# Appendix III: Online Survey

**QUESTIONNAIRE**

**The following questions are about your hookah use and purchases as they relate to your in-home use only. There are additional questions related to hookah use outside the home, e.g., at a hookah bar, restaurant, or lounge, later in the survey, if they apply to you.**

**We are interested in the purchases you make each year. Disregarding the brands of hookah tobacco or herbal (non-tobacco) shisha, please provide the following information.**

1. **Which do you normally buy, hookah tobacco or herbal (non-tobacco) shisha? (SELECT ALL THAT APPLY)**
   1. **Tobacco**
   2. **Herbal (non-tobacco) shisha**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **2. For in-home use** | **a. How often do you purchase hookah shisha?** | **b. Each time you make a purchase, how many packs of shisha do you buy?** | **c. What is the typical pack size you buy? (SELECT ONE)** | **d. How much do you spend per pack, on average? (This should be the cost per pack, not the total expenditure)** |
| **[ASK IF CODE Q.1=1]**  **Tobacco shisha** | **\_\_\_\_\_times per year** | **\_\_\_\_\_\_ packs of tobacco each time** | 1. **50g** 2. **100g** 3. **200g** 4. **250g** 5. **1,000g** | **$\_\_\_\_\_\_\_\_.00** |
| **[ASK IF Q.1=2]**  **Herbal (non-tobacco) shisha** | **\_\_\_\_\_times per year** | **\_\_\_\_\_\_ packs of herbal (non-tobacco) shisha each time** | 1. **50g** 2. **100g** 3. **200g** 4. **250g** 5. **1,000g** | **$\_\_\_\_\_\_\_\_.00** |

**[ASK IF Q.1=1]**

1. **Based on the information you just provided, your total annual expenditure per year for hookah tobacco is $ (INSERT CALCULATED AMOUNT). Please think about where you spend this money on hookah tobacco purchases for in-home use, and provide the approximate percentages below, based on your normal purchasing behavior. NOTE: The percentages must equal 100%.**

|  |  |
| --- | --- |
| **Purchase Outlets** | **Allocate Percentage of Dollars Spent on Hookah Tobacco** |
| **Chain Convenience Stores (such as 7-11, Circle K, Wawa, etc.)** |  |
| **Independent Convenience Stores (such as small neighborhood shops)** |  |
| **Specialty Tobacco Stores** |  |
| **Online** |  |
| **From a restaurant, hookah bar, or lounge (for in-home use)** |  |
| **Mass merchandisers (such as Wal-Mart, K-Mart, Sam’s Club, etc.)** |  |
| **Drug Stores (such as Walgreens, Rite-Aid, etc.)** |  |
| **Grocery Stores** |  |
| **Other (PLEASE SPECIFY)** |  |
| **Total (CALCULATED)** | **100%** |

**[ASK IF Q.1=2]**

1. **Based on the information you just provided, your total annual expenditure per year for hookah herbal (non-tobacco) shisha is $ (INSERT CALCULATED AMOUNT). Please think about where you spend this money on herbal (non-tobacco) shisha purchases for in-home use, and provide the approximate percentages below, based on your normal purchasing behavior. NOTE: The percentages must equal 100%.**

|  |  |
| --- | --- |
| **Purchase Outlets** | **Allocate Percentage of Dollars Spent on Hookah Herbal (non-tobacco) Shisha** |
| **Chain Convenience Stores (such as 7-11, Circle K, Wawa, etc.)** |  |
| **Independent Convenience Stores (such as small neighborhood shops)** |  |
| **Specialty Tobacco Stores** |  |
| **Online** |  |
| **From a restaurant, hookah bar, or lounge (for in-home use)** |  |
| **Mass merchandisers (such as Wal-Mart, K-Mart, Sam’s Club, etc.)** |  |
| **Drug Stores (such as Walgreens, Rite-Aid, etc.)** |  |
| **Grocery Stores** |  |
| **Other (PLEASE SPECIFY)** |  |
| **Total (CALCULATED)** | **100%** |

