

NYTS Interviewer Guide – Item Set 1 (Demographics, E-Cigarettes and Other Heated Tobacco Products, Messaging, Social Media, and Advertisements)

Instructions:

1. Introduce yourself and ensure that tech is working; respondent should be able to access the web survey and share their screen.
2. Briefly discuss the goal of the larger survey and the goal of this interview (i.e., to understand how easy or hard these questions are to answer)
 - a. This is YOUR interview. YOUR chance to give important feedback so kids like you can have a better survey experience.
3. Remind the student of consent highlights:
 - a. If possible, take the survey in a private location, away from other family members or your parents.
 - b. Information will not be shared and is only used internally without your name and personal information
 - c. You can skip any question. But, if you feel the question is so uncomfortable that you want to skip it, I'll ask you why you feel that way.
 - d. The interview will be recorded, and we will take notes.
4. Read the OMB statement:
 - a. CDC estimates the average public reporting burden for this collection of information as 2 hours per response, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information 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 (0920-0621).
5. Explain process.
 - a. Read each question to yourself and answer it through the web survey.
 - b. Pause when you see a stop sign in the survey and I'll ask you some questions about how you answered.
 - c. There are no wrong answers to any of the questions you will see. In fact, we aren't going to use the answers you provide in any way. We are more interested in what you think of the questions and response choices you will see. We want your honest feedback about what you think about these questions and response choices. We didn't write any of these questions so nothing you say about them will bother us.
 - d. Jump in with comments as you're trying to answer.
6. Start with a practice question to make sure they understand how probes work.
7. Avoid use or reference to the National Youth Tobacco Survey or NYTS to minimize the introduction of bias.
8. After you explain the instructions ask if the respondent has any questions.


Generic probes (use these when the respondent hesitates or appears confused about an item):

1. In your own words, what is this question asking?
2. Are there any unfamiliar or confusing words in this question?
3. How sure are you about your answer? Why?
4. How do you think we could make this question less confusing or easier to understand?
5. Was anything about this question uncertain or uncomfortable?
 - a. If so, what is it?
 - b. If so, do you think others would not want to respond honestly to this question?

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
1.1 Demographics		
The first eight questions ask some background information about you.		
How old are you? A. 9 years old B. 10 years old C. 11 years old D. 12 years old E. 13 years old F. 14 years old G. 15 years old H. 16 years old I. 17 years old J. 18 years old K. 19 years old or older		
What is your sex? A. Male B. Female		
What grade are you in? A. 6th B. 7th C. 8th D. 9th E. 10th F. 11th G. 12th H. Ungraded or other grade		
Are you Hispanic, Latino, Latina, or of Spanish origin? (Select one or more)	[IF HISPANIC]:	

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
A. No, not of Hispanic, Latino, Latina, or Spanish origin à [EXCLUSIVE] B. Yes, Mexican, Mexican American, Chicano, or Chicana C. Yes, Puerto Rican D. Yes, Cuban E. Yes, Another Hispanic, Latino, Latina, or Spanish origin	<ul style="list-style-type: none"> • Are the categories clear? • Are there any other categories that you think we should include (i.e. LatinX)? 	
What race or races do you consider yourself to be? (Select one or more) A. American Indian or Alaska Native B. Asian C. Black or African American D. Native Hawaiian or Other Pacific Islander E. White		
Which of the following best describes you? A. Heterosexual (straight) B. Gay or lesbian C. Bisexual D. I describe my sexual orientation some other way E. I am not sure about my sexual orientation (questioning) F. I do not know what this question is asking	<ul style="list-style-type: none"> • How did you come up with your answer? • Were there any categories you hadn't heard before? • Were there other answer categories you wish were there? 	
What sex were you assigned at birth, on your original birth certificate? A. Male B. Female C. Refused D. I don't know	<ul style="list-style-type: none"> • In your own words, what is this question asking? • How clear or confusing was the question? How easy or hard to answer? 	
Do you currently describe yourself as male, female, or transgender? A. Male B. Female	<ul style="list-style-type: none"> • In your own words, what is this question asking? • How clear or confusing was the question? How easy or 	

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
C. Transgender D. None of these	hard to answer? <ul style="list-style-type: none"> • Were there any categories you hadn't heard before? • Were there other answer categories you wish were there? 	
Question Group Probes: <ul style="list-style-type: none"> • Were these questions what you expected to see when you saw the introduction (“The first eight questions ask some background information about you”)? • How clear or confusing were these questions? • Did the answer options for race match what you expected to see? Did they include the race you would usually consider yourself to be? • Did you feel comfortable answering these questions? Did you feel comfortable answering these questions so early in the survey? 		
1.2 E-cigarette use		
<p>The next several sections of questions ask about your use of particular kinds of tobacco products, such as e-cigarettes, cigarettes, cigars, smokeless tobacco, hookahs, roll-your own-cigarettes, pipes, snus, dissolvable tobacco, bidis, heated tobacco products, and nicotine pouches.</p> <p>At the beginning of each section, you will see a brief description and an image showing examples of each kind of tobacco product.</p>		

