Attachment A5: Fresh Empire Survey Instrument

Intro Text

Thank you for agreeing to participate in this study. We would like to learn more about youth like you and your thoughts about [cigarettes/e-cigarettes or vapes/cigars/hookah]. There are no right or wrong answers, we only want to know what you think. If you do not wish to answer any question, you can skip it and move on. Also, you might notice some questions throughout the survey to make sure people who are taking the survey are reading the questions carefully.

A. Risk Perceptions and Attitudinal Beliefs

We are going to ask you some general questions about using cigarettes and [e-cigarettes or vapes/cigars/hookah].

[Programming note: Show to all participants]

		1 Strong ly agree	2 Agre e	3 Neithe r agree nor disagr ee	4 Disagre e	5 Strongly disagree		9 Prefer not to answe r
A1_a1	Become addicted	1	2	3	4	5	6	9
A1_a2	Develop a tobacco-related	1	2	3	4	5	6	9
A1 0	disease							
AT_93	Inhale dangerous chemicals	1	2	3	4	5	6	9
A1_a4	Shorten my life	1	2	3	4	5	6	9
A1_a5	Be less attractive to others	1	2	3	4	5	6	9

A1_a. If I <u>smoke cigarettes</u> I will...

[Programming note: Show **only** to participants assigned to see facts about ecigarettes]

A1 b. If I use <u>e-cigarettes or vapes</u> I will...

		1 Strong ly agree	2 Agree	3 Neither agree nor disagre e	4 Disagre e	5 Strongl y disagr ee	6 Don' t kno w	9 Prefer not to answe r
A1_b1	Inhale dangerous chemicals	1	2	3	4	5	6	9
A1_b2	Become addicted	1	2	3	4	5	6	9
A1_b3	Develop a tobacco-related disease	1	2	3	4	5	6	9
A1_b4	Cause less harm to my body compared to smoking regular cigarettes	1	2	3	4	5	6	9

[Programming note: Show **only** to participants assigned to see facts about hookah]

A1 c. If I use hookah I will...

	1	2	3	4	5	6	9
	Strong	Agree	Neither	Disagre	Strongl	Don'	Prefer
	ly		agree	е	У	t	not to
	agree		nor		disagr	kno	answe
			disagre		ee	W	r
			e				
Inhale dangerous	1	2	3	4	5	6	9
chemicals							
Become addicted	1	2	3	4	5	6	9
Develop a tobacco-	1	2	3	4	5	6	9
related disease							
Cause less harm to	1	2	3	4	5	6	9
	chemicals Become addicted Develop a tobacco-	ly agreeInhale dangerous chemicals1Become addicted1Develop a tobacco- related disease1Cause less harm to my body compared to smoking1	Strong ly agreeAgreeInhale dangerous chemicals12Become addicted12Develop a tobacco- related disease12Cause less harm to my body compared to smoking12	Strong ly agreeAgree nor disagree nor disagreeInhale dangerous chemicals12Inhale dangerous chemicals12Become addicted12Image: Inhale dangerous chemicals12Inhale dangerous chemicals12Become addicted12Image: Inhale dangerous chemicals12Image: Inhale dangerous chemicals11Image: Inhale dangerous chemicals12Image: Inhale dangerous chemicals11Image: Inhale dangerous chemicals11Image: Inhale dangerous chemicals11Image: Inhale dangerous chemicals11Image: Inhale dangerous chemicals1<	Strong ly agreeAgree nor disagree eNeither agree nor disagree eDisagre eInhale dangerous chemicals1234Inhale dangerous chemicals1234Become addicted1234Develop a tobacco- related disease1234Cause less harm to my body compared to smoking1234	Strong ly agreeAgree nor disagre eNeither agree nor disagre eDisagre Strongl y disagre eInhale dangerous chemicals12345Become addicted12345Develop a tobacco- related disease12345Cause less harm to my body compared to smoking12345	Strong ly agreeAgree ly agreeNeither agree nor disagre eDisagre eStrong y disagr eDon' t kno wInhale dangerous chemicals123456Become addicted123456Develop a tobacco- related disease123456Cause less harm to my body compared to smoking123456

[Programming note: Show **only** to participants assigned to see facts about cigars]

A1_d. If I use cigars I will...

