

Tobacco Website Survey (2016)

The survey was designed by Noel Brewer, Justin Byron, Allison Lazard, Huyen Vu, Annie Schmidt and colleagues at the UNC Gillings School of Global Public Health, and Ellen Peter at the Ohio State University. Data collection occurred online with a national probability sample of 1,447 smokers and non-smokers. Data collection lasted for 45 days, and took place from June through July 2016.

Preferred citation:

BTD

[...] Brackets indicate text that participants did not see, including source of item, instructions to the programmer or response scale options not seen by participants.

Construct	Item	Response scale	Source
SURVEY INSTRUCTION AND CONSENT			
Password entry	<p>[First page of the survey]</p> <p>Please enter your password to begin. You can find your password on the email or letter that was sent to you.</p> <p>If you cannot find your password or if you get an error message, please call us at 866-829-0911.</p> <p>Password: [Open entry text box]</p>		Each participant to have an unique password.
Browser information			This question will record the recipient's browser information. It will not be displayed to the user.
Survey info and consent	<p>Opinion Survey on Health Information Website A survey on what smokers and nonsmokers think about chemicals in cigarette smoke</p> <p>Your opinions are important to us and can't be replaced by anyone else's. Only the person who we sent the invitation to can take it.</p> <p>We will mail you a \$45 check when we get your completed survey. The survey will take about 20–30 minutes to complete.</p> <p>Taking the survey says that you have read the study information sheet and agree to be in our study. If you are under age 18, your parent or guardian must also read the study information sheet and give you permission to take the survey.</p>		The words “ study information sheet ” will be hyperlinked to a copy of the study information sheet, and the sheet will also be included in the first mailed invitation and attached to the first e-mail invitation.
TOBACCO USE			

Prompt	This survey is about health information regarding the chemicals in cigarette smoke.		
Cigarette use	Have you smoked at least 100 cigarettes in your entire life?	1 = Yes 0 = No	CDC MMWR-56(44)
Cigarette frequency	Do you now smoke cigarettes every day, some days, or not at all?	1 = Every day 2 = Some days 3 = Not at all [Skip to “OTP use option 1” (A80)]	CDC MMWR-56(44) [NOTE: If 1 on A50 and 1 or 2 on A60, then participant is “Smoker”. Otherwise “Nonsmoker”.]
Nicotine dependence	[Smokers only] How soon after you wake up do you smoke your first cigarette?	1 = Within 5 minutes 2 = 6-30 minutes 3 = 31-60 minutes 4 = After 60 minutes	(Heatherton, Kozlowski, Frecker, & Fagerstrom, 1991) Fagerström Test for Nicotine Dependence
OTP use option 1	In the past 30 days, which of these tobacco products have you used? Check all that apply.	1 = E-cigarettes or other vaping devices (such as e-hookah and vape pens) 2 = Traditional cigars 3 = Cigarillos, filtered cigars, or little cigars 4 = Pipe filled with tobacco 5 = Hookah 6 = Smokeless tobacco (such as snus, moist snuff, dip, spit and chew) 7 = None of the above	New P1 MTurk item, modified PATH responses P50 phone core. Modified response punctuation. Used 3/2015
MISLEADING (SMOKING ATTITUDES) – GENERAL			
Prompt	Say how much you agree or disagree with this statement.		
Misleading (Comparing)	[Randomize to one of 3 chemical names] A cigarette is much safer to smoke if it has a third less [carbon monoxide / benzo[a]pyrene / 2-aminonaphthalene] than other cigarettes.	1 = Strongly disagree 2 = Somewhat disagree 3 = Neither agree nor disagree 4 = Somewhat agree 5 = Strongly agree	New
Prompt	The next questions are about cigarette brands and their styles (like golds or menthol). Say how much you agree or disagree with these statements.		
Misleading (Comparing)	Some cigarette brands/styles are much more harmful to smoke than others.	1-5 = Strongly disagree... Strongly agree	New Cognitive tested on MTurk
Misleading (Comparing)	If you can't quit, you should switch to brands/styles with fewer chemicals.	1-5 = Strongly disagree... Strongly agree	New Cognitive tested on MTurk
Misleading (Comparing)	It's much safer to smoke cigarettes with fewer chemicals.	1-5 = Strongly disagree... Strongly agree	New

