILY SMOKELESS USERS.  
→ R CLASSIFIED AS "SOME DAY" SMOKELESS USER", GO TO PBB13

**PBB12a. On the average, about how many times do you now use smokeless tobacco a day?**

\_\_\_\_ Number of times (RANGE 0-99) → GO TO PBB15

**PBB13. On how many of the past 30 days did you use smokeless tobacco?**

\_\_\_\_ Number of days (RANGE 0-30)

**RANGE CHECK: Please enter a number between 0 and 30.**

PROGRAMMER NOTE: IF PBB13 = 0, GO TO PBB15.

IF R LEAVES PBB13 BLANK, ASK:

**Could you please enter a response? Select "return to question" to enter a response. Select "continue" to skip this question.**

- 1  RETURN TO QUESTION → RETURN TO PBB13  
-2  CONTINUE → CODE AS -2 (REFUSED) AND CONTINUE TO PBB14

**PBB14. On the average, on days when you used smokeless tobacco during the past 30 days, about how many times did you use a day?**

\_\_\_\_ Number of times (RANGE 0-99)

PROGRAMMER NOTE: IF R LEAVES PBB14 BLANK, ASK:

**Could you please enter a response? Select "return to question" to enter a response. Select "continue" to skip this question.**

- 1  RETURN TO QUESTION → RETURN TO PBB14  
-2  CONTINUE → CODE AS -2 (REFUSED) AND CONTINUE TO PBB15

**PBB15. What brand of smokeless tobacco do you usually use? Please select one.**

- 1  Copenhagen  
2  Skoal  
3  Red Man  
4  Grizzly  
5  Kodiak  
6  Some other brand (Please specify: \_\_\_\_\_)

PROGRAMMER NOTE: IF R LEAVES PBB15 BLANK, ASK:

**Could you please enter a response? Select "return to question" to enter a response. Select "continue" to skip this question.**

- 1  RETURN TO QUESTION → RETURN TO PBB15  
-2  CONTINUE → CODE AS -2 (REFUSED) AND CONTINUE TO PBB16

**PBB16. Do you usually use smokeless tobacco that is in a pouch?**

- 1  Yes
- 2  No

PROGRAMMER NOTE: IF R LEAVES PBB16 BLANK, ASK:  
**Could you please enter a response? Select "return to question" to enter a response. Select "continue" to skip this question.**

- 1  RETURN TO QUESTION → RETURN TO PBB16
- 2  CONTINUE → CODE AS -2 (REFUSED) AND CONTINUE TO PBB18

**PBB18. How soon after you wake up do you usually use smokeless tobacco?**

- 1  Within 5 minutes
- 2  From 6 to 30 minutes
- 3  From more than 30 minutes to 1 hour
- 4  After more than 1 hour

PROGRAMMER NOTE: IF R LEAVES PBB18 BLANK, ASK:  
**Could you please enter a response? Select "return to question" to enter a response. Select "continue" to skip this question.**

- 1  RETURN TO QUESTION → RETURN TO PBB18
- 2  CONTINUE → CODE AS -2 (REFUSED) AND CONTINUE TO PBB19

**PBB19. Are you planning to stop using smokeless tobacco within the next 30 days?**

- 1  Yes
- 2  No

PROGRAMMER NOTE: IF R LEAVES PBB19 BLANK, ASK:  
**Could you please enter a response? Select "return to question" to enter a response. Select "continue" to skip this question.**

- 1  RETURN TO QUESTION → RETURN TO PBB19
- 2  CONTINUE → CODE AS -2 (REFUSED) AND CONTINUE TO PBB20INTRO

**OTHER TOBACCO PRODUCTS**

**PBB20INTRO: The next questions are about electronic cigarettes or e-cigarettes. You may also know them as vape-pens, hookah-pens, e-hookahs, or e-vaporizers. Some look like cigarettes, and others look like pens or small pipes. These are battery-powered, usually contain liquid nicotine, and produce vapor instead of smoke.**

PROGRAMMER NOTE: INSERT BANNER—"OTHER TOBACCO PRODUCTS"— AT THE TOP OF SCREEN FOR QUESTION PBB20.

**PBB20I1. Have you EVER used an e-cigarette EVEN ONE TIME?**

- 1  Yes
- 2  No → GO TO PBB20

**PBB20I2. Do you now use e-cigarettes every day, some days, or not at all?**

- 1  Every day
- 2  Some days
- 3  Not at all

**PBB20I3. On how many of the past 30 days did you use e-cigarettes?**

\_\_\_\_ Number of days (RANGE 0-30)

**RANGE CHECK: Please enter a number between 0 and 30.**

**PBB20. Do you now use any of the following tobacco products? Answer "Yes" or "No" for each.**

- |  | YES                        | NO                         |
|--|----------------------------|----------------------------|
| a. Pipe  | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| b. Water pipe (or Hookah)  | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| c. Other tobacco products not already mentioned (SPECIFY IF YES) | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |

PROGRAMMER NOTE: IF R LEAVES ANY ITEM IN PBB20 BLANK, ASK:  
**Could you please enter a response? Select "return to question" to enter a response. Select "continue" to skip this question.**

- 1  RETURN TO QUESTION → RETURN TO PBB20
- 2  CONTINUE → CODE BLANK ITEM AS -2 (REFUSED) AND CONTINUE TO CHECK BOX 6

CHECK BOX 6: BASED ON SURVEY INITIATION CODE:

- IF PARTICIPANT IS CLASSIFIED AS ONLY ONE OF THE FOLLOWING--SMOKER OR CIGAR SMOKER OR SMOKELESS USER → CONTINUE TO PBB21
- IF PARTICIPANT IS CLASSIFIED AS A DUAL OR POLY TOBACCO USER (CLASSIFIED AS AT LEAST 2 OF THE 3 TYPES OF TOBACCO USERS) → GO TO PBB22.

**PBB21. Do you consider yourself a [CHOOSE THE TOBACCO PRODUCT PARTICIPANT IS CLASSIFIED AS USING: **smoker/regular cigar, cigarillo, or little filtered cigar smoker/smokeless tobacco user**]?**

- 1  Yes
- 2  No → GO TO PBC1

PROGRAMMER NOTE: IF R LEAVES PBB21 BLANK, ASK:  
**Could you please enter a response? Select "return to question" to enter a response. Select "continue" to skip this question.**

- 1  RETURN TO QUESTION → RETURN TO PBB21
- 2  CONTINUE → CODE AS -2 (REFUSED) AND CONTINUE TO PBC1

**PBB22. You said you [CHOOSE WHICH OF THE FOLLOWING 3 PRODUCTS PARTICIPANT IS CLASSIFIED AS USING: **smoke cigarettes/"and" smoke regular cigars, cigarillos, or little filtered cigars/"and" use smokeless tobacco products**]. Do you consider yourself primarily a [CHOOSE WHICH OF THE FOLLOWING 3 PRODUCTS PARTICIPANT IS CLASSIFIED AS USING: **cigarette smoker, regular cigar, cigarillo, or little filtered cigar smoker, or smokeless tobacco user**]? Please select one.**

**[PROGRAMMER: DISPLAY ONLY OPTIONS THAT APPLY TO R, PLUS "NONE OF THESE"]**

- 1  Cigarette smoker
- 2  Regular cigar, cigarillo, or little filtered cigar smoker
- 3  Smokeless tobacco user
- 4  None of these

PROGRAMMER NOTE: IF R LEAVES PBB22 BLANK, ASK:

**Could you please enter a response? Select "return to question" to enter a response. Select "continue" to skip this question.**

- 1  RETURN TO QUESTION → RETURN TO PBB22
- 2  CONTINUE → CODE AS -2 (REFUSED) AND CONTINUE TO PBC1

### C. COMPUTER METHODOLOGY QUESTIONS

**PBC1. The last questions are about your use of computers. In the past 30 days, have you used any of the following computing devices? Please include devices you may have used at home, work, school, or a library. Answer "Yes" or "No" for each.**

- |  | YES                        | NO                         |
|--|----------------------------|----------------------------|
| a. Smart Phone or Cell Phone (Examples: iPhone or Android) | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| b. Tablet (Examples: iPad, iPad Mini, Galaxy, Nexus)       | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| c. E-Reader (Examples: Kindle or Nook)                     | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| d. Laptop or Desktop Computer                              | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |

PROGRAMMER NOTE: IF R LEAVES ANY ITEM IN PBC1 BLANK, ASK:

**Could you please enter a response? Select "return to question" to enter a response. Select "continue" to skip this question.**

- 1  RETURN TO QUESTION → RETURN TO PBC1
- 2  CONTINUE → CODE BLANK ITEM AS -2 (REFUSED) AND CONTINUE TO CHECK BOX 7

CHECK BOX 7: IF "NO" TO ALL IN PBC1 (items a-d) → GO TO PBC6. ELSE, CONTINUE.

**PBC2. In the past 30 days, how often did you use a computing device, such as a computer, tablet, e-reader or a smart phone? Would you say...**

- 1  Every day
- 2  A few times per week
- 3  Once a week → GO TO PBC4
- 4  Once a month → GO TO PBC4
- 5  Never → GO TO PBC4

**PBC3. On an average day, how many hours do you use a computing device, such as a computer, tablet, e-reader, or smart phone? Would you say...**

- 1  Less than 1 hour per day
- 2  Between 1-5 hours per day
- 3  Between 5-8 hours per day
- 4  More than 8 hours per day

PROGRAMMER NOTE: IF R LEAVES PBC3 BLANK, ASK:

**Could you please enter a response? Select "return to question" to enter a response. Select "continue" to skip this question.**

- 1  RETURN TO QUESTION → RETURN TO PBC3
- 2  CONTINUE→ CODE AS -2 (REFUSED) AND CONTINUE TO PBC4

**PBC4. The next question is about your use of Apps. An App is a small specialized program downloaded onto a mobile device. Apps may be used to do things like play games or music, go to social media sites like Twitter or Facebook, or get directions.**

**In the past 30 days, how often have you used Apps? Would you say...**

- 1  Every day
- 2  A few times per week
- 3  Once a week
- 4  Once a month
- 5  Never

**PBC6. How comfortable do you feel using a computer? Would you say...**

- 1  Very comfortable
- 2  Comfortable
- 3  Uncomfortable
- 4  Very uncomfortable

PROGRAMMER NOTE: IF R LEAVES PBC6 BLANK, ASK:

**Could you please enter a response? Select "return to question" to enter a response. Select "continue" to skip this question.**

- 1  RETURN TO QUESTION → RETURN TO PBC6
- 2  CONTINUE→ CODE AS -2 (REFUSED) AND CONTINUE TO PB\_END

**PBEND: So that we can confirm we have an active email address on file for you, please enter your best email address in the blank below. Once you enter your address and complete this survey, you will receive a confirmation email from tcs@rti.org to verify your email address and provide the link to the panel website for future surveys. We recommend that you keep this email for future reference.**

**[Collect 1 email address – with checks for acceptable email address]**

- 1  No email address

PROGRAMMER NOTE: IF R LEAVES PBEND BLANK, ASK:



**Could you please enter a response? Select "return to question" to enter a response. Select "continue" to skip this question.**

- <sup>1</sup>  RETURN TO QUESTION → RETURN TO PBEND  
<sup>-2</sup>  CONTINUE → CODE AS -2 (REFUSED) AND CONTINUE TO PB\_END2

**PBEND2: Thank you for completing this first survey. Again, we look forward to your participation in the TCS survey panel.**

**As a reminder, RTI International may send you one or more messages in approximately one week, thanking you for your participation in the panel. This could take the form of a brief email, text message, and/or automated phone call. This message will also serve as a confirmation that all information collected during your enrollment was entered correctly. If you have any questions, please feel free to visit the TCS panel website (<https://tcs.rti.org>), call our project helpline (1-800-613-0326), or send an email to [tcs@rti.org](mailto:tcs@rti.org).**

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 10 minutes per response to complete the survey questions. Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to [PRASStaff@fda.hhs.gov](mailto:PRASStaff@fda.hhs.gov).

**NATIONAL PANEL OF TOBACCO CONSUMER STUDIES  
INTERVIEWER OBSERVATION (IO) SURVEY**

**RTI\_Mobile Platform**  
**OMB Number: 0910-0815**  
**Expiration Date: 02/28/2023**

**MODULE 1: POST-ENROLLMENT ITEMS**

**INTERVIEWER: COMPLETE FOR EACH PM AFTER HIS/HER ENROLLMENT AND BASELINE SURVEYS COMPLETED. ANSWER QUESTIONS AFTER LEAVING PM'S HOME.**

**IOA. DID PM CONSENT TO PARTICIPATE VIA WEB OR MAIL?**

- 1  WEB → GO TO IOC  
2  MAIL

**IOB. WHAT IS THE MAIN REASON MAIL MODE WAS OFFERED TO THE PM?**

- 1  REFUSED WEB MODE, REQUESTED MAIL MODE  
2  INSTRUMENT SUGGESTED MAIL MODE (E.G., NO PERSONAL DEVICE/INTERNET)  
--STUDY-PROVIDED TABLET NOT OFFERED  
3  STUDY-PROVIDED TABLET REFUSED, REQUESTED MAIL MODE  
4  OTHER REASON

ALL → GO TO IO4

**IOC. IS PM USING A PERSONAL DEVICE OR A STUDY-PROVIDED TABLET FOR THE PANEL?**

- 1  PERSONAL DEVICE (INCLUDES HH DEVICE)  
2  STUDY-PROVIDED TABLET

**IOD. DID YOU CONFIRM WITH THE PM THAT THEY RECEIVED THE AUTOMATED EMAIL FROM THE BASELINE SURVEY?**

- 1  YES  
2  NO → GO TO CHECK BOX 1  
3  NOT SURE/UNABLE TO VERIFY RECEIPT OF MESSAGE → GO TO CHECK BOX 1  
4  NOT APPLICABLE--DID PAPI BASELINE → GO TO CHECK BOX 1

**IOE. WAS THE PM ABLE TO ACCESS THE PANEL WEBSITE VIA THE LINK IN THE EMAIL?**

- 1  YES  
2  NO  
3  NOT SURE/UNABLE TO VERIFY USE OF EMAIL LINK  
4  NOT APPLICABLE--DID PAPI BASELINE

**CHECK BOX 1: IF IOC = 2 (STUDY-PROVIDED TABLET), ASK IOF; ELSE GO TO IOG.**

**IOF. WHAT PROBLEMS, IF ANY, DID YOU HAVE SETTING UP THE STUDY-PROVIDED TABLET FOR THE PM? (DO NOT INCLUDE TCS WEBSITE OR BASELINE SURVEY ACCESS ISSUES.) SELECT ALL THAT APPLY.**

- 1  PROBLEMS ACCESSING THE INTERNET
- 2  UNRESOLVABLE TABLET MALFUNCTION – NEEDED REPLACEMENT
- 3  DIFFICULTY SETTING UP GMAIL ACCOUNT FOR PM
- 4  NON-PANEL RELATED TECHNICAL ISSUES (I.E. SCREEN RESOLUTION ISSUES, BATTERY ISSUES, PROBLEMS WITH GENERAL TABLET FUNCTIONALITY)
- 5  OTHER (SPECIFY): \_\_\_\_\_ (500 chars)
- 6  NO PROBLEMS

**IOG. DID PM HAVE PROBLEMS ACCESSING THE SURVEY WEBSITE OR BASELINE SURVEY?**

- 1  YES
- 2  NO → GO TO IO1

**IOH. WHAT KIND OF PROBLEMS DID THE PM HAVE ACCESSING THE SURVEY WEBSITE OR BASELINE SURVEY? SELECT ALL THAT APPLY.**

- 1  POOR/NO INTERNET CONNECTION/COULD NOT CONNECT TO WEBSITE
- 2  INCOMPATIBLE BROWSER (E.G., OLD VERSION OF INTERNET EXPLORER, CHROME, FIREFOX)
- 3  PROBLEMS WITH USERNAME OR PASSWORD
- 4  PROBLEMS CREATING NEW PASSWORD
- 5  PROBLEMS ANSWERING SECURITY QUESTIONS AND/OR ENTERING EMAIL
- 6  OTHER

**IOI. WHAT STEPS DID YOU TAKE TO HELP ADDRESS THESE ACCESS ISSUES? SELECT ALL THAT APPLY.**

- 1  CALLED FS/RS FOR ASSISTANCE
- 2  CALLED RTI TECH SUPPORT FOR ASSISTANCE
- 3  REFERRED TO PROJECT JOB AID/MANUAL
- 4  PM UPDATED/INSTALLED NEW BROWSER
- 5  PM CONSULTED THEIR INTERNET SERVICE PROVIDER FOR ASSISTANCE
- 6  OTHER TECHNICAL/SUPPORT STEPS
- 7  DID PAPI BASELINE
- 8  USED FI TABLET

**IO1. WHAT LEVEL OF ASSISTANCE DID YOU PROVIDE THE PM DURING HIS/HER BASELINE SURVEY?**

- 1  PM COMPLETED SURVEY WITH NO ASSISTANCE FROM ME → GO TO IO3
- 2  PM COMPLETED SURVEY, BUT NEEDED ASSISTANCE ON A FEW SCREENS → GO TO IO2
- 3  PM COMPLETED SURVEY, BUT NEEDED ASSISTANCE ON MANY SCREENS → GO TO IO2
- 4  I ADMINISTERED THE SURVEY TO PM USING FI TABLET OR DID PAPI → GO TO IO1A
- 5  I WAS UNABLE TO OBSERVE PM'S WEB SURVEY COMPLETION → GO TO IO3

**IO1a. DID YOU ADMINISTER THE BASELINE INTERVIEW ON YOUR PROJECT TABLET OR ON A PAPER VERSION OF THE QUESTIONNAIRE?**

- 1  ON MY PROJECT TABLET → GO TO IO1C
- 2  ON A PAPER VERSION OF THE QUESTIONNAIRE

**IO1b. WHY DID YOU ADMINISTER THE BASELINE INTERVIEW ON A PAPER VERSION OF THE QUESTIONNAIRE?**

- 1  THE INTERNET IN THE HOME WAS TEMPORARILY NOT WORKING, I COULD NOT ACCESS THE INTERNET ON MY TABLET
- 2  THERE WAS NO INTERNET IN THE HOME, AND I COULD NOT ACCESS THE INTERNET
- 3  OTHER (SPECIFY): \_\_\_\_\_ (500 chars)

➔ **GO TO IO3**

**101c. WHY DID YOU ADMINISTER THE BASELINE SURVEY TO THE PM?**

- 1  PM VISION/PHYSICAL ISSUES, UNABLE TO SEE WEB SCREENS
- 2  TEMPORARY INTERNET OUTAGE OR TECHNICAL PROBLEM - PM UNABLE TO USE PERSONAL DEVICE
- 3  PM DID NOT HAVE ACCESS TO PERSONAL DEVICE (I.E., BEING REPAIRED OR USED BY OTHER HH MEMBER)
- 4  PM'S DEVICE WAS IN REMOTE AREA OF HOME, FI COULD NOT ACCOMPANY PM OR STAY UNATTENDED IN HOME
- 5  OTHER (SPECIFY: \_\_\_\_\_) (500 chars)

**IO2. WHAT TYPE OF ASSISTANCE DID YOU PROVIDE THE PM DURING THE BASELINE SURVEY? (SELECT ALL THAT APPLY.)**

- 1  HELPED PM ENTER ONE OR MORE ANSWERS
- 2  HELPED PM MOVE TO NEXT SCREEN/QUESTION
- 3  HELPED PM BACK UP TO PREVIOUS SCREEN/QUESTION
- 4  HELPED PM RESUME SURVEY AFTER BREAKOFF/TIME-OUT
- 5  HELPED PM WITH TECH ISSUES (E.G., SCREEN BRIGHTNESS, CONTRAST, FONT)
- 6  ANSWERED QUESTIONS ABOUT A PARTICULAR SURVEY ITEM
- 7  OTHER

**IO3. OVERALL, WHAT IS YOUR OPINION OF THE PM'S COMFORT LEVEL WITH COMPUTERS/THE INTERNET?**

- 1  VERY COMFORTABLE
- 2  COMFORTABLE
- 3  SOMEWHAT COMFORTABLE
- 4  SOMEWHAT UNCOMFORTABLE
- 5  UNCOMFORTABLE
- 6  VERY UNCOMFORTABLE

**IO3A. DO YOU THINK THE PM WILL NEED TECHNICAL OR OTHER SUPPORT TO SUCCESSFULLY COMPLETE FUTURE TCS SURVEYS?**

- 1  YES
- 2  NO → GO TO IO4
- 3  NOT SURE → GO TO IO4

**IO3B. WHAT TYPE OF SUPPORT MIGHT THE PM NEED? SELECT ALL THAT APPLY.**

- 1  INSTRUCTION ON ACCESSING PANEL WEBSITE
- 2  PASSWORD ISSUES/ASSISTANCE IN LOGGING INTO PANEL SURVEYS
- 3  GENERAL PANEL-RELATED TECH SUPPORT (I.E., TIMING OUT, NAVIGATING WITHIN SURVEYS, PANEL EMAIL RECEIPT ISSUES)
- 4  GENERAL NON-PANEL RELATED TECH SUPPORT (I.E., PROBLEMS WITH PERSONAL DEVICE OR STUDY-PROVIDED TABLET, WEB BROWSERS)
- 5  NON-TECHNICAL SUPPORT (GENERAL QUESTIONS ABOUT PANEL, SURVEYS, INCENTIVES)
- 6  OTHER (SPECIFY: \_\_\_\_\_) (500 chars)

**IO4. HOW EASY OR DIFFICULT WAS IT TO RECRUIT THE PM TO PARTICIPATE IN THE PANEL?**

- 1  EXTREMELY EASY → GO TO IO6
- 2  MODERATELY EASY → GO TO IO6
- 3  NEITHER EASY NOR DIFFICULT → GO TO IO6
- 4  MODERATELY DIFFICULT
- 5  EXTREMELY DIFFICULT

**IO5. WHAT WAS THE MAIN REASON FOR THE PM'S RESISTANCE?**

- 1  LACK OF INTEREST
- 2  LACK OF TIME
- 3  FEAR OF A SCAM
- 4  PRIVACY / CONFIDENTIALITY CONCERNS
- 5  CONCERN ABOUT PANEL BURDEN/COMMITMENT
- 6  DISLIKE OF THE SURVEY SPONSOR
- 7  DISLIKE OF THE SURVEY TOPICS/PANEL FOCUS
- 8  OTHER (SPECIFY: \_\_\_\_\_) (500 chars)

**IO6. WHY DO YOU THINK THE PM AGREED TO PARTICIPATE IN THE PANEL? SELECT ALL THAT APPLY.**

- 1  GENERAL INTEREST/BELIEF IN IMPORTANCE OF PANEL TOPICS
- 2  MONETARY INCENTIVE
- 3  TO GAIN USE OF STUDY-PROVIDED TABLET
- 4  UNSURE/UNKNOWN REASON
- 5  OTHER (SPECIFY: \_\_\_\_\_) (500 chars)

**IO7. HOW LIKELY IS IT THAT THE PM WILL STAY IN THE PANEL?**

- 1  VERY LIKELY → **EXIT SURVEY**
- 2  LIKELY → **EXIT SURVEY**
- 3  SOMEWHAT LIKELY → **EXIT SURVEY**
- 4  SOMEWHAT UNLIKELY
- 5  UNLIKELY
- 6  VERY UNLIKELY

**IO8. WHAT IS THE MAIN REASON YOU FEEL THIS WAY? SELECT ONLY ONE RESPONSE.**

- 1  PM HESITANT ABOUT PARTICIPATING FOR FULL PANEL PERIOD
- 2  PM NOT MOTIVATED BY INCENTIVE/INCENTIVE NOT SUFFICIENT
- 3  PM DISINTERESTED IN PANEL OBJECTIVE/STUDY TOPICS
- 4  GENERAL PANEL BURDEN (NUMBER OF SURVEYS)
- 5  WEB MODE MAY BE BURDENSOME FOR PM
- 6  MAIL MODE MAY BE BURDENSOME FOR PM
- 7  OTHER (SPECIFY: \_\_\_\_\_) (500 chars)

**INTERVIEWER: THIS IS THE END OF MODULE 1. EXIT SURVEY. MODULE 2 IS TO BE COMPLETED WITH TABLET-LOANED PMs 1 WEEK AFTER ENROLLMENT.**

**CHECKBOX 2: IF PANEL MEMBER ENROLLED FOR WEB OR MAIL MODE (IOA = 2 OR IOC = 1), EXIT SURVEY AND ASSIGN FINAL CODE 2690. ELSE, IF TABLET PANELIST (IOC = 2), EXIT SURVEY AND ASSIGN PENDING CODE 1692 FOR MODULE 1 COMPLETION.**

**MODULE 2: FOLLOW-UP CONTACT WITH TABLET-LOANED PANELIST**

**INTRO: (ONCE PM ON THE PHONE, SAY): Hello, this is [NAME]. I'm calling to thank you for your recent enrollment in the survey panel for the National Panel of Tobacco Consumer Studies (TCS). I also want to answer any questions you may have about the tablet computer that was loaned to you or about the survey panel itself.**

**IOFU1. In the past week, that is, since you received the tablet, have you used it?  
(PROBE TO SEE IF PM TURNED IT ON, TRIED TO ACCESS INTERNET, ETC.)**

- 1  YES
- 2  NO → GO TO IOFU3

**IOFU2. Have you used it to log in to the panel website or check for panel email?**

- 1  YES
- 2  NO

**IOFU3. Do you have any questions about the tablet computer or the survey panel?**

- 1  YES
- 2  NO → GO TO EXIT SCRIPT

**IOFU4. What questions do you have? (RESPOND TO QUESTIONS; DOCUMENT THEM BELOW.)**

- 1  PM ASKED FOR INSTRUCTION ON ACCESSING PANEL WEBSITE
- 2  PM HAD PASSWORD ISSUES/NEEDED ASSISTANCE LOGGING INTO WEBSITE
- 3  PM NEEDED GENERAL PANEL-RELATED TECH SUPPORT (I.E., TIMING OUT, NAVIGATING, PANEL EMAIL RECEIPT ISSUES)
- 4  PM NEEDED GENERAL TABLET TECH SUPPORT (I.E., TURNING ON/CHARGING TABLET, SETTING VOLUME/BRIGHTNESS, GETTING TO WEB BROWSERS)
- 5  PM NEEDED NON-TECHNICAL SUPPORT (GENERAL QUESTIONS ABOUT PANEL, SURVEYS, INCENTIVES)
- 6  OTHER (SPECIFY: \_\_\_\_\_) (500 chars)

**EXIT SCRIPT: Thank you for answering my questions. As a reminder, you can contact our project Helpdesk if you need help with the tablet or have (additional) questions about the panel. The Helpdesk can be reached at:**

**Phone: 1-800-XXX-XXXX  
Email: tcs@rti.org**

**Have a great day/evening.**

**IOFU5. INTERVIEWER: DOES PM NEED A FOLLOW-UP CONTACT FROM RTI TECH SUPPORT TO ASSIST WITH TABLET ISSUES?**

- 1  YES (EXPLAIN WHY: \_\_\_\_\_)(500 chars)
- 2  NO

**EXIT SURVEY. ASSIGN FINAL CODE 2695.**

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 10 minutes per response to complete the survey questions. Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to [PRASupport@fda.hhs.gov](mailto:PRASupport@fda.hhs.gov).