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
		
<p>The next several questions are about electronic cigarettes or e-cigarettes, such as JUUL, Vuse, NJOY, Puff Bar, blu, or Bidi Stick. You also may know them as vapes, mods, e-cigs, e-hookahs, or vape-pens.</p> <p>E-cigarettes are battery powered devices that usually contain a nicotine-based liquid that is vaporized and inhaled.</p> <p>For the rest of this survey, these products and devices will be called e-cigarettes.</p>	<ul style="list-style-type: none"> • How clear or confusing was the description of e-cigarettes? Were there any unfamiliar words in the description? • How well did the description fit the images shown? To what extent did you use the images versus the description in order to understand what types of 	

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
	<p>products it was asking about?</p> <ul style="list-style-type: none"> • Is 'e-cigarette' a term that you or other people your age use? Are there are other terms that should be used? • What tobacco products do you think of as e-cigarettes? Do vapes fit into that category? How do e-cigarettes differ from regular cigarettes? 	
<p>Have you ever used an e-cigarette, even once or twice?</p> <p>A. Yes</p> <p>B. No</p>		
<p>[INTERVIEWER: CONTINUE BELOW FOR EVER E-CIGARETTE USERS. NEVER E-CIGARETTE USERS WILL SKIP TO PAGE X.]</p>		
<p><i>Question Universe: ever e-cigarette users [known]</i></p> <p>How old were you when you first used an e-cigarette, even once or twice?</p> <p>A. 8 years old or younger</p> <p>B. 9 years old</p> <p>C. 10 years old</p> <p>D. 11 years old</p> <p>E. 12 years old</p> <p>F. 13 years old</p> <p>G. 14 years old</p>		

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
H. 15 years old I. 16 years old J. 17 years old K. 18 years old L. 19 years old or older		
<p><i>Question Universe: ever e-cigarette users [known]</i> In total, on how many days have you used e-cigarettes in your entire life?</p> A. 1 day B. 2 to 10 days C. 11 to 20 days D. 21 to 50 days E. 51 to 100 days F. Over 100 days	<p>[IF MORE THAN ONE DAY:]</p> <ul style="list-style-type: none"> • Walk me through how you figured out your answer to this question. • How sure are you about your answer? 	
<p><i>Question Universe: ever e-cigarette users [or unknown]</i> During the past 30 days, on how many days did you use e-cigarettes?</p> <p>Specify: _ _ (Range 0 – 30)</p>	<ul style="list-style-type: none"> • How easy or hard was it to answer with a specific number of days? • How would you respond to this item if you did not use e-cigarettes during the past 30 days? 	
<p><i>Question Universe: ever/current e-cigarette users [known]</i> When was the last time you used an e-cigarette, even one or two times? (Please choose the first answer that fits)</p> A. Earlier today B. Not today, but sometime during the past 7 days C. Not during the past 7 days, but sometime during the past 30 days		

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
D. Not during the past 30 days, but sometime during the past 6 months E. Not during the past 6 months, but sometime during the past year F. 1 to 4 years ago G. 5 or more years ago		
<p><i>Question Universe: ever/current e-cigarette users [known]</i> Why did you first use an e-cigarette? (Select one or more)</p> A. A friend used them B. A family member used them C. To try to quit using other tobacco products, such as cigarettes D. They cost less than other tobacco products, such as cigarettes E. They were easier to get than other tobacco products, such as cigarettes F. I've seen people on TV, online, or in movies use them G. They are less harmful than other forms of tobacco, such as cigarettes H. They were available in flavors, such as menthol, mint, candy, fruit, or chocolate I. I could use them unnoticed at home or at school J. I could use them to do tricks K. I was curious about them L. I was feeling anxious, stressed, or depressed M. To get a high or buzz from nicotine N. I used them for some other reason (specify:)	<ul style="list-style-type: none"> • How easy or hard was it to remember why you first used an e-cigarette? • How confident are you in your response? Were there any responses that applied to you that you didn't select? If so, why? • Any responses missing that should be added? • Any responses that we can delete? 	
<p><i>Question Universe: current e-cigarette users [known]</i> INTERVIEWER: ASK IF CURRENT E-CIGARETTE USER. OTHERWISE, SKIP TO NEXT QUESTION. Why do you currently use e-cigarettes? (Select one or more)</p> A. A friend uses them B. A family member uses them	<ul style="list-style-type: none"> • Do you consider yourself a current e-cigarette user? • What does "current use" mean to you? 	