Brand comparison behavior	[Smokers only] If you learned that your cigarettes have 25% more of a dangerous chemical than other cigarettes, how likely, if at all, would you be to <u>switch brands/styles</u> ?	1 = I wouldn't switch brands 2 = I might switch brands 3 = I would definitely switch brands 4 = I don't have a regular brand	P50 modified Cognitive tested on MTurk
Quitting behavior	[Smokers only] If you learned that your cigarettes have 25% more of a dangerous chemical than other cigarettes, how, if at all, would this affect your interest in <u>quitting smoking</u> ?	1 = I would be less interested in quitting 2 = My interest in quitting would stay the same 3 = I would be more interested in quitting	P50 modified
Between subjects: SMOKING KNOWLEDGE			
Prompt	[Show webpage, Participants randomized to one of 3 layouts: 1. Layout A (randomly get A1, A2, or A3) 2. Layout B (randomly get B1, B2, or B3) 3. Layout C – No website] Before you continue, carefully look at the webpage below. The survey includes many questions about this webpage. Press the “next” button when you are ready to continue.		Use Qualtrics function to track time participant spent on webpage
Prompt	[Randomize the order of the chemical questions, B100-B140, and health effect questions, B150-B190] For the 10 questions below, tell us what you know. Please don't guess – if you're not sure, it's okay to say that you don't know.		
Knowledge	[Next 5 items, B100-B140, randomized, and are in a matrix] Does cigarette smoke contain <u>acrylonitrile</u> ?	1 = Yes 0 = No 2 = Don't know	
Knowledge	Does cigarette smoke contain <u>ammonia</u> ?	1 = Yes 0 = No 2 = Don't know	
Knowledge	Does cigarette smoke contain <u>isoprene</u> ?	1 = Yes 0 = No 2 = Don't know	
Knowledge	Does cigarette smoke contain <u>lead</u> ?	1 = Yes 0 = No 2 = Don't know	
Knowledge	Does cigarette smoke contain <u>1-aminonaphthalene</u> ?	1 = Yes 0 = No 2 = Don't know	
Knowledge	[Next 5 items – B150-B190 – randomized, and are in a matrix] Does smoking cause <u>cancer of the pancreas</u> ?	1 = Yes 0 = No 2 = Don't know	
Knowledge	Does smoking cause <u>lung damage</u> ?	1 = Yes 0 = No 2 = Don't know	
Knowledge	Does smoking cause <u>blood clots</u> ?	1 = Yes	

		0 = No 2 = Don't know	
Knowledge	Does smoking cause <u>erectile dysfunction</u> ?	1 = Yes 0 = No 2 = Don't know	
Knowledge	Does smoking cause <u>addiction</u> ?	1 = Yes 0 = No 2 = Don't know	
Between subjects: MISLEADING BRENTFIELD (SMOKING ATTITUDES)			
Misleading (harm of Brentfield)	How harmful are Brentfield Gold cigarettes (the cigarettes described in the webpage)?	1 = Not at all harmful 2 = A little harmful 3 = Fairly harmful 4 = Very harmful 5 = Extremely harmful	
Prompt	Say how much you agree or disagree with these statements.		
Misleading (Brentfield safer than others)	It's safer to smoke Brentfield Gold cigarettes than most other cigarettes.	1 = Strongly disagree 2 = Somewhat disagree 3 = Neither agree nor disagree 4 = Somewhat agree 5 = Strongly agree	modified from E80
Misleading (Brentfield more harmful)	Brentfield Gold is much <u>more</u> harmful than other cigarette brands.	1-5 = Strongly disagree... Strongly agree	
Misleading (Brentfield less harmful)	Brentfield Gold is much <u>less</u> harmful than other cigarette brands.	1-5 = Strongly disagree... Strongly agree	
Misleading (Brentfield fewer chemicals than others)	Brentfield Gold cigarettes have fewer harmful chemicals than other cigarettes.	1-5 = Strongly disagree... Strongly agree	
Misleading (mine safer than Brentfield)	[Smokers only] My brand of cigarettes is probably safer than Brentfield Gold.	1-5 = Strongly disagree... Strongly agree	
Misleading (mine fewer chemicals than Brentfield)	[Smokers only] My brand of cigarettes probably has fewer harmful chemicals than Brentfield Gold.	1-5 = Strongly disagree... Strongly agree	
Between subjects: RISK APPRAISALS			
Perceived likelihood	[Next three items – B310-330 – are in matrix] What is the chance that smoking regularly for 10 years would eventually cause you to have <u>permanent breathing problems</u> ?	1 = No chance 2 = Low chance 3 = Moderate chance 4 = High chance 5 = Certain	P50 RCT
Perceived likelihood	What is the chance that smoking regularly for 10 years would eventually cause you to have a <u>heart attack or stroke</u> ?	1 = No chance 2 = Low chance 3 = Moderate chance 4 = High chance 5 = Certain	P50 RCT
Perceived likelihood	What is the chance that smoking regularly for 10 years would eventually cause you to have <u>reproductive organ damage</u> ?	1 = No chance 2 = Low chance 3 = Moderate chance 4 = High chance 5 = Certain	P50 RCT