# National Panel of Tobacco Consumer Studies

## Contact Information (CI) Update

OMB Number: 0910-0815  
Expiration Date: 02/28/2023

[CONTACT INFO WOULD COME FROM THE LATEST IN THE CONTROL SYSTEM.]

CI1. It is important that we maintain accurate contact information for you while you are in the survey panel. Please review the following information and make any needed changes or corrections.

All information is correct, no changes needed

[DISPLAY PRELOADED INFORMATION]:

FIRST NAME: LAST NAME: SUFFIX:

STREET NUMBER AND NAME:

APT/UNIT:

CITY:

STATE:

ZIP:

HOME PHONE NUMBER:

WORK PHONE NUMBER:

CELL PHONE NUMBER:  Can we send text messages to this cell number?

ALTERNATE CELL PHONE NUMBER:  Can we send text messages to your cell phone number?

PRIMARY EMAIL ADDRESS:

ALTERNATE EMAIL ADDRESS:

### Contact Person Update

CI2. When you joined the panel, you gave us the name and contact information for one or more persons who live outside your household who would always know how to reach you if you move. These persons are listed below. Please confirm or update their contact information. You can also provide contact information for a different person if needed.

All information is correct, no changes needed

[DISPLAY CONTACT PERSON 1 INFO]:

FIRST NAME: LAST NAME:

STREET NUMBER AND NAME:

APT/UNIT:

CITY:



STATE:  
ZIP:  
HOME PHONE NUMBER:  
CELL PHONE NUMBER:

[DISPLAY CONTACT PERSON 2 INFO]:  
FIRST NAME: LAST NAME:  
STREET NUMBER AND NAME:  
APT/UNIT:  
CITY:  
STATE:  
ZIP:  
HOME PHONE NUMBER:  
CELL PHONE NUMBER:

**Thank you for updating your TCS contact information.**

*Programmer Note: For first and subsequent iterations of the survey, the PM's info will be pulled from Nirvana Control System. Reasoning: the PM may have updated the contact table on the web portal between rounds and the control system will have this and any information from the Mobile FS Responses table.*

*For the first time, Contact 1 & 2 will preload from the Nirvana Control System (confirmation source = MobileFS, contact1 = 57, contact2 = 58). Subsequent iterations will grab from the previous Hatteras contact info survey.*

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 5 minutes per response to complete the survey questions. Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to [PRASStaff@fda.hhs.gov](mailto:PRASStaff@fda.hhs.gov).



TCS ID

Attachment 1-13: Contact Information Update: Mail

OMB Number: 0910-0815
Expiration Date: 02/28/2023

Start Here

1. Please review the following information and make any needed changes or corrections.

[DISPLAY INFORMATION LABEL HERE]:

Is all of the above information correct, or do you need to change or add something?

- 1 [ ] All information is correct, no changes needed
2 [ ] I need to change or add information:

First Name Last Name

Street Address

City/State/Zip

Home Phone Number

Work Phone Number

Cell Phone Number [ ] Can we send text messages to this cell number?

Alternate Cell Phone Number [ ] Can we send text messages to this cell number?

Email Address

Alternate Email Address



FORM ID

**2. Contact Person Update:** You gave us the name and contact information of the persons listed below who live outside your household who would always know how to reach you if you move. Please confirm or update their contact information. You can also provide contact information for a different person if needed.

[DISPLAY CONTACT PERSON 1 LABEL]:

[DISPLAY CONTACT PERSON 2 LABEL]:

**Is all of the above information correct, or do you need to change or add something?**

- <sup>1</sup>  All information is correct, no changes needed
- <sup>2</sup>  I need to change or add information:

**PERSON 1:**

\_\_\_\_\_

Name

\_\_\_\_\_

Street Address

\_\_\_\_\_

City/State/Zip

\_\_\_\_\_

Telephone Number

**PERSON 2:**

\_\_\_\_\_

Name

\_\_\_\_\_

Street Address

\_\_\_\_\_

City/State/Zip

\_\_\_\_\_

Telephone Number

**Thank you for completing the survey!**  
**Please mail to: RTI International – [project number]**  
**3040 E Cornwallis Rd.,**  
**Research Triangle Park, NC 27709**

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 5 minutes per response to complete and return the survey form. Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to [PRStaff@fda.hhs.gov](mailto:PRStaff@fda.hhs.gov).

Attachment 1-16: Tracing/Nonresponse Follow-up Questionnaire

National Panel of Tobacco Consumer Studies  
Tracing / Nonresponse Follow-up Questionnaire

OMB Number: 0910-0815

Expiration Date: 02/28/2023

PROGRAMMER: INCLUDE THE FOLLOWING PRE-LOADS: (1) PANEL MEMBER NAME, (2) SAMPLED ADDRESS, OR LAST UPDATED ADDRESS (MOST RECENT), (3) ALL KNOWN TELEPHONE NUMBERS, (4) CONTACT #1 INFORMATION, (5) CONTACT #2 INFORMATION, AND (6) MODE OF PARTICIPATION. IF ANY FIELDS WERE REF/DK (ITEMS 1-5) LEAVE BLANK.

**CONTACT1: ARE YOU SPEAKING TO [NAME] OR KNOWLEDGEABLE INFORMANT?**

- <sup>1</sup>  YES, SPEAKING TO [NAME] → GO TO CONTACT2  
<sup>2</sup>  NO, BUT SPEAKING TO KNOWLEDGEABLE INFORMANT → GO TO CONTACT3  
<sup>3</sup>  NO → EXIT; ASSIGN PENDING CODE **1180** UNABLE TO LOCATE

**CONTACT 2: We are trying to reach you regarding your continued participation in the National Panel of Tobacco Consumer Studies (TCS). We have attempted to reach you earlier but have been unsuccessful. I'm here today to make sure that we have the correct contact information for you, and to answer any questions you may have about your continued participation in the panel.**

→ GO TO CONTACT4

**CONTACT3: We are trying to reach [NAME] about an important research study. We have attempted to reach him/her earlier but were unsuccessful. Would you know where I could reach him/her?**

- <sup>1</sup>  YES → GO TO CONTACT4  
<sup>2</sup>  NO → GO TO CONTACT16 AND EXIT/BREAKOFF

**CONTACT4: [Are you/Is [NAME] currently living at [LAST KNOWN ADDRESS]?**

- <sup>1</sup>  YES, CURRENT ADDRESS IS ACCURATE → GO TO CONTACT7  
<sup>2</sup>  NO, CURRENT ADDRESS IS INACCURATE → GO TO CONTACT5  
<sup>3</sup>  DON'T KNOW → GO TO CONTACT7

**CONTACT5: Can you please provide me with your/[NAME's] new address information?**

- 1  YES → GO TO NEWADD1
- 2  NO → GO TO CONTACT7

**NEWADD1: ENTER ANY NEW ADDRESS INFORMATION. (IF YOU DID NOT OBTAIN A FULL ADDRESS ENTER WHAT YOU WERE ABLE TO OBTAIN.)**

- a. STREET NUMBER
- b. STREET NAME
- c. APT NUMBER
- d. CITY
- e. STATE
- f. ZIP

**NEWADD2: Is this your/[NAME's] mailing address as well?**

- 1  YES → GO TO CONTACT7
- 2  NO → GO TO CONTACT6

**CONTACT6: What is your/[NAME's] full mailing address?**

- 1  YES → GO TO CONTACT6A
- 2  REFUSED → GOTO CONTACT7

- a. (CONTACT6A) STREET NUMBER/PO BOX Number
- b. (CONTACT6B) STREET NAME
- c. (CONTACT6C) APT NUMBER
- d. (CONTACT6D) CITY
- e. (CONTACT6E) STATE
- f. (CONTACT6F) ZIP

**CONTACT7. What is the best telephone number to use to reach you/[NAME]?**

PROGRAMMER: LOOP TO COLLECT UP TO 4 NUMBERS.  
TELEPHONE [1,2,3,4]

- 1 LANDLINE
- 2 CELL
- 3 WORK
- 4 OTHER
- 5 NO PHONE
- 6 REFUSED

FI: ENTER 9 FOR REFUSED.

IF CONTACT7 = 9 (REFUSED);  
IF CONTACT1 = 1, GO TO CONTACT7A;  
ELSE (CONTACT1 = 2,) GO TO CONTACT10. (will not be getting a phone number)  
ELSE (CONTACT7 NE 9), GO TO CONTACT7B

**CONTACT7A. Providing your telephone number is important. This ensures we can reach you in the future to let you know about upcoming surveys. Your telephone information will be securely stored and only used for TCS panel related purposes. It will not be shared with anyone outside of the research team.**

BEST#:

FI: ENTER 9 for REFUSED. IF '9' GO TO **CONTACT7B**

**CONTACT7B. Is this a home, work or cell phone number?**

- 1  HOME NUMBER
- 2  WORK NUMBER
- 3  CELL NUMBER -> Note: (if contact1=2, will not be asking about texting)
- 4  OTHER NUMBER (E.G., FAMILY, NEIGHBOR)

**IF (CONTACT7 or CONTACT7A) ne blank and ne '9' and CONTACT7B = 3 and contact1 = 1 (we should ask only of PM), ASK CONTACT7AA.**

**CONTACT7AA. Can we send text messages to your cell phone number, [fill cell CONTACT7A/CONTACT7B]?**

- 1  YES
- 2  NO

**CONTACT7C. Please provide other telephone numbers where you/[NAME] can be reached (PROBE FOR HOME, WORK, AND CELL NUMBERS).**

- a. HOME#:
- b. WORK#:
- c. CELL#:
- d. ALTERNATE CELL #:

**FOR CONTACT7C, PROGRAM EACH PHONE ELEMENT AS SINGLE QUESTION: CONTACT7CA = Home #, CONTACT7CB = Work #, CONTACT7CC =cell, CONTACT7CD=other. For each phone number, add text 'FI: ENTER '9' FOR DK/REF'.**

**CHECK BOX 1: IF ((CONTACT7CC NE BLANK and NE -9 ) AND CONTACT1 eq 1 ), ASK CONTACT7D. ELSE, GO TO CHECK BOX 2.**

**CONTACT7D. Can we send text messages to your cell phone number, [fill cell CONTACT7CC]?**

- 1  YES  
2  NO

**CHECK BOX 2: IF ((CONTACT7CD NE BLANK and NE -9) and contact1 eq 1 [pm]), ASK CONTACT7E ELSE, IF CONTACT1 = 1 [pm] GO TO CONTACT 8, ELSE (contact1 =2 [informant] ) GO TO CONTACT9.**

**CONTACT7E. You gave us a second cell phone number. Can we send text messages to this cell number, [fill cell CONTACT7CD]?**

- 1  YES  
2  NO

**CONTACT8. Do you/[NAME] have an email address? IF YES: What is it? (COLLECT UP TO 2 EMAIL ADDRESSES.)**

- 1  YES, → GO TO CONTACT8A  
2  NO, → GO TO CONTACT9  
3  DON'T KNOW → GO TO CONTACT9  
4  REFUSED→ GO TO CONTACT9

**CONTACT8A ENTER EMAIL ADDRESS.**

**CONTACT8B. Do you/[NAME] have another email address?**

- 1  YES, → GO TO CONTACT8C  
2  NO, → GO TO CONTACT9  
3  DON'T KNOW → GO TO CONTACT9  
4  REFUSED→ GO TO CONTACT9

**CONTACT8C. ENTER NEXT EMAIL ADDRESS  
EMAIL ADDRESS. \_\_\_\_\_**

**CONTACT9. Would you provide me with the name and contact information for up to two persons who might be able to locate you/[NAME] in case we can't contact you/him/her? (RECORD ALL INFORMATION POSSIBLE)**

- a. NAME
- b. RELATIONSHIP TO RESPONDENT
- c. STREET NUMBER
- d. STREEET NAME
- e. APT NUMBER
- f. CITY

g. STATE  
h. ZIP  
TELEPHONE: \_\_\_\_\_ 1 LANDLINE 2 MOBILE  
EMAIL: \_\_\_\_\_ 1 NO EMAIL 2 REFUSED  
1 REFUSED

- 1  YES → GO TO CONTACT9A  
2  REFUSED → GO TO CONTACT10

**CONTACT9A. FIRST CONTACT PERSON (COLLECT ALL INFO): [Note for phone numbers add text 'FI: ENTER '9' FOR DK/REF'.]**

a. NAME: \_\_\_\_\_  
b. RELATIONSHIP TO R: \_\_\_\_\_  
c. STREET ADDRESS: \_\_\_\_\_  
d. CITY: \_\_\_\_\_  
e. STATE: \_\_\_\_\_  
f. ZIP: \_\_\_\_\_  
g. HOME #: \_\_\_\_\_  
h. CELL#: \_\_\_\_\_

**CONTACT9B. SECOND CONTACT PERSON (COLLECT ALL INFO): [Note for phone numbers add text 'FI: ENTER '9' FOR DK/REF'.]**

a. NAME: \_\_\_\_\_  
b. RELATIONSHIP TO R: \_\_\_\_\_  
c. STREET ADDRESS: \_\_\_\_\_  
d. CITY: \_\_\_\_\_  
e. STATE: \_\_\_\_\_  
f. ZIP: \_\_\_\_\_  
g. HOME #: \_\_\_\_\_  
h. CELL#: \_\_\_\_\_

**CONTACT10: Thank you, these are all of the questions I have for today.**

**PROGRAMMER: IF SPEAKING TO KNOWLEDGEABLE INFORMANT [CONTACT1 = 2], PENDING CODE AS 1150 – TRACING COMPLETED WITH KNOWLEDGEABLE INFORMANT. ELSE, CONTINUE.**

**INTERVIEWER: ANSWER THE FOLLOWING QUESTIONS ABOUT YOUR INTERACTION WITH THE PANEL MEMBER:**

**CONTACT11: DID HE/SHE HAVE ANY QUESTIONS ABOUT THEIR CONTINUED PARTICIPATION IN THE PANEL?**



- 1  YES → GO TO CONTACT12
- 2  NO → GO TO CONTACT 13

**CONTACT12: IF YES, WHAT WERE THE QUESTIONS ABOUT (CODE ALL THAT APPLY)?**

- 1  PURPOSE OF PANEL
- 2  PANEL PARTICIPATION REQUIREMENTS
- 1  INCENTIVES
- 2  MODE (IE: WANTS TO CHANGE FROM WEB TO MAIL MODE)
- 1  PROJECT-PROVIDED TABLET
- 2  OTHER, SPECIFY: \_\_\_\_\_(500 chars)

**CONTACT13: DID HE/SHE EXPRESS RELUCTANCE ABOUT CONTINUED PARTICIPATION?**

- 1  YES → GO TO CONTACT14
- 2  NO → GO TO CONTACT15

**CONTACT14: WHAT WAS THE REASON FOR RELUCTANCE?**

- 1  NOT INTERESTED/TOO BUSY/TIME COMMITMENT
- 2  TOO PERSONAL
- 3  COMPENSATION TOO LOW
- 4  ANTI-GOVERNMENT
- 5  REFUSAL BREAKOFF
- 6  STIGMA OF TOBACCO USE
- 7  TECHNOLOGICAL - SELF REPORTED NOT COMPUTER SAVVY
- 8  TECHNOLOGICAL - NO INTERNET
- 9  REFUSAL BY OTHER
- 10  REFUSAL BY HH - OTHER (SPECIFY): \_\_\_\_\_ (500 CHARS)

**CONTACT15: IN YOUR OPINION, WHAT IS THE LIKELIHOOD OF HIM/HER REMAINING IN THE PANEL?**

- 1  VERY LIKELY
- 2  LIKELY
- 3  SOMEWHAT LIKELY
- 4  SOMEWHAT UNLIKELY
- 5  UNLIKELY
- 6  VERY UNLIKELY

**EXIT SURVEY: FINAL CODE TRACING INSTRUMENT AS 2190 – CONTACT INFORMATION CONFIRMED WITH SUBJECT.**

**CONTACT16: Thank you. Have a nice day/evening. [EXIT SURVEY. SYSTEM ASSIGN Pending 1223: Knowledgeable Informant contacted.]**

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 10 minutes per response to complete the survey questions. Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to [PRStaff@fda.hhs.gov](mailto:PRStaff@fda.hhs.gov).

**Attachment 1-17: Verification Interview Scripts (Screener, Enrollment, Ineligible)**

OMB Number: 0910-0815

Expiration Date: 02/28/2023

***Information needed for completed Screener Verification***

**Relevant Codes:**

2601 (No One Selected - No HH Members 18 years of age or older)

2605 (No Tobacco Users in Household)

**Roster Information:**

(*numberrostered1*): total number of people in roster (SCC1 from Screener)

(*numberrostered2*): total number of people in roster ages 13-17 (SCE2 from Screener)

(*numberrostered3*): total number of people in roster 12 and under (SCE7 from Screener)

Program fill for (*HH Count Noun1*)

If number rostered is 0, then fill 'no'

If number rostered is 1 = person

If number rostered is >1 = people

Program fill for (*HH Count Noun2*)

If number SCE2 is 1 = person

If number SCE2 is >1 = people

Program fill for (*HH Count Noun3*)

If number SCE7 is 1 = child

If number SCE7 is >1 = children

**Screening Information:**

(*Screening Date*) fill: Date of final Screening Code (MMDDYYYY)

**Case Information:**

(*Street Num, Street Name, Apt/Unit, city, state and zip code*): Street number, Street address, Apt/Unit, city, state and zip code for address

Fills: (*first name/a resident of this household*) If first name available from data, use this in fill – otherwise, use “a resident of this household”.

**Screening Information Provided:**

CaseID

Phone number provided in SCEXIT4B

Address

First Name provided in SCEXIT4A

Screening Date (date of final Screening code)

Roster Data

***Information needed for Enrollment Verification Interview Scripts [2690s]***

**General Information:**

Gender = Male/Female

All fills are designated by italics text in parentheses (*address*)

(Street Num, Street Name, Apt/Unit, *city, state and zip code*): Street number, Street address, Apt/Unit, city, state and zip code for address

**IF CALL-IN: Thank you for calling this study sponsored by the U.S. Food and Drug Administration at RTI. This is \_\_\_\_\_.** In case we get cut off, let me get the telephone number you are calling from.] (On behalf of the U.S. Food and Drug Administration, I am trying to reach <CAS\_FirstName> <CAS\_LastName>.)

**INTERVIEWER: THE ROSTER WILL BE DISPLAYED NEXT. IF THE PHONE NUMBER EXISTS ON THE ROSTER FOR THE SUBJECT AND HAS NOT BEEN CODED OUT, SELECT THAT NUMBER. OTHERWISE, ADD A NEW ROSTER LINE.**

**CELL\_RESP.** Are you driving a vehicle at this moment? IF YES, ASK FOR A BETTER TIME TO CALL AND SET A CALLBACK. IF YES, AND SM INDICATES S/HE IS WILLING TO TALK NOW, SAY "I'm sorry but for your safety I'm not able to conduct the survey while you're driving. When would be a better time to call you?" Got to INTRO1

**INTRO1.** Hello, my name is \_\_\_\_\_. I am calling from RTI International regarding a study sponsored by the U.S. Food and Drug Administration. May I please speak to (Panel Member Name/Screening Respondent Name)?

- 1  YES, SPEAKING TO PANEL MEMBER OR SCREENING RESPONDENT [INTRO3]
- 2  PANEL MEMBER AVAILABLE [INTRO1A]
- 3  PANEL MEMBER UNAVAILABLE [If Enrollment: CALLBACK, If Screener: INTRO2]
- 3  PANEL MEMBER UNAVAILABLE - OUT OF THE COUNTRY [OTC\_WHY]
- 4  PANEL MEMBER/SCREENING RESPONDENT UNKNOWN [INTRO2]
- 5  RESPONDENT/PANEL MEMBER KNOWN, BUT WILL NEVER BE AVAILABLE [If Enrollment: INTRO1B, If Screener: INTRO2]
- 6  OTHER [INTRO1B]

**SUBJ\_UNAVAIL.** Can <CAS\_FirstName> be contacted before March 31, 2016? INTERVIEWER: IF YES, DETERMINE WHEN THE RESPONDENT WILL RETURN AND SET A CALLBACK.

**OTC\_WHY.** SUBJECT'S NAME: <CAS\_FirstName> <CAS\_LastName> <CAS\_Suffix> Is <CAS\_FirstName> <CAS\_LastName> <CAS\_Suffix> out of the country due to:

**INTERVIEWER: TRY TO DETERMINE REASON SUBJECT IS OUT OF THE COUNTRY AND ENTER BELOW.**

**GO TO OTC\_INFO**

**OTC\_INFO.** Can you give me any address or telephone information or an email address for contacting <ROL\_SubjectFirstName> <ROL\_SubjectLastName> <ROL\_SubjectSuffix>?