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
C. To try to quit using other tobacco products, such as cigarettes D. They cost less than other tobacco products, such as cigarettes E. They are easier to get than other tobacco products, such as cigarettes F. I've seen people on TV, online, or in movies use them G. They are less harmful than other forms of tobacco, such as cigarettes H. They are available in flavors, such as menthol, mint, candy, fruit, or chocolate I. I can use them unnoticed at home or at school J. I can use them to do tricks K. I am curious about them L. Because I feel anxious, stressed, or depressed M. To get a high or buzz from nicotine N. I use them for some other reason (specify:)		
<p><i>Question Universe: ever e-cigarette user [known]</i> Have you ever purchased an e-cigarette device (including disposable devices), pod, cartridge, single hit, or e-liquid refill while at school or on school property?</p> <p>A. Yes B. No</p>		
<p>Question Group Probes:</p> <ul style="list-style-type: none"> • How easy or hard was it for you to answer these questions? Why? Which were hardest? • How clear or confusing were the different answer options for these questions? • What does “Select one or more” mean to you? • [INTERVIEWER: SKIP IF PAST 30-DAY E-CIGARETTE USER] When you were answering these questions about e-cigarettes, were you thinking about tobacco and nicotine, or were you thinking about other substances like marijuana? 		
<p>[INTERVIEWER: CONTINUE BELOW FOR PAST 30-DAY E-CIGARETTE USERS. OTHERWISE, SKIP TO PAGE X.]</p>		

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
<p><i>Question Universe: past 30-day e-cigarette user [known]</i> Which of the following best describes the type of e-cigarette you have used in the past 30 days? If you have used more than one type, please think about the one you use most often.</p> <ul style="list-style-type: none"> A. A disposable e-cigarette (for example, Puff Bar or Bidi Stick) B. An e-cigarette that uses pre-filled or refillable pods or cartridges (for example, JUUL, Vuse, or Suorin) C. An e-cigarette with a tank that you refill with liquids (including mod systems that can be customized by the user) D. I don't know the type 	<ul style="list-style-type: none"> • How did you figure out which type of e-cigarette you used? • If needed, did the brand examples help you decide? • Which of the response options were confusing? 	
<p><i>Question Universe: past 30-day e-cigarette user [known]</i> During the past 30 days, what e-cigarette brands did you use? (Select one or more)</p> <ul style="list-style-type: none"> A. Bidi Stick B. blu C. JAK D. JUUL E. Hyde F. Leap G. Logic H. Mojo I. NJOY J. Posh (including Posh Plus) K. Puff Bar 	<ul style="list-style-type: none"> • <i>If some other brand: Is that a common brand where you live? Do you know other people your age who use that brand? Have you heard of any of the brands listed here or do any of them sound familiar?</i> • <i>If not sure/don't know: Is there a reason you don't remember the brand, like that someone else bought it for you or you buy lots of different brands? Have you heard of any of the brands listed here or do any of them sound familiar?</i> 	

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
L. SMOK (including NOVO) M. STIG N. Suorin O. Vuse P. Some other brand(s) not listed here (specify): _____ Q. Not sure / I don't know the brand		
<p><i>Question Universe: past 30-day e-cigarette user reporting >1 brand [known]</i></p> <p>During the past 30 days, what brand of e-cigarettes did you usually use? (Choose only one answer)</p> A. I did not use a usual brand B. Bidi Stick C. blu D. JAK E. JUUL F. Hyde G. Leap H. Logic I. Mojo J. NJOY K. Posh (including Posh Plus) L. Puff Bar M. SMOK (including NOVO)		

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
<p>N. STIG</p> <p>O. Suorin</p> <p>P. Vuse</p> <p>Q. Some other brand not listed here (specify): _____</p> <p>R. Not sure / I don't know the brand</p>		
<p><i>Question Universe: past 30-day e-cigarette users [known]</i></p> <p>Did any of the e-cigarettes that you used in the past 30 days contain nicotine?</p> <p>A. Yes</p> <p>B. No</p> <p>C. Don't know</p>	<ul style="list-style-type: none"> • In your own words, can you describe what nicotine is? • How do you know if your e-cigarette contained nicotine? 	
<p><i>Question Universe: past 30-day e-cigarette users [known]</i></p> <p>Nicotine salts, or “nic salts”, is a type of nicotine that is found in some e-liquids, pods, and cartridges. Did any of the e-cigarettes that you used in the past 30 days contain nicotine salts?</p> <p>A. Yes</p> <p>B. No</p> <p>C. Don't know</p>	<ul style="list-style-type: none"> • For those reporting Don't Know: did you not know what nicotine salts were? • Or did you not know if your product contained them? 	
<p><i>Question Universe: past 30-day e-cigarette user [known]</i></p> <p>Were any of the e-cigarettes that you used in the past 30 days flavored to taste like menthol, mint, clove or spice, alcoholic drinks, candy, fruit, chocolate, or any other non-tobacco flavor?</p> <p>Do not think about tobacco flavor when answering this question.</p> <p>A. Yes</p> <p>B. No</p>	<ul style="list-style-type: none"> • What does “non-tobacco flavor” mean to you in this question? What does “tobacco flavor” mean? • Would you have answered differently if it didn't say “Do not think about tobacco flavor when answering this question?” 	