		1 Strong ly agree	2 Agree	3 Neithe r agree nor disagr	4 Disagre e	5 Strongl y disagr ee	6 Don' t kno w	9 Prefer not to answe r
				ee				
A1_d 1	Inhale dangerous chemicals	1	2	3	4	5	6	9
A1_d 2	Become addicted	1	2	3	4	5	6	9
A1_d 3	Develop a tobacco- related disease	1	2	3	4	5	6	9
A1_d 4	Cause less harm to my body compared to smoking cigarettes	1	2	3	4	5	6	9

Social Norms

Now, we would like to ask you some questions about your peers.

B2. People often hang out in different groups at school. For example, a lot of schools have a group of "jocks." Some students gave the

following list of groups. Please indicate how much you identify with each group by dragging the bar across the screen. Dragging the bar to 100 means you identify with (or, in other words, fit in or hang out with) this group very much and dragging the bar to 0 means you do not identify with this group at all.

[RANDOMIZE Programming note: Please have slider from 0–100 for each group]

		0———— 100	9 Prefer not to answer
B2_a	Hipsters	0	9
B2_b	Skaters	0	9
B2_c	Jocks	0	9
	Athletes	0	9
B2_e	Rockers	0	9
B2_f	Goth	0	9
B2_g	Emo	0	9
B2_h	Gangster	0 	9
B2_i	Partyers	0	9
ز 82	Hip-hop	0	9
B2_k	Country	0 	9
B2_I	Popular	0	9
B2_ m	Mainstream	0	9
B2_n	Alternative	0 100	9

B3. Out of every 10 students in your grade at school, how many do you think [smoke cigarettes/cigars/vape/use hookah]?

[MIN 0 MAX 10] 99 Prefer not to answer

B4. How many of your **four** closest friends...

		0	1	2	3	4	Prefer not to answe r
B4_a	Smoke cigarettes?	0	1	2	3	4	9
B4_b	Use e-cigarettes, vapes, vape pens, or hookah pens, such as JUUL, ENJOY, Fin, Blu, e-Go, or Vuse?	0	1	2	3	4	9
B4_c	Use cigars, cigarillos, or little cigars, such as Black and Milds, Swisher Sweets, Dutch Masters, White Owl, or Phillies Blunts?	0	1	2	3	4	9
B4_d	Smoke tobacco in a hookah or waterpipe?	0	1	2	3	4	9

[Programming note: Text for participants assigned to see facts about cigarettes]

Next, you are going to see 15 facts about cigarettes. Some of these facts may be used in advertisements to keep young people from smoking cigarettes..

[Programming note: Text for participants assigned to see facts about cigars] Now, you are going to see 15 facts about cigars, cigarillos, and little cigars, such as Black and Milds, Swisher Sweets, Dutch Masters, White Owl, or Phillies Blunts. From now on, we'll be referring to these products as **cigars**. Some of the facts you see may be used in advertisements to keep young people from using cigars.

[Programming note: Text for participants assigned to see facts about ecigarettes/vapes]

Now, you are going to see 15 facts about e-cigarettes or vapes, like JUUL, blu, and NJOY. Sometimes these products are also called vape pens, hookah pens, personal vaporizers and mods, e-cigars, e-pipes, or e-hookahs. From now on, we'll be referring to these products as **e-cigarettes** or **vapes**. Some of the facts you see may be used in advertisements to keep young people from using vapes. [Programming note: Text for participants assigned to see facts about hookah]

Next, you are going to see 15 facts about tobacco that is smoked in a hookah or waterpipe. From now on, we'll be referring to these products as **hookah.** Some of the facts you see may be used in advertisements to keep young people from using hookah. We will show you one fact at a time. After each fact is shown, we'd like to know what you think about each of them. **Please answer with just** yourself in mind, not what you think other teens would say.