1. **Do you also purchase charcoal for your hookah? (SELECT ONE)**
   1. **Yes [CONTINUE]**
   2. **No [SKIP TO Q.9]**
2. **Do you normally buy quick-light charcoal, regular/natural charcoal, or both? (SELECT ONE)**
3. **Quick-light**
4. **Regular/natural**
5. **Both [IF SELECTED, ASK A-H IN Q.7]**
6. **Thinking about your in-home use only, please tell us about your hookah charcoal purchases. Disregarding the brands, please provide the following information:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **For in-home use** | **a. How often do you purchase hookah quick-light charcoal?** | **b. Each time you purchase hookah charcoal, how many packs of quick-light charcoal do you buy?** | **c. How many pieces are normally in a pack of quick-light charcoal that you buy? (SELECT ONE)** | **d. How much do you spend per pack of quick-light charcoal, on average? (This should be the cost per pack, not the total expenditure)** |
| **[ASK IF Q.6=1/QUICK-LIGHT]**  **Hookah quick-light charcoal** | **\_\_\_\_\_times per year** | **\_\_\_\_\_\_ packs of quick-light charcoal each time** | 1. **10** 2. **18** 3. **24** 4. **48** 5. **60** 6. **64** 7. **72** 8. **96** 9. **100 or more** 10. **Other (specify number per pack)** | **$\_\_\_\_\_\_\_\_.00** |
|  | **e. How often do you purchase hookah regular charcoal?** | **f. Each time you purchase hookah charcoal, how many packs of regular charcoal do you buy?** | **g. How many pieces are normally in a pack of regular charcoal that you buy? (SELECT ONE)** | **h. How much do you spend per pack of regular charcoal, on average? (This should be the cost per pack, not the total expenditure)** |
| **[ASK IF Q6=2/REGULAR]**  **Hookah regular charcoal** | **\_\_\_\_\_times per year** | **\_\_\_\_\_\_ packs of regular charcoal each time** | 1. **10** 2. **18** 3. **24** 4. **48** 5. **60** 6. **64** 7. **72** 8. **96** 9. **100 or more** 10. **Other (specify number per pack)** | **$\_\_\_\_\_\_\_\_.00** |

1. **Based on the information you just provided, your total annual expenditure per year for charcoal is $ (INSERT CALCULATED AMOUNT). Please think about where you spend this money on hookah charcoal purchases for in-home use, and provide the approximate percentages below, based on your normal purchasing behavior. NOTE: The percentages must equal 100%.**

|  |  |
| --- | --- |
| **Purchase Outlets** | **Allocate Percentage of Dollars Spent on Charcoal** |
| **Chain Convenience Stores (such as 7-11, Circle K, Wawa, etc.)** |  |
| **Independent Convenience Stores (such as small neighborhood shops)** |  |
| **Specialty Tobacco Stores** |  |
| **Online** |  |
| **From a restaurant, hookah bar, or lounge (for in-home use)** |  |
| **Mass merchandisers (such as Wal-Mart, K-Mart, Sam’s Club, etc.)** |  |
| **Drug Stores (such as Walgreens, Rite-Aid, etc.)** |  |
| **Grocery Stores** |  |
| **Other (PLEASE SPECIFY)** |  |
| **Total (CALCULATED)** | **100%** |

1. **Do you ever buy hookah additives, like nicotine or flavor enhancers?**
2. **Yes [CONTINUE]**
3. **No [SKIP TO Q.12]**
4. **Thinking just about the hookah additives like nicotine or flavor enhancers you buy for in-home use:**

|  |  |  |  |
| --- | --- | --- | --- |
| **For in-home use** | **a. How often do you purchase hookah additives?** | **b. Each time you purchase hookah additives, how many bottles do you buy?** | **c. How much do you spend per bottle, on average? (This should be the cost per bottle, not the total expenditure)** |
| **Hookah additives (like nicotine or flavor enhancers)** | **\_\_\_\_\_times per year** | **\_\_\_\_\_\_ bottles of hookah additives each time** | **$\_\_\_\_\_\_\_\_.00** |

1. **Based on the information you just provided, your total annual expenditure per year for hookah additives is $ (INSERT CALCULATED AMOUNT). Please think about where you spend this money on hookah additives for in-home use, and provide the approximate percentages below, based on your normal purchasing behavior. NOTE: The percentages must equal 100%.**

|  |  |
| --- | --- |
| **Purchase Outlets** | **Allocate Percentage of Dollars Spent on Hookah Additives** |
| **Chain Convenience Stores (such as 7-11, Circle K, Wawa, etc.)** |  |
| **Independent Convenience Stores (such as small neighborhood shops)** |  |
| **Specialty Tobacco Stores** |  |
| **Online** |  |
| **From a restaurant, hookah bar, or lounge (for in-home use)** |  |
| **Mass merchandisers (such as Wal-Mart, K-Mart, Sam’s Club, etc.)** |  |
| **Drug Stores (such as Walgreens, Rite-Aid, etc.)** |  |
| **Grocery Stores** |  |
| **Other (PLEASE SPECIFY)** |  |
| **Total (CALCULATED)** | **100%** |