Perceived severity	[Next three items – B340-360 – are in matrix] How much would having <u>permanent breathing problems</u> caused by smoking affect your life?	1 = Not at all 2 = A little 3 = A moderate amount 4 = A lot	P50 RCT
Perceived severity	How much would having a <u>heart attack or stroke</u> caused by smoking affect your life?	1 = Not at all 2 = A little 3 = A moderate amount 4 = A lot	P50 RCT
Perceived severity	How much would having <u>reproductive organ damage</u> caused by smoking affect your life?	1 = Not at all 2 = A little 3 = A moderate amount 4 = A lot	P50 RCT
Between subjects: INTENTIONS [Smokers only]			
Quit intentions	[Smokers only] How interested are you in quitting smoking in the next 6 months?	[7-point scale] 1 = Not at all interested 7 = Extremely interested	Klein et al., 2009
Quit intentions	[Smokers only] How much do you plan to quit smoking in the next 6 months?	[7-point scale] 1 = I have no plans to quit 4 = I might quit 7 = I definitely plan to quit	Klein et al., 2009
Quit intentions	[Smokers only] How likely are you to quit smoking in the next 6 months?	[7-point scale] 1 = Not at all likely 7 = Extremely likely	Klein et al., 2009
Between subjects: HEURISTICS			
Heuristics – prompt	[Show webpage again. Participants in Control group are randomly assigned to one of the 6 webpages] For control group: Before you continue, carefully look at the webpage below. The survey includes many questions about this webpage. Say how much you agree or disagree with the statements below. For experiment group: The webpage is here again. It may help to look at it before you answer the questions below. [The next 4 heuristic activation items – H110, 120, 125, 130 – are in a matrix] with “When I look at this webpage...” as a prompt.		
Color Heuristic Activation	When I look at this webpage, the color red alerts me to chemicals that are dangerous.	0 = Does not apply to this webpage 1-5 = Strongly disagree... Strongly agree	
Amount Heuristic Activation	When I look at this webpage, larger numbers next to chemicals show me which ones are more harmful.	0 = Does not apply to this webpage 1-5 = Strongly disagree... Strongly agree	
Amount Heuristic Activation	When I look at this webpage, seeing a lot of numbers stops me from wanting to understand the webpage.	0 = Does not apply to this webpage 1-5 = Strongly disagree... Strongly agree	

Location Heuristic Activation	When I look at this webpage, the location of the chemicals shows me the health problems they cause.	0 = Does not apply to this webpage 1-5 = Strongly disagree... Strongly agree	
Affective Heuristic	When I look at this webpage, it is easy for me to understand how good or bad I feel about the chemicals in this brand of cigarettes.	1-5 = Strongly disagree... Strongly agree	
Heuristics – prompt	Say how much you agree or disagree with these statements. [Next 8 items – B20, H150-210 – are in a matrix]		
Perceived usability	This webpage is easy to read.	1 = Strongly disagree 2 = Somewhat disagree 3 = Neither agree nor disagree 4 = Somewhat agree 5 = Strongly agree	Yang, Linder, & Bolchini, 2012, tweaked
PEU 1	This webpage would be easy to use.	1-5 = Strongly disagree... Strongly agree	Venkatesh, 2008
PEU 2	My interaction with this webpage would be clear and understandable.	1-5 = Strongly disagree... Strongly agree	Venkatesh, 2008
PEU 3	It would be easy to get this webpage to do what I want.	1-5 = Strongly disagree... Strongly agree	Venkatesh, 2008
PU 1	Using this webpage would increase how much I know about chemicals in cigarette smoke.	1-5 = Strongly disagree... Strongly agree	Venkatesh, 2008
PU 2	I would find this webpage useful to learn about chemicals in cigarette smoke.	1-5 = Strongly disagree... Strongly agree	Venkatesh, 2008
PU 3	Using this webpage would enhance my knowledge about chemicals in cigarette smoke.	1-5 = Strongly disagree... Strongly agree	Venkatesh, 2008
BI	Assuming I had access to this webpage, I predict that I would use it.	1-5 = Strongly disagree... Strongly agree	Venkatesh, 2008
Between subjects: WEBSITE SATISFACTION			
	Say how much you agree or disagree with these statements. [Next 4 items – B40, 50, 60, 70 – are in a matrix]		
Webpage clarity	This webpage clearly shows the health problems caused by chemicals in cigarette smoke.	1-5 = Strongly disagree... Strongly agree	New (legal mtg) INF COG TESTED
Information seeking	If a website had information like this for all cigarette brands, I would use it to see which cigarettes are safer than others.	1-5 Strongly disagree... agree	New MODIFIED AFTER INF COG TEST
Between subjects: PERCEIVED EFFECTIVENESS			
Perceived importance	The information on this webpage is important.	1-5 = Strongly disagree... Strongly agree	New (legal mtg)
Credibility	This webpage looks trustworthy.	1-5 = Strongly disagree... Strongly agree	INF COG TESTED
Within subjects: AFFECT, ELABORATION, USABILITY, CLARITY, USEFULNESS			
Prompt	[Show webpage. Participants start with same design as earlier, and then are see the other 2 in random order] The webpage below may be the same one you saw before or a different one. Please look at it carefully, and answer the questions below.		

