

## 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. <b>How often</b> do you purchase hookah shisha?	b. Each time you make a purchase, <b>how many packs</b> of <u>shisha</u> do you buy?	c. What is the typical <b>pack size</b> you buy? (SELECT ONE)	d. How much do you <b>spend per pack</b> , 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	6. 50g 7. 100g 8. 200g 9. 250g 10. 1,000g	\$_____.00

[ASK IF Q.1=1]

3. 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%.

<b>Purchase Outlets</b>	<b>Allocate Percentage of Dollars Spent on Hookah Tobacco</b>
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]

4. 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%.

<b>Purchase Outlets</b>	<b>Allocate Percentage of Dollars Spent on Hookah Herbal (non-tobacco) Shisha</b>
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%

5. Do you also purchase **charcoal** for your hookah? (SELECT ONE)
1. Yes [**CONTINUE**]
  2. No [**SKIP TO Q.9**]
6. Do you normally buy **quick-light charcoal, regular/natural charcoal**, or both? (SELECT ONE)
1. Quick-light
  2. Regular/natural
  3. Both [**IF SELECTED, ASK A-H IN Q.7**]

7. Thinking about your in-home use only, please tell us about your **hookah charcoal** purchases. Disregarding the brands, please provide the following information:

<p><b>For in-home use</b></p>	<p>a. <b>How often</b> do you purchase hookah <u>quick-light charcoal</u>?</p>	<p>b. Each time you purchase hookah charcoal, <b>how many packs</b> of <u>quick-light charcoal</u> do you buy?</p>	<p>c. How many pieces are normally in a pack of <u>quick-light charcoal</u> that you buy? (SELECT ONE)</p>	<p>d. How much do you <b>spend per pack of quick-light charcoal</b>, on average? (This should be the cost per pack, not the total expenditure)</p>
<p><b>[ASK IF Q.6=1/QUICK-LIGHT]</b> Hookah quick-light charcoal</p>	<p>_____times per year</p>	<p>_____ packs of quick-light charcoal each time</p>	<p>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)</p>	<p>\$_____.00</p>
	<p>e. <b>How often</b> do you purchase hookah <u>regular charcoal</u>?</p>	<p>f. Each time you purchase hookah charcoal, <b>how many packs</b> of <u>regular charcoal</u> do you buy?</p>	<p>g. How many pieces are normally in a pack of <u>regular charcoal</u> that you buy? (SELECT ONE)</p>	<p>h. How much do you <b>spend per pack of regular charcoal</b>, on average? (This should be the cost per pack, not the total expenditure)</p>
<p><b>[ASK IF Q6=2/REGULAR]</b> Hookah regular charcoal</p>	<p>_____times per year</p>	<p>_____ packs of regular charcoal each time</p>	<p>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</p>	<p>\$_____.00</p>

			pack)	
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8. 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%

9. Do you ever buy hookah **additives**, like nicotine or flavor enhancers?

1. Yes [**CONTINUE**]
2. No [**SKIP TO Q.12**]

10. Thinking just about the **hookah additives** like nicotine or flavor enhancers you buy for in-home use:

<b>For in-home use</b>	a. <b>How often</b> do you purchase hookah <u>additives</u> ?	b. Each time you purchase hookah <u>additives</u> , <b>how many bottles</b> do you buy?	c. How much do you <b>spend per bottle</b> , on average? (This should be the cost per bottle, not the total expenditure)
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Hookah additives (like nicotine or flavor enhancers)	_____times per year	_____ bottles of hookah additives each time	\$_____.00
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11. 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%.

<b>Purchase Outlets</b>	<b>Allocate Percentage of Dollars Spent on Hookah Additives</b>
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%

12. Do you ever buy **hookah pipes** (entire unit)?

1. Yes [**CONTINUE**]
2. No [**SKIP TO Q.15**]

13. Thinking just about the **hookah pipes** (entire unit) you buy for in-home use:

<b>For in-home use</b>	a. <b>How often</b> do you purchase hookah <u>pipes</u> (entire unit)?	b. Each time you purchase a hookah <u>pipe</u> (entire unit), <b>how many</b> do you normally buy?	c. How much do you <b>spend per pipe</b> (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

14. 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%.

<b>Purchase Outlets</b>	<b>Allocate Percentage of Dollars Spent on Hookah Pipes (entire unit)</b>
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%

15. Do you ever buy hookah replacements parts, like hoses and/or mouth pieces?

1. Yes [**CONTINUE**]
2. No [**SKIP TO Q.18**]

16. Thinking just about the hookah replacement parts you buy for in-home use:

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

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

1. #5
2. #3
3. #8
4. #10



17. 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%.

<b>Purchase Outlets</b>	<b>Allocate Percentage of Dollars Spent on Replacement Parts</b>
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.**

18. First, how many **times** PER MONTH do you typically visit a hookah lounge to smoke hookah? (RECORD NUMBER) \_\_\_\_\_
  
19. How much **money** do you typically spend, in total, PER MONTH in hookah lounges to smoke hookah? (RECORD AMOUNT) \$ \_\_\_\_\_
  
20. 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]**

21. 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) \_\_\_\_\_
  
22. 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]**

23. On average, how many people are in your group when smoking hookah as a group on one pipe? (RECORD NUMBER) \_\_\_\_\_
  
24. 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]**

25. What do you normally pay for a refill or second load in a hookah lounge? (RECORD AMOUNT) \$ \_\_\_\_\_

26. 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	
<b>MUST EQUAL 100%</b>	

27. 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	
<b>MUST EQUAL 100%</b>	

<b>Don't know/Don't Choose (X)</b>	
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**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.*

28. What is the last grade in school you had the opportunity to complete? (SELECT ONE)

1. Some elementary school
2. Elementary school
3. Some high school
4. High school degree (or equivalent)
5. Some technical school
6. Technical school certificate
7. Some college
8. College degree
9. Some post-graduate work

10. Graduate degree

29. 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

30. Are you of Hispanic or Latino descent? (SELECT ONE)

1. Yes
2. No

31. Which of these categories describes you? (SELECT ALL THAT APPLY)

1. White/Caucasian
2. Black/African-American
3. Asian
4. Native American/Alaskan Native
5. Other (Specify)

32. Which of the following categories includes your total, annual household income in 2018, before taxes? (SELECT ONE)

1. Under \$15,000
2. \$15,000 to under \$30,000
3. \$30,000 to under \$50,000
4. \$50,000 to under \$75,000
5. \$75,000 to under \$100,000
6. \$100,000 to under \$200,000
7. \$200,000 or more
8. 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.]