**GO TO END**

**INTRO1A.** May I speak with [him, her, if Screener and INTRO2 = 3: with this person]?

- 1  YES [INTRO3]  
2  NO [CALLBACK]

**INTRO1B. ENTER RESPONDENT'S ANSWER VERBATIM. [If Enrollment: CALLBACK, If Screener: INTRO2]**

**INTRO2. (If Screener AND INTRO1 = 3, 4, 5 include: Perhaps you can help me.) My name is \_\_\_\_\_ . I am calling from RTI International regarding a study sponsored by the U.S. Food and Drug Administration.**

**Our records indicate that (Screener: you/someone at this number; Enrollment: Panel Member) (were/was) (SCREENING: contacted concerning *address*; ENROLLMENT: contacted about an important research study sponsored by the U.S. Food and Drug Administration).**

**This call is to verify the quality of our interviewer's performance. It will take just a few minutes of your time. For training and quality assurance purposes, this call may be monitored.**

**[If Screener: Are you (or anyone else at this number) familiar with (*address*)?]**

**[If Enrollment: Is this the correct phone number for (first name)?]**

**PROBE: This is a scientific research study and the quality of data is essential. We monitor our interviewer's work in several ways. One very important check is to call some of the residences that were contacted to ensure the interviewer followed proper procedures and behaved professionally.**

- 1  YES, RESPONDENT IS [INTRO3]  
2  PANEL MEMBER LOCATED [INTRO3]  
3  SOMEONE ELSE IS [INTRO1A]  
4  PANEL MEMBER UNKNOWN [END]  
5  NO [SV1]  
-1  DON'T KNOW [SV1]

**INTRO3. [SKIP if INTRO1 = 1: Hello, my name is \_\_\_\_\_. I am calling from RTI International regarding a study sponsored by the U.S. Food and Drug Administration.]**

**[IF Screener: "Our records indicate that someone at this number was contacted concerning (*address*)" IF Enrollment: "Our records indicate that you were interviewed for the National Panel of Tobacco Consumer Studies (TCS)".]**

**This call is to verify the quality of our interviewer's performance. It will take just a few minutes of your time. For training and quality assurance purposes, this call may be monitored.**

**[IF Enrollment: Did you complete an interview for this study?**

- 1  YES [EV3]  
2  NO [EV2A]

**[IF Screener: Are you or anyone else at this number familiar with (*address*)?]**

- 3  YES, ADDRESS OK [SNVCODE]  
4  YES, SOMETHING INCORRECT ABOUT ADDRESS [SV7]  
5  NO [END]  
6  SCHEDULE A CALLBACK [CALLBACK]  
7  OTHER CODES [END]

**PROBE: This is a scientific research study and the quality of data is essential. We monitor our interviewer's work in several ways. One very important check is to call some of the residences that were contacted to ensure the interviewer followed proper procedures and behaved professionally.**

**SV1. Just to confirm, I was given this telephone number to verify that our interviewer made contact with someone that either lives at or is knowledgeable about (address). Is there anyone at this number who might be familiar with (address)?**

- 1  YES, RESPONDENT IS [SV4]
- 2  YES, SOMEONE ELSE IS [SV3]
- 3  NO [SV2]
- 1  DON'T KNOW [SV2]

**SV2. Is there anyone at this number who might be familiar with our interviewer?**

- 1  YES, RESPONDENT IS [SV4]
- 2  YES, SOMEONE ELSE IS [INTRO1A]
- 3  NO [END]
- 1  DON'T KNOW [END]

**EV2A. You may have answered questions concerning your use of tobacco products, and provided some basic demographic information. The interviewer would have used a tablet computer to record your responses. Does this sound familiar?**

- 1  YES [EV3]
- 2  NO [EV2B]

**EV2B. Were you ever contacted by one of our interviewers?**

- 1  YES, BUT RESPONDENT DOES NOT REMEMBER COMPLETING INTERVIEW [EV2C]
- 2  YES, AND RESPONDENT DOES REMEMBER COMPLETING INTERVIEW [EV3]
- 3  NO [EV2C]

**EV2C. Our interviewer would have been wearing a white badge with a picture I.D. (He or she may have been carrying a tablet computer. Did this person ever contact you?**

- 1  YES, BUT RESPONDENT DOES NOT REMEMBER COMPLETING INTERVIEW [EVEND]
- 2  YES, AND RESPONDENT DOES REMEMBER COMPLETING INTERVIEW [EV3]
- 3  NO [EVEND]

**EV3. It is important that the interviewer visited the correct address. Please provide the full address where you lived when the interviewer contacted you. Please tell me the full address including any apartment number, city, state, and zip code.**

TI NOTE: DO NOT READ ADDRESS TO RESPONDENT. IF THE ADDRESS PROVIDED MATCHES THE BELOW INFORMATION, SELECT CORRECT. IF IT DOES NOT MATCH SELECT INCORRECT.

(address)

TI NOTE: IF RESPONDENT PROVIDES ONLY PARTIAL INFORMATION, YOU SHOULD PROVIDE THE MISSING INFORMATION TO THE RESPONDENT TO CONFIRM IT IS ACCURATE.

- 1  CORRECT [EV4]
- 2  INCORRECT [EV3A]

-1  DON'T KNOW [EVEND]

-2  REFUSE [EVEND]

**EV3A. Can you please repeat that?**

ENTER ADDITIONAL COMMENTS UP TO 150 CHARACTERS.

ENTER RESPONDENT'S ADDRESS VERBATIM.

**EV4. Did the interviewer ask you questions about topics such as your use of tobacco products and your ability to access the internet or use internet-enabled devices?**

1  YES [EV6]

2  NO [EV5]

**EV5. Just to be sure, were you asked questions about the type of tobacco products you use (such as cigarettes, cigars, or smokeless tobacco products) as well as questions about your access to the internet (either in or outside of your home)?**

1  YES [EV6]

2  NO [EV8]

**EV6. Did you agree to join the survey panel for the National Panel of Tobacco Consumer Studies, or TCS? This would involve you participating in several surveys over the next 3 years on tobacco-related topics.**

1  YES [EV7]

2  NO [EV8]

**EV7. Did you receive \$35 in cash for your participation?**

1  YES [EVEND]

2  NO [EVEND]

-1  DON'T KNOW/DON'T REMEMBER [EVEND]

**EV8. Did you receive \$35 in cash when the interviewer visited you?**

1  YES [EVEND]

2  NO [EVEND]

-1  DON'T KNOW/DON'T REMEMBER [EVEND]

**SNVCODE.**

IF SCREENING CODE 2601 OR 2605 OR 2606 OR 2610 OR 2620, GO TO SV4

**SV3. May I speak with this person?**

1  YES [SV4]

2  NO [SV4A]

**SV4. I'd like to verify what the interviewer reported. First, according to our interviewer, there are (*numberrostered1*) (*HH Count Noun1*) age 18 or older living in your household. Is this correct?**

1  YES [IF numberrostered1 > 0, THEN SV5, ELSE SKIP TO SV8]

- NO [SV4A]
- DON'T KNOW [SV5]
- REFUSED [SV5]

**SV4A. Would you please describe what is incorrect about the information?**

**ENTER ADDITIONAL COMMENTS UP TO 150 CHARACTERS. IF IT BECOMES CLEAR THE RESPONDENT WAS CONFUSED BY THE QUESTION, GO BACK TO THE QUESTION AND REREAD/PROBE FOR CLARITY. ENTER RESPONDENT'S ANSWER VERBATIM [500 CHAR]**

**SV5. Next, according to our interviewer, (*numberrostered2*) (*HH Count Noun2*) between the age of 13 and 17 live in your household. Is this correct?**

- YES [SV6]
- NO [SV5A]
- DON'T KNOW [SV6]
- REFUSED [SV6]

**SV5A. Would you please describe what is incorrect about the information?**

**ENTER ADDITIONAL COMMENTS UP TO 150 CHARACTERS. IF IT BECOMES CLEAR THE RESPONDENT WAS CONFUSED BY THE QUESTION, GO BACK TO THE QUESTION AND REREAD/PROBE FOR CLARITY. ENTER RESPONDENT'S ANSWER VERBATIM [500 CHAR]**

**SV6. And finally, according to our interviewer, (*numberrostered3*) (*HH Count Noun3*) age 12 and under live in your household. Is this correct?**

- YES [SV8]
- NO [SV6A]
- DON'T KNOW [SV8]
- REFUSED [SV8]

**SV6A. Would you please describe what is incorrect about the information?**

**ENTER ADDITIONAL COMMENTS UP TO 150 CHARACTERS. IF IT BECOMES CLEAR THE RESPONDENT WAS CONFUSED BY THE QUESTION, GO BACK TO THE QUESTION AND REREAD/PROBE FOR CLARITY. ENTER RESPONDENT'S ANSWER VERBATIM [500 CHAR]**

**GO TO SV8**

**SV7. It is important that the interviewer visited the correct address. Please provide the full address where you lived when the interviewer contacted you. Please tell me the full address including any apartment number, city, state, and zip code.**

TI NOTE: DO NOT READ ADDRESS TO RESPONDENT. IF THE ADDRESS PROVIDED MATCHES THE BELOW INFORMATION, SELECT CORRECT. IF IT DOES NOT MATCH SELECT INCORRECT.

*(address)*

TI NOTE: IF RESPONDENT PROVIDES ONLY PARTIAL INFORMATION, YOU SHOULD PROVIDE THE MISSING INFORMATION TO THE RESPONDENT TO CONFIRM IT IS ACCURATE.

- CORRECT [SV8]
- INCORRECT [SV7A]
- DON'T KNOW [END]
- REFUSED [END]



**SV7A. Can you please repeat that?**

ENTER ADDITIONAL COMMENTS UP TO 150 CHARACTERS.

ENTER RESPONDENT'S ADDRESS VERBATIM.

**SV8. Was the interviewer polite and did the interviewer treat you professionally?**

- <sup>1</sup> YES [END]
- <sup>2</sup> NO [SV8A]

**SV8A. Would you please tell me more about that?**

ENTER ADDITIONAL COMMENTS UP TO 150 CHARACTERS.

ENTER RESPONDENT'S ANSWER VERBATIM.  
IF NO COMMENTS, ENTER NONE [DONEB]

**SNV6A. Has (*address*) been vacant any time within recent weeks?**

- <sup>1</sup> YES [SNV9A]
- <sup>2</sup> NO [SNV6B]
- <sup>-1</sup> DON'T KNOW [SNV6B]

**SNV6B. Let me verify, was (*address*) vacant on or around (*Screening Date*)?**

- <sup>1</sup> YES [SNV9A]
- <sup>2</sup> NO [SNV9A]
- <sup>-1</sup> DON'T KNOW [SNV9A]
- <sup>-2</sup> REFUSED [SNV9A]

**SNV7A. (*Do/Did*) the people who own or occupy (*address*) have a usual place of residence elsewhere? PROBE: That is, is (*address*) used as a second home, seasonal or weekend residence only?**

- <sup>1</sup> YES [SNV9A]
- <sup>2</sup> NO [SNV7B]
- <sup>-1</sup> DON'T KNOW [SNV7B]

**SNV7B. Let me verify, (*will/did*) the people who own or occupy (*address*) have a usual place of residence elsewhere? PROBE: That is, they live elsewhere and only use (*address*) as a second home, seasonal or weekend residence.**

- <sup>1</sup> YES [SNV9A]
- <sup>2</sup> NO [SNV7C]
- <sup>-1</sup> DON'T KNOW [SNV7C]
- <sup>-2</sup> REFUSED [SNV7C]

**SNV7C. To the best of your knowledge, (*will/did*) the people who own or occupy (*address*) have a usual place of residence elsewhere? PROBE: That is, they live elsewhere and only use (*address*) as a second home, seasonal or weekend residence.**

- <sup>1</sup> YES [SNV9A]
- <sup>2</sup> NO [SNV9A]
- <sup>-1</sup> DON'T KNOW [SNV9A]

<sup>-2</sup>  REFUSED [SNV9A]

**SNV8A. Is (*address*) a business, military barracks, hotel or motel, a place that was demolished or does not exist, or another type of place that is not a residence?**

- <sup>1</sup>  YES [SNV9A]  
<sup>2</sup>  NO [SNV8B]  
<sup>-1</sup>  DON'T KNOW [SNV8B]

**SNV8B. We are trying to distinguish places that are residences such as houses, town houses, apartments, and college dormitories from the types of places I just mentioned.**

**To the best of your knowledge, is (*address*) a business, military barracks, hotel or motel, a place that was demolished or does not exist, or another type of place that is not a residence?**

- <sup>1</sup>  YES [SNV9A]  
<sup>2</sup>  NO [SNV9A]  
<sup>-1</sup>  DON'T KNOW [SNV9A]  
<sup>-2</sup>  REFUSED [SNV9A]

**SNV9A. Did you personally speak with our interviewer?**

- <sup>1</sup>  YES [SNV9B]  
<sup>2</sup>  NO [END]

**SNV9B. Was the interviewer polite and did the interviewer treat you professionally?**

- <sup>1</sup>  YES [END]  
<sup>2</sup>  NO [SNV9B1]

**SNV9B1. Would you please tell me more about that?**

**ENTER ADDITIONAL COMMENTS UP TO 150 CHARACTERS.**

ENTER RESPONDENT'S ANSWER VERBATIM.  
IF NO COMMENTS, ENTER "NONE". [END]

**CALLBACK. Thank you very much for your time, I will call back at a later time. Have a good (evening/day). [SET FOR CALLBACK]**

**CALLBACK. Thank you for your time, we will call back. Have a nice evening/day.**

**END. Those are all of the questions I have. Thank you very much for your time. Have a good (evening/day).**

**END SURVEY**

**VOICEMAILSCRIPTS:**

- **SCREENER /INELIGIBLE VERSION:** My name is \_\_\_\_\_. I am calling from RTI International regarding an important research study sponsored by the U.S. Food and Drug Administration. This call is to verify the quality of our interviewer's performance. Please call me back at your convenience at 1-xxx-xxx-xxxx.

- **ENROLLMENT VERSION:** My name is \_\_\_\_\_. I am calling for [fill panel member] from RTI International regarding an important research study sponsored by the U.S. Food and Drug Administration. This call is to verify the quality of our interviewer's performance. Please call me back at your convenience at 1-xxx-xxx-xxxx.
- **MESSAGE LEFT WITH LIVE PERSON:** My name is \_\_\_\_\_. I am calling from RTI International regarding an important research study sponsored by the U.S. Food and Drug Administration. Please ask him/her to call me at his/her earliest convenience at 1-xxx-xxx-xxxx.

# National Panel of Tobacco Consumer Studies

## Study B Questionnaire

### Study B: Coupons and Free Samples Receipt and Use

OMB Number: **0910-0815**  
Expiration Date: **02/28/2023**

**PROGRAMMER: INSERT PROMPTS IF AN ITEM IS LEFT BLANK SO R CAN CHOSE DK OR RE RESPONSE: "Please enter a response. Select "Change answer" to enter a response. Select "Keep answer and continue" to skip this question." ASSIGN -99 TO INDICATE RESPONDENT LEFT THE ITEM BLANK. FOR NUMERIC ITEMS, THE RANGE CHECK PROMPT IS: Please enter a number between [FILL LOWER RANGE] and [FILL UPPER RANGE].**

**SB\_INTRO.** We are excited that you are part of the TCS survey panel. This study will collect information about free samples and coupons for tobacco products you may have received, how you received them, and where you redeemed them for tobacco products. The questions will take about 20 minutes to complete and you will receive \$15 as a token of our appreciation. Your participation is voluntary and you can skip any question you do not want to answer. Your answers to the questions will be kept private to the fullest extent required by law.

**[FILL BASED ON ENROLLMENT/RE-CONSENT STATUS: There may be opportunities for TCS researchers to use, share, or release deidentified panel data for similar research in the future. "Deidentified" means that we will remove your personal identifying information before the data are used, shared, or released to others. Although we cannot guarantee that no one can reidentify these data, it is highly unlikely that this will occur. We will not ask for your additional informed consent if we use, share, or release deidentified panel data for future research.]**

**IF WEB SURVEY: Do you agree to participate in the survey?**

<sup>1</sup>  Yes → CONTINUE TO SB\_INCENTIVE

<sup>2</sup>  No → EXIT SURVEY: Thank you for your time. Have a nice day/evening. (ASSIGN CODE 1410 REFUSAL BY SUBJECT)

**[IF WEB]: SB\_INCENTIVE.** Due to the coronavirus (COVID-19) pandemic, we are offering two ways for you to receive \$15 for completing the survey. You can choose to receive a \$15 digital VISA gift card or \$15 cash for completing the survey. If you choose the \$15 digital VISA gift card, it will be emailed to you within 3-4 business days after you complete the survey. If you choose \$15 cash, it will be mailed to you in about 1-2 weeks, although delivery may take longer.

**How would you like to receive the \$15 token of appreciation for completing the survey?**

<sup>1</sup>  \$15 digital VISA gift card via email – GO TO SB\_EMAIL1

<sup>2</sup> \$15 cash in the mail → CONTINUE WITH SURVEY

[PROGRAMMER: IMPLEMENT HARD CHECK FOR SB\_INCENTIVE. IF RESPONDENT DOES NOT ANSWER, DISPLAY: Please enter a response.]

SB\_EMAIL1. Please enter your email address.

EMAIL ADDRESS: \_\_\_\_\_

[PROGRAMMER: RESTRICT TO EMAIL FORMAT. IF RESPONDENT DOES NOT ENTER EMAIL ADDRESS OR EMAIL ADDRESS IS INVALID, DISPLAY HARD CHECK: We must have a valid email address to send a digital VISA gift card. Please enter your email address. Else, select the [PREVIOUS] button to return to the previous question and change your answer to “\$15 cash in the mail” to have the \$15 mailed to you after you complete the survey.

SB\_EMAIL2. Please confirm your email address.

CONFIRM EMAIL ADDRESS: \_\_\_\_\_

[PROGRAMMER: RESTRICT TO EMAIL FORMAT. IF EMAIL2 DOES NOT MATCH EMAIL1, DISPLAY HARD CHECK: The second email address does not match the first email address. Please re-enter email to confirm your email address. Else, select the [PREVIOUS] button to change your answer to “\$15 cash in the mail” to have the \$15 mailed to you after you complete the survey.

[IF MAIL MODE: Please use blue or black ink to complete the survey. Once you complete the survey, please place it in the enclosed business reply envelope and return it to us at no charge. Your completion and return of the survey indicates your consent to participate.]

If you have any questions about the study, please call the TCS toll-free project line at 1-800-613-0326. If you have questions about your rights as a study participant, please call RTI’s Office of Research Protection at 1-866-214-2043 (a toll-free number).

Thank you for your participation.  
Please complete the survey in a private setting.

**A. CIGARETTE MODULE [Ask to all Respondents]**

SBA\_INTRO. The first questions are about free samples of cigarettes. A free sample is a full size, trial size, or puff of a cigarette given to you for no cost. This does not include promotions where you have to buy something in order to receive free cigarettes, such as “buy one get one free” coupons, membership programs with “punch cards”, or when a friend or family member gives you cigarettes. You can receive free samples that are given to you in person or a voucher or coupon that you can redeem at no cost at another time.

[Ask to all Respondents]

SBA1. In the past 12 months, have you seen free samples of cigarettes being handed out?

- 1  Yes  
 2  No

**[Ask to all Respondents]**

**SBA2. In the past 12 months, have you received free samples of cigarettes? Remember: a free sample does not include a promotion such as “buy one get one free”, but can be a voucher or coupon you were given to redeem for a free sample at no cost.**

- 1  Yes → GO TO SBA3  
 2  No → GO TO SBA9

**[Ask if SBA2=1]**

**SBA3. In the past 12 months, how many times have you received a free sample of cigarettes?**

- 1  1 time  
 2  2-4 times  
 3  5 or more times

**[Ask if SBA2=1]**

**SBA4. What brands of cigarettes were the free samples? Please select all that apply from the list below.**

**[DISPLAY LIST OF BRANDS AND VARIETY OF BRAND FOR PARTICIPANTS TO SELECT. USE SCANNER DATA WITH BRAND BY MARKET SHARE TO DETERMINE CATEGORIES]:**

- 1  CAMEL  
 2  EAGLE  
 3  KOOL  
 4  L & M  
 5  MARLBORO  
 6  MAVERICK  
 7  MISTY  
 8  NATURAL AMERICAN SPIRIT  
 9  NEWPORT  
 10  PALL MALL  
 11  PARLIAMENT  
 12  PYRAMID  
 13  SALEM  
 14  VIRGINIA SLIMS  
 15  WINSTON  
 888  Other (Please specify: \_\_\_\_\_)  
 999  I don't know

**[Ask if SBA2=1]**

**SBA5. In the past 12 months, how have you received free samples of cigarettes? Remember: a free sample does not include a promotion such as “buy one get one free”, but can be given to you in person and also be a voucher or coupon you were given to redeem for a free sample at no cost. Have you received free samples of cigarettes...? (Answer “Yes” or “No” for each):**

- |  | <b>YES</b>                 | <b>NO</b>                  |
|--|----------------------------|----------------------------|
| a. In person (such as at a store, fair, or bar) → GO TO SBA6 | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| b. In or on a tobacco product package                        | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |

- |  |                            |                            |
|--|----------------------------|----------------------------|
| c. In the mail   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| d. In an e-mail  | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| e. On a cell phone or tablet app (such as “Spot You More”, “Cartwheel”, or “Marlboro MHQ”) | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| f. In a text message   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| g. Through social media (such as Instagram, Facebook, or Twitter)                          | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| h. On a website  | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| i. Some other way  | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |

**[Ask if SBA5\_a=1]**

**SBA6. In the past 12 months, did you receive free samples of cigarettes in person at the following locations? (Answer “Yes” or “No” for each):**

- |   | YES                        | NO                         |
|---|----------------------------|----------------------------|
| a. A hookah bar or café   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| b. A vape shop or vapor lounge                                    | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| c. A mall kiosk   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| d. A cigar bar  | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| e. An event (such as music festival, concert, or fair)            | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| f. A convenience store or gas station                             | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| g. A supermarket, grocery store, or drug store                    | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| h. A warehouse club, such as Sam’s or Costco                      | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| i. A smoke shop, tobacco specialty store, or tobacco outlet store | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| j. A duty free shop or military retail outlet                     | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| k. A store on an Indian reservation                               | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| l. A liquor store   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| m. A bar, pub, restaurant, or casino                              | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| n. Somewhere else   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |

**[Ask if SBA2=1]**

**SBA7. You said that you received free samples of cigarettes. For the next questions, please think of the most recent free sample of cigarettes that you received. What did you do with the most recent free sample of cigarettes that you received?**

- 1  Used it → GO TO SBA8  
 2  Did not use it → GO TO SBA9

**[Ask if SBA7=1]**

**SBA8. How likely are you to purchase this product?**

- 1  Not at all likely  
 2  Not too likely  
 3  Somewhat likely  
 4  Very likely

**[Ask to all Respondents]**

**SBA9. The next questions are about discount coupons and website promo codes for cigarettes. A discount coupon (also known as a “coupon”) makes cigarettes cheaper, but not free. Discount coupons *do not include* vouchers or coupons that you can redeem for a free sample at no cost. Discount coupons and website promo codes offer discounts such as: dollar off rebates, buy 1 get 1 free, 2 for the price of 1, and 50% off.**

**How likely are you to buy cigarettes if you have a discount coupon for them?**

- 1  Not at all likely
- 2  Not too likely
- 3  Somewhat likely
- 4  Very likely

**[Ask to all Respondents]**

**SBA10. In the past 12 months, have you received a discount coupon for cigarettes?**

- 1  Yes → GO TO SBA11
- 2  No → GO TO SBA20

**[Ask if SBA10=1]**

**SBA11. For the following questions, think about the discount coupons that you have received that made your cigarettes cheaper. In the past 12 months, would you say that on average, you received fewer than 10 discount coupons, 10-15 discount coupons, 16-20 discount coupons, or more than 20 discount coupons?**

- 1  Fewer than 10 discount coupons
- 2  10-15 discount coupons
- 3  16-20 discount coupons
- 4  More than 20 discount coupons

**[Ask if SBA10=1]**

**SBA12. What brands of cigarettes were the discount coupons that you received for? Please select all that apply from the list below.**

**[DISPLAY LIST OF BRANDS AND VARIETY OF BRAND FOR PARTICIPANTS TO SELECT. USE SCANNER DATA WITH BRAND BY MARKET SHARE TO DETERMINE CATEGORIES]:**

- 1  CAMEL
- 2  EAGLE
- 3  KOOL
- 4  L & M
- 5  MARLBORO
- 6  MAVERICK
- 7  MISTY
- 8  NATURAL AMERICAN SPIRIT
- 9  NEWPORT
- 10  PALL MALL
- 11  PARLIAMENT
- 12  PYRAMID
- 13  SALEM
- 14  VIRGINIA SLIMS
- 15  WINSTON
- 888  Other (Please specify: \_\_\_\_\_)
- 999  I don't know