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
C. Don't Know		
<p><i>Question Universe: past 30-day e-cigarette user [known]</i></p> <p>Were any of the e-cigarettes that you used in the past 30 days flavored to taste like tobacco?</p> <p>A. Yes B. No C. Don't Know</p>	<p>What does “flavored to taste like tobacco” mean to you?</p> <p>Did you think about added artificial flavorings, naturally occurring tobacco flavor, or both?</p>	
<p><i>Question Universe: past 30-day users of flavored e-cigarettes</i></p> <p>What flavors were the e-cigarettes that you have used in the past 30 days? (Select one or more)</p> <p>A. Tobacco-flavor B. Menthol C. Mint D. Spice (such as cinnamon, vanilla, or clove) E. Fruit F. Chocolate G. Alcoholic drinks (such as wine, margarita, or other cocktails) H. Non-alcoholic drinks (such as coffee, soda, lemonade, or other beverage) I. Candy, desserts, or other sweets J. Some other flavor not listed here (Specify): _____</p>	<p>What do you think of the answer choices?</p> <p>What's the difference between menthol and mint?</p>	
<p><i>Question Universe: past 30-day user of flavored e-cigarettes</i></p> <p>Did any of the flavors that you used in the past 30 days have names or</p>	<ul style="list-style-type: none"> • Have you ever heard of “iced” flavors? 	

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
<p>descriptions that included the word “ice” or “iced” (for example, blueberry ice or strawberry ice)?</p> <p>A. Yes B. No C. Don’t know</p>	<ul style="list-style-type: none"> • Was anything about this question confusing? 	
<p><i>Question Universe: past 30-day user of flavored e-cigarettes</i></p> <p>Did any of the flavors that you used in the past 30 days have a name that did not describe a specific flavor, such as “solar,” “purple,” “jazz,” “island bash,” “fusion” or some other word or phrase?</p> <p>A. Yes (specify): _____ B. No C. Don’t know</p>	<ul style="list-style-type: none"> • Was anything about this question confusing? • Would you describe these flavors any differently? • Are any example words (e.g., jazz) missing? 	
<p><i>Question Universe: past 30-day e-cigarette user [known]</i></p> <p>During the past 30 days, how did you get your e-cigarette devices, pods, cartridges, or e-liquid refills? (Select one or more)</p> <p>A. I bought them myself B. I had someone else buy them for me C. I asked someone to give me some D. Someone offered them to me E. I got them from a friend F. I got them from a family member G. I took them from a store or another person H. I got them in some other way (specify): _____</p>	<ul style="list-style-type: none"> • Were any response options confusing? 	

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
<p><i>Question Universe: past 30-day e-cigarette user [known]</i></p> <p>During the past 30 days, where did you buy your e-cigarette devices, pods, cartridges, or e-liquid refills? (Select one or more)</p> <p>A. I did not buy e-cigarettes during the past 30 days à [EXCLUSIVE RESPONSE]</p> <p>B. I bought them from another person (a friend, family member, or someone else)</p> <p>C. A gas station or convenience store</p> <p>D. A grocery store</p> <p>E. A drugstore</p> <p>F. A mall or shopping center kiosk/stand</p> <p>G. A vending machine</p> <p>H. On the Internet (such as a product website, online vape or tobacco store or other online marketplace)</p> <p>I. Through the mail</p> <p>J. Through a delivery service (such as DoorDash or Postmates)</p> <p>K. A vape shop or tobacco shop</p> <p>L. Some other place not listed here (specify): _____</p>	<ul style="list-style-type: none"> • <i>If did not buy last 30 days: Where did you get your e-cigarette products? Did you pay any money for them? [INTERVIEWER: NOTE RESPONSE FROM PRIOR QUESTION]</i> 	
<p><i>Question Universe: past 30-day e-cigarette user (who got a product from someone else)</i></p> <p>Earlier you answered that you got or bought your e-cigarette devices, pods, cartridges, or e-liquid refills from another person, such as a friend or family member during the past 30 days. How old was this person?</p> <p>A. Younger than 18 years old</p>		


Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
B. 18 years old C. 19 years old D. 20 years old E. 21 years old or older F. I don't know		
<p><i>Question Universe: past 30-day e-cigarette user (who got a product from someone else)</i></p> <p>During the past 30 days, which of the following e-cigarette product(s) did you get or buy from another person? (Select one or more)</p> <ul style="list-style-type: none"> A. A new e-cigarette device (including disposable devices) B. A pod, cartridge, or e-liquid refill C. A hit or a drag from another person's e-cigarette device D. Something else (specify:) _____ 	<p>•Were any of the response options confusing?</p>	
<p><i>Question Universe: past 30-day e-cigarette user [known]</i></p> <p>During the past 30 days, how often did you use someone else's e-cigarette device?</p> <ul style="list-style-type: none"> A. Never B. Rarely C. Sometimes D. Most of the Time E. Always 		
<p><i>Question Universe: past 30-day users of e-cigarettes [known]</i></p> <p>Are you seriously thinking about quitting e-cigarettes? (Please choose the first answer that fits)</p>	<p>If "no", why not? Are they truly not interested in quitting, or do they not consider that they would even need</p>	