1. **Do you ever buy hookah pipes (entire unit)?**
2. **Yes [CONTINUE]**
3. **No [SKIP TO Q.15]**
4. **Thinking just about the hookah pipes (entire unit) you buy for in-home use:**

|  |  |  |  |
| --- | --- | --- | --- |
| **For in-home use** | **a. How often do you purchase hookah pipes (entire unit)?** | **b. Each time you purchase a hookah pipe (entire unit), how many do you normally buy?** | **c. How much do you spend per pipe (entire unit), on average? (This should be the cost per pipe (entire unit))** |
| **Hookah pipes (entire unit)** | **\_\_\_\_\_times per year** | **\_\_\_\_\_\_ hookah pipes each time** | **$\_\_\_\_\_\_\_\_.00** |

1. **Based on the information you just provided, your total annual expenditure per year on hookah pipes (entire unit) is $ (INSERT CALCULATED AMOUNT). Please think about where you spend this money on hookah pipe (entire unit) purchases for in-home use, and provide the approximate percentages below, based on your normal purchasing behavior. NOTE: The percentages must equal 100%.**

|  |  |
| --- | --- |
| **Purchase Outlets** | **Allocate Percentage of Dollars Spent on Hookah Pipes (entire unit)** |
| **Chain Convenience Stores (such as 7-11, Circle K, Wawa, etc.)** |  |
| **Independent Convenience Stores (such as small neighborhood shops)** |  |
| **Specialty Tobacco Stores** |  |
| **Online** |  |
| **From a restaurant, hookah bar, or lounge (for in-home use)** |  |
| **Mass merchandisers (such as Wal-Mart, K-Mart, Sam’s Club, etc.)** |  |
| **Drug Stores (such as Walgreens, Rite-Aid, etc.)** |  |
| **Grocery Stores** |  |
| **Other (PLEASE SPECIFY)** |  |
| **Total (CALCULATED)** | **100%** |

1. **Do you ever buy hookah replacements parts, like hoses and/or mouth pieces?**
2. **Yes [CONTINUE]**
3. **No [SKIP TO Q.18]**
4. **Thinking just about the hookah replacement parts you buy for in-home use:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **For in-home use** | **a. How often do you purchase hookah hoses?** | **b. Each time you purchase hookah hoses, how many do you buy at one time?** | | **c. How much do you spend per hose, on average? (This should be the cost per item, not the total expenditure)** |
| **Hookah hoses** | **\_\_\_\_\_times per year** | **\_\_\_\_\_\_ hoses** | | **$\_\_\_\_\_\_\_\_.00** |
|  | **d. How often do you purchase hookah mouth pieces or tips?** | **e. Each time you purchase mouth pieces or tips, how many packs do you buy?** | **f. How many mouth pieces or tips are in each pack?** | **g. How much do you spend per pack, on average? (This should be the cost per item, not the total expenditure)** |
| **Hookah mouth pieces and/or tips** | **\_\_\_\_\_times per year** | **\_\_\_\_ packs** | **\_\_\_\_\_mouth pieces or tips per pack** | **$\_\_\_\_\_\_.00** |

* 1. **PLEASE SELECT #3 ON THE SCALE BELOW. (SELECT ONE) [RANDOMIZE ORDER]**

1. **#5**
2. **#3**
3. **#8**
4. **#10**
5. **Based on the information you just provided, your total annual expenditure per year for replacement parts is $ (INSERT CALCULATED AMOUNT). Please think about where you spend this money on hookah replacement parts for in-home use, and provide the approximate percentages below, based on your normal purchasing behavior. NOTE: The percentages must equal 100%.**

|  |  |
| --- | --- |
| **Purchase Outlets** | **Allocate Percentage of Dollars Spent on Replacement Parts** |
| **Chain Convenience Stores (such as 7-11, Circle K, Wawa, etc.)** |  |
| **Independent Convenience Stores (such as small neighborhood shops)** |  |
| **Specialty Tobacco Stores** |  |
| **Online** |  |
| **From a restaurant, hookah bar, or lounge (for in-home use)** |  |
| **Mass merchandisers (such as Wal-Mart, K-Mart, Sam’s Club, etc.)** |  |
| **Drug Stores (such as Walgreens, Rite-Aid, etc.)** |  |
| **Grocery Stores** |  |
| **Other (PLEASE SPECIFY)** |  |
| **Total (CALCULATED)** | **100%** |

***The following questions are about your hookah use and purchases when you are smoking hookah in hookah lounges, bars, or restaurants – excluding your in-home use. For this series of questions, we want you to think about MONTHLY expenditures, not yearly.***

1. **First, how many times PER MONTH do you typically visit a hookah lounge to smoke hookah?**

**(RECORD NUMBER) \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. **How much money do you typically spend, in total, PER MONTH in hookah lounges to smoke hookah?**