**[Ask if SBA10=1]**



**SBA13. In the past 12 months, have you received discount coupons for cigarettes in the following ways? Please select all that apply.**

- 1  In person (such as at a store, fair, or bar) → GO TO SBA14
- 2  In or on a tobacco product package
- 3  In the mail
- 4  In an e-mail
- 5  On a cell phone or tablet app (such as “Spot You More”, “Cartwheel”, or “Marlboro MHQ”)
- 6  In a text message
- 7  Through social media (such as Instagram, Facebook, or Twitter)
- 8  On a website
- 9  Some other way

**[Ask if SBA13\_a=1]**

**SBA14. In the past 12 months, did you receive discount coupons for cigarettes in person at the following locations? Please select all that apply.**

- 1  A hookah bar or cafe
- 2  A vape shop or vapor lounge
- 3  A mall kiosk
- 4  A cigar bar
- 5  An event (such as music festival, concert, or fair)
- 6  A convenience store or gas station
- 7  A supermarket, grocery store, or drug store
- 8  A warehouse club, such as Sam’s or Costco
- 9  A smoke shop, tobacco specialty store, or tobacco outlet store
- 10  A duty free shop or military retail outlet
- 11  A store on an Indian reservation
- 12  A liquor store
- 13  A bar, pub, restaurant, or casino
- 14  Somewhere else

**[Ask if SBA10=1]**

**SBA15. You said that you received a discount coupon for cigarettes in the past 12 months. Did you use any of these coupons to purchase cigarettes?**

- 1  Yes → GO TO SBA16
- 2  No → GO TO SBA20

**[Ask if SBA15=1]**

**SBA16. In the past 12 months, would you say that on average, you used fewer than 10 discount coupons, 10-15 discount coupons, 16-20 discount coupons, or more than 20 discount coupons?**

- 1  Fewer than 10 discount coupons
- 2  10-15 discount coupons
- 3  16-20 discount coupons
- 4  More than 20 discount coupons

**[Ask if SBA15=1]**

**SBA17. Did you use the discount coupons to make your cigarettes cheaper at the following locations? Please select all that apply.**

- 1  A hookah bar or cafe
- 2  A vape shop or vapor lounge
- 3  A mall kiosk
- 4  A cigar bar
- 5  An event (such as music festival, concert, or fair)
- 6  A convenience store or gas station
- 7  A supermarket, grocery store, or drug store
- 8  A warehouse club, such as Sam's or Costco
- 9  A smoke shop, tobacco specialty store, or tobacco outlet store
- 10  A duty free shop or military retail outlet
- 11  A store on an Indian reservation
- 12  A liquor store
- 13  On a cell phone or tablet app (such as "Spot You More", "Cartwheel", or "Marlboro MHQ")
- 14  In an online purchase through a website
- 15  Mail order purchase (by catalogue order or order by phone)
- 16  A bar, pub, restaurant, or casino
- 17  Somewhere else

**[Ask if SBA15=1]**

**SBA18. You said that you used a discount coupon for cigarettes in the past 12 months. Think about the most recent discount coupon that you used. What made you decide to use the coupon? *Please select all that apply.***

- 1  Wanted to try a different type of tobacco product that I don't usually use
- 2  Wanted to try a different brand of cigarettes
- 3  Wanted to try a different flavor (menthol or non-menthol) of my usual cigarettes
- 4  Wanted to try a different sub-brand or style of my usual cigarettes
- 5  Wanted to save money on my usual brand of cigarettes
- 6  Wanted to save money on a brand I used to use until the price went up and I switched to cheaper brand
- 7  Some other reason

**[Ask if SBA15=1]**

**SBA19. Think about the most recent cigarette purchase you made using a discount coupon. How likely are you to purchase this product again?**

- 1  Not at all likely
- 2  Not too likely
- 3  Somewhat likely
- 4  Very likely

**[Ask to all Respondents]**

**SBA20. The next questions ask about your cigarette use. Have you ever smoked a cigarette, even one or two puffs?**

- 1  Yes → GO TO SBA21
- 2  No → GO TO SBA22

**[Ask if SBA20=1]**

**SBA21. Have you smoked at least 100 cigarettes in your entire life?**

- 1  Yes

<sup>2</sup>  No

**[Ask to all Respondents]**

**SBA22. Do you think you will smoke a cigarette within the next year? Would you say...?**

- <sup>1</sup>  Definitely yes  
<sup>2</sup>  Probably yes  
<sup>3</sup>  Probably not  
<sup>4</sup>  Definitely not

**[Ask if SBA20=1; Else skip to SBB\_INTRO (Module B: Cigars)]**

**SBA23. Do you now smoke cigarettes every day, some days, or not at all?**

- <sup>1</sup>  Every day → GO TO SBA24  
<sup>2</sup>  Some days → GO TO SBA25  
<sup>3</sup>  Not at all → GO TO SBB\_INTRO (Module B: Cigars)

**[PROGRAMMER: Define "Current Cigarette Smoker"=1 IF SBA21=1 AND (SBA23=1 OR 2)]**

**[Ask Current Cigarette Smokers who smoke every day, SBA21=1 AND SBA23=1]**

**SBA24. On the average, about how many cigarettes do you now smoke a day? Please enter the number of cigarettes below. You can use the chart below, which tells you how many cigarettes are in a pack.**

¼ PACK = 5	1-1/4 PACKS = 25	2-1/4 PACKS = 45
½ PACK = 10	1-1/2 PACKS = 30	2-1/2 PACKS = 50
¾ PACK = 15	1-3/4 PACKS = 35	2-3/4 PACKS = 55
1 PACK = 20	2 PACKS = 40	3 PACKS = 60

\_\_\_\_\_ Number of cigarettes (RANGE 1-99)

**RANGE CHECK: Please enter a number between 1 and 99.**

**[Ask Current Cigarette Smokers who smoke some days, SBA21=1 AND SBA23=2]**

**SBA25. On how many of the past 30 days did you smoke a cigarette?**

\_\_\_\_\_ Number of days (RANGE 0-30)

**RANGE CHECK: Please enter a number between 0 and 30.**

**[Ask Current Cigarette Smokers who smoke some days, SBA21=1 AND SBA23=2]**

**SBA26. On the average, on days when you smoked cigarettes during the past 30 days, about how many did you smoke a day?**

¼ PACK = 5	1-1/4 PACKS = 25	2-1/4 PACKS = 45
½ PACK = 10	1-1/2 PACKS = 30	2-1/2 PACKS = 50
¾ PACK = 15	1-3/4 PACKS = 35	2-3/4 PACKS = 55
1 PACK = 20	2 PACKS = 40	3 PACKS = 60

\_\_\_\_\_ Number of cigarettes (RANGE 1-99)

**RANGE CHECK: Please enter a number between 1 and 99.**

**[Ask Current Cigarette Smokers SBA21=1 AND (SBA23=1 OR 2)]**

**SBA27. Do you usually smoke menthol or non-menthol cigarettes?**

- 1  Menthol
- 2  Non-menthol
- 3  No usual type

**[Ask Current Cigarette Smokers SBA21=1 AND (SBA23=1 OR 2)]**

**SBA28. In the past 12 months, have you purchased cigarettes from any of the following locations? Please select all that apply.**

- 1  A convenience store or gas station
- 2  A supermarket, grocery store, or drug store
- 3  A warehouse club, such as Sam's or Costco
- 4  A smoke shop, tobacco specialty store, or tobacco outlet store
- 5  A duty free shop or military retail outlet
- 6  A bar, pub, restaurant, or casino
- 7  A friend or relative
- 8  A swap meet or flea market
- 9  A store on an Indian reservation
- 10  A liquor store
- 11  Online (e.g. website or phone app)
- 12  Somewhere else (Please specify): \_\_\_\_\_
- 13  I don't buy my own cigarettes

**[Ask Current Cigarette Smokers SBA21=1 AND (SBA23=1 OR 2)]**

**SBA29. Are you seriously considering quitting cigarettes within the next 6 months?**

- 1  Yes
- 2  No

**[Ask Current Cigarette Smokers SBA21=1 AND (SBA23=1 OR 2)]**

**SBA30. During the past 3 months, have you stopped using cigarettes for more than one day because you were trying to quit?**

- 1  Yes
- 2  No

**B. CIGAR MODULE [Ask to all Respondents]**

**[PROGRAMMER: DISPLAY A PICTURE OF CIGAR PRODUCT TYPES]**

**SBB\_INTRO:** These questions are about regular cigars, cigarillos, and little filtered cigars.

**REGULAR CIGAR:** A cigar that typically contains at least ½ ounce of tobacco (as much as a pack of cigarettes) and usually takes 1-2 hours to smoke.

**CIGARILLO:** Medium cigars that sometimes are sold with plastic or wooden tips. Some common brands are Black and Mild, Swisher Sweets, Dutch Masters, and Phillies Blunts. Cigarillos are usually sold individually or in packs of 5 or fewer.

**LITTLE FILTERED CIGAR:** Look like cigarettes and are usually brown in color. Like cigarettes, little filtered cigars have a spongy filter and are sold in packs of 20. Some common brands are Prime Time and Winchester.

The first questions are about free samples of regular cigars, cigarillos, and little filtered cigars. A free sample is a full size, trial size, or puff of a regular cigar, cigarillo, or little filtered cigar given to you for no cost. This does not include promotions where you have to buy something in order to receive free regular cigars, cigarillos, or little filtered cigars, such as, “buy one get one free” coupons, membership programs with “punch cards”, or when a friend or family member gives you regular cigars, cigarillos, and little filtered cigars. You can receive free samples that are given to you in person or a voucher or coupon that you can redeem at no cost at another time.

**[Ask to all Respondents]**

**SBB1.** In the past 12 months, have you seen free samples of regular cigars, cigarillos, or little filtered cigars being handed out?

- <sup>1</sup>  Yes  
<sup>2</sup>  No

**[Ask to all Respondents]**

**SBB2.** In the past 12 months, have you received free samples of regular cigars, cigarillos, or little filtered cigars? Remember: a free sample does not include a promotion such as “buy one get one free” but can be a voucher or coupon you were given to redeem for a free sample at no cost.

- <sup>1</sup>  Yes → GO TO SBB3  
<sup>2</sup>  No → GO TO SBB9

**[Ask if SBB2=1]**

**SBB3.** In the past 12 months, how many times have you received a free sample of regular cigars, cigarillos, or little filtered cigars?

- <sup>1</sup>  1 time  
<sup>2</sup>  2-4 times  
<sup>3</sup>  5 or more times

[Ask if SBB2=1]

**SBB4. What brands of regular cigars, cigarillos, or little filtered cigars were the free samples? Please select all that apply from the list below.**

[DISPLAY LIST OF BRANDS AND VARIETY OF BRAND FOR PARTICIPANTS TO SELECT. USE SCANNER DATA WITH BRAND BY MARKET SHARE TO DETERMINE CATEGORIES]:

[PROGRAMMER: DISPLAY SCREEN REFERENCES TEXT AND RESPONSE OPTION 777 FOR WEB.]

REGULAR CIGARS (SBB4\_RC)

(Cigarillos and Little Filtered Cigar lists are on the next screens)

- 1  ACID
  - 2  ANTONIO Y CLEOPATRA
  - 3  CUBAN ROUNDS
  - 4  DUTCH MASTERS
  - 5  ENTOURAGE
  - 6  GARCIA Y VEGA
  - 7  HAVANA HONEYS
  - 8  MACANUDO
  - 9  PARTAGAS
  - 10  PHILLIES
  - 11  PUNCH
  - 12  ROCKY PATEL
  - 13  ROMEO Y JULIETA
  - 14  SWISHER SWEETS
  - 15  WHITE OWL
  - 888  Other (Please specify: \_\_\_\_\_)
  - 999  I don't know
  - 777  Did not receive
- REGULAR CIGAR free samples

CIGARILLOS (SBB4\_C)

(Regular Cigars list is on previous screen and Little Filtered Cigars list is on next screen)

- 1  AL CAPONE
  - 2  BACKWOODS
  - 3  BLUNT VILLE
  - 4  DUTCH MASTERS
  - 5  G GOODIES
  - 6  GARCIA Y VEGA
  - 7  GOOD TIMES
  - 8  HAV-A-TAMPA
  - 9  JACKPOT
  - 10  MIDDLETON'S BLACK & MILD
  - 11  OPTIMO
  - 12  POM POM
  - 13  SWISHER SWEETS
  - 14  WHITE OWL
  - 15  ZIG ZAG
  - 888  Other (Please specify: \_\_\_\_\_)
  - 999  I don't know
  - 777  Did not receive
- CIGARILLOS free samples

LITTLE FILTERED CIGARS (SBB4\_LFC)

(Regular Cigars and Cigarillos lists are on the previous screens)

- 1  305'S
  - 2  AMERICAN MADE
  - 3  CAPTAIN BLACK
  - 4  CHEYENNE
  - 5  CLIPPER
  - 6  DJARUM
  - 7  MIDDLETON'S BLACK & MILD
  - 8  PHILLIES
  - 9  PRIME TIME
  - 10  SANTA FE
  - 11  SENECA
  - 12  SMOKER'S CHOICE
  - 13  SWISHER SWEETS
  - 14  TALON
  - 15  WINCHESTER
  - 888  Other (Please specify: \_\_\_\_\_)
  - 999  I don't know
  - 777  Did not receive
- LITTLE FILTERED CIGAR free samples

[Ask if SBB2=1]

**SBB5. In the past 12 months, how have you received free samples of regular cigars, cigarillos, or little filtered cigars? Remember: a free sample does not include a promotion such as "buy one get one free" but can be given to you in person and also be a voucher or coupon you were given to redeem for a free sample at no cost. Have you received free samples of regular cigars, cigarillos, or little filtered cigars ...? (Answer "Yes" or "No" for each):**

- |  | YES                        | NO                         |
|--|----------------------------|----------------------------|
| a. In person (such as at a store, fair, or bar) → GO TO SBB6 | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| b. In or on a tobacco product package                        | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| c. In the mail   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| d. In an e-mail  | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |

- e. On a cell phone or tablet app (such as “Spot You More”, “Cartwheel”, or “Marlboro MHQ”) 1  2
- f. In a text message 1  2
- g. Through social media (such as Instagram, Facebook, or Twitter) 1  2
- h. On a website 1  2
- i. Some other way 1  2

**[Ask if SBB5\_a=1]**

**SBB6. In the past 12 months, did you receive free samples of regular cigars, cigarillos, or little filtered cigars in person at the following locations? (Answer “Yes” or “No” for each):**

- |   | YES                        | NO                         |
|---|----------------------------|----------------------------|
| a. A hookah bar or café   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| b. A vape shop or vapor lounge                                    | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| c. A mall kiosk   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| d. A cigar bar  | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| e. An event (such as music festival, concert, or fair)            | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| f. A convenience store or gas station                             | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| g. A supermarket, grocery store, or drug store                    | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| h. A warehouse club, such as Sam’s or Costco                      | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| i. A smoke shop, tobacco specialty store, or tobacco outlet store | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| j. A duty free shop or military retail outlet                     | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| k. A store on an Indian reservation                               | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| l. A liquor store   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| m. A bar, pub, restaurant, or casino                              | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| n. Somewhere else   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |

**[Ask if SBB2=1]**

**SBB7. You said that you received free samples of regular cigars, cigarillos, or little filtered cigars. For the next questions, please think of the most recent free sample of regular cigars, cigarillos, or little filtered cigars that you received. What did you do with the most recent free sample that you received?**

- 1  Used it → GO TO SBB8
- 2  Did not use it → GO TO SBB9

**[Ask if SBB7=1]**

**SBB8. How likely are you to purchase this product?**

- 1  Not at all likely
- 2  Not too likely
- 3  Somewhat likely
- 4  Very likely

**[Ask to all Respondents]**

**SBB9. The next questions are about discount coupons and website promo codes for regular cigars, cigarillos, and little filtered cigars. A discount coupon (also known as a “coupon”) makes regular cigars, cigarillos, and little filtered cigars cheaper, but not free. Discount coupons do not include vouchers or coupons that you can redeem for a free sample at no cost. Discount coupons and website promo codes offer discounts such as: dollar off rebates, buy 1 get 1 free, 2 for the price of 1, and 50% off.**

**How likely are you to buy regular cigars, cigarillos, or little filtered cigars if you have a discount coupon for them?**

- 1 Not at all likely
- 2 Not too likely
- 3 Somewhat likely
- 4 Very likely

***[Ask to all Respondents]***

**SBB10. In the past 12 months, have you received a discount coupon for regular cigars, cigarillos, or little filtered cigars?**

- 1 Yes → GO TO SBB11
- 2 No → GO TO SBB20

***[Ask if SBB10=1]***

**SBB11. For the following questions, think about the discount coupons that you have received that made your regular cigars, cigarillos, or little filtered cigars cheaper. In the past 12 months, would you say that on average, you received fewer than 10 discount coupons, 10-15 discount coupons, 16-20 discount coupons, or more than 20 discount coupons?**

- 1 Fewer than 10 discount coupons
- 2 10-15 discount coupons
- 3 16-20 discount coupons
- 4 More than 20 discount coupons

***[Ask if SBB10=1]***

**SBB12. What brands of regular cigars, cigarillos, or little filtered cigars were the discount coupons that you received for? *Please select all that apply from the list below.***

**[DISPLAY LIST OF BRANDS AND VARIETY OF BRAND FOR PARTICIPANTS TO SELECT. USE SCANNER DATA WITH BRAND BY MARKET SHARE TO DETERMINE CATEGORIES]:**



**[PROGRAMMER: DISPLAY SCREEN REFERENCES TEXT AND RESPONSE OPTION 777 FOR WEB.]**

**REGULAR CIGARS (SBB12 RC)**  
*(Cigarillos and Little Filtered Cigar lists are on the next screens)*

- 1  ACID
- 2  ANTONIO Y CLEOPATRA
- 3  CUBAN ROUNDS
- 4  DUTCH MASTERS
- 5  ENTOURAGE
- 6  GARCIA Y VEGA
- 7  HAVANA HONEYS
- 8  MACANUDO
- 9  PARTAGAS
- 10  PHILLIES
- 11  PUNCH
- 12  ROCKY PATEL
- 13  ROMEO Y JULIETA
- 14  SWISHER SWEETS
- 15  WHITE OWL
- 888  Other (Please specify: \_\_\_\_\_)
- 999  I don't know

777  Did not receive  
 REGULAR CIGAR discount coupons

**CIGARILLOS (SBB12 C)**  
*(Regular Cigars list is on previous screen and Little Filtered Cigars list is on next screen)*

- 1  AL CAPONE
- 2  BACKWOOD
- 3  BLUNT VILLE
- 4  DUTCH MASTERS
- 5  G GOODIES
- 6  GARCIA Y VEGA
- 7  GOOD TIMES
- 8  HAV-A-TAMPA
- 9  JACKPOT
- 10  MIDDLETON'S BLACK & MILD
- 11  OPTIMO
- 12  POM POM
- 13  SWISHER SWEETS
- 14  WHITE OWL
- 15  ZIG ZAG
- 888  Other (Please specify: \_\_\_\_\_)
- 999  I don't know

777  Did not receive  
 CIGARILLOS discount coupons

**LITTLE FILTERED CIGARS (SBB12 LFC)**  
*(Regular Cigars and Cigarillos lists are on the previous screens)*

- 1  305'S
- 2  AMERICAN MADE
- 3  CAPTAIN BLACK
- 4  CHEYENNE
- 5  CLIPPER
- 6  DJARUM
- 7  MIDDLETON'S BLACK & MILD
- 8  PHILLIES
- 9  PRIME TIME
- 10  SANTA FE
- 11  SENECA
- 12  SMOKER'S CHOICE
- 13  SWISHER SWEETS
- 14  TALON
- 15  WINCHESTER
- 888  Other (Please specify: \_\_\_\_\_)
- 999  I don't know

777  Did not receive Little  
 LITTLE FILTERED CIGAR discount coupons

**[Ask if SBB10=1]**

**SBB13. In the past 12 months, have you received discount coupons for regular cigars, cigarillos, or little filtered cigars in the following ways? Please select all that apply.**

- 1  In person (such as at a store, fair, or bar) → GO TO SBB14
- 2  In or on a tobacco product package
- 3  In the mail
- 4  In an e-mail
- 5  On a cell phone or tablet app (such as "Spot You More", "Cartwheel", or "Marlboro MHQ")
- 6  In a text message
- 7  Through social media (such as Instagram, Facebook, or Twitter)
- 8  On a website
- 9  Some other way

**[Ask if SBB13\_a=1]**

**SBB14. In the past 12 months, did you receive discount coupons for regular cigars, cigarillos, or little filtered cigars in person at the following locations? Please select all that apply.**

- 1  A hookah bar or cafe
- 2  A vape shop or vapor lounge
- 3  A mall kiosk
- 4  A cigar bar
- 5  An event (such as music festival, concert, or fair)
- 6  A convenience store or gas station
- 7  A supermarket, grocery store, or drug store
- 8  A warehouse club, such as Sam's or Costco
- 9  A smoke shop, tobacco specialty store, or tobacco outlet store
- 10  A duty free shop or military retail outlet
- 11  A store on an Indian reservation
- 12  A liquor store
- 13  A bar, pub, restaurant, or casino
- 14  Somewhere else

**[Ask if SBB10=1]**

**SBB15. You said that you received a discount coupon for regular cigars, cigarillos, or little filtered cigars in the past 12 months. Did you use any of these coupons to purchase regular cigars, cigarillos, or little filtered cigars?**

- 1  Yes → GO TO SBB16
- 2  No → GO TO SBB20

**[Ask if SBB15=1]**

**SBB16. In the past 12 months, would you say that on average, you used fewer than 10 discount coupons, 10-15 discount coupons, 16-20 discount coupons, or more than 20 discount coupons?**

- 1  Fewer than 10 discount coupons
- 2  10-15 discount coupons
- 3  16-20 discount coupons
- 4  More than 20 discount coupons

**[Ask if SBB15=1]**

**SBB17. Did you use the discount coupons to make your regular cigars, cigarillos, or little filtered cigars cheaper at the following locations? *Please select all that apply.***

- 1  A hookah bar or café
- 2  A vape shop or vapor lounge
- 3  A mall kiosk
- 4  A cigar bar
- 5  An event (such as music festival, concert, or fair)
- 6  A convenience store or gas station
- 7  A supermarket, grocery store, or drug store
- 8  A warehouse club, such as Sam's or Costco
- 9  A smoke shop, tobacco specialty store, or tobacco outlet store
- 10  A duty free shop or military retail outlet
- 11  A store on an Indian reservation
- 12  A liquor store
- 13  On a cell phone or tablet app (such as "Spot You More", "Cartwheel", or "Marlboro MHQ")
- 14  In an online purchase through a website

- 15  Mail order purchase (by catalogue order or order by phone)  
16  A bar, pub, restaurant, or casino  
17  Somewhere else

**[Ask if SBB15=1]**

**SBB18. You said that you used a discount coupon for regular cigars, cigarillos, or little filtered cigars in the past 12 months. Think about the most recent discount coupon that you used.**

**What made you decide to use the coupon? Please select all that apply.**

- 1  Wanted to try a different type of tobacco product that I don't usually use  
2  Wanted to try a different brand of regular cigars, cigarillos, or little filtered cigars  
3  Wanted to try a different flavor of my usual regular cigars, cigarillos, or little filtered cigars  
4  Wanted to try a different sub-brand or style of my usual regular cigars, cigarillos, or little filtered cigars  
5  Wanted to save money on my usual brand of regular cigars, cigarillos, or little filtered cigars  
6  Wanted to save money on a brand I used to use until the price went up and I switched to cheaper brand  
7  Some other reason

**[Ask if SBB15=1]**

**SBB19. Think about the most recent purchase of regular cigars, cigarillos, or little filtered cigars you made using a discount coupon. How likely are you to purchase this product again?**

- 1  Not at all likely  
2  Not too likely  
3  Somewhat likely  
4  Very likely

**[Ask to all Respondents]**

**SBB20. Now we are going to ask you some questions about your cigar use. Have you ever used a regular cigar, cigarillo, or little filtered cigar, even one or two puffs?**

- 1  Yes  
2  No

**[Ask to all Respondents]**

**SBB21. Do you think you will smoke a regular cigar, cigarillo, or little filtered cigar within the next year? Would you say...?**

- <sup>1</sup> Definitely yes
- <sup>2</sup> Probably yes
- <sup>3</sup> Probably not
- <sup>4</sup> Definitely not

**[Ask if SBB20=1. If SBB20=2, go to SBC\_INTRO (Module C: Smokeless Tobacco)]**

**SBB22. Do you now smoke regular cigars, cigarillos, or little filtered cigars every day, some days or not at all?**

- <sup>1</sup> Every day → GO TO SBB23
- <sup>2</sup> Some days → GO TO SBB23
- <sup>3</sup> Not at all → GO TO SBC\_INTRO (Module C: Smokeless Tobacco)

**[Ask if SBB22=1,2]**

**SBB23. A picture of each type of cigar product is shown [IF WEB: on the following screens/IF MAIL: below/to the right], along with a brief description. Please select each product that you now smoke. If you smoke more than one of these cigar types, please select every product you currently use.**

**[DISPLAY CIGAR PRODUCT IMAGES AND DESCRIPTIONS]**

**a. Do you now smoke regular cigars?**

- <sup>1</sup> Yes
- <sup>2</sup> No

**b. Do you now smoke cigarillos?**

- <sup>1</sup> Yes
- <sup>2</sup> No

**c. Do you now smoke little filtered cigars?**

- <sup>1</sup> Yes
- <sup>2</sup> No

**[Ask Current Cigar Smokers SBB22=1,2]**

**[IF WEB: IF ONLY 1 PRODUCT SELECTED IN SBB23a-c, FILL CIGAR TYPE IN SBB25-SBB27. ELSE, ASK SBB24]**

**SBB24. Which of these cigar products do you use most often? Please select one answer.**

- <sup>1</sup> Regular Cigars
- <sup>2</sup> Cigarillos
- <sup>3</sup> Little Filtered Cigars

**[Ask Current Cigar Smokers SBB22=1,2]**

**SBB25. For the questions in this section, please think about the type of cigar product you smoke most often, that is, [IF WEB, FILL CIGAR TYPE: regular cigars, cigarillos, or little filtered cigars/IF MAIL: the type of product you selected from the previous question, SBB24).**

On the average, about how many [FILL CIGAR TYPE: regular cigars, cigarillos, little filtered cigars from SBB5/IF MAIL: of this type of product] a day do you now smoke? Please enter the number below.