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
<p>A. Yes, during the next 30 days B. Yes, during the next 6 months C. Yes, during the next 12 months D. Yes, but not during the next 12 months E. No, I am not thinking about quitting e-cigarettes</p>	<p>to quit (e.g., they do not consider themselves to be e-cigarette users)</p>	
<p><i>Question Universe: past 30-day users of e-cigarettes [known]</i> During the past 12 months, how many times have you stopped using e-cigarettes for one day or longer because you were trying to quit using e-cigarettes for good?</p> <p>A. I did not try to quit during the past 12 months B. 1 time C. 2 times D. 3 to 5 times E. 6 to 9 times F. 10 or more times</p>		
<p><i>Question Universe: e-cigarette users who reported ≥1 quit attempt in past 12 months [known]</i> When you tried to quit using e-cigarettes, did you use any of the following? (Select one or more)</p> <p>A. I did not use any resources à [EXCLUSIVE] B. Help or advice from a parent or caregiver C. Help or advice from a friend or peer D. Help or advice from a teacher or coach E. Help, advice, or counseling from a doctor or health care provider</p>	<ul style="list-style-type: none"> • Which of the response options were confusing? • Any options missing? • Any options that can be deleted? 	

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
F. Treatment from a hospital, medical center, or some other facility G. Help or advice you found on the Internet H. A mobile app or texting program I. A telephone helpline or Quitline J. Something else (specify): _____		
Question Group Probes: <ul style="list-style-type: none"> • Were words in this new to you? Which ones? What did they mean in your own words? • Which of the response options seemed confusing? • How easy or hard was it to remember the brands you used? • Was there anything confusing about these questions? What was it? • How easy or hard was it to answer for the past 30 days? • [IF NOT ALREADY PROBED]: How easy or hard was it to remember your specific experiences, like flavors and where you got your products from? • When you were answering these questions about e-cigarettes, were you thinking about tobacco and nicotine, or were you thinking about other substances like marijuana? 		
[INTERVIEWER: CONTINUE BELOW FOR NEVER E-CIGARETTE USERS. CURRENT E-CIGARETTE USERS WILL SKIP TO PAGE X.]		
<i>Question Universe: never e-cigarette users [known]</i> Have you ever been curious about using an e-cigarette? A. Definitely yes B. Probably yes C. Probably not D. Definitely not		
<i>Question Universe: never e-cigarette users [known]</i> Do you think that you will try an e-cigarette soon? A. Definitely yes		

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
B. Probably yes C. Probably not D. Definitely not		
<i>Question Universe: never e-cigarette users [known]</i> Do you think you will use an e-cigarette in the next year? A. Definitely yes B. Probably yes C. Probably not D. Definitely not		
<i>Question Universe: never e-cigarette users [known]</i> If one of your best friends were to offer you an e-cigarette, would you use it? A. Definitely yes B. Probably yes C. Probably not D. Definitely not		
Question Group Probes: <ul style="list-style-type: none"> • In your own words, what is the difference between “definitely yes/no” and “probably yes/no”? • How easy or hard was it to imagine what you would do? What experiences did you think about? • When you were answering these questions about e-cigarettes, were you thinking about tobacco and nicotine, or were you thinking about other substances like marijuana? 		
<h3>1.3 Vaping</h3>		
Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
The next questions ask about other substances that could be vaped.		
Have you ever vaped any of the following substances (even once)? Response options: Yes, No, Don't Know		

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
<p>A. Marijuana (also called pot, weed, or cannabis), including THC, THC concentrates, hash oil, or waxes</p> <p>B. CBD or CBD oils</p> <p>C. Synthetic marijuana or cannabinoids, such as K2 or Spice</p> <p>D. Another substance Specify): _____</p>		
<p>Have you vaped any of the following substances during the past 30 days?</p> <p>Response options: Yes, No, Don't Know</p> <p>A. Marijuana (also called pot, weed, or cannabis), including THC, THC concentrates, hash oil, or waxes</p> <p>B. CBD or CBD oils</p> <p>C. Synthetic marijuana or cannabinoids, such as K2 or Spice</p> <p>D. Another substance Specify): _____</p>		
<p>Question Group Probes:</p> <ul style="list-style-type: none"> • How easy or hard was it to differentiate between the different things you could vape? • How are marijuana and CBD the same or different? • How sure were you about your answers? • How comfortable were you responding to questions about marijuana? • How comfortable were you responding to questions about CBD? • How comfortable were you responding to questions about synthetic marijuana? • How honestly do you think people will respond to questions about use of these substances? 		
<p>1.4 Heated Tobacco</p>		
<p>The next section is about heated tobacco products such as iQOS or Eclipse. You may know them as heated cigarettes or “heat-not-burn” tobacco products.</p>	<ul style="list-style-type: none"> • In your own words, what is a heated tobacco product? 	

