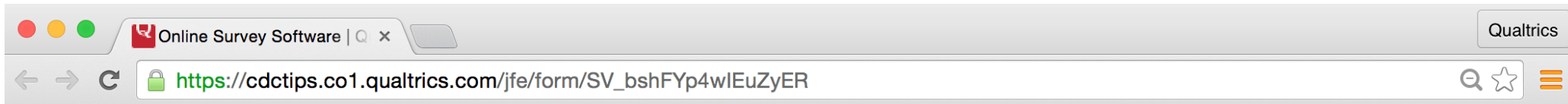


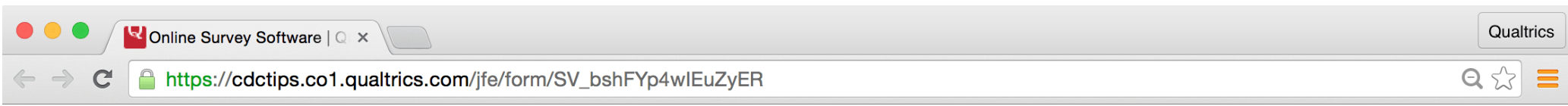
## Main Questionnaire for Regular Cigarette Smokers and Dual Users



Form Approved  
OMB No. 0920-0910  
Exp. Date 03/31/2018

Public reporting burden of this collection of information is estimated to average 11 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-0910).





On behalf of the Centers for Disease Control and Prevention (CDC), we're conducting a study about different health and smoking related advertising and messages that you see in the media, such as on TV or the internet. Your opinions are very important to us! The purpose of this survey is to gather your opinions on health and smoking-related advertising only; it is not to sell products.

We will not report your answers individually. We will report results from this survey for the group as a whole. Thank you for taking the time to help us! Your participation in this survey is voluntary.



What is the highest level of education you have completed or the highest degree you have received? If you received your education in another country, please indicate the equivalent level below.

- Less than high school
- Completed high school
- Completed General Education Diploma (GED)
- Job-specific training program(s) after high school
- Some college, but no degree
- Associate Degree
- College (such as B.A., B.S.)
- Some graduate school, but no degree
- Graduate degree (such as MBA, MS, M.D., Ph.D.)
- Prefer not to answer



Which of the following income categories best describes your total 2015 household income before taxes?

Less than \$15,000

\$15,000 to \$19,999

\$20,000 to \$24,999

\$25,000 to \$29,999

\$30,000 to \$34,999

\$35,000 to \$49,999

\$50,000 to \$74,999

\$75,000 to \$99,999

\$100,000 or more

Prefer not to answer



Which statement best describes your current employment status?

Working – as a paid employee

Working – self-employed

Not working – on temporary layoff from a job

Not working – looking for work

Not working – retired

Not working – disabled

Not working – other

Prefer not to answer





Have you ever served on active duty in the U.S. Armed Forces, military Reserves, National Guard, or other military uniformed services?

Yes, now on active duty

Yes, was on active duty during the past 12 months, but not now

Yes, was on active duty but not during the past 12 months

Am now training for Reserves or National Guard

No, never served in the military



Has a doctor, nurse, or other health professional EVER told you that you have any of the following? (Select all that apply)

- Anxiety disorder
- Depression
- Other mental health condition (specify)
- None of these



Even if a doctor, nurse, or other health professional has not told you that you have any of the following, have you ever considered yourself to have any of the following? (Select all that apply)

- Anxiety disorder
- Depression
- Other mental health condition (specify)
- None of these





Over the last two weeks, how often have you been bothered by any of the following problems?

	Not at all	Several days	More than half the days	Nearly every day
Feeling nervous, anxious, or on edge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not being able to stop or control worrying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Little interest or pleasure in doing things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling down, depressed or hopeless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Are you a parent or guardian of one or more child(ren) under age 18?

Yes

No

Refuse to Answer



How many children under age 18 are you a parent or guardian to?



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What is the age of your child under the age of 18?

>>

What is the age of your oldest child under the age of 18?



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What is the age of your next oldest child under the age of 18?



Do one or more of your children smoke regular cigarettes?

Yes

No

Not Sure

Refuse to Answer



How would you rate your health in general?