\_\_\_\_ Number of [IF WEB, FILL CIGAR TYPE: regular cigars, cigarillos, little filtered cigars/IF MAIL: regular cigars, cigarillos, or little filtered cigars] (RANGE 1-99)

**RANGE CHECK: Please enter a number between 1 and 99.**

**[Ask Current Cigar Smokers SBB22=1,2]**

**SBB26. Are the [FILL CIGAR TYPE: regular cigars, cigarillos, little filtered cigars from SBB5/IF MAIL: Is the cigar product] that you smoked in the past 30 days flavored to taste like...? (Please select all that apply.):**

- 1  Tobacco or non-flavored
- 2  Menthol flavored
- 3  Mint, wintergreen, spearmint, or frost
- 4  Clove or spice
- 5  Fruit
- 6  Chocolate
- 7  An alcoholic drink (such as wine, cognac, margarita, or other cocktails)
- 8  Candy or other sweets
- 9  Some other flavor

**[Ask Current Cigar Smokers SBB22=1,2]**

**SBB27. In the past 12 months, have you purchased [FILL CIGAR TYPE: regular cigars, cigarillos, little filtered cigars from SBB4/IF MAIL: regular cigars, cigarillos, or little filtered cigars] from any of the following locations? Please select all that apply.**

- 1  A cigar bar
- 2  A convenience store or gas station
- 3  A supermarket, grocery store, or drug store
- 4  A warehouse club, such as Sam's or Costco
- 5  A smoke shop, tobacco specialty store, or tobacco outlet store
- 6  A duty free shop or military retail outlet
- 7  A bar, pub, restaurant, or casino
- 8  A friend or relative
- 9  A swap meet or flea market
- 0  A store on an Indian reservation
- 11  A liquor store
- 12  Online (e.g. website or phone app)
- 13  Somewhere else (Please specify): \_\_\_\_\_
- 14  I don't buy my own regular cigars, cigarillos, or little filtered cigars

**[Ask Current Cigar Smokers SBB22=1,2]**

**SBB28. Are you seriously considering quitting regular cigars, cigarillos, or little filtered cigars within the next 6 months?**

<sup>1</sup>  Yes

<sup>2</sup>  No

**[Ask Current Cigar Smokers SBB22=1,2]**

**SBB29. During the past 3 months, have you stopped using regular cigars, cigarillos, or little filtered cigars for more than one day because you were trying to quit?**

<sup>1</sup>  Yes

<sup>2</sup>  No

**C. SMOKELESS TOBACCO MODULE [Ask to all Respondents]**

**[PROGRAMMER: DISPLAY A PICTURE OF SMOKELESS TOBACCO PRODUCT TYPES]**

**SBC\_INTRO:** These questions are about smokeless tobacco products. Smokeless tobacco products are placed in the mouth or nose and can include chewing tobacco, snuff, dip, or snus. Some examples of these products are Skoal, Copenhagen, Grizzly, Levi Garrett, or Red Man.

The first questions are about free samples of smokeless tobacco. A free sample is a full size, trial size, or pouch of a smokeless tobacco given to you for no cost. This does not include promotions where you have to buy something in order to receive free smokeless tobacco, such as “buy one get one free” coupons, membership programs with “punch cards”, or when a friend or family member gives you smokeless tobacco. You can receive free samples that are given to you in person or a voucher or coupon that you can redeem at no cost at another time.

**[Ask to all Respondents]**

**SBC1.** In the past 12 months, have you seen free samples of smokeless tobacco being handed out?

- <sup>1</sup>  Yes  
<sup>2</sup>  No

**[Ask to all Respondents]**

**SBC2.** In the past 12 months, have you received free samples of smokeless tobacco?

**Remember:** a free sample does not include a promotion such as “buy one get one free” but can be a voucher or coupon you were given to redeem for a free sample at no cost.

- <sup>1</sup>  Yes → GO TO SBC3  
<sup>2</sup>  No → GO TO SBC9

**[Ask if SBC2=1]**

**SBC3.** In the past 12 months, how many times have you received a free sample of smokeless tobacco?

- <sup>1</sup>  1 time  
<sup>2</sup>  2-4 times  
<sup>3</sup>  5 or more times

[Ask if SBC2=1]

SBC4. What brands of smokeless tobacco were the free samples? Please select all that apply from the list below.

[DISPLAY LIST OF BRANDS AND VARIETY OF BRAND FOR PARTICIPANTS TO SELECT. USE SCANNER DATA WITH BRAND BY MARKET SHARE TO DETERMINE CATEGORIES]:

- 1  CAMEL
- 2  COPENHAGEN
- 3  GENERAL
- 4  GRIZZLY
- 5  HUSKY
- 6  KAYAK
- 7  KODIAK
- 8  LEVI GARRETT
- 9  LONGHORN
- 10  RED MAN
- 11  RED SEAL
- 12  SKOAL
- 13  STOKER'S
- 14  TIMBER WOLF
- 15  ZYN
- 888  Other (Please specify: \_\_\_\_\_)
- 999  I don't know

[Ask if SBC2=1]

SBC5. In the past 12 months, how have you received free samples of smokeless tobacco? Remember: a free sample does not include a promotion such as "buy one get one free" but can be given to you in person and also be a voucher or coupon you were given to redeem for a free sample at no cost. Have you received free samples of smokeless tobacco...? (Answer "Yes" or "No" for each.):

- |  | YES                        | NO                         |
|--|----------------------------|----------------------------|
| a. In person (such as at a store, fair, or bar) → GO TO SBC6                               | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| b. In or on a tobacco product package  | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| c. In the mail   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| d. In an e-mail  | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| e. On a cell phone or tablet app (such as "Spot You More", "Cartwheel", or "Marlboro MHQ") | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| f. In a text message   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| g. Through social media (such as Instagram, Facebook, or Twitter)                          | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| h. On a website  | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| i. Some other way  | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |

[Ask if SBC5\_a=1]

SBC6. In the past 12 months, did you receive free samples of smokeless tobacco in person at the following locations? (Answer "Yes" or "No" for each.):

- |                                | YES                        | NO                         |
|--------------------------------|----------------------------|----------------------------|
| a. A hookah bar or café        | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| b. A vape shop or vapor lounge | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |



- |   |                            |                            |
|---|----------------------------|----------------------------|
| c. A mall kiosk   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| d. A cigar bar  | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| e. An event (such as music festival, concert, or fair)            | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| f. A convenience store or gas station                             | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| g. A supermarket, grocery store, or drug store                    | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| h. A warehouse club, such as Sam's or Costco                      | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| i. A smoke shop, tobacco specialty store, or tobacco outlet store | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| j. A duty free shop or military retail outlet                     | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| k. A store on an Indian reservation                               | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| l. A liquor store   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| m. A bar, pub, restaurant, or casino                              | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| n. Somewhere else   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |

**[Ask if SBC2=1]**

**SBC7. You said that you received free samples of smokeless tobacco. For the next questions, please think of the most recent free sample of smokeless tobacco that you received. What did you do with the most recent free sample of smokeless tobacco that you received?**

- 1  Used it → GO TO SBC8  
 2  Did not use it → GO TO SBC9

**[Ask if SBC7=1]**

**SBC8. How likely are you to purchase this product?**

- 1  Not at all likely  
 2  Not too likely  
 3  Somewhat likely  
 4  Very likely

**[Ask to all Respondents]**

**SBC9. The next questions are about discount coupons and website promo codes for smokeless tobacco. A discount coupon (also known as a "coupon") makes smokeless tobacco cheaper, but not free. Discount coupons do not include vouchers or coupons that you can redeem for a free sample at no cost. Discount coupons and website promo codes offer discounts such as: dollar off rebates, buy 1 get 1 free, 2 for the price of 1, and 50% off.**

**How likely are you to buy smokeless tobacco if you have a discount coupon for it?**

- 1  Not at all likely  
 2  Not too likely  
 3  Somewhat likely  
 4  Very likely

**SBC10. In the past 12 months, have you received a discount coupon for smokeless tobacco?**

- 1  Yes → GO TO SBC11  
 2  No → GO TO SBC20

**[Ask if SBC10=1]**

**SBC11. For the following questions, think about the discount coupons that you have received that made your smokeless tobacco cheaper. In the past 12 months, would you say that on average, you received fewer than 10 discount coupons, 10-15 discount coupons, 16-20 discount coupons, or more than 20 discount coupons?**

- 1  Fewer than 10 discount coupons
- 2  10-15 discount coupons
- 3  16-20 discount coupons
- 4  More than 20 discount coupons

**[Ask if SBC10=1]**

**SBC12. What brands of smokeless tobacco were the discount coupons that you received for? Please select all that apply from the list below.**

**[DISPLAY LIST OF BRANDS AND VARIETY OF BRAND FOR PARTICIPANTS TO SELECT. USE SCANNER DATA WITH BRAND BY MARKET SHARE TO DETERMINE CATEGORIES]:**

- 1  CAMEL
- 2  COPENHAGEN
- 3  GENERAL
- 4  GRIZZLY
- 5  HUSKY
- 6  KAYAK
- 7  KODIAK
- 8  LEVI GARRETT
- 9  LONGHORN
- 10  RED MAN
- 11  RED SEAL
- 12  SKOAL
- 13  STOKER'S
- 14  TIMBER WOLF
- 15  ZYN
- 888  Other (Please specify: \_\_\_\_\_)
- 999  I don't know

**[Ask if SBC10=1]**

**SBC13. In the past 12 months, have you received discount coupons for smokeless tobacco in the following ways? Please select all that apply.**

- 1  In person (such as at a store, fair, or bar) → GO TO SBC14
- 2  In or on a tobacco product package
- 3  In the mail
- 4  In an e-mail
- 5  On a cell phone or tablet app (such as "Spot You More", "Cartwheel", or "Marlboro MHQ")
- 6  In a text message
- 7  Through social media (such as Instagram, Facebook, or Twitter)
- 8  On a website
- 9  Some other way

**[Ask if SBC13\_a=1]**

**SBC14. In the past 12 months, did you receive discount coupons for smokeless tobacco in person at the following locations? Please select all that apply.**

- 1  A hookah bar or cafe
- 2  A vape shop or vapor lounge
- 3  A mall kiosk
- 4  A cigar bar
- 5  An event (such as music festival, concert, or fair)
- 6  A convenience store or gas station
- 7  A supermarket, grocery store, or drug store
- 8  A warehouse club, such as Sam's or Costco
- 9  A smoke shop, tobacco specialty store, or tobacco outlet store
- 10  A duty free shop or military retail outlet
- 11  A store on an Indian reservation
- 12  A liquor store
- 13  A bar, pub, restaurant, or casino
- 14  Somewhere else

**[Ask if SBC10=1]**

**SBC15. You said that you received a discount coupon for smokeless tobacco in the past 12 months. Did you use any of these coupons to purchase smokeless tobacco?**

- 1  Yes → GO TO SBC16
- 2  No → GO TO SBC20

**[Ask if SBC15=1]**

**SBC16. In the past 12 months, would you say that on average, you used fewer than 10 discount coupons, 10-15 discount coupons, 16-20 discount coupons, or more than 20 discount coupons?**

- 1  Fewer than 10 discount coupons
- 2  10-15 discount coupons
- 3  16-20 discount coupons
- 4  More than 20 discount coupons

**[Ask if SBC15=1]**

**SBC17. Did you use the discount coupons to make your smokeless tobacco cheaper at the following locations? Please select all that apply.**

- 1  A hookah bar or cafe
- 2  A vape shop or vapor lounge
- 3  A mall kiosk
- 4  A cigar bar
- 5  An event (such as music festival, concert, or fair)
- 6  A convenience store or gas station
- 7  A supermarket, grocery store, or drug store
- 8  A warehouse club, such as Sam's or Costco
- 9  A smoke shop, tobacco specialty store, or tobacco outlet store
- 10  A duty free shop or military retail outlet
- 11  A store on an Indian reservation
- 12  A liquor store

- 13  On a cell phone or tablet app (such as “Spot You More”, “Cartwheel”, or “Marlboro MHQ”)
- 14  In an online purchase through a website
- 15  Mail order purchase (by catalogue order or order by phone)
- 16  A bar, pub, restaurant, or casino
- 17  Somewhere else

**[Ask if SBC15=1]**

**SBC18. You said that you used a discount coupon for smokeless tobacco in the past 12 months. Think about the most recent discount coupon that you used. What made you decide to use the coupon? Please select all that apply:**

- 1  Wanted to try a different type of tobacco product that I don’t usually use
- 2  Wanted to try a different brand of smokeless tobacco
- 3  Wanted to try a different flavor of my usual smokeless tobacco
- 4  Wanted to try a different sub-brand or style of my usual smokeless tobacco
- 5  Wanted to save money on my usual brand of smokeless tobacco
- 6  Wanted to save money on a brand I used to use until the price went up and I switched to cheaper brand
- 7  Some other reason

**[Ask if SBC15=1]**

**SBC19. Think about the most recent purchase of smokeless tobacco you made using a discount coupon. How likely are you to purchase this product again?**

- 1  Not at all likely
- 2  Not too likely
- 3  Somewhat likely
- 4  Very likely

**[Ask to all respondents]**

**SBC20. Now we would like to ask you about your smokeless tobacco use. Have you ever used smokeless tobacco products even one or two times?**

- 1  Yes
- 2  No

**[Ask to all respondents]**

**SBC21. Do you think you will use smokeless tobacco within the next year? Would you say...?**

- 1  Definitely yes
- 2  Probably yes
- 3  Probably not
- 4  Definitely not

**[Ask If SBC20=1. If SBC20=2, go to SBD\_INTRO (Module D: E-Cigarettes)]**

**SBC22. Do you now use smokeless tobacco every day, some days, or not at all?**

- 1  Every day → GO TO SBC23
- 2  Some days → GO TO SBC24
- 3  Not at all → GO TO SBD\_INTRO (Module D: E-Cigarettes)

**[Ask to respondents who are every day smokeless tobacco users SBC22=1]**

**SBC23. On the average, about how many times do you now use smokeless tobacco a day?**

\_\_\_\_ Number of times (RANGE 1-25)

**RANGE CHECK: Please enter a number between 1 and 25.**

**[Ask to respondents who are some day smokeless tobacco users SBC22=2]**

**SBC24. On how many of the past 30 days did you use smokeless tobacco?**

\_\_\_\_ Number of days (Range 0-30)

**RANGE CHECK: Please enter a number between 1 and 30.**

**[Ask to respondents who are some day smokeless tobacco users SBC22=2]**

**SBC25. On the average, on days when you used smokeless tobacco during the past 30 days, about how many times did you use a day?**

\_\_\_\_ Number of times (RANGE 1-25)

**RANGE CHECK: Please enter a number between 1 and 25.**

**[Ask Current Smokeless Users SBC22=1,2]**

**[PROGRAMMER: DISPLAY A PICTURE OF SMOKELESS TOBACCO PRODUCT TYPES]**

**SBC26. Smokeless tobacco comes in different packaging such as metal or plastic tins, plastic tubs, or foil pouches. In a typical week, about how many tins, tubs, or packages of smokeless tobacco do you use each week? Please enter the number of tins, tubs or packages per week below.**

\_\_\_\_ Number of tins, tubs, or packages per week (RANGE 1-50)

**RANGE CHECK: Please enter a number between 1 and 50.**

**[Ask Current Smokeless Users SBC22=1,2]**

**SBC27. Is the smokeless tobacco you used in the past 30 days flavored to taste like....? (*Please select all that apply*):**

- 1  Tobacco or non-flavored
- 2  Menthol flavored
- 3  Mint, wintergreen, spearmint, or frost
- 4  Clove or spice
- 5  Fruit
- 6  Chocolate
- 7  An alcoholic drink (such as wine, cognac, margarita, or other cocktails)
- 8  Candy or other sweets
- 9  Some other flavor

**[Ask Current Smokeless Users SBC22=1,2]**

**SBC28. In the past 12 months, have you purchased smokeless tobacco from any of the following locations? Please select all that apply.**

- 1  A convenience store or gas station
- 2  A supermarket, grocery store, or drug store
- 3  A warehouse club, such as Sam's or Costco
- 4  A smoke shop, tobacco specialty store, or tobacco outlet store
- 5  A duty free shop or military retail outlet
- 6  A bar, pub, restaurant, or casino
- 7  A friend or relative
- 8  A swap meet or flea market
- 9  A store on an Indian reservation
- 10  A liquor store
- 11  Online (e.g. website or phone app)
- 12  Somewhere else (*Please specify*): \_\_\_\_\_
- 13  I don't buy my own smokeless tobacco

**[Ask Current Smokeless Users SBC22=1,2]**

**SBC29. Are you seriously considering quitting smokeless tobacco within the next 6 months?**

- 1  Yes
- 2  No

**[Ask Current Smokeless Users SBC22=1,2]**

**SBC30. During the past 3 months, have you stopped using smokeless tobacco for more than one day because you were trying to quit?**

- 1  Yes
- 2  No

**D. ELECTRONIC CIGARETTES MODULE [Ask to all Respondents]**

**[PROGRAMMER: DISPLAY A PICTURE OF ELECTRONIC CIGARETTE PRODUCT TYPES]**

**SBD\_INTRO:** These next questions are about electronic cigarettes. You may also know them as e-cigarettes, vape-pens, mods, or e-vaporizers. Some look like cigarettes, and others look like pens or small pipes. These are battery-powered, usually contain liquid nicotine, and produce vapor instead of smoke. E-cigarettes and similar products can be bought as one-time disposable devices, as devices that use pre-filled pods or cartridges, as devices with refillable pods, tanks, or cartridges, or as mods that can be customized by the user. These usually contain a liquid, often called an “e-liquid” or “e-juice.” Some common brands are JUUL, Vuse, MarkTen, Blu, Logic, and NJOY.

The first questions are about free samples of e-cigarettes. A free sample is a working e-cigarette device, an e-cigarette liquid or cartridge refill, or a puff of an e-cigarette given to you for no cost. This does not include promotions where you have to buy something in order to receive free e-cigarettes, such as “buy one get one free” coupons, membership programs with “punch cards”, or when a friend or family member gives you e-cigarettes. You can receive free samples that are given to you in person or a voucher or coupon that you can redeem at no cost at another time.

**[Ask to all Respondents]**

**SBD1. In the past 12 months, have you seen free samples of e-cigarettes being handed out?**

- <sup>1</sup>  Yes  
<sup>2</sup>  No

**[Ask to all Respondents]**

**SBD2. In the past 12 months, have you received free samples of e-cigarettes? Remember: a free sample does not include a promotion such as “buy one get one free”, but can be a voucher or coupon you were given to redeem for a free sample at no cost.**

- <sup>1</sup>  Yes → GO TO SBD3  
<sup>2</sup>  No → GO TO SBD10

**[Ask if SBD2=1]**

**SBD3. In the past 12 months, what type of e-cigarette free sample did you receive?**

- <sup>1</sup>  Puff, drag, or hit of an e-cigarette or vape pen  
<sup>2</sup>  Tank  
<sup>3</sup>  Complete Device, such as an e-cigarette or vape pen  
<sup>4</sup>  E-liquid or E-juice

**[Ask if SBD2=1]**

**SBD4. In the past 12 months, how many times have you received a free sample of e-cigarettes?**

- <sup>1</sup>  1 time  
<sup>2</sup>  2-4 times  
<sup>3</sup>  5 or more times

[Ask if SBD2=1]

SBD5. What brands of e-cigarettes were the free samples? Please select all that apply from the list below.

[DISPLAY LIST OF BRANDS AND VARIETY OF BRAND FOR PARTICIPANTS TO SELECT. USE SCANNER DATA WITH BRAND BY MARKET SHARE TO DETERMINE CATEGORIES]:

- 1  21ST CENTURY SMOKE
- 2  BLU
- 3  CUE
- 4  EONSMOKE
- 5  HAUS
- 6  JAK
- 7  JUUL
- 8  LOGIC
- 9  MARKTEN
- 10  MISTIC
- 11  NJOY
- 12  SQUARE
- 13  V2 CIGS
- 14  VAPIN PLUS
- 15  VUSE
- 888  Other (Please specify: \_\_\_\_\_)
- 999  I don't know

[Ask if SBD2=1]

SBD6. In the past 12 months, how have you received free samples of e-cigarettes? Remember: a free sample does not include a promotion such as "buy one get one free" but can be given to you in person and also be a voucher or coupon you were given to redeem for a free sample at no cost. Have you received free samples of e-cigarettes...? (Answer "Yes" or "No" for each.):

- |  | YES                        | NO                         |
|--|----------------------------|----------------------------|
| a. In person (such as at a store, fair, or bar) → GO TO SBD7                               | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| b. In or on a tobacco product package  | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| c. In the mail   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| d. In an e-mail  | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| e. On a cell phone or tablet app (such as "Spot You More", "Cartwheel", or "Marlboro MHQ") | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| f. In a text message   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| g. Through social media (such as Instagram, Facebook, or Twitter)                          | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| h. On a website  | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| i. Some other way  | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |

[Ask if SBD6=1]

SBD7. In the past 12 months, did you receive free samples of e-cigarettes in person at the following locations? (Answer "Yes" or "No" for each.):

- |                                | YES                        | NO                         |
|--------------------------------|----------------------------|----------------------------|
| a. A hookah bar or café        | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| b. A vape shop or vapor lounge | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| c. A mall kiosk                | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |



- |   |                            |                            |
|---|----------------------------|----------------------------|
| d. A cigar bar  | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| e. An event (such as music festival, concert, or fair)            | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| f. A convenience store or gas station                             | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| g. A supermarket, grocery store, or drug store                    | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| h. A warehouse club, such as Sam's or Costco                      | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| i. A smoke shop, tobacco specialty store, or tobacco outlet store | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| j. A duty free shop or military retail outlet                     | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| k. A store on an Indian reservation                               | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| l. A liquor store   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| m. A bar, pub, restaurant, or casino                              | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| n. Somewhere else   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |

**[Ask if SBD2=1]**

**SBD8. You said that you received free samples of e-cigarettes. For the next questions, please think of the most recent free sample of e-cigarettes that you received. What did you do with the most recent free sample of e-cigarettes that you received?**

- 1  Used it → GO TO SBD9  
 2  Did not use it → GO TO SBD10

**[Ask if SBD8=1]**

**SBD9. How likely are you to purchase this product?**

- 1  Not at all likely  
 2  Not too likely  
 3  Somewhat likely  
 4  Very likely

**[Ask to all Respondents]**

**SBD10. The next questions are about discount coupons and website promo codes for e-cigarettes. A discount coupon (also known as a “coupon”) makes e-cigarettes cheaper, but not free. Discount coupons do not include vouchers or coupons that you can redeem for a free sample at no cost. Discount coupons and website promo codes offer discounts such as: dollar off rebates, buy 1 get 1 free, 2 for the price of 1, and 50% off.**

**How likely are you to buy e-cigarettes if you have a discount coupon for them?**

- 1  Not at all likely  
 2  Not too likely  
 3  Somewhat likely  
 4  Very likely

**[Ask to all Respondents]**

**SBD11. In the past 12 months, have you received a discount coupon for e-cigarettes?**

- 1  Yes → GO TO SBD12  
 2  No → GO TO SBD21

**[Ask if SBD11=1]**

**SBD12. For the following questions, think about the discount coupons that you have received that made your e-cigarettes cheaper. In the past 12 months, would you say that on average,**

you received fewer than 10 discount coupons, 10-15 discount coupons, 16-20 discount coupons, or more than 20 discount coupons?