[Repeat C1-C5d for each fact] [Participants will be randomly assigned to see facts about cigarettes/ecigarettes or vapes/cigars/hookah]

Fact [X] out of 15:

C1. This fact about [cigarettes/e-cigarettes or vapes/cigars/hookah] is: [RANDOMIZE ORDER]

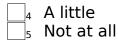
		Stron gly agree	Agre e	Neith er agree nor	Disagr ee	Stron gly disagr ee	Prefe r not to answ
61	エ い			disagr ee			er
C1_ a	Telling me something new	 1	2	3	4	5	6
C1_ b	Attention grabbing		2	3	4	5	6
C1_ c	Worth rememberin g	1	2	3	4	5	6
C1_ d	Interesting	_ 1	2	3	4	5	6
C1_ e	Important	_ 1	2	3	4	5	6
C1 f	Informative	1	2	3	4	5	6
C1_ g	Convincing		2	3	4	5	6
g C1_ h	Believable		2	3	4	5	6
C1_i	Clear	1	2	3	4	5	6
ز C1	Relevant to me		2	3	4	5	6

C2. How much do you trust this fact about [cigarettes/ e-cigarettes or vapes/cigars/hookah]?

 \square_1 Very much

 $]_2$ Quite a bit

]₃ Somewhat



9 Prefer not to answer

- C3. How likely are you to share this fact about [cigarettes/ e-cigarettes or vapes/cigars/hookah] with somebody you know?
 - ¹ Very likely
 - ² Quite likely
 - 3 Somewhat likely
 - ⁴ A little likely
 - 5 Not at all likely
 - Prefer not to answer
- C4. How confident are you that you understood this fact about [cigarettes/ e-cigarettes or vapes/cigars/hookah]?
 - ¹ Very confident
 - 2 Quite confident
 - 3 Somewhat confident
 - A little confident
 - 5 Not at all confident
 - 9 Prefer not to answer

The fact you just saw suggests that something could happen if a person uses [cigarettes/ e-cigarettes or vapes/cigars/hookah]. Think about this potential outcome.

C5 a. How good or bad would you say this outcome is?

- ¹ Very good
 - ² Somewhat good
- ₃ Neutral
- 4 Somewhat bad
- 5 Very bad

Prefer not to answer

C5_b. How desirable or undesirable would you say this outcome is?

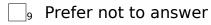
 \Box_1 Very desirable

¹ Very desirable
² Somewhat desirable
³ Neutral
⁴ Somewhat undesirable
⁵ Very undesirable

- 9 Prefer not to answer

C5 c. How likely or unlikely is it that this will happen if a person uses [cigarettes/e-cigarettes or vapes/cigars/hookah]?

- ¹ Very likely
 - ² Somewhat likely
- _₃ Neutral
- ____4 Somewhat unlikely
- 5 Very unlikely



C5 d. How possible or impossible is it that this will happen if a person uses [cigarettes/e-cigarettes or vapes/cigars/hookah]?

¹ Very possible

² Somewhat possible

₃ Neutral

Somewhat impossible
Very impossible



9 Prefer not to answer

[Programming note: Show question C6 only after Fact 1]

C6. How do you currently feel about youth your age using [cigarettes/ ecigarettes or vapes/cigars/hookah]?

- ¹ Very positive
- 2 Somewhat positive

_₃ Neutral

- Gamewhat negative
- 5 Very negative

9 Prefer not to answer

[Programming note: Ask attention check question (Check1) after Fact 5]

Check1. Sometimes we ask a somewhat different question to make sure people who take the survey are reading the questions carefully. To let us know that you are, please select "Friday" from the response options below.

- 1. Monday
- 2. Tuesday
- 3. Wednesday
- 4. Thursday
- 5. Fridav
- 6. Saturday
- 7. Sunday
- 99. Prefer not to answer

D. Tobacco Intentions

Thinking about the future...