- Excellent
- Very Good
- Good
- Fair
- Poor





The next questions are about regular cigarettes which are any form of tobacco wrapped in paper. Regular cigarettes typically come in packs of 20 and some brand examples include Marlboro, Newport, Camel, Lucky Strike and Pall Mall.

[Empty text input field]



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On average, how many regular cigarettes do you now smoke a day?

[1 PACK = 20 CIGARETTES]

[>>](#)

On average, on days that you do smoke, how many regular cigarettes do you now smoke a day?

[1 PACK = 20 CIGARETTES]



When do you typically smoke your first regular cigarette after waking up?

Within 5 minutes

Within 6-30 minutes

Within 31-60 minutes

After 60 minutes



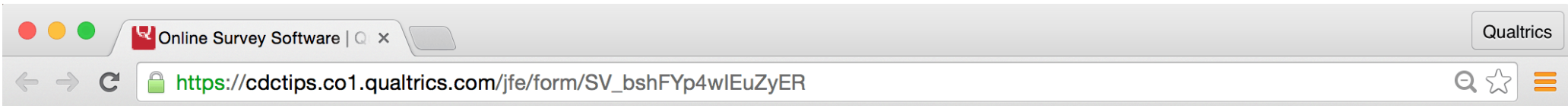
How old were you the first time you smoked part or all of a regular cigarette, even one or two puffs?

Age in years:

Don't know/Not Sure

Refused





The next questions are about electronic vapor products. These are devices that usually contain a nicotine-based liquid that produces an aerosol that is inhaled by the user. You may also know them as e-cigarettes, vape-pens, hookah-pens, electronic hookahs (e-hookahs), electronic cigars (e-cigars), electronic pipes (e-pipes), e-vaporizers, or tank systems. Some brand examples are Blu, NJOY, Vuse, MarkTen, and Starbuzz. For the rest of this survey we will call all of the products in this category “e-cigarettes”.



Thinking about all the types of e-cigarettes, have you used the disposable kind or rechargeable/refillable/tank kind?

- Only the disposable kind
- Only the rechargeable/refillable/tank kind
- Both the disposable kind and rechargeable/refillable/tank kind



Does the [ECIGFILL] you usually use contain nicotine?

- Yes
- No
- Don't Know
- Refused





What concentration of nicotine do you usually use in your [ECIGFILL]?

I don't know the concentration

0mg or 0%

1-12mg or 0.1-0.6%

13-17mg or 0.7-1.2%

18-24mg or 1.3-1.8%

25+mg or 1.9+%

Don't Know

Refused

When did you start using e-cigarettes, in addition to regular cigarettes?



Has using e-cigarettes ever made you want to smoke a regular cigarette?

Yes

No



Are there benefits to switching completely from regular cigarettes to e-cigarettes?

Yes

No



Are there benefits to using e-cigarettes while cutting down on regular cigarettes?

Yes

No



Do you use e-cigarettes in places where smoking regular cigarettes is not allowed (e.g. restaurants, bars, airplanes, shopping malls)?

Never

Rarely

Sometimes

Always



Which do you enjoy more, using e-cigarettes or smoking regular cigarettes?

I enjoy using e-cigarettes more than smoking regular cigarettes

I enjoy smoking regular cigarettes more than using e-cigarettes

I don't enjoy using e-cigarettes and I don't enjoy smoking regular cigarettes

I enjoy both equally



Has the number of regular cigarettes you smoke increased, decreased, or stayed about the same since you started using e-cigarettes?

- The number of regular cigarettes I smoke **has increased** since I started using e-cigarettes
- The number of regular cigarettes I smoke **has decreased** since I started using e-cigarettes
- The number of regular cigarettes I smoke **has stayed about the same** since I started using e-cigarettes
- Don't know





Do you use e-cigarettes in any of the following places?

	Never	Rarely	Sometimes	Always
Restaurants or bars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stores or shopping malls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Airplanes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beaches, parks, or other outdoor places	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In your car or other type of vehicle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In your home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Somewhere else, specify <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





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Do you use e-cigarettes more indoors, more outdoors, or about the same?