- 1  Fewer than 10 discount coupons
- 2  10-15 discount coupons
- 3  16-20 discount coupons
- 4  More than 20 discount coupons

**[Ask if SBD11=1]**

**SBD13. What brands of e-cigarettes were the discount coupons that you received for? Please select all that apply from the list below.**

**[DISPLAY LIST OF BRANDS AND VARIETY OF BRAND FOR PARTICIPANTS TO SELECT. USE SCANNER DATA WITH BRAND BY MARKET SHARE TO DETERMINE CATEGORIES]:**

- 1  21ST CENTURY SMOKE
- 2  BLU
- 3  CUE
- 4  EONSMOKE
- 5  HAUS
- 6  JAK
- 7  JUUL
- 8  LOGIC
- 9  MARKTEN
- 10  MISTIC
- 11  NJOY
- 12  SQUARE
- 13  V2 CIGS
- 14  VAPIN PLUS
- 15  VUSE
- 888  Other (Please specify: \_\_\_\_\_)
- 999  I don't know

**[Ask if SBD11=1]**

**SBD14. In the past 12 months, have you received discount coupons for e-cigarettes in the following ways? Please select all that apply.**

- 1  In person (such as at a store, fair, or bar) → GO TO SBD15
- 2  In or on a tobacco product package
- 3  In the mail
- 4  In an e-mail
- 5  On a cell phone or tablet app (such as "Spot You More", "Cartwheel", or "Marlboro MHQ")
- 6  In a text message
- 7  Through social media (such as Instagram, Facebook, or Twitter)
- 8  On a website
- 9  Some other way

**[Ask if SBD14\_a=1]**

**SBD15. In the past 12 months, did you receive discount coupons for e-cigarettes in-person at the following locations? Please select all that apply.**

- 1  A hookah bar or cafe

- 2  A vape shop or vapor lounge
- 3  A mall kiosk
- 4  A cigar bar
- 5  An event (such as music festival, concert, or fair)
- 6  A convenience store or gas station
- 7  A supermarket, grocery store, or drug store
- 8  A warehouse club, such as Sam's or Costco
- 9  A smoke shop, tobacco specialty store, or tobacco outlet store
- 10  A duty free shop or military retail outlet
- 11  A store on an Indian reservation
- 12  A liquor store
- 13  A bar, pub, restaurant, or casino
- 14  Somewhere else

**[Ask if SBD11=1]**

**SBD16. You said that you received a discount coupon for e-cigarettes in the past 12 months. Did you use any of these coupons to purchase e-cigarettes?**

- 1  Yes → GO TO SBD17
- 2  No → GO TO SBD21

**[Ask if SBD16=1]**

**SBD17. In the past 12 months, would you say that on average, you used fewer than 10 discount coupons, 10-15 discount coupons, 16-20 discount coupons, or more than 20 discount coupons?**

- 1  Fewer than 10 discount coupons
- 2  10-15 discount coupons
- 3  16-20 discount coupons
- 4  More than 20 discount coupons

**[Ask if SBD16=1]**

**SBD18. Did you use the discount coupons to make your e-cigarettes cheaper at the following locations? *Please select all that apply.***

- 1  A hookah bar or cafe
- 2  A vape shop or vapor lounge
- 3  A mall kiosk
- 4  A cigar bar
- 5  An event (such as music festival, concert, or fair)
- 6  A convenience store or gas station
- 7  A supermarket, grocery store, or drug store
- 8  A warehouse club, such as Sam's or Costco
- 9  A smoke shop, tobacco specialty store, or tobacco outlet store
- 10  A duty free shop or military retail outlet
- 11  A store on an Indian reservation
- 12  A liquor store
- 13  On a cell phone or tablet app (such as "Spot You More", "Cartwheel", or "Marlboro MHQ")
- 14  In an online purchase through a website
- 15  Mail order purchase (by catalogue order or order by phone)
- 16  A bar, pub, restaurant, or casino

17  Somewhere else

**[Ask if SBD16=1]**

**SBD19. You said that you used a discount coupon for e-cigarettes in the past 12 months. Think about the most recent discount coupon that you used. What made you decide to use the coupon? *Please select all that apply.***

- 1  Wanted to try a different type of tobacco product that I don't usually use
- 2  Wanted to try a different brand of e-cigarettes
- 3  Wanted to try a different flavor of my usual e-cigarettes
- 4  Wanted to try a different sub-brand or style of my usual e-cigarettes
- 5  Wanted to save money on my usual brand of e-cigarettes
- 6  Wanted to save money on a brand I used to use until the price went up and I switched to cheaper brand
- 7  Some other reason

**[Ask if SBD16=1]**

**SBD20. Think about the most recent purchase of e-cigarettes you made using a discount coupon. How likely are you to purchase this product again?**

- 1  Not at all likely
- 2  Not too likely
- 3  Somewhat likely
- 4  Very likely

**[Ask to all Respondents]**

**SBD21. In the past 12 months, besides free samples or coupons, did you get e-cigarettes for less than \$1 (NOT from a friend or family member)?**

- 1  Yes
- 2  No

**[Ask to all Respondents]**

**SBD22. Now we would like to ask you about your e-cigarette use. Have you ever used an e-cigarette, even one or two times?**

- 1  Yes
- 2  No

**[Ask to all Respondents]**

**SBD23. Do you think you will use an e-cigarette within the next year? Would you say...?**

- 1  Definitely yes
- 2  Probably yes
- 3  Probably not
- 4  Definitely not

**[Ask if SBD22=1. If SBD22=2, go to SBE\_INTRO (Module E: Hookah/Waterpipe)]**

**SBD24. Do you now use e-cigarettes every day, some days, or not at all?**

- 1  Every day → GO TO SBD25
- 2  Some days → GO TO SBD25
- 3  Not at all → GO TO SBE\_INTRO (Module E: Hookah/Waterpipe)]

**[Ask Current e-cigarette Users SBD24=1,2]**

**SBD25. Are the e-cigarettes you used in the past 30 days flavored to taste like....? (Please select all that apply.):**

- 1  Tobacco or non-flavored
- 2  Menthol flavored
- 3  Mint, wintergreen, spearmint, or frost
- 4  Clove or spice
- 5  Fruit
- 6  Chocolate
- 7  An alcoholic drink (such as wine, cognac, margarita, or other cocktails)
- 8  Candy or other sweets
- 9  Some other flavor

**[Ask Current e-cigarette Users SBD24=1,2]**

**SBD26. In the past 12 months, have you purchased e-cigarette refills or devices from any of the following locations? Please select all that apply.**

- 1  A vape shop or vapor lounge
- 2  A mall kiosk
- 3  A convenience store or gas station
- 4  A supermarket, grocery store, or drug store
- 5  A warehouse club, such as Sam's or Costco
- 6  A smoke shop, tobacco specialty store, or tobacco outlet store
- 7  A duty free shop or military retail outlet
- 8  A bar, pub, restaurant, or casino
- 9  A friend or relative
- 10  A swap meet or flea market
- 11  A store on an Indian reservation
- 12  A liquor store
- 13  Online (e.g. website or phone app)
- 14  Somewhere else (Please specify): \_\_\_\_\_
- 15  I don't buy my own e-cigarettes

**[Ask Current e-cigarette Users SBD24=1,2]**

**SBD27. Are you seriously considering quitting e-cigarettes within the next 6 months?**

- 1  Yes
- 2  No

**[Ask Current e-cigarette Users SBD24=1,2]**

**SBD28. During the past 3 months, have you stopped using e-cigarettes for more than one day because you were trying to quit?**

- 1  Yes
- 2  No

**E. HOOKAH/WATERPIPES MODULE [Ask to all Respondents]**

**[PROGRAMMER: DISPLAY A PICTURE OF WATERPIPE TOBACCO PRODUCT TYPES]**

**SBE\_INTRO:** These questions are about smoking tobacco in a hookah, which is a type of water pipe. It is sometimes called “shisha” or a “narghile” pipe. Some common brands are Fumari, Starbuzz, Al Fakher, MYA Saray, or Evolution Hookah. People often smoke tobacco in hookah in groups at cafes or in hookah bars.

The first questions are about free samples of hookah tobacco. A free sample is a full size, trial size, or puff of hookah tobacco given to you for no cost. This does not include promotions where you have to buy something in order to receive free hookah tobacco, such as “buy one get one free” coupons, membership programs with “punch cards”, or when a friend or family member gives you hookah tobacco. You can receive free samples that are given to you in person or a voucher or coupon that you can redeem at no cost at another time.

**[Ask to all Respondents]**

**SBE1. In the past 12 months, have you seen free samples of hookah tobacco being handed out?**

- 1  Yes
- 2  No

**[Ask to all Respondents]**

**SBE2. In the past 12 months, have you received free samples of hookah tobacco? Remember: a free sample does not include a promotion such as “buy one get one free”, but can be a voucher or coupon you were given to redeem for a free sample at no cost.**

- 1  Yes → GO TO SBE3
- 2  No → GO TO SBE9

**[Ask if SBE2=1]**

**SBE3. In the past 12 months, how many times have you received a free sample of hookah tobacco?**

- 1  1 time
- 2  2-4 times
- 3  5 or more times

**[Ask if SBE2=1]**

**SBE4. What brands of hookah tobacco were the free samples? Please select all that apply from the list below.**

**[DISPLAY LIST OF BRANDS AND VARIETY OF BRAND FOR PARTICIPANTS TO SELECT. USE SCANNER DATA WITH BRAND BY MARKET SHARE TO DETERMINE CATEGORIES]:**

- 1  AL FAKHER
- 2  ALCHEMIST TOBACCO
- 3  AL-TAWAREG TOBACCO
- 4  EASTERN TOBACCO
- 5  FANTASIA
- 6  FUMARI
- 7  HAZE TOBACCO

- 8  NAKHLA
- 9  SOCIAL SMOKE
- 10  STARBUZZ
- 888  Other (Please specify: \_\_\_\_\_)
- 999  I don't know

**[Ask if SBE2=1]**

**SBE5. In the past 12 months, how have you received free samples of hookah tobacco? Remember: a free sample does not include a promotion such as “buy one get one free” but can be given to you in person and also be a voucher or coupon you were given to redeem for a free sample at no cost. Have you received free samples of hookah tobacco...? (Answer “Yes” or “No” for each.):**

- |  | <b>YES</b>                 | <b>NO</b>                  |
|--|----------------------------|----------------------------|
| a. In person (such as at a store, fair, or bar) → GO TO SBE6                               | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| b. In or on a tobacco product package  | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| c. In the mail   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| d. In an e-mail  | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| e. On a cell phone or tablet app (such as “Spot You More”, “Cartwheel”, or “Marlboro MHQ”) | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| f. In a text message   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| g. Through social media (such as Instagram, Facebook, or Twitter)                          | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| h. On a website  | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| i. Some other way  | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |

**[ASK if SBE5\_a=1]**

**SBE6. In the past 12 months, did you receive free samples of hookah tobacco in person at the following locations? (Answer “Yes” or “No” for each.):**

- |   | <b>YES</b>                 | <b>NO</b>                  |
|---|----------------------------|----------------------------|
| a. A hookah bar or café   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| b. A vape shop or vapor lounge                                    | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| c. A mall kiosk   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| d. A cigar bar  | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| e. An event (such as music festival, concert, or fair)            | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| f. A convenience store or gas station                             | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| g. A supermarket, grocery store, or drug store                    | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| h. A warehouse club, such as Sam’s or Costco                      | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| i. A smoke shop, tobacco specialty store, or tobacco outlet store | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| j. A duty free shop or military retail outlet                     | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| k. A store on an Indian reservation                               | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| l. A liquor store   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| m. A bar, pub, restaurant, or casino                              | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| n. Somewhere else   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |

**[Ask if SBE2=1]**

**SBE7. You said that you received free samples of hookah tobacco. For the next questions, please think of the most recent free sample of hookah tobacco that you received. What did you do with the most recent free sample of hookah tobacco that you received?**

- 1  Used it → GO TO SBE8  
2  Did not use it → GO TO SBE9

**[Ask if SBE7=1]**

**SBE8. How likely are you to purchase this product?**

- 1  Not at all likely  
2  Not too likely  
3  Somewhat likely  
4  Very likely

**[Ask to all Respondents]**

**SBE9. The next questions are about discount coupons and website promo codes for hookah tobacco. A discount coupon (also known as a “coupon”) makes hookah tobacco cheaper, but not free. Discount coupons do not include vouchers or coupons that you can redeem for a free sample at no cost. Discount coupons and website promo codes offer discounts such as: dollar off rebates, buy 1 get 1 free, 2 for the price of 1, and 50% off.**

**How likely are you to buy hookah tobacco if you have a discount coupon for it?**

- 1  Not at all likely  
2  Not too likely  
3  Somewhat likely  
4  Very likely

**[Ask to all Respondents]**

**SBE10. In the past 12 months, have you received a discount coupon for hookah tobacco?**

- 1  Yes → GO TO SBE11  
2  No → GO TO SBE20

**[Ask if SBE10=1]**

**SBE11. For the following questions, think about the discount coupons that you have received that made your hookah tobacco cheaper. In the past 12 months, would you say that on average, you received fewer than 10 discount coupons, 10-15 discount coupons, 16-20 discount coupons, or more than 20 discount coupons?**

- 1  Fewer than 10 discount coupons  
2  10-15 discount coupons  
3  16-20 discount coupons  
4  More than 20 discount coupons

**[Ask if SBE10=1]**

**SBE12. What brands of hookah tobacco were the discount coupons that you received for?  
*Please select all that apply from the list below.***

**[DISPLAY LIST OF BRANDS AND VARIETY OF BRAND FOR PARTICIPANTS TO SELECT. USE SCANNER DATA WITH BRAND BY MARKET SHARE TO DETERMINE CATEGORIES]:**

- 1  AL FAKHER  
2  ALCHEMIST TOBACCO  
3  AL-TAWAREG TOBACCO  
4  EASTERN TOBACCO



- 5  FANTASIA
- 6  FUMARI
- 7  HAZE TOBACCO
- 8  NAKHLA
- 9  SOCIAL SMOKE
- 10  STARBUZZ
- 888  Other (Please specify: \_\_\_\_\_)
- 999  I don't know

**[Ask if SBE10=1]**

**SBE13. In the past 12 months, have you received discount coupons for hookah tobacco in the following ways? Please *select all that apply*.**

- 1  In person (such as at a store, fair, or bar) → GO TO SBE14
- 2  In or on a tobacco product package
- 3  In the mail
- 4  In an e-mail
- 5  On a cell phone or tablet app (such as “Spot You More”, “Cartwheel”, or “Marlboro MHQ”)
- 6  In a text message
- 7  Through social media (such as Instagram, Facebook, or Twitter)
- 8  On a website
- 9  Some other way

**[Ask if SBE13=1]**

**SBE14. In the past 12 months, did you receive discount coupons for hookah tobacco in person at the following locations? Please *select all that apply*.**

- 1  A hookah bar or cafe
- 2  A vape shop or vapor lounge
- 3  A mall kiosk
- 4  A cigar bar
- 5  An event (such as music festival, concert, or fair)
- 6  A convenience store or gas station
- 7  A supermarket, grocery store, or drug store
- 8  A warehouse club, such as Sam’s or Costco
- 9  A smoke shop, tobacco specialty store, or tobacco outlet store
- 10  A duty free shop or military retail outlet
- 11  A store on an Indian reservation
- 12  A liquor store
- 13  A bar, pub, restaurant, or casino
- 14  Somewhere else

**[Ask if SBE10=1]**

**SBE15. You said that you received a discount coupon for hookah tobacco in the past 12 months. Did you use any of these coupons to purchase hookah tobacco?**

- 1  Yes → GO TO SBE16
- 2  No → GO TO SBE20

**[Ask if SBE15=1]**

**SBE16. In the past 12 months, would you say that on average, you used fewer than 10 discount coupons, 10-15 discount coupons, 16-20 discount coupons, or more than 20 discount coupons?**

- 1  Fewer than 10 discount coupons
- 2  10-15 discount coupons
- 3  16-20 discount coupons
- 4  More than 20 discount coupons

**[Ask if SBE15=1]**

**SBE17. Did you use the discount coupons to make your hookah tobacco cheaper at the following locations? Please select all that apply.**

- 1  A hookah bar or cafe
- 2  A vape shop or vapor lounge
- 3  A mall kiosk
- 4  A cigar bar
- 5  An event (such as music festival, concert, or fair)
- 6  A convenience store or gas station
- 7  A supermarket, grocery store, or drug store
- 8  A warehouse club, such as Sam's or Costco
- 9  A smoke shop, tobacco specialty store, or tobacco outlet store
- 10  A duty free shop or military retail outlet
- 11  A store on an Indian reservation
- 12  A liquor store
- 13  On a cell phone or tablet app (such as "Spot You More", "Cartwheel", or "Marlboro MHQ")
- 14  In an online purchase through a website
- 15  Mail order purchase (by catalogue order or order by phone)
- 16  A bar, pub, restaurant, or casino
- 17  Somewhere else

**[Ask if SBE15=1]**

**SBE18. You said that you used a discount coupon for hookah tobacco in the past 12 months. Think about the most recent coupon that you used. What made you decide to use the coupon? Please select all that apply.**

- 1  Wanted to try a different type of tobacco product that I don't usually use
- 2  Wanted to try a different brand of hookah tobacco
- 3  Wanted to try a different flavor of my usual hookah tobacco
- 4  Wanted to try a different sub-brand or style of my usual hookah tobacco
- 5  Wanted to save money on my usual brand of hookah tobacco
- 6  Wanted to save money on a brand I used to use until the price went up and I switched to cheaper brand
- 7  Some other reason

**[Ask if SBE15=1]**

**SBE19. Think about the most recent purchase of hookah tobacco you made using a discount coupon. How likely are you to purchase this product again?**

- 1  Not at all likely
- 2  Not too likely
- 3  Somewhat likely
- 4  Very likely

**[Ask to all Respondents]**

**SBE20. In the past 12 months, besides free samples or coupons, did you get hookah tobacco for less than \$1 (NOT from a friend or family member)?**

- 1  Yes
- 2  No

**[Ask to All Respondents]**

**SBE21. Now we would like to ask you about your hookah use. Have you ever smoked tobacco in a hookah or waterpipe, even one or two puffs?**

- 1  Yes
- 2  No

**[Ask to All Respondents]**

**SBE22. Do you think you will smoke tobacco in a hookah within the next year? Would you say...?**

- 1  Definitely yes
- 2  Probably yes
- 3  Probably not
- 4  Definitely not

**[Ask if SBE21=1. If SBE21=2, go to SBF1]**

**SBE23. Do you now smoke hookah every day, some days, or not at all?**

- 1  Every day → GO TO SBE24
- 2  Some days → GO TO SBE24
- 3  Not at all → GO TO SBF1

**[Ask Current Waterpipe Users SBE23=1,2]**

**SBE24. Is the tobacco you used in a hookah in the past 30 days flavored to taste like...?**

**(Please select all that apply.):**

- 1  Tobacco or non-flavored
- 2  Menthol flavored
- 3  Mint, wintergreen, spearmint, or frost
- 4  Clove, spice, or herb flavored
- 5  Fruit
- 6  Chocolate
- 7  An alcoholic drink (such as wine, cognac, margarita, or other cocktails)
- 8  Candy or other sweets
- 9  Some other flavor

**[Ask Current Waterpipe Users SBE23=1,2]**

**SBE25. In the past 12 months, have you purchased shisha or hookah from any of the following locations? Please select all that apply.**

- 1  A hookah bar or café
- 2  A convenience store or gas station
- 3  A supermarket, grocery store, or drug store
- 4  A warehouse club, such as Sam's or Costco
- 5  A smoke shop, tobacco specialty store, or tobacco outlet store
- 6  A duty free shop or military retail outlet
- 7  A bar, pub, restaurant, or casino
- 8  A friend or relative
- 9  A swap meet or flea market
- 10  A store on an Indian reservation
- 11  A liquor store
- 12  Online (e.g. website or phone app)
- 13  Somewhere else (Please specify): \_\_\_\_\_
- 14  I don't buy my own shisha or hookah

**[Ask Current Waterpipe Users SBE23=1,2]**

**SBE26. Are you seriously considering quitting hookah within the next 6 months?**

- 1  Yes
- 2  No

**[Ask Current Waterpipe Users SBE23=1,2]**

**SBE27. During the past 3 months, have you stopped using hookah for more than one day because you were trying to quit?**

- 1  Yes
- 2  No

**F. TOBACCO COMPANY COMMUNICATIONS MODULE [Ask to all Respondents]**

**[Ask to all Respondents]**

**SBF1. Have you ever shared your address, e-mail, or phone number to sign up for coupons, discounts or sweepstakes from a tobacco or e-cigarette company?**

- <sup>1</sup>  Yes → GO TO SBF2  
<sup>2</sup>  No → GO TO SBF3

**[Ask if SBF1=1]**

**SBF2. How did you share your address, e-mail, or phone number to sign up for coupons, discounts or sweepstakes from a tobacco or e-cigarette company? Please select all that apply.**

- <sup>1</sup>  I mailed my information  
<sup>2</sup>  I e-mailed my information  
<sup>3</sup>  I gave my information online  
<sup>4</sup>  I gave my information over the phone  
<sup>5</sup>  I gave my information to someone in person (for example at a bar, music club, concert, festival or fair)  
<sup>6</sup>  I gave my information some other way  
<sup>7</sup>  I did not share my information

**[Ask to all Respondents]**

**SBF3. Have you “liked” or “followed” any tobacco or e-cigarette companies on Instagram, Facebook, Twitter or other social media sites?**

- <sup>1</sup>  Yes → GO TO SBF4  
<sup>2</sup>  No → GO TO SBJ\_INTRO

**[Ask if SBF3=1]**

**SBF4. Did you “like” or “follow” the tobacco or e-cigarette companies on social media to receive coupons or discounts or free gifts from them?**

- <sup>1</sup>  Yes  
<sup>2</sup>  No

**MODULE J: SUPPLEMENTAL COUPON QUESTIONS [For WEB Panelists ONLY]**

**SBJ\_INTRO.** The next questions are about the most recent discount coupon you received.

*[Ask to all Respondents who received a coupon for ANY tobacco product; if SBA10 OR SBB10 OR SBC10 OR SBD11 OR SBE10 = 1]*

**SBJ1.** Do you have a picture or screenshot of the most recent coupon you received for a tobacco product (such as cigarettes, e-cigarettes, cigars, smokeless tobacco, or other tobacco products)?

- <sup>1</sup>  Yes (Go to “Upload coupon” prompt for respondent to upload screenshot/picture. After upload is complete, then go to SBJ3. If respondent declines to upload coupon, or upload isn’t successful, Go to Next Question])
- <sup>2</sup>  No

**SBJ1 UPLOAD COUPON PROMPT SERIES**

**PROGRAMMER: SET WEBSITE TIMEOUT PERIOD TO 15 MINUTES TO MINIMIZE TIMEOUTS DURING THIS PROCESS.**

**J\_UPLOAD:** We are interested in seeing the most recent tobacco product coupon you received. This can be a picture or screenshot from your mobile device or personal computer. For example, you may have a picture of a paper coupon or a screenshot of a coupon you received via text or email message.