Programming note: Show only to participants assigned to see facts about cigarettes]

Programming note: Show only to participants assigned to see facts about e-

		Yes, definitel y	Yes, probabl y	No, probabl y not	No, definitel y not	Prefer not to answe r
D1_a	Do you think you will smoke a cigarette in the next year?	1	2	4	5	9
D1_b	If one of your best friends were to offer you a cigarette , would you smoke it?	1	2	4	5	9

cigarettes/vapes]

		Yes, definitel y	Yes, probabl y	•	No, definitel y not	Prefer not to answe r
D2_a	Do you think you will use an e-cigarette or vape the next year?		2	4	5	9
D2_b	If one of your best friends were to offer you an e-cigarette or vape , would you use it?	1	2	4	5	9

[Programming note: Show **only** to participants assigned to see facts about hookah]

		Yes, definitel y	Yes, probabl y	No, probabl y not	No, definitel y not	Prefer not to answe r
D3_a	Do you think you will smoke tobacco in a hookah in the next year?	1	2	4	5	9
D3_b	If one of your best friends were to offer you to smoke tobacco in a hookah , would you smoke it?		2	4	5	9

[Programming note: Show **only** to participants assigned to see facts about cigars]

		Yes, definitel y	Yes, probabl y		No, definitel y not	Prefer not to answe r
D4_a	Do you think you will smoke a cigar in the next year?	1	2	4	5	9
D4_b	If one of your best friends were to offer you a cigar , would you smoke it?	1	2	4	5	9

E. Sensation Seeking and Self-Reported Skills

Now, we would like to ask you some questions about your behaviors and preferences.

E1. How much do you agree or disagree with the following statements?

		1 Strong ly agree	2 Agree	3 Neithe r agree nor disagr ee	4 Disagr ee	5 Strong ly disagr ee	9 Prefer not to answ er
E1_ a	You like to explore strange places.	1	2	3	4	5	9
E1_ b	You like to do frightening things.	1	2	3	4	5	9
E1_ c	You like new and exciting experiences, even if you have to break the rules.	1	2	3	4	5	9
E1_ d	You prefer friends who are exciting and/or unpredictable.	1	2	3	4	5	9

The next question asks about a specific skill.

- E2. How much do you agree or disagree with the following statement? *I am good at math.*
 - ____1 Strongly agree
 - 2 Agree
 - _₃ Neither agree nor disagree
 - 4 Disagree
 - _₅ Strongly disagree

9 Prefer not	to answer
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Check2. Sometimes we ask a somewhat different question to make sure people who take the survey are reading the questions carefully. To let us know that you are, please select "Basketball" from the response options below.

- 1. Soccer
- 2. Baseball
- 3. Swimming
- 4. Softball
- 5. Basketball

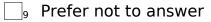
99. Prefer not to answer

Quantitative Study of Tobacco Facts Designed to Inform Youth Tobacco Prevention Messaging

F. Demographics and Environment

Now, we would like to ask you some questions about yourself.

- F1. Are you male or female?
 - 🔄 1 Female
 - ₂ Male



- F2. Are you Hispanic, Latino/Latina, or of Spanish origin?
 - 1 Yes
 - 2 **No**
 - Prefer not to answer
- F3. What race or races do you consider yourself to be? Select all that apply.
 - ____1 American Indian or Alaska Native
 - 2 Asian
 - _₃ Black or African American
 - 4 Native Hawaiian or Other Pacific Islander
 - _₅ White
 - ₅ Other
 - Prefer not to answer
- F4. How old are you?
 - 1 13 2 14 3 15 4 16 5 17 6 Other
- F5. What is the 5-digit zip code where you currently live?

- F6. As things stand now, how far in school do you think you will go? \Box_1 I don't plan to go to school anymore
 - ² 9th grade
 - 3 10th grade
 - 4 11th grade
 - _₅ 12th grade or GED
 - $_{6}$ Some college or technical school but no degree
 - 7 Technical school degree 8 College degree

 - Graduate school, medical school, or law school

⁹⁹ Prefer not to answer

Your feedback has been very helpful. Thank you for your participation!