More Outdoors

More Indoors

About the same



Do you think using e-cigarettes in public is more, equally, or less socially acceptable than smoking regular cigarettes?

Using e-cigarettes is **more** socially acceptable

Using e-cigarettes is **equally** as socially acceptable as smoking regular cigarettes

Using e-cigarettes is **less** socially acceptable than smoking regular cigarettes

Don't know



Are you embarrassed to use e-cigarettes in front of other people?

Yes, I am embarrassed to use e-cigarettes in front of other people

No, I am not embarrassed to use e-cigarettes in front of other people



Are any of the following a reason why you currently use e-cigarettes?

	Yes	No
They cost less than regular cigarettes	<input type="radio"/>	<input type="radio"/>
They can be used in places where smoking regular cigarettes isn't allowed	<input type="radio"/>	<input type="radio"/>
They might be less harmful to me than regular cigarettes	<input type="radio"/>	<input type="radio"/>
They might be less harmful to people around me than regular cigarettes	<input type="radio"/>	<input type="radio"/>
They come in flavors I like	<input type="radio"/>	<input type="radio"/>
They can help me quit smoking regular cigarettes	<input type="radio"/>	<input type="radio"/>
They can help me reduce the number of regular cigarettes I smoke.	<input type="radio"/>	<input type="radio"/>
They don't smell bad	<input type="radio"/>	<input type="radio"/>
They feel like smoking a regular cigarette	<input type="radio"/>	<input type="radio"/>
They don't bother people who don't use tobacco	<input type="radio"/>	<input type="radio"/>
The advertising for e-cigarettes appeal to me.	<input type="radio"/>	<input type="radio"/>
They help me deal with cravings to smoke.	<input type="radio"/>	<input type="radio"/>
I have a friend or family member who suggested I use e-cigarettes as a way to quit smoking regular cigarettes.	<input type="radio"/>	<input type="radio"/>
I was curious about e-cigarettes	<input type="radio"/>	<input type="radio"/>
Famous people on TV or in movies use them	<input type="radio"/>	<input type="radio"/>
Other, specify <input type="text"/>	<input type="radio"/>	<input type="radio"/>

Where do you usually buy your e-cigarette? Please select all that apply.

- Over the Internet
- Convenience stores
- Grocery store
- Drug stores or pharmacies
- Gas stations
- Specialty e-cigarette shops (sometimes called vape shops)
- Shopping malls
- Other specify



Which of the following terms do you use when you refer to your e-cigarette? Please select all that apply.

- Electronic cigarette
- e-Cigarette
- e-Cig
- E-pen
- e-Hookah
- Vape-pen
- Hookah-pen
- Electronic hookah
- Electronic cigar
- e-cigar
- Electronic pipe
- e-pipe
- e-vaporizer
- Other please specify

During the past 3 months, how many times have you stopped smoking regular cigarettes for one day or longer because you were trying to quit smoking regular cigarettes for good.

Number of times





When you last tried to quit smoking regular cigarettes, did you do any of the following?

	Yes	No
Give up regular cigarettes all at once, or "cold turkey"	<input type="radio"/>	<input type="radio"/>
Gradually cut back on regular cigarettes	<input type="radio"/>	<input type="radio"/>
Substitute some of your regular cigarettes with e-cigarettes	<input type="radio"/>	<input type="radio"/>
Switch <b>completely</b> to e-cigarettes	<input type="radio"/>	<input type="radio"/>
Switch to mild or some other brand of regular cigarettes	<input type="radio"/>	<input type="radio"/>
Use nicotine replacement products like the nicotine patch or nicotine gum	<input type="radio"/>	<input type="radio"/>
Use medications like Zyban or Chantix	<input type="radio"/>	<input type="radio"/>
Get help from a telephone quit line	<input type="radio"/>	<input type="radio"/>
Get help from a website such as Smokefree.gov	<input type="radio"/>	<input type="radio"/>
Get help from a doctor or other health professional	<input type="radio"/>	<input type="radio"/>
Other please specify <input type="text"/>	<input type="radio"/>	<input type="radio"/>



Do you want to quit smoking regular cigarettes for good?

 Yes No

How much do you want to quit smoking regular cigarettes for good? Would you say you want to quit...