**Would you submit a picture or screenshot of the coupon?**

- <sup>1</sup>  Yes → CONTINUE IMAGE SUBMISSION PROCESS
- <sup>2</sup>  No → GO TO SBJ2

**J1\_UPLOAD:** Please select and submit a picture or screenshot of your most recent coupon. The image file can be in any commonly used format (for example: .jpg, .png, .pdf). The image file must be 10 MB or smaller in size.

**Step 1: Select the coupon image file you want to submit.**

**PROGRAMMER: SHOW CHOOSE FILE/BROWSE BOX HERE WITH A [REMOVE] LINK TO CLEAR THE SELECTION IF THE R CHOOSES THE WRONG FILE**

**Step 2: Click the [Submit Image] button below.**

**PROGRAMMER: SHOW [SUBMIT IMAGE] BUTTON HERE. THEN SHOW STATUS OF SUBMISSION WHEN COMPLETED (E.G., SUCCESSFUL OR NOT):**

→ Please select a file to upload. (DISPLAY IF R HAS NOT SELECTED A FILE BEFORE CLICKING THE [Submit Image] BUTTON)

→ Image submitted successfully. Press [Next] to continue with the survey → GO TO SBJ3

→ Image not submitted successfully. Image not in acceptable file format (.png, .jpg, .jpeg, .gif, .tif, .pdf). Please select and submit a new image or press [Next] to continue with the survey.

→ Image not submitted successfully. Image exceeds maximum file size of 10 MB. Please select and submit a new image or press [Next] to continue with the survey.

**PROGRAMMER: IF IMAGE NOT UPLOADED SUCCESSFULLY AND THE R SELECTS [NEXT] TO MOVE FORWARD, GO TO SBJ2.**

*[Partly open ended question. Ask If SBJ1=2; If SBJ1=1 and respondent declines to upload image, ask SBJ2]*

**SBJ2. Please describe the most recent coupon you received for a tobacco product.**

**[PROGRAMMER: REPEAT QUESTION STEM ON TOP OF SCREENS FOR b, c, AND d; DISPLAY IN PARENTHESES.]**

**a. Was it a paper coupon or an online coupon?**

- Paper coupon  
 Online coupon

**b. The type of tobacco product**

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Cigarettes             | <input type="checkbox"/> Regular Cigars  | <input type="checkbox"/> Cigarillos           |
| <input type="checkbox"/> Little Filtered Cigars | <input type="checkbox"/> Chewing Tobacco | <input type="checkbox"/> Snus                 |
| <input type="checkbox"/> Dip                    | <input type="checkbox"/> Snuff           | <input type="checkbox"/> Hookah/Waterpipe     |
| <input type="checkbox"/> E-Cigarette            | <input type="checkbox"/> Pipe tobacco    | <input type="checkbox"/> Other, Specify _____ |

**c. The brand of tobacco product**

**[DISPLAY LIST OF BRANDS AND VARIETY OF BRAND FOR PARTICIPANTS TO SELECT. USE SCANNER DATA WITH BRAND BY MARKET SHARE TO DETERMINE CATEGORIES]:**

- <sup>888</sup>  Other (*Please specify:* \_\_\_\_\_)  
<sup>999</sup>  I don't know

**d. Did the coupon allow you to (*Please select one answer*):**

- <sup>1</sup>  Buy One Get One Free?  
<sup>2</sup>  Buy One Get One 50% off?  
<sup>3</sup>  Get 5% to 50% off?  
<sup>4</sup>  Get more than 50% off?  
<sup>5</sup>  Get \$0.50 or more off?  
<sup>6</sup>  Get some other discount? Please specify \_\_\_\_\_

**[Ask to all Respondents who used a coupon for ANY tobacco product; if SBA15 OR SBB15 OR SBC15 OR SBD16 OR SBE15 = 1]**

**SBJ3. Think of the most recent discount coupon you used for a tobacco product. How much money did you save on this tobacco product by using this coupon?**

\$|\_|\_|\_|\_|.|\_|\_|\_|\_|  
[RANGE: \$0.01 - \$100]

**RANGE CHECK: Please enter a number between \$0.01 and \$100.**

**LAUNCH CONTACT INFORMATION UPDATE MODULE TO CONFIRM/UPDATE BASELINE DATA AND ENSURE INCENTIVE PAYMENT REACHES CORRECT ADDRESS.**

**WEB MODE END: Thank you for answering this TCS survey. Your \$15 [IF SB\_INCENTIVE = 1 (VISA GIFT CARD), FILL: digital VISA gift card will be emailed to you within 3-4 business days/IF SB\_INCENTIVE = 2 (CASH), FILL: cash payment will be mailed to you in the next 1-2 weeks, although delivery may take longer.] If you have any questions or comments about this survey, please contact us toll-free at 1-800-613-0326 or via email at [tcs@rti.org](mailto:tcs@rti.org).**

**Please allow 24 hours for your completion of this survey to register in our system.**

**MAIL MODE END:**

**Thank you for completing the survey!**  
**Your \$15 cash payment will be mailed to you in the next 1-2 weeks.**  
Please place your questionnaire in the provided envelope and return to RTI International. If the envelope has been misplaced, please mail the questionnaire to:  
**RTI International – [0214634.024.XXX.XXX]  
5265 Capital Boulevard  
Raleigh, NC 27616-2925**

[DISPLAY FOR WEB/MAIL]: Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 20 minutes per response to complete the survey questions. Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to [PRASStaff@fda.hhs.gov](mailto:PRASStaff@fda.hhs.gov).



# National Panel of Tobacco Consumer Studies

## Study C Questionnaire

### Study C: Hypothetical Product Standards

OMB Number: 0910-0815  
Expiration Date: 02/28/2023

PROGRAMMER: INSERT PROMPTS IF AN ITEM IS LEFT BLANK SO R CAN CHOOSE DK OR RE RESPONSE: "PLEASE ENTER A RESPONSE. SELECT "CHANGE ANSWER" TO ENTER A RESPONSE. SELECT "KEEP ANSWER AND CONTINUE" TO SKIP THIS QUESTION." ASSIGN -99 TO INDICATE RESPONDENT LEFT THE ITEM BLANK. FOR NUMERIC ITEMS, THE RANGE CHECK PROMPT IS: PLEASE ENTER A NUMBER BETWEEN [FILL LOWER RANGE] AND [FILL UPPER RANGE].

#### INTRODUCTION AND CONSENT

SC\_INTRO. We are excited that you are participating in the TCS survey panel. This study will collect information about what people think about tobacco use. The questions will take about 15 minutes to complete and you will receive \$15 as a token of our appreciation. Your participation is voluntary and you can skip any question you do not want to answer. Your answers to the questions will be kept private to the fullest extent required by law.

[FILL BASED ON ENROLLMENT/RE-CONSENT STATUS: There may be opportunities for TCS researchers to use, share, or release deidentified panel data for similar research in the future. "Deidentified" means that we will remove your personal identifying information before the data are used, shared, or released to others. Although we cannot guarantee that no one can reidentify these data, it is highly unlikely that this will occur. We will not ask for your additional informed consent if we use, share, or release deidentified panel data for future research.]

**IF WEB SURVEY: Do you agree to participate in the survey?**

- <sup>1</sup>  Yes → GO TO SC\_INCENTIVE  
<sup>2</sup>  No → EXIT SURVEY: Thank you for your time. Have a nice day/evening. (ASSIGN CODE 1410 REFUSAL BY SUBJECT)

[IF WEB]: SC\_INCENTIVE. Due to the coronavirus (COVID-19) pandemic, we are offering two ways for you to receive \$15 for completing the survey. You can choose to receive a \$15 digital VISA gift card or \$15 cash for completing the survey. If you choose the \$15 digital VISA gift card, it will be emailed to you within 3-4 business days after you complete the survey. If you choose \$15 cash, it will be mailed to you in about 1-2 weeks, although delivery may take longer.

How would you like to receive the \$15 token of appreciation for completing the survey?

- <sup>1</sup>  \$15 digital VISA gift card via email – GO TO SC\_EMAIL1  
<sup>2</sup>  \$15 cash in the mail → CONTINUE WITH SURVEY

[PROGRAMMER: IMPLEMENT HARD CHECK FOR SC\_INCENTIVE. IF RESPONDENT DOES NOT ANSWER, DISPLAY: Please enter a response.]

SC\_EMAIL1. Please enter your email address.

EMAIL ADDRESS: \_\_\_\_\_

[PROGRAMMER: RESTRICT TO EMAIL FORMAT. IF RESPONDENT DOES NOT ENTER EMAIL ADDRESS OR EMAIL ADDRESS IS INVALID, DISPLAY HARD CHECK: We must have a valid email address to send a digital VISA gift card. Please enter your email address. Else, select the [PREVIOUS] button to return to the previous question and change your answer to "\$15 cash in the mail" to have the \$15 mailed to you after you complete the survey.

SC\_EMAIL2. Please confirm your email address.

CONFIRM EMAIL ADDRESS: \_\_\_\_\_

[PROGRAMMER: RESTRICT TO EMAIL FORMAT. IF EMAIL2 DOES NOT MATCH EMAIL1, DISPLAY HARD CHECK: The second email address does not match the first email address. Please re-enter email to confirm your email address. Else, select the [PREVIOUS] button to change your answer to "\$15 cash in the mail" to have the \$15 mailed to you after you complete the survey.

[IF MAIL MODE: Please use blue or black ink to complete the survey. Once you complete the survey, please place it in the enclosed business reply envelope and return it to us at no charge. Your completion and return of the survey indicates your consent to participate.]

If you have any questions about the survey, please call the TCS toll-free project line at 1-800-613-0326. If you have questions about your rights as a study participant, please call RTI's Office of Research Protection at 1-866-214-2043 (a toll-free number).

Thank you for your participation.

Please complete the survey in a private setting.

#### SECTION A: TOBACCO USE UPDATE [TOBACCO USE]

First, we would like to ask you a few questions background questions about your use of tobacco products.

SCA1. How old are you?

\_\_\_\_\_ Age [PROGRAMMER: NUMERIC TEXT FIELD, WHOLE NUMBERS ONLY.  
RANGE 18-99]

→ IF LESS THAN 18 YEARS OLD, GO TO END [DISPLAY IF MODE=MAIL]

**CHECK BOX 1: IF SCA1 < 18, TERMINATE; DISPLAY ON A NEW SCREEN: Thank you for your interest in this study. Unfortunately, you are not eligible to complete this survey.**

**IF SCA1 IS LEFT BLANK, HARD CHECK WITH: Proving age is important to ensure you are eligible to participate in the study. Please provide your age.**

**SCA2. Have you ever smoked a cigarette, even one or two puffs?**

- 1  Yes  
2  No → GO TO SCA5 [DISPLAY IF MODE=MAIL]

[ASK IF SCA2 = 1]

**SCA3. On how many of the past 30 days did you smoke a cigarette?**

|\_\_|\_\_| Days [RANGE 0-30]

[ASK IF SCA2 = 1]

**SCA4. Have you smoked at least 100 cigarettes in your entire life?**

- 1  Yes  
2  No

**SCA5. These questions are about regular cigars, cigarillos, and little filtered cigars. "Cigarillos" are medium cigars that sometimes are sold with plastic or wooden tips. Some common brands are Black and Mild, Swisher Sweets, Dutch Masters, and Phillies Blunts. Cigarillos are usually sold individually or in packs of 5 or fewer. Little filtered cigars look like cigarettes and are usually brown in color. Like cigarettes, little filtered cigars have a spongy filter and are sold in packs of 20. Some common brands are Prime Time or Winchester.**

***[DISPLAY CIGAR PRODUCT IMAGES]***

**Have you ever smoked a regular cigar, cigarillo, or little filtered cigar, even one or two puffs?**

- 1  Yes  
2  No → GO TO SCA7 [DISPLAY IF MODE=MAIL]

[ASK IF SCA5 = 1]

**SCA6. On how many of the past 30 days did you smoke regular cigars, cigarillos, or little filtered cigars?**

|\_\_|\_\_| Days [RANGE 0-30]

**SCA7. Now, we'd like to ask you about smokeless tobacco products. Smokeless tobacco products are placed in the mouth or nose and can include chewing tobacco, snuff, dip, snus (snoose), or dissolvable tobacco. Some examples of these product brands are Skoal, Copenhagen, Grizzly, Levi Garrett, and Red Man.**

***[DISPLAY SMOKELESS TOBACCO PRODUCT IMAGES]***

**Have you ever used smokeless tobacco even one or two times?**

- 1  Yes  
2  No → GO TO SCB2 [DISPLAY IF MODE=MAIL]

[ASK IF SCA7 = 1]

**SCA8. On how many of the past 30 days did you use smokeless tobacco?**

|\_\_|\_\_| Days [RANGE 0-30]

**CHECK BOX 2: CREATE NEW VARIABLES THAT CATEGORIZE RESPONDENTS ACCORDING TO THE FOLLOWING (NOT MUTUALLY EXCLUSIVE) CRITERIA:**

**IF (SCA3 >= 1) AND SCA4 = 1, VARIABLE "CURRENT CIGARETTE SMOKER"=1; ELSE CURRENT CIGARETTE SMOKER=0;**

**IF SCA6 >= 1 AND <= 30, "CURRENT CIGAR SMOKER"=1; ELSE CURRENT CIGAR SMOKER=0;**

**IF SCA8 >= 1 AND <= 30, "CURRENT SMOKELESS TOBACCO USER"=1; ELSE CURRENT SMOKELESS TOBACCO USER=0.**

**SECTION B: AWARENESS OF FDA AUTHORITY [REGULATING TOBACCO PRODUCTS]**

**CHECK BOX 3: IF MODE=WEB, GO TO SCB1; ELSE, GO TO SCB2.**

**SCB1. Who do you believe regulates tobacco products in the U.S.? (Please select all that apply.)**

[RANDOMIZE ORDER OF OPTIONS 1-6, FIX 7 AT END]

- 1  Centers for Disease Control and Prevention (CDC)
- 2  Federal Trade Commission (FTC)
- 3  Food and Drug Administration (FDA)
- 4  National Institutes of Health (NIH)
- 5  Surgeon General
- 6  Tobacco industry/tobacco companies
- 7  None of the above

**SCB2. Has the government put rules in place designed to make tobacco products less harmful?**

- 1  Yes
- 2  No
- 2  I don't know

**SECTION C: FDA CREDIBILITY (DO NOT DISPLAY SECTION HEADING IN MAIL OR WEB MODE)**

**The U.S. Food and Drug Administration (FDA) regulates tobacco products in the U.S.**

**SCC1. How much do you agree or disagree with the following [IF MODE=MAIL: statements/IF MODE=WEB: statement]?**

[RANDOMIZE ORDER OF SCC1\_1 to SCC1\_11 IN WEB MODE. FOR WEB, DISPLAY QUESTION STEM (SCC1) AT TOP OF WEB SCREENS. KEEP IN CURRENT, FIXED ORDER IN MAIL MODE.]

**SCC1\_1. The FDA is interested in the public's well-being when it makes rules about tobacco product advertising.**

- 1  Strongly disagree
- 2  Disagree
- 3  Neither agree nor disagree
- 4  Agree
- 5  Strongly agree

**SCC1\_2. The FDA cares about the public when it limits how tobacco companies can market tobacco products.**

- 1  Strongly disagree
- 2  Disagree
- 3  Neither agree nor disagree
- 4  Agree
- 5  Strongly agree

**SCC1\_3. The FDA has my interest in mind when it makes rules about the manufacturing of tobacco products.**

- 1  Strongly disagree
- 2  Disagree
- 3  Neither agree nor disagree
- 4  Agree
- 5  Strongly agree

**SCC1\_4. The FDA is watching out for the public by limiting how cigarettes can be sold.**

- 1  Strongly disagree
- 2  Disagree
- 3  Neither agree nor disagree
- 4  Agree
- 5  Strongly agree

**SCC1\_5. The FDA treats the public with respect when it makes rules about tobacco products.**

- 1  Strongly disagree
- 2  Disagree
- 3  Neither agree nor disagree
- 4  Agree
- 5  Strongly agree

**SCC1\_6. Information from the FDA about tobacco products is fair and balanced.**

- 1  Strongly disagree
- 2  Disagree
- 3  Neither agree nor disagree
- 4  Agree
- 5  Strongly agree

**SCC1\_7. The FDA knows about the risks of tobacco use.**

- 1  Strongly disagree
- 2  Disagree
- 3  Neither agree nor disagree
- 4  Agree
- 5  Strongly agree

**SCC1\_8. Information from the FDA about tobacco use is written by experts.**

- 1  Strongly disagree
- 2  Disagree
- 3  Neither agree nor disagree
- 4  Agree
- 5  Strongly agree

**SCC1\_9. The FDA has the expertise to communicate about the risks of tobacco products to the public.**

- 1  Strongly disagree
- 2  Disagree
- 3  Neither agree nor disagree
- 4  Agree
- 5  Strongly agree

**SCC1\_10. The FDA is an expert at making rules about the harms of tobacco use.**

- 1  Strongly disagree
- 2  Disagree
- 3  Neither agree nor disagree
- 4  Agree
- 5  Strongly agree

**SCC1\_11. The FDA has experience making sure rules about tobacco products are followed.**

- 1  Strongly disagree
- 2  Disagree
- 3  Neither agree nor disagree
- 4  Agree
- 5  Strongly agree

**SECTION D: CURRENT TOBACCO USE AND CESSATION [OTHER TOBACCO USE]**

**CHECK BOX 4: IF MODE=MAIL, GO TO SCD4\_INTRO. IF MODE=WEB AND "CURRENT CIGARETTE SMOKER" = 1, GO TO SCD1; ELSE, GO TO SCD2.**

**SCD1. During the past 12 months, have you stopped smoking cigarettes for one day or longer because you were trying to quit smoking cigarettes?**

- 1  Yes
- 2  No

CHECK BOX 5: IF MODE=WEB AND "CURRENT CIGAR SMOKER" = 1, GO TO SCD2; ELSE, GO TO SCD3.

SCD2. During the past 12 months, have you stopped smoking regular cigars, cigarillos, or little filtered cigars for one day or longer because you were trying to quit smoking regular cigars, cigarillos, or little filtered cigars?

- 1  Yes  
2  No

CHECK BOX 6: IF MODE=WEB AND "CURRENT SMOKELESS TOBACCO USER" = 1 GO TO SCD3; ELSE, GO TO SCD4\_INTRO.

SCD3. During the past 12 months, have you stopped using smokeless tobacco for one day or longer because you were trying to quit using smokeless tobacco?

- 1  Yes  
2  No

SCD4\_INTRO. These next questions are about electronic cigarettes or e-cigarettes. You may also know them as vape pens, mods, or e-vaporizers. Some look like cigarettes, and others look like pens or small pipes. These are battery-powered, usually contain liquid nicotine, and produce vapor instead of smoke. E-cigarettes and similar products can be bought as one-time disposable devices, as devices that use pre-filled pods or cartridges, as devices with refillable pods, tanks, or cartridges, or as mods that can be customized by the user. These usually contain a liquid, often called an "e-liquid" or "e-juice." Some common brands are JUUL, Vuse, MarkTen, Blu, Logic, and NJOY.

*[DISPLAY E-CIGARETTE PRODUCT IMAGES]*

SCD4. Have you ever used an e-cigarette, even one or two times?

- 1  Yes  
2  No → GO TO SCD7 [DISPLAY IF MODE=MAIL]

[IF SCD4 = 1, GO TO SCD5. ELSE GO TO SCD7]

SCD5. On how many of the past 30 days did you use an e-cigarette?

|\_\_|\_\_| Days [RANGE 0-30]  
→ IF 0, GO TO SCD7 [DISPLAY IF MODE=MAIL]

CHECK BOX 7: IF SCD5 >= 1, "CURRENT E-CIGARETTE USER"=1, ELSE CURRENT E-CIGARETTE USER=0.

IF CURRENT E-CIGARETTE USER=1 GO TO SCD6, ELSE GO TO SCD7.

SCD6. During the past 12 months, have you stopped using e-cigarettes for one day or longer because you were trying to quit using e-cigarettes?

- 1  Yes

<sup>2</sup>  No

**SCD7.** These next questions are about smoking tobacco in a hookah, which is a type of water pipe. It is sometimes called a "narghile" pipe. There are many types of hookahs. People often smoke tobacco in a hookah in groups at cafes or in hookah bars. When answering questions about hookah do not include electronic hookahs or e-hookahs.

**[DISPLAY HOOKAH PRODUCT IMAGES]**

**Have you ever smoked tobacco in a hookah or water pipe, even one or two puffs?**

<sup>1</sup>  Yes

<sup>2</sup>  No → GO TO SCE1 [DISPLAY IF MODE=MAIL]

[IF SCD7 = 1, GO TO SDD8, ELSE GO TO SCE1]

**SCD8.** On how many of the past 30 days did you smoke tobacco in a hookah or water pipe?

|\_\_|\_\_| Days [RANGE 0-30]

→ IF 0, GO TO SCE1 [DISPLAY IF MODE=MAIL]

**CHECK BOX 8: IF SCD8 >= 1, "CURRENT HOOKAH USER"=1, ELSE CURRENT HOOKAH USER=0.**

**IF CURRENT HOOKAH USER=1 GO TO SCD9, ELSE GO TO SCE1.**

**SCD9.** During the past 12 months, have you stopped smoking tobacco in a hookah or waterpipe for one day or longer because you were trying to quit smoking tobacco in a hookah or waterpipe?

<sup>1</sup>  Yes

<sup>2</sup>  No

## **SECTION E: HPHC KNOWLEDGE [CHEMICALS]**

**SCE1.** Which, if any, of the following [IF MODE=WEB DISPLAY: chemicals have you heard of / ELSE DISPLAY: chemicals, listed in alphabetical order, have you heard of]? *(Please select all that apply)*

[IF MODE=WEB RANDOMIZE ORDER OF OPTIONS 1-20; FIX 21 AT END. FIX IN CURRENT ORDER IF MODE= MAIL.]

<sup>1</sup>  1,3-Butadiene

<sup>2</sup>  1-Aminonaphthalene

<sup>3</sup>  2-Aminonaphthalene

<sup>4</sup>  4-Aminobiphenyl

<sup>5</sup>  Acetaldehyde

<sup>6</sup>  Acrolein

<sup>7</sup>  Acrylonitrile

<sup>8</sup>  Ammonia



- 9  Arsenic
- 10  Benzene
- 11  Benzo[a]pyrene
- 12  Cadmium
- 13  Carbon monoxide
- 14  Crotonaldehyde
- 15  Formaldehyde
- 16  Isoprene
- 17  Nicotine (total)
- 18  NNK (also known as 4-(methylnitrosamino)-1-(3-pyridyl)-1-butanone))
- 19  NNN (also known as N-nitrosornornicotine)
- 20  Toluene
- 21  None of the above

**SECTION X: STIMULI EXPOSURE [REGULATING CHEMICALS IN TOBACCO]**

**CHECK BOX 9: IF MODE=MAIL, GO TO SECTION H. ADMINISTER SECTION X TO WEB MODE ONLY. SEE APPENDIX A FOR PROGRAMMING INSTRUCTIONS.**

**SCX1\_INTRO.** Next, we would like you to read a statement, and then answer a few questions about the statement.

[SHOW THE FOLLOWING STATEMENT ON A SINGLE SCREEN. INSERT PIPED TEXT (SC1A, SC1B, SC2A AND SC2B COMBINATIONS) ACCORDING TO TABLE 3 IN APPENDIX A. FORCE 5-SECOND EXPOSURE]

**FDA has required that tobacco manufacturers reduce the level of a chemical in all [FILL: PRODUCT TYPE]. This change will reduce the number of new cases of [FILL: HEALTH OUTCOME].**

**SECTION F: ATTITUDES ABOUT PRODUCT STANDARD [DO NOT SHOW HEADING IN WEB MODE]**

**CHECK BOX 10: ADMINISTER SECTION F TO WEB MODE ONLY.**

**DISPLAY STIMULI STATEMENT ABOVE SCF\_INTRO. KEEP STIMULI VISIBLE THROUGHOUT SECTION F.**

**SCF\_INTRO.** Now, we would like to ask you a few questions about the statement above.

[NEXT PAGE]

**SCF1.** Please indicate how much you agree or disagree:

[RANDOMIZE ORDER OF ITEMS. FOR WEB, DISPLAY QUESTION STEM (SCF1) ON EACH SCREEN.]