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
<p>Heated tobacco products heat processed tobacco leaf in the form of sticks (“heatsticks”), plugs, or capsules to produce a vapor that the user inhales. They are different from e-cigarettes, which heat a liquid to produce a vapor. Do not think about e-cigarettes when answering these questions.</p> 	<ul style="list-style-type: none"> • How is a heated tobacco product different from an e-cigarette or vape in your mind? • Have you heard of any of the examples of heated tobacco products given (iQOS, glo, Eclipse)? • How well did the description fit the images shown? To what extent did you use the images versus the description in order to understand what types of products it was asking about? 	
<p>Before today, have you heard of heated tobacco products?</p> <p>A. Yes B. No C. Don't know/Not Sure</p>		
<p>Have you ever used a heated tobacco product, even just one time?</p> <p>A. Yes</p>	<p>[IF DON'T KNOW]:</p> <ul style="list-style-type: none"> • What makes you unsure about having used heated 	

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
B. No C. Don't Know/Not Sure	tobacco products?	
[INTERVIEWER: CONTINUE BELOW FOR EVER (OR DK) HEATED TOBACCO USERS. NEVER USERS SKIP TO PAGE X.]		
<p><i>Question Universe: ever heated tobacco product user [or unknown/don't know]</i> During the past 30 days, on how many days did you use a heated tobacco product?</p> <p>Specify: _ _ (Range 0 – 30)</p>	<p>[IF NOT ALREADY PROBED]:</p> <ul style="list-style-type: none"> • How easy or hard was it to answer with a specific number of days? 	
[INTERVIEWER: CONTINUE BELOW FOR PAST 30 DAY HEATED TOBACCO USERS. EVER USERS SKIP TO PAGE X.]		
<p><i>Question Universe: past 30-day heated tobacco product user [known]</i> Were any of the heated tobacco products that you used in the past 30 days flavored to taste like menthol, mint, clove or spice, alcoholic drinks, candy, fruit, chocolate, or any other non-tobacco flavor? Do not think about tobacco flavor when answering this question.</p> <p>A. Yes B. No C. Don't Know</p>		
<p><i>Question Universe: past 30-day heated tobacco product user [known]</i> Were any of the heated tobacco products that you used in the past 30 days flavored to taste like tobacco?</p> <p>A. Yes B. No C. Don't Know</p>		
<p><i>Question Universe: past 30-day users of flavored heated tobacco products</i> What flavors were the heated tobacco products that you have used in the past 30 days? (Select one or more)</p>		

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
<p>A. Tobacco-flavor</p> <p>B. Menthol</p> <p>C. Mint</p> <p>D. Spice (such as cinnamon, vanilla, or clove)</p> <p>E. Fruit</p> <p>F. Chocolate</p> <p>G. Alcoholic drinks (such as wine, margarita, or other cocktails)</p> <p>H. Non-alcoholic drinks (such as coffee, soda, lemonade, or other beverage)</p> <p>I. Candy, desserts, or other sweets</p> <p>J. Some other flavor not listed here (Specify):</p> <p>_____</p>		
<p><i>Question Universe: past 30-day heated tobacco product user [known]</i></p> <p>During the past 30 days, how did you get your heated tobacco products? (Select one or more)</p> <p>A. I bought them myself</p> <p>B. I had someone else buy them for me</p> <p>C. I asked someone to give me some</p> <p>D. Someone offered them to me</p> <p>E. I got them from a friend</p> <p>F. I got them from a family member</p> <p>G. I took them from a store or another person</p> <p>H. I got them in some other way (Specify):</p> <p>_____</p>		

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
<p><i>Question Universe: past 30-day heated tobacco product user [known]</i> During the past 30 days, where did you buy your heated tobacco products? (Select one or more)</p> <ul style="list-style-type: none"> A. I did not buy heated tobacco products during the past 30 days à [EXCLUSIVE RESPONSE] B. I bought them from another person (a friend, family member, or someone else) C. A gas station or convenience store D. A grocery store E. A drugstore F. A mall or shopping center kiosk/stand G. A vending machine H. On the Internet (such as a product or store website, eBay, or Facebook Marketplace) I. Through the mail J. Through a delivery service (such as DoorDash or Postmates) K. A vape shop or tobacco shop L. Some other place not listed here (Specify): _____ 		