- Not at all
- A little
- Somewhat
- A lot



Do you plan to quit smoking regular cigarettes for good....

- In the next 7 days,
- In the next 30 days,
- In the next 6 months,
- In the next 1 year, or
- More than 1 year from now
- I am not planning to quit
- Not sure/Uncertain



Did you start using e-cigarettes to help you stop smoking regular cigarettes?

Yes

No



If you were to look for information on quitting smoking regular cigarettes ... which of the following would you use? Select all that apply.

- Online resource, like a website
- 1-800-QUIT NOW
- Family or Friends
- Doctor or Clinic
- Other specify



How often did you use alcohol and regular cigarettes at the same time in the past year? Is it rarely, sometimes or never?

- Rarely
- Sometimes
- Never
- Don't know
- Refused



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Please rank the top two reasons why you smoke regular cigarettes where "1" is the main reason and "2" is the second most important reason.

- Smoking regular cigarettes is a social thing to do
- Smoking regular cigarettes is something to do at parties or other gatherings
- I'm addicted to smoking
- Smoking regular cigarettes goes well with/after meals
- I like the taste of regular cigarettes
- Smoking regular cigarettes helps me relax
- Smoking regular cigarettes goes well when I'm drinking alcohol
- Smoking regular cigarettes helps me stay awake, alert, or focused
- Smoking regular cigarettes helps when I'm stressed
- Smoking regular cigarettes excites me
- Smoking regular cigarettes is something to do when I'm bored
- Smoking regular cigarettes helps me lose weight / not gain weight
- I have tried to quit smoking regular cigarettes and cannot
- Smoking regular cigarettes is something I can do with others at the work place
- Other specify





Who or what do you turn to for health advice? Is it a friend, family, co-worker, doctor, a website, or someone or something else?

Friends

Family

Co-workers

Doctor, nurse, psychologist

Website

Someone or something else? (Specify)



Did a friend or family member tell you about any health benefits of using e-cigarettes compared to smoking a regular cigarette?

Yes

No



Are you afraid of dying from a tobacco-related disease?

Yes

No

>>

Are you afraid of living with a tobacco-related disease?

Yes

No



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

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I get upset when I think about me smoking regular cigarettes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am disappointed in myself because I smoke regular cigarettes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I get upset when I hear or read about illnesses caused by smoking regular cigarettes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Warnings about the health risks of smoking regular cigarettes upset me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smoking regular cigarettes will severely lower my quality of life in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokers should take warnings about regular cigarette smoking and lung cancer seriously.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[>>](#)

Do you believe regular cigarette smoking can cause...

	Yes	No
Lung Cancer	<input type="radio"/>	<input type="radio"/>
Cancer of the mouth or throat	<input type="radio"/>	<input type="radio"/>
Heart Disease	<input type="radio"/>	<input type="radio"/>
Diabetes	<input type="radio"/>	<input type="radio"/>
Emphysema	<input type="radio"/>	<input type="radio"/>
Stroke	<input type="radio"/>	<input type="radio"/>
Hole in throat (stoma or tracheotomy)	<input type="radio"/>	<input type="radio"/>
Buerger's Disease	<input type="radio"/>	<input type="radio"/>
Amputations (removal of limbs)	<input type="radio"/>	<input type="radio"/>
Asthma	<input type="radio"/>	<input type="radio"/>
Parkinson's Disease	<input type="radio"/>	<input type="radio"/>
COPD or Chronic bronchitis	<input type="radio"/>	<input type="radio"/>
Periodontal or Gum Disease	<input type="radio"/>	<input type="radio"/>
Premature birth	<input type="radio"/>	<input type="radio"/>
Colorectal Cancer	<input type="radio"/>	<input type="radio"/>
Vision loss or blindness	<input type="radio"/>	<input type="radio"/>
Breathing problems	<input type="radio"/>	<input type="radio"/>



Does cutting down on regular cigarettes without quitting completely decrease your risk of getting a tobacco-related disease?

Yes

No

>>

Does replacing some regular cigarettes by using an e-cigarette decrease your risk of getting a tobacco-related disease?

Yes

No





What is your gender?