**(RECORD AMOUNT) $\_\_\_\_\_\_\_\_\_\_\_\_**

1. **Approximately what percentage of all your hookah visits involve you smoking a hookah pipe by yourself (i.e. not sharing a pipe with other people) vs. sharing a pipe with others as part of a group? (RECORD PERCENTAGES)**

|  |  |
| --- | --- |
| **Type of Visit** | **% of Visits** |
| **a. Smoking hookah by self** |  |
| **b. Sharing a hookah pipe as part of a group** |  |
| **Must Equal 100%** |  |

**[If Q.20A>0, THEN ASK Q.21. IF Q.20B>, THEN ASK Q.22]**

1. **When smoking a pipe by yourself (i.e., not sharing a pipe with other people), how many loads do you normally buy during a visit to a hookah lounge? (RECORD NUMBER) \_\_\_\_\_\_\_\_**
2. **When smoking as part of a group (i.e., sharing a pipe with other people), how many loads do you normally buy during a visit? (RECORD NUMBER) \_\_\_\_\_\_\_\_**

**[IF Q.20B>0, THEN ASK Q.23]**

1. **On average, how many people are in your group when smoking hookah as a group on one pipe?**

**(RECORD NUMBER) \_\_\_\_\_\_\_\_\_**

1. **What do you normally pay for your first load in a hookah lounge (including pipe, shisha, and charcoal)? (RECORD AMOUNT) $\_\_\_\_\_\_\_\_**

**[IF 2+ IN Q.21, THEN ASK Q.25]**

1. **What do you normally pay for a refill or second load in a hookah lounge? (RECORD AMOUNT) $\_\_\_\_\_\_\_\_\_**
2. **Thinking about all visits to a hookah lounge in an average month, what percentage of the visits do you smoke hookah tobacco vs. herbal (non-tobacco) shisha? (RECORD PERCENTAGES BELOW)**

|  |  |
| --- | --- |
| **Type of Shisha Smoked** | **% OF VISITS** |
| **Hookah tobacco** |  |
| **Herbal (non-tobacco) shisha** |  |
| **MUST EQUAL 100%** |  |

1. **Again, thinking about all visits to a hookah lounge in an average month, what percentage of your visits do you use quick-light vs. regular charcoal? (RECORD PERCENTAGES BELOW OR SELECT DON’T KNOW/DON’T CHOOSE)**

|  |  |
| --- | --- |
| **TYPE OF CHARCOAL** | **% OF VISITS** |
| **Quick-light** |  |
| **Regular Charcoal** |  |
| **MUST EQUAL 100%** |  |

|  |  |
| --- | --- |
| **Don’t know/Don’t Choose (X)** |  |

**DEMOGRAPHIC QUESTIONS [DO NOT SHOW TEXT]**

***Now we have a few more questions so we may combine your answers with those of others participating in this study.***

1. **What is the last grade in school you had the opportunity to complete? (SELECT ONE)**
2. **Some elementary school**
3. **Elementary school**
4. **Some high school**
5. **High school degree (or equivalent)**
6. **Some technical school**
7. **Technical school certificate**
8. **Some college**
9. **College degree**
10. **Some post-graduate work**
11. **Graduate degree**
12. What is your current employment status? (SELECT ALL THAT APPLY)
    1. **Employed full-time for wages**
    2. **Employed part-time for wages**
    3. **Self-employed**
    4. **Out of work and looking for work**
    5. **Out of work but not currently looking for work**
    6. **A homemaker**
    7. **A student**
    8. **Military**
    9. **Retired**
    10. **Unable to work**
13. Are you of Hispanic or Latino descent? (SELECT ONE)
14. Yes
15. No
16. Which of these categories describes you? (SELECT ALL THAT APPLY)
17. White/Caucasian
18. Black/African-American
19. Asian
20. Native American/Alaskan Native
21. Other (Specify)
22. Which of the following categories includes your total, annual household income in 2018, before taxes? (SELECT ONE)
23. Under $15,000
24. $15,000 to under $30,000
25. $30,000 to under $50,000
26. $50,000 to under $75,000
27. $75,000 to under $100,000
28. $100,000 to under $200,000
29. $200,000 or more
30. Prefer not to say

33. Please select choice B on the scale below. (SELECT ONE) [RANDOMIZE ORDER]

1. B
2. F
3. D
4. A

***Thank you. That is all the questions we have for you today.***

**[FLAG ANYONE WHO GETS EITHER Q.33 OR Q.16.1 INCORRECT. MONITOR LENGTH OF INTERVIEW AND FLAG SPEEDERS.]**