<p>Question Group Probes:</p> <ul style="list-style-type: none"> • Can you describe the heated tobacco products you've used? What else would you call it? • [IF NOT ALREADY PROBED]: How easy or hard was it to remember your specific experiences, like flavors and where you got your products from during the past 30 days? Did you also think about specific experiences outside of this 30-day window?
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Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
1.5 Antitobacco Messaging		
<p>The next seven questions are about different topics related to antitobacco messaging.</p>		
<p>A warning label tells you if a product is harmful to you and can be either a picture or words.</p> <p>During the past 30 days, how often did you see a warning label on...</p> <p>Response options: Never, Rarely, Sometimes, Most of the time, Always, I didn't see this tobacco product packaging in the past 30 days</p> <ul style="list-style-type: none"> • An e-cigarette package? • A cigarette package? • A cigar, cigarillo, or little cigar package? • A package of chewing tobacco, snuff, or dip? • A package of hookah tobacco? 	<p>[IF NEVER USER AND RESPONDS]:</p> <ul style="list-style-type: none"> • Where did you see this packaging in the past 30 days? • Did you see warning labels on any other tobacco products that we did not ask about? 	
<p>In the past 12 months, have you seen or heard The Real Cost, on television, the internet, social media, or radio as part of ads about tobacco?</p> <p>A. Yes B. No C. Not sure</p>	<ul style="list-style-type: none"> • How clear was “television, the internet, social media, or the radio”? Are there any other places you may have seen these ads? • How sure were you that the ads you saw were from The Real Cost (vs. some other anti-tobacco message)? 	
1.6 E-cigarette Advertisements		
<p>The next five questions ask about e-cigarette advertisements.</p> <p>Do not think about cigarettes or other tobacco products when answering</p>		

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
<p>these questions.</p> <p>When you are using the Internet, how often do you see ads or promotions for e-cigarettes?</p> <p>A. I do not use the Internet</p> <p>B. Never</p> <p>C. Rarely</p> <p>D. Sometimes</p> <p>E. Most of the time</p> <p>F. Always</p>	<ul style="list-style-type: none"> • What does “using the internet” mean to you? • What kinds of ads where you thinking of? 	
<p>When you read newspapers or magazines, how often do you see ads or promotions for e-cigarettes?</p> <p>A. I do not read newspapers or magazines</p> <p>B. Never</p> <p>C. Rarely</p> <p>D. Sometimes</p> <p>E. Most of the time</p> <p>F. Always</p>	<ul style="list-style-type: none"> • Did you include online or electronic newspapers or e-cigarettes? 	
<p>When you go to a convenience store, supermarket, gas station, kiosk/storefront, or shopping center, how often do you see ads or promotions for e-cigarettes?</p> <p>A. I never go to a convenience store, supermarket, gas station, kiosk/storefront, or shopping center</p> <p>B. Never</p> <p>C. Rarely</p>	<ul style="list-style-type: none"> • What types of stores were you thinking about? • Where there any types of stores you weren't sure whether to include? • Where there any response options that didn't make 	

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
D. Sometimes E. Most of the time F. Always	sense?	
When you watch TV or streaming services (such as Netflix, Hulu, or Amazon Prime), or go to the movies, how often do you see ads or promotions for e-cigarettes ? A. I do not watch TV or streaming services, or go to the movies B. Never C. Rarely D. Sometimes E. Most of the time F. Always	<ul style="list-style-type: none"> • In your own words, what is this question asking that's different from the earlier question asking about "using the internet" • Would you change your answer after thinking about it? 	
When you watch TV or streaming services (such as Netflix, Hulu, or Amazon Prime), or go to the movies, how often do you see people or characters using e-cigarettes ? A. I do not watch TV or streaming services, or go to the movies B. Never C. Rarely D. Sometimes E. Most of the time F. Always	<ul style="list-style-type: none"> • What do you think this question is asking that's different from the last question? • Is it ever hard to tell the difference between an ad and a character? What about in YouTube videos or similar? 	
Question Group Probes: <ul style="list-style-type: none"> • At the beginning of this section, it said, "Do not think of cigarettes or other tobacco products when answering these questions." 		

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
<p>How easy or hard was it to separate e-cigarettes from cigarettes or other tobacco products for these questions?</p> <ul style="list-style-type: none"> • How well did the response options (Never, Rarely, etc.) fit the questions? 		
<p>1.7 E-cigarettes and Social Media</p>		
<p>The next several questions ask about e-cigarettes and social media (such as YouTube, Instagram, Snapchat, Twitter, Facebook, Reddit, TikTok, or Twitch). Do not think about cigarettes or other tobacco products when answering these questions.</p>		
<p>How often do you use social media?</p> <ul style="list-style-type: none"> A. Never / I don't use social media → [skip to next section] B. Less than one time per week C. About one time per week D. A few times per week E. Less than 1 hour, daily F. About 1-2 hours, daily G. About 3-4 hours, daily H. 4 hours or more, daily 	<ul style="list-style-type: none"> • Did any response options seem unclear or not useful? • What timeframe were you thinking of when answering this question? 	
<p><i>Question Universe: students who report using social media</i> When you use social media, how often do you see posts or content (pictures, videos, or text) related to e-cigarettes?</p> <ul style="list-style-type: none"> A. Never → [SKIP TO Q135] B. Less than monthly C. Monthly D. Weekly 	<ul style="list-style-type: none"> • How easy or hard was it to answer this question? How clear or unclear were the question and response options? • <i>If they see posts: Do these posts promote (i.e., say positive things) e-cigarettes or do these posts discuss the</i> 	