 Male Female

What is your marital status?

- Now married
- Living with my partner
- Widowed
- Divorced
- Separated
- Never married
- Prefer not to answer



Please indicate your race or ethnic background. Are you...?

SELECT ONE

Hispanic or Latino

Not Hispanic or Latino

SELECT ONE OR MORE

White

Black or African American

American Indian or Alaska Native

Native Hawaiian or Pacific Islander

Asian



Do you consider yourself to be (Select all that apply):

Heterosexual / Straight

Lesbian

Gay

Bisexual

Transgender

Something else – please specify

Prefer not to answer



Think about the last time you went online to look for information...How did you begin looking?

- At a search engine such as Google, Bing or Yahoo
- At a site that specializes in information, like WebMD
- At a more general site like Wikipedia, that contains information on all kinds of topics
- At a social network site like Facebook
- Other specify



Do you currently own a cell phone?

Yes

No

Refused to answer



Some cell phones are called "smartphones" because of certain features they have, such as Internet access and the ability to download apps. Do you own a smartphone, such as an iPhone, Android, Blackberry or Windows phone?

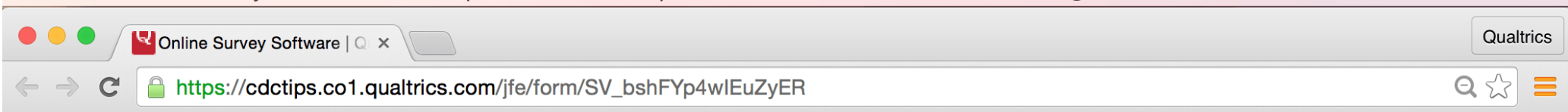
- Yes, I own a smartphone
- No, I do not own a smartphone
- Refused to answer



Where have you seen or heard an advertisement for e-cigarettes? *These are devices that usually contain a nicotine-based liquid that produces an aerosol that is inhaled. You may also know them as e-cigarettes, vape-pens, hookah-pens, electronic hookahs (e-hookahs), electronic cigars (e-cigars), electronic pipes (e-pipes), e-vaporizers, or tank systems. Some brand examples are Blu, NJOY, Vuse, MarkTen, and Starbuzz. (Select all that apply)*

- On the Internet
- In newspapers or magazines
- In convenience stores, supermarkets, gas stations, or shopping malls
- On TV or at the movies
- On the radio
- On billboards or other outdoor ads
- Other specify
- I have not seen or heard any advertisements for e-cigarettes
- None of the above
- Don't Know/Not sure





Please read the following statement. Please be sure to review the statement completely before answering the questions that follow. Note that the next couple of questions will ask you about the message without you being able to look at it again.



Please read the following statement. Please be sure to review the statement completely before answering the questions that follow. Note that the next couple of questions will ask you about the message without you being able to look at it again.





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Based on what you read, what are the first three words that come to mind about the statement?

First Word	<input type="text"/>
Second Word	<input type="text"/>
Third Word	<input type="text"/>



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What do you believe is the main message of the statement you just read?



People sometimes have different emotional reactions when they read statements like the one above.

On a scale from 1 to 5, where 1 indicates not feeling any emotion, and 5 indicates feeling emotion with extreme intensity, please indicate how much this statement made you feel:

	I did not feel this emotion	Slight emotion	Moderate emotion	Very intense emotion	Extreme and intense emotion
Angry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Afraid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ashamed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hopeful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Surprised	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trusting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motivated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regretful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please indicate how much you disagree or agree with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
This statement is convincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This statement grabbed my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This statement was easy to understand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I learned something new by reading this statement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the information in this statement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This statement is believable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would talk to someone else about this statement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This statement is annoying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This statement is worth remembering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This statement is powerful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This statement is informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This statement is meaningful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can identify with what the statement says	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Is there anything about the statement that is confusing, unclear, or hard to understand?

Confusing

Unclear

Hard to understand

None of the above

>>

What was confusing, unclear or hard to understand? Please be as specific as possible.





Does this statement make you want to quit smoking regular cigarettes?

Yes

No



Does this statement make you want to quit using e-cigarettes?