**This change will...**

**SCF1\_1.** Make [FILL: PRODUCT] safer

- 1  Strongly disagree
- 2  Disagree
- 3  Neither agree nor disagree
- 4  Agree

5  Strongly agree

**SCF1\_2. Make [FILL: PRODUCT] less harmful to health**

- 1  Strongly disagree  
2  Disagree  
3  Neither agree nor disagree  
4  Agree  
5  Strongly agree

**SCF1\_3. Make [FILL: PRODUCT] more appealing to me**

- 1  Strongly disagree  
2  Disagree  
3  Neither agree nor disagree  
4  Agree  
5  Strongly agree

**SCF1\_4. Make [FILL: PRODUCT] more appealing to other people.**

- 1  Strongly disagree  
2  Disagree  
3  Neither agree nor disagree  
4  Agree  
5  Strongly agree

**SCF2. How believable is it that [PRODUCT TYPE] could be made with less chemicals that are harmful to health?**

- 1  Not at all believable  
2  A little believable  
3  Somewhat believable  
4  Very believable

**SCF3. How believable is it that reducing the level of a chemical in [PRODUCT TYPE] could reduce the number of new cases of [HEALTH OUTCOME]?**

- 1  Not at all believable  
2  A little believable  
3  Somewhat believable  
4  Very believable

**SECTION G: FUTURE TOBACCO BEHAVIOR INTENTIONS USING TOBACCO IN THE FUTURE]**

**CHECK BOX 11: ADMINISTER SECTION G TO WEB MODE ONLY.**

[ASK IF CURRENT CIGARETTE SMOKER=1; ELSE GO TO SCG3]

**SCG1. Which of the following describes you? (Please select one answer.)**

- 1  I don't want to stop smoking cigarettes.  
2  I think I should stop smoking cigarettes but don't really want to.  
3  I want to stop smoking cigarettes but haven't thought about when.  
4  I REALLY want to stop smoking cigarettes but I don't know when I will.  
5  I want to stop smoking cigarettes and hope to soon.  
6  I REALLY want to stop smoking cigarettes and intend to in the next 3 months.

7  I REALLY want to stop smoking cigarettes and intend to in the next month.

**SCG2. In the next 3 months, do you think you will... (Please select one answer):**

- 1  Smoke the same amount of cigarettes that you do now
- 2  Increase the amount of cigarettes that you smoke
- 3  Decrease the amount of cigarettes that you smoke
- 4  Quit smoking cigarettes altogether

[ASK IF CURRENT CIGAR SMOKER=1; ELSE GO TO SCG5]

**SCG3. Which of the following describes you? (Please select one answer.)**

- 1  I don't want to stop smoking regular cigars, cigarillos, or little filtered cigars.
- 2  I think I should stop smoking regular cigars, cigarillos, or little filtered cigars but don't really want to.
- 3  I want to stop smoking regular cigars, cigarillos, or little filtered cigars but haven't thought about when.
- 4  I REALLY want to stop smoking regular cigars, cigarillos, or little filtered cigars but I don't know when I will.
- 5  I want to stop smoking regular cigars, cigarillos, or little filtered cigars and hope to soon.
- 6  I REALLY want to stop smoking regular cigars, cigarillos, or little filtered cigars and intend to in the next 3 months.
- 7  I REALLY want to stop smoking regular cigars, cigarillos, or little filtered cigars and intend to in the next month.

**SCG4. In the next 3 months, do you think you will... (Please select one answer):**

- 1  Smoke the same amount of regular cigars, cigarillos, or little filtered cigars that you do now
- 2  Increase the amount of regular cigars, cigarillos, or little filtered cigars that you smoke
- 3  Decrease the amount of regular cigars, cigarillos, or little filtered cigars that you smoke
- 4  Quit smoking regular cigars, cigarillos, or little filtered cigars altogether

[ASK IF CURRENT SMOKELESS TOBACCO USER=1; ELSE GO TO SCG7]

**SCG5. Which of the following describes you? (Please select one answer.)**

- 1  I don't want to stop using smokeless tobacco.
- 2  I think I should stop using smokeless tobacco but don't really want to.
- 3  I want to stop using smokeless tobacco but haven't thought about when.
- 4  I REALLY want to stop using smokeless tobacco but I don't know when I will.
- 5  I want to stop using smokeless tobacco and hope to soon.
- 6  I REALLY want to stop using smokeless tobacco and intend to in the next 3 months.
- 7  I REALLY want to stop using smokeless tobacco and intend to in the next

month.

**SCG6. In the next 3 months, do you think you will... (Please select one answer):**

- 1  Use the same amount of smokeless tobacco that you do now
- 2  Increase the amount of smokeless tobacco that you use
- 3  Decrease the amount of smokeless tobacco that you use
- 4  Quit using smokeless tobacco altogether

[ASK IF CURRENT E-CIGARETTE USER=1; ELSE GO TO SCG9]

**SCG7. Which of the following describes you? (Please select one answer.)**

- 1  I don't want to stop using e-cigarettes.
- 2  I think I should stop using e-cigarettes but don't really want to.
- 3  I want to stop using e-cigarettes but haven't thought about when.
- 4  I REALLY want to stop using e-cigarettes but I don't know when I will.
- 5  I want to stop using e-cigarettes and hope to soon.
- 6  I REALLY want to stop using e-cigarettes and intend to in the next 3 months.
- 7  I REALLY want to stop using e-cigarettes and intend to in the next month.

**SCG8. In the next 3 months, do you think you will... (Please select one answer):**

- 1  Use the same amount of e-cigarettes that you do now
- 2  Increase the amount of e-cigarettes that you use
- 3  Decrease the amount of e-cigarettes that you use
- 4  Quit using e-cigarettes altogether

[ASK IF CURRENT HOOKAH USER=1; ELSE GO TO SCG11]

**SCG9. Which of the following describes you? (Please select one answer.)**

- 1  I don't want to stop smoking tobacco in a hookah or water pipe.
- 2  I think I should stop smoking tobacco in a hookah or waterpipe but don't really want to.
- 3  I want to stop smoking tobacco in a hookah or water pipe but haven't thought about when.
- 4  I REALLY want to stop smoking tobacco in a hookah or water pipe but I don't know when I will.
- 5  I want to stop smoking tobacco in a hookah or water pipe and hope to soon.
- 6  I REALLY want to stop smoking tobacco in a hookah or water pipe and intend to in the next 3 months.
- 7  I REALLY want to stop smoking tobacco in a hookah or water pipe and intend to in the next month.

**SCG10. In the next 3 months, do you think you will... (Please select one answer):**

- 1  Smoke the same amount of tobacco in a hookah or waterpipe that you do now
- 2  Increase the amount of tobacco in a hookah or waterpipe that you smoke

- 3  Decrease the amount of tobacco in a hookah or waterpipe that you smoke
- 4  Quit smoking tobacco in a hookah or waterpipe altogether

[ASK IF CURRENT CIGARETTE SMOKER=0, ELSE GO TO SCG12]

**SCG11. How likely would you be to try smoking cigarettes in the next 3 months?**

- 1  Very unlikely
- 2  Unlikely
- 3  Neither likely nor unlikely
- 4  Likely
- 5  Very likely

[ASK IF CURRENT CIGAR SMOKER=0; ELSE GO TO SCG13]

**SCG12. How likely would you be to try smoking regular cigars, cigarillos, or little filtered cigars in the next 3 months?**

- 1  Very unlikely
- 2  Unlikely
- 3  Neither likely nor unlikely
- 4  Likely
- 5  Very likely

[ASK IF CURRENT SMOKELESS TOBACCO USER=0; ELSE GO TO SCG14]

**SCG13. How likely would you be to try using smokeless tobacco in the next 3 months?**

- 1  Very unlikely
- 2  Unlikely
- 3  Neither likely nor unlikely
- 4  Likely
- 5  Very likely

[ASK IF CURRENT E-CIGARETTE USER=0; ELSE GO TO SCG15]

**SCG14. How likely would you be to try using e-cigarettes in the next 3 months?**

- 1  Very unlikely
- 2  Unlikely
- 3  Neither likely nor unlikely
- 4  Likely
- 5  Very likely

[ASK IF CURRENT HOOKAH USER=0; ELSE GO TO SECTION H]

**SCG15. How likely would you be to try smoking tobacco in a hookah or water pipe in the next 3 months?**

- 1  Very unlikely
- 2  Unlikely

- 3  Neither likely nor unlikely  
4  Likely  
5  Very likely

## SECTION H: PRODUCT HARM PERCEPTIONS [POTENTIAL RISKS FROM USING TOBACCO]

We will now ask you to rate the risk of getting different health problems from using different tobacco products. This is not a test of your scientific knowledge. We just want to know your opinions. If you aren't sure how to answer, give your best guess.

[WEB MODE: NEXT PAGE]

CHECK BOX 12: RANDOMIZE ORDER OF SCH1, SCH2, AND SCH3 IN WEB MODE. FIX ORDER IN MAIL MODE.

**SCH1. If you were to smoke cigarettes every day, how likely is it that you would...**

[RANDOMIZE ORDER OF ITEMS IN WEB MODE. FOR WEB, DISPLAY QUESTION STEM (SCH1) ON EACH SCREEN. FIX ORDER IN MAIL MODE.]

### SCH1\_1. Harm your overall health

- 1  Not at all likely  
2  Slightly likely  
3  Somewhat likely  
4  Very likely  
5  Extremely likely

### SCH1\_2. Have a shorter life

- 1  Not at all likely  
2  Slightly likely  
3  Somewhat likely  
4  Very likely  
5  Extremely likely

### SCH1\_3. Get sick often

- 1  Not at all likely  
2  Slightly likely  
3  Somewhat likely  
4  Very likely  
5  Extremely likely

### SCH1\_4. Get cancer

- 1  Not at all likely
- 2  Slightly likely
- 3  Somewhat likely
- 4  Very likely
- 5  Extremely likely

**SCH1\_5. Get a life-threatening disease**

- 1  Not at all likely
- 2  Slightly likely
- 3  Somewhat likely
- 4  Very likely
- 5  Extremely likely

**SCH1\_6. Have heart problems**

- 1  Not at all likely
- 2  Slightly likely
- 3  Somewhat likely
- 4  Very likely
- 5  Extremely likely

**SCH1\_7. Get addicted**

- 1  Not at all likely
- 2  Slightly likely
- 3  Somewhat likely
- 4  Very likely
- 5  Extremely likely

**SCH1\_8. Have breathing problems**

- 1  Not at all likely
- 2  Slightly likely
- 3  Somewhat likely
- 4  Very likely
- 5  Extremely likely

**SCH1\_9. Damage your teeth**

- 1  Not at all likely
- 2  Slightly likely
- 3  Somewhat likely
- 4  Very likely
- 5  Extremely likely

**SCH2. If you were to smoke regular cigars, cigarillos, or little filtered cigars every day, how likely is it that you would...**

[RANDOMIZE ORDER OF ITEMS IN WEB MODE. FOR WEB, DISPLAY QUESTION STEM (SCH2) ON EACH SCREEN. FIX ORDER IN MAIL MODE.]

**SCH2\_1. Harm your overall health**

- 1  Not at all likely
- 2  Slightly likely
- 3  Somewhat likely
- 4  Very likely
- 5  Extremely likely

**SCH2\_2. Have a shorter life**

- 1  Not at all likely
- 2  Slightly likely
- 3  Somewhat likely
- 4  Very likely
- 5  Extremely likely

**SCH2\_3. Get sick often**

- 1  Not at all likely
- 2  Slightly likely
- 3  Somewhat likely
- 4  Very likely
- 5  Extremely likely

**SCH2\_4. Get cancer**

- 1  Not at all likely
- 2  Slightly likely
- 3  Somewhat likely
- 4  Very likely
- 5  Extremely likely

**SCH2\_5. Get a life-threatening disease**

- 1  Not at all likely
- 2  Slightly likely
- 3  Somewhat likely
- 4  Very likely
- 5  Extremely likely



**SCH2\_6. Have heart problems**

- 1  Not at all likely
- 2  Slightly likely
- 3  Somewhat likely
- 4  Very likely
- 5  Extremely likely

**SCH2\_7. Get addicted**

- 1  Not at all likely
- 2  Slightly likely
- 3  Somewhat likely
- 4  Very likely
- 5  Extremely likely

**SCH2\_8. Have breathing problems**

- 1  Not at all likely
- 2  Slightly likely
- 3  Somewhat likely
- 4  Very likely
- 5  Extremely likely

**SCH2\_9. Damage your teeth**

- 1  Not at all likely
- 2  Slightly likely
- 3  Somewhat likely
- 4  Very likely
- 5  Extremely likely

**SCH3. If you were to use smokeless tobacco every day, how likely is it that you would...**

[RANDOMIZE ORDER OF ITEMS IN WEB MODE. FOR WEB, DISPLAY QUESTION STEM (SCH3) ON EACH SCREEN. FIX ORDER IN MAIL MODE.]

**SCH3\_1. Harm your overall health**

- 1  Not at all likely
- 2  Slightly likely
- 3  Somewhat likely
- 4  Very likely
- 5  Extremely likely

**SCH3\_2. Have a shorter life**

- 1  Not at all likely
- 2  Slightly likely
- 3  Somewhat likely
- 4  Very likely
- 5  Extremely likely

**SCH3\_3. Get sick often**

- 1  Not at all likely
- 2  Slightly likely
- 3  Somewhat likely
- 4  Very likely
- 5  Extremely likely

**SCH3\_4. Get cancer**

- 1  Not at all likely
- 2  Slightly likely
- 3  Somewhat likely
- 4  Very likely
- 5  Extremely likely

**SCH3\_5. Get a life-threatening disease**

- 1  Not at all likely
- 2  Slightly likely
- 3  Somewhat likely
- 4  Very likely
- 5  Extremely likely

**SCH3\_6. Have heart problems**

- 1  Not at all likely
- 2  Slightly likely
- 3  Somewhat likely
- 4  Very likely
- 5  Extremely likely

**SCH3\_7. Get addicted**

- 1  Not at all likely
- 2  Slightly likely
- 3  Somewhat likely

- 4  Very likely
- 5  Extremely likely

**SCH3\_8. Have breathing problems**

- 1  Not at all likely
- 2  Slightly likely
- 3  Somewhat likely
- 4  Very likely
- 5  Extremely likely

**SCH3\_9. Damage your teeth**

- 1  Not at all likely
- 2  Slightly likely
- 3  Somewhat likely
- 4  Very likely
- 5  Extremely likely

**SECTION J: HPHC HARM PERCEPTIONS (DO NOT DISPLAY HEADING IN WEB OR MAIL MODE)**

**SCJ1. Please indicate how much you agree or disagree with the following [IF MODE=MAIL, FILL: statement/IF MODE=WEB, FILL: statements]:**

[RANDOMIZE ORDER OF ITEMS. FOR WEB, DISPLAY QUESTION STEM (SCJ1) ON EACH SCREEN.]

**SCJ1\_1. If you can't quit, you should switch to a tobacco product with fewer chemicals.**

- 1  Strongly disagree
- 2  Disagree
- 3  Neither agree nor disagree
- 4  Agree
- 5  Strongly agree

[ASK IF MODE=WEB; ELSE GO TO SCK1]

**SCJ1\_2. It's much safer to [IF PRODUCT GROUP = 1 (CIGARETTES), "smoke cigarettes"; IF PRODUCT GROUP = 2 (SMOKELESS TOBACCO), "use smokeless tobacco"] with fewer chemicals.**

- 1  Strongly disagree
- 2  Disagree
- 3  Neither agree nor disagree
- 4  Agree
- 5  Strongly agree

**SECTION K: DEMOGRAPHICS [PANEL MEMBER INFORMATION]**

**SCK1. Which of the following best describes you? (Please select one answer.)**

- 1  Female
- 2  Male
- 3  Other

**SCK2. Are you Hispanic, [IF WEB MODE AND SCK1 = 1, "Latina"; IF WEB MODE AND SCK1 = 2, "Latino"; IF WEB MODE AND SCK1 = 3, "Latino/a"; IF MAIL MODE, "Latino/a"], or of Spanish origin?**

- 1  Yes
- 2  No

**SCK3. What is your race? Please select one or more.**

- 1  White
- 2  Black or African American
- 3  American Indian or Alaska Native
- 4  Asian
- 5  Native Hawaiian or Other Pacific Islander
- 6  Other
- 2  Refused

**SCK4. What is the highest grade or year of school you have completed?**

- 1  Less than high school
- 2  High school graduate or GED
- 3  Some college/vocational school (no degree)
- 4  2-year college/vocational/Associate's degree
- 5  4-year college degree or higher (e.g., BA, BS, MA, MS, Ph.D)
- 1  Don't know
- 2  Refused

**SCK5. What was the total combined income of all members of your family during the past 12 months? This includes money from jobs, net income from business, farm or rent, pensions, dividends, interest, social security payments and any other money income received by members of your family who are 18 years of age or older. Would you say it was...**

- 1  Under \$30,000
- 2  \$30,000 to \$49,999
- 3  \$50,000 to \$74,999
- 4  \$75,000 to \$99,999
- 5  \$100,000 to \$124,999
- 6  \$125,000 to \$149,999
- 7  \$150,000 or more
- 1  Don't know
- 2  Refused

SCK6. Including yourself, how many people live in your household?

\_\_\_\_\_ People [RANGE 1–99]

**LAUNCH CONTACT INFORMATION UPDATE MODULE TO CONFIRM/UPDATE BASELINE DATA AND ENSURE INCENTIVE PAYMENT REACHES CORRECT ADDRESS.**

**WEB MODE END: Thank you for answering this TCS survey. Your \$15 [IF SC\_INCENTIVE = 1 (VISA GIFT CARD), FILL: digital VISA gift card will be emailed to you within 3-4 business days/IF SC\_INCENTIVE = 2 (CASH), FILL: cash payment will be mailed to you in the next 1-2 weeks, although delivery may take longer.**

**FDA sponsored this survey.**

**We showed you a statement that FDA has required that tobacco manufacturers reduce the level of a chemical in all [PRODUCT TYPE].**

**It's important for you to know that FDA has not actually required that tobacco manufacturers reduce the level of a chemical in all [PRODUCT TYPE]. This statement was made up for the sake of this study.**

**Please allow 24 hours for your completion of this survey to register in our system.**

**MAIL MODE END:**

**Thank you for completing the survey!**  
**Your \$15 cash payment will be mailed to you in the next 1-2 weeks.**  
Please place your questionnaire in the provided envelope and return to RTI International. If the envelope has been misplaced, please mail the questionnaire to:

**RTI International – [0214634.024.XXX.XXX]  
3040 Cornwallis Rd.  
Research Triangle Park, NC 27709**

[DISPLAY FOR WEB/MAIL]: Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 20 minutes per response to complete the survey questions. Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to [PRASStaff@fda.hhs.gov](mailto:PRASStaff@fda.hhs.gov)

## APPENDIX A: PROGRAMMING INSTRUCTIONS FOR MAIL AND WEB MODES

*PROCEDURES FOR WEB MODE:* RANDOMLY ASSIGN WEB MODE RESPONDENTS TO ONE OF 8 CONDITIONS WITH VARIATION IN STUDY CONDITION, PRODUCT TYPE, AND HEALTH OUTCOME FACTORS. TABLE 1 ILLUSTRATES THE STUDY DESIGN.

**TABLE 1. EXPERIMENTAL CONDITIONS IN WEB MODE SURVEY**

STUDY CONDITION	PRODUCT TYPE	HEALTH OUTCOME	
		CANCER (A)	HEART ATTACK AND STROKE (B)
TREATMENT (T)	CIGARETTES (1)	T_A1	T_B1
	SMOKELESS TOBACCO (2)	T_A2	T_B2
COMPARISON (C)	CIGARETTES (1)	C_A1	C_B1
	SMOKELESS TOBACCO (2)	C_A2	C_B2

SURVEY FLOW WILL VARY ACCORDING TO *STUDY CONDITION* FOR THE WEB MODE SURVEY. TABLE 2 ILLUSTRATES THE SURVEY FLOW FOR EACH CONDITION IN THE WEB MODE SURVEY.

**TABLE 2. WEB MODE SURVEY FLOW, BY STUDY CONDITION**

TREATMENT (T)	COMPARISON (C)
SECTION A: TOBACCO USE UPDATE	SECTION A: TOBACCO USE UPDATE
SECTION B: AWARENESS OF FDA AUTHORITY	SECTION B: AWARENESS OF FDA AUTHORITY
SECTION C: FDA CREDIBILITY	SECTION C: FDA CREDIBILITY
SECTION D: CURRENT TOBACCO USE AND CESSATION	SECTION D: CURRENT TOBACCO USE AND CESSATION
SECTION E: HPHC KNOWLEDGE	SECTION E: HPHC KNOWLEDGE
SECTION X: STIMULI EXPOSURE	SECTION G: FUTURE TOBACCO BEHAVIOR INTENTIONS
SECTION F: ATTITUDES ABOUT PRODUCT STANDARD	SECTION H: PRODUCT HARM PERCEPTIONS
SECTION G: FUTURE TOBACCO BEHAVIOR INTENTIONS	SECTION J: HPHC HARM PERCEPTIONS
SECTION H: PRODUCT HARM PERCEPTIONS	SECTION X: STIMULI EXPOSURE
SECTION J: HPHC HARM PERCEPTIONS	SECTION F: ATTITUDES ABOUT PRODUCT STANDARD
SECTION K: DEMOGRAPHICS	SECTION K: DEMOGRAPHICS

IN SECTION X, WEB MODE RESPONDENTS WILL BE SHOWN A STATEMENT WITH PIPED TEXT THAT VARIES ACCORDING TO *PRODUCT TYPE* AND *HEALTH OUTCOME*. BELOW IS THE INTRODUCTORY TEXT AND THE STIMULI STATEMENT.

### STIMULI:

SCX1\_INTRO. Next, we would like you to read a statement, and then answer a few questions about the statement.

FDA has required that tobacco manufacturers reduce the level of a chemical in all [PRODUCT TYPE]. This change will reduce [HEALTH OUTCOME].

TABLE 3 BELOW ILLUSTRATES THE TEXT TO BE PIPED ACCORDING TO EACH OF THESE FACTORS.

**TABLE 3. PIPED TEXT FOR EACH PRODUCT TYPE AND HEALTH OUTCOME FACTOR**

<b>CONSTRUCT</b>	<b>TEXT</b>
<i>PRODUCT TYPE</i>	
CIGARETTES (1)	"cigarettes"
SMOKELESS TOBACCO (2)	"smokeless tobacco products"
<i>HEALTH OUTCOME</i>	
CANCER (A)	"the number of new cases of cancer"
HEART ATTACK AND STROKE (B)	"the number of new cases of heart attack and stroke"

*PROCEDURES FOR MAIL MODE:* TABLE 4 ILLUSTRATES THE SURVEY FLOW FOR THE MAIL MODE SURVEY. THE MAIL MODE INCLUDES ALL OF SECTIONS A, C, E, H, AND K AND SELECTED ITEMS FROM SECTIONS B, D, AND J AS INDICATED IN THE TABLE. SECTIONS X, F, AND G ARE NOT INCLUDED IN THE MAIL MODE.

**TABLE 4. SURVEY FLOW FOR MAIL MODE**

<b>SECTION</b>	<b>ADMINISTRATION INSTRUCTIONS</b>
SECTION A: TOBACCO USE UPDATE	ADMINISTER FULL SECTION
SECTION B: AWARENESS OF FDA AUTHORITY	ADMINISTER SCB2 ONLY
SECTION C: FDA CREDIBILITY	ADMINISTER FULL SECTION
SECTION D: CURRENT TOBACCO USE AND CESSATION	ADMINISTER SCD4_INTRO – SCD9
SECTION E: HPHC KNOWLEDGE	ADMINISTER FULL SECTION
SECTION H: PRODUCT HARM PERCEPTIONS	ADMINISTER FULL SECTION
SECTION J: HPHC HARM PERCEPTIONS	ADMINISTER SCJ1_1 ONLY
SECTION K: DEMOGRAPHICS	ADMINISTER FULL SECTION