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
E. Daily	negative effects of e-cigarettes? Who made these posts?	
<p><i>Question Universe: students who report seeing e-cigarette posts</i> On which social media sites have you seen posts or content related to e-cigarettes? (Select one or more)</p> <p>A. Facebook B. Instagram C. Snapchat D. TikTok E. Twitch F. Twitter G. Reddit H. YouTube I. Some other site (specify: _____)</p>	<ul style="list-style-type: none"> • In your own word, what is a “social media site”? Did you include apps when answering? Would it change your answer? 	
<p><i>Question Universe: students who report using social media</i> When you use social media, how often do you post pictures or videos of yourself or someone else using e-cigarettes?</p> <p>A. Never B. Less than monthly C. Monthly D. Weekly E. Daily</p>	<ul style="list-style-type: none"> • Can you re-phrase the question in your own words? • Were you thinking of all the pictures you posted or just of those featuring someone using e-cigarettes? • Would you answer differently after thinking about this? 	
<p><i>Question Universe: students who report using social media</i> When you use social media, how often have you liked, commented, or shared posts or content (pictures, videos, or text) related to e-cigarettes?</p>	<ul style="list-style-type: none"> • In your own words, what is this question asking? What kind of posts or content were 	

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
A. Never B. Less than monthly C. Monthly D. Weekly E. Daily	<p>you thinking of?</p> <ul style="list-style-type: none"> • Is there any other methods of interaction with social media content that you think are missing? 	
<p><i>Question Universe: students who report using social media</i> Who usually posted the content related to e-cigarettes on your social media? (Select one or more)</p> A. People I know in real life B. Online friends I have not met in real life C. Celebrities or social media influencers D. E-cigarette brands or sellers E. Online news articles F. Public health campaigns (e.g., Truth Initiative, Real Cost) G. Other (Specify): _____	<ul style="list-style-type: none"> • How well did the response options match the question for you? 	
<h2>1.8 Tobacco Advertisements</h2>		
<p>The next five questions ask about advertisements for cigarettes and other tobacco products (cigarettes, cigars, smokeless tobacco, hookahs, roll-your-own cigarettes, pipes, snus, dissolvable tobacco, bidis, heated tobacco products, and nicotine pouches).</p> <p>Do not think of e-cigarettes when answering these questions.</p>		
<p>When you are using the Internet, how often do you see ads or promotions for cigarettes or other tobacco products?</p> A. I do not use the Internet	<ul style="list-style-type: none"> • What does “using the internet” mean to you? • What kinds of ads where you 	

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
B. Never C. Rarely D. Sometimes E. Most of the time F. Always	thinking of?	
<p>When you read newspapers or magazines, how often do you see ads or promotions for cigarettes or other tobacco products?</p> A. I do not read newspapers or magazines B. Never C. Rarely D. Sometimes E. Most of the time F. Always	<ul style="list-style-type: none"> • Did you include online or electronic newspapers or e-cigarettes? 	
<p>When you go to a convenience store, supermarket, gas station, kiosk/storefront, or shopping center, how often do you see ads or promotions for cigarettes or other tobacco products?</p> A. I never go to a convenience store, supermarket, gas station, kiosk/storefront, or shopping center B. Never C. Rarely D. Sometimes E. Most of the time F. Always	<ul style="list-style-type: none"> • What types of stores were you thinking about? • Where there any types of stores you weren't sure whether to include? • Where there any response options that didn't make sense? 	

Question/Screen (verbatim from NYTS interview)	Question-specific Probes (if required)	Notes (for interviewer use)
<p>When you watch TV or streaming services (such as Netflix, Hulu, or Amazon Prime), or go to the movies, how often do you see ads or promotions for cigarettes or other tobacco products?</p> <p>A. I do not watch TV or streaming services, or go to the movies B. Never C. Rarely D. Sometimes E. Most of the time F. Always</p>	<ul style="list-style-type: none"> • In your own words, what is question asking that’s different from the earlier question asking about “using the internet” • Would you change your answer after thinking about it? 	
<p>When you watch TV or streaming services (such as Netflix, Hulu, or Amazon Prime), or go to the movies, how often do you see people or characters using cigarettes or other tobacco products?</p> <p>A. I do not watch TV or streaming services, or go to the movies B. Never C. Rarely D. Sometimes E. Most of the time F. Always</p>	<ul style="list-style-type: none"> • What do you think this question is asking that’s different from the last question? • Is it ever hard to tell the difference between an ad and a character? What about in YouTube videos or similar? 	
<p>Question Group Probes:</p> <ul style="list-style-type: none"> • At the beginning of this section, it said, “Do not think of e-cigarettes when answering these questions.” How easy or hard was it to separate cigarettes from e-cigarettes for these questions? What did you think about when the question asked about “cigarettes or other tobacco products?” • How well did the response options (Never, Rarely, etc.) fit the questions? 		