Yes

No



Does this statement make you think that cutting down on regular cigarettes is not worth the effort?

Yes

No



Why doesn't the statement make you want to quit smoking regular cigarettes? Please be as specific as possible.



What about the statement made you want to quit smoking regular cigarettes? Please be as specific as possible.



On a scale of 1 (not at all) to 5 (extremely), to what degree did the statement focus on the benefits of quitting smoking regular cigarettes?

Not at all

Slightly

Moderately

Very

Extremely



On a scale of 1 (not at all) to 5 (extremely), to what degree did the statement focus on the consequences of continuing to smoke regular cigarettes?

Not at all

Slightly

Moderately

Very

Extremely



Please rate the overall tone of the statement on a scale from 1 (extremely negative) to 5 (extremely positive).

Extremely negative

Somewhat negative

Neither positive nor negative

Somewhat positive

Extremely positive

>>



Please pick the statement **most** likely to make you want to quit smoking regular cigarettes completely by selecting the radio button on the right.==>

Please pick the statement **least** likely to make you want to quit smoking regular cigarettes completely by selecting the radio button on the left.<==

{LIST OF MESSAGES WITHIN CATEGORY}

Please scroll down and read all the statements on the list before you make your choices.  
Click on the statement to get more detail.

Least Likely

Message Placeholder  
1

Message Placeholder  
2

Message Placeholder  
3

Most Likely



Please pick the statement MOST likely to make you want to encourage your child to not start smoking regular cigarettes or to quit smoking regular cigarettes completely by selecting the radio button on the right.==>

Please pick the statement LEAST likely to make you want to encourage your child to not start smoking regular cigarettes or to quit smoking regular cigarettes completely by selecting the radio button on the left.<==

{MESSAGES WITHIN CATEGORY of YOUNG ADULT}

Please scroll down and read all the statements on the list before you make your choices.  
Click on the statement to get more detail.

Least Likely		Most Likely
<input type="radio"/>	Message Placeholder 1	<input type="radio"/>
<input type="radio"/>	Message Placeholder 2	<input type="radio"/>
<input type="radio"/>	Message Placeholder 3	<input type="radio"/>



How believable to you is the following statement about e-cigarettes?

"Using e-cigarettes is less harmful to a person's health than smoking regular cigarettes"

Extremely believable

Believable

Neither believable nor unbelievable

Unbelievable

Extremely unbelievable



How believable to you is the following statement about e-cigarettes?

“E-cigarettes are safe because you are inhaling only water vapor and nicotine.”

- Extremely believable
- Believable
- Neither believable nor unbelievable
- Unbelievable
- Extremely unbelievable



How believable to you is the following statement about e-cigarettes?

“Flavored e-cigarettes help you lose weight by satisfying cravings for sweets and other treats.”

Extremely believable

Believable

Neither believable nor unbelievable

Unbelievable

Extremely unbelievable



How believable to you is the following statement about e-cigarettes?

“E-cigarettes don’t produce secondhand smoke, and are safe for people around you.”

- Extremely believable
- Believable
- Neither believable nor unbelievable
- Unbelievable
- Extremely unbelievable



How believable to you is the following statement about e-cigarettes?

“E-cigarette advertising is targeting young people.”

- Extremely believable
- Believable
- Neither believable nor unbelievable
- Unbelievable
- Extremely unbelievable



How much do you agree with the following statement about e-cigarettes?

“I want to be seen using e-cigarettes rather than regular cigarettes.”

Extremely agree

Agree

Neither agree nor disagree

Disagree

Extremely disagree





How believable to you is the following statement about e-cigarettes?

"E-cigarettes are less addictive than regular cigarettes."

Extremely believable

Somewhat believable

Neither believable nor unbelievable

Somewhat unbelievable

Extremely unbelievable



How believable to you is the following statement about e-cigarettes?

“Using e-cigarettes is an effective (or “good”) way to quit smoking regular cigarettes.”

- Extremely believable
- Believable
- Neither believable nor unbelievable
- Unbelievable
- Extremely unbelievable



How believable to you is the following statement about e-cigarettes?

“I can use e-cigarettes to cut back on my regular cigarette smoking. This will improve my health.”

- Extremely believable
- Somewhat believable
- Neither believable nor unbelievable
- Somewhat unbelievable
- Extremely unbelievable



How believable to you is the following statement about e-cigarettes?

“E-cigarettes help people cut back on smoking regular cigarettes”

- Extremely believable
- Believable
- Neither believable nor unbelievable
- Unbelievable
- Extremely unbelievable



**Criteria for continuing on to the In-Depth Interview (IDI):**

- (1) Adult smokers of regular cigarettes between 18-54 years of age (criteria: persons who reported smoking  $\geq$  100 regular cigarettes during their lifetime and who, at the time of the survey, reported smoking regular cigarettes ever day or some days)
- (2) Adult dual user between 18-54 years of age (criteria: current smokers who reported using e-cigarettes, even one time and who, at the time of the survey, reported using e-cigarettes every day or some days)

Approximately 100 participants will be offered the opportunity to participate in an IDI ( see page 94) until we recruit the target number of participants (25 adult smokers of regular cigarettes and 25 adult dual users). Sampling 100 participants will allow us to reach our previously mentioned target quotas

Page 94:

If response is yes, respondent continues to page 95

If response is no, respondent continues to “thank you for participating in the survey” in the respondent’s panel system outside of the survey

Page 95:

If response is yes, respondent continues to pages 96 and 97

If response is no, respondent continues to “thank you for participating in the survey” in the respondent’s panel system outside of the survey

Page 97:

If respondent selects “I have a working webcam built into my computer/laptop” or “I have a working webcam that can be plugged/attached to my computer/laptop,” the respondent continues to page 98.

If respondent selects “I don’t have a webcam” he or she continues to “thank you for participating in the survey” in the respondent’s panel system outside of the survey.

Page 98:

If the respondent selects “I have a working headset with a microphone included” or “I have working earbuds with a microphone included” he or she continues to page 99.

If the respondent selects “I do not have a headset or earbuds with a microphone,” he or she continues to “thank you for participating in the survey” in the respondent’s panel system outside of the survey.

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You have qualified to participate in a 30 minute, in-person, online interview using your computer and a webcam. To fully qualify, we will need you to complete a technical check of your computer's audio and video before your online discussion. Does this sound like something you would be interested in?

Yes

No

>>

There are a few questions about your computer technology to make sure your participation is a success. Do you have a computer or laptop (not a mobile phone or iPad) that you use with a reliable internet connection?

Yes

No



To successfully participate in this discussion, you must have either a Chrome or Firefox browser installed on your computer. Which browser(s) do you currently have installed on your computer?

Google Chrome

Firefox

Internet Explorer

Other





Because this is a webcam-based interview, you will need a webcam. Please let us know if you currently have a webcam?

- I have a working webcam built into my computer/laptop
- I have a working webcam that can be plugged/attached to my computer/laptop
- I do not have a webcam



During your interview, it is recommended that you use a headset or earbuds that include a microphone. Please let us know if you currently have a headset or earbuds?

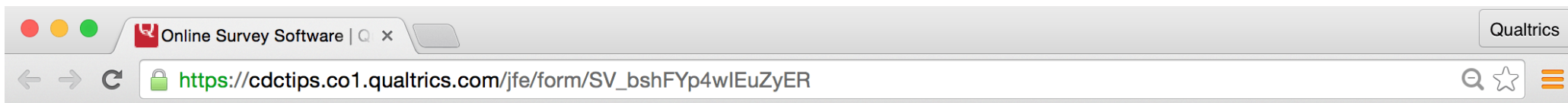
I have a working headset with a microphone included

I have working earbuds with a microphone included

I do not have a headset or earbuds with a microphone



Note: participants are being asked to participate in an interview that will last approximately 30 minutes (see slide 94)



The next screen is going to take you to a screen that will allow you to schedule your session time. Remember you are selecting a time you would like to take part in your online interview session.



## Schedule Discussion for My First Project



**Date:**

01/01/2016

12:00am

**Duration:**

30 minutes



*\* America/Los\_Angeles timezone*

**Spoken Language:** 

English



<sup>\$</sup> Selecting one or more of these options may incur additional charges

Cancel

Schedule Discussion