Affect	How does this webpage make you feel about smoking?	[7-point scale] -3 = Very bad 0 = Neither good nor bad +3 = Very good	Icon survey / Ellen Peters
Cognitive elaboration	How much did this webpage make you think about the harmful effects of smoking?	1 = Not at all 2 = A little bit 3 = A moderate amount 4 = Quite a bit 5 = A great deal	Modified from: P30 (had response scale 1=Not at all, 2=A little bit, 3=Somewhat, 4=Quite a bit, 5=Very much)
Prompt	Say how much you agree or disagree with these statements. [Next 4 items – W140-180 – are in a matrix]		
Perceived usability	This webpage content is easy to understand.	1 = Strongly disagree 2 = Somewhat disagree 3 = Neither agree nor disagree 4 = Somewhat agree 5 = Strongly agree	Yang, Linder, & Bolchini, 2012, tweaked
Webpage clarity	This webpage shows the amount of each chemical in a way that I understand.	1-5 = Strongly disagree... Strongly agree	New (legal mtg) Cognitive tested on MTurk
Webpage clarity	This webpage clearly shows whether the amount of each chemical is harmful.	1-5 = Strongly disagree... Strongly agree	New Cognitive tested on MTurk
Perceived usefulness	If I wanted information about chemicals in cigarette smoke, I'd use a webpage like this.	1-5 = Strongly disagree... Strongly agree	New INF COG TESTED
Prompt	Say how much you agree or disagree with these statements.		
Perceived effectiveness	[Next 3 items – W190-210 – are in a matrix] This webpage makes smoking seem unpleasant to me.	1-5 = Strongly disagree... Strongly agree	Noar P30S
Perceived effectiveness	This webpage makes me concerned about the health problems caused by smoking.	1-5 = Strongly disagree... Strongly agree	Noar P30S
Perceived effectiveness	This webpage discourages me from wanting to smoke.	1-5 = Strongly disagree... Strongly agree	Noar P30S
Perceived effectiveness	[Smokers only] Reading this webpage makes me...	1 = Much less likely to quit 2 = Less likely to quit 3 = No more or less likely to quit 4 = More likely to quit 5 = Much more likely to quit	
MISLEADING (DIRECT COMPARISON)			
Prompt	Below are some of the chemicals in two brands of cigarettes. [Participants randomized to receive one condition, 1-10] [Condition 1 - Image TwoBrand-1na.png, Name only A]		

Brand A

Chemicals in smoke from 1 cigarette

Ammonia
 Arsenic
 Carbon monoxide
 Crotonaldehyde
 Isoprene
 1-Aminonaphthalene

Brand B

Chemicals in smoke from 1 cigarette

Ammonia
 Arsenic
 Carbon monoxide
 Crotonaldehyde
 Isoprene
 1-Aminonaphthalene

[Condition 2 - Image TwoBrand-2nb.png, Name only B]**Brand A**

Chemicals in smoke from 1 cigarette

Ammonia
 Arsenic
 Carbon monoxide
 Crotonaldehyde
 Isoprene
 1-Aminonaphthalene

Brand B

Chemicals in smoke from 1 cigarette

Ammonia
 Arsenic
 Carbon monoxide
 Crotonaldehyde
 Isoprene
 1-Aminonaphthalene

[Condition 3 - Image TwoBrand-3pa.png, Single number A]**Brand A**

Chemicals in smoke from 1 cigarette.....Amount

Ammonia 62 µg
 Arsenic 5 ng
 Carbon monoxide 28 mg
 Crotonaldehyde 17 µg
 Isoprene 936 µg
 1-Aminonaphthalene 32 ng

Brand B

Chemicals in smoke from 1 cigarette.....Amount

Ammonia 35 µg
 Arsenic 3 ng
 Carbon monoxide 24 mg
 Crotonaldehyde 20 µg
 Isoprene 541 µg
 1-Aminonaphthalene 23 ng

mg = milligram, µg = microgram, ng = nanogram

[Condition 4 - Image TwoBrand-4pb.png, Single number B]**Brand A**

Chemicals in smoke from 1 cigarette.....Amount

Ammonia 35 µg
 Arsenic 3 ng
 Carbon monoxide 24 mg
 Crotonaldehyde 20 µg
 Isoprene 541 µg
 1-Aminonaphthalene 23 ng

Brand B

Chemicals in smoke from 1 cigarette.....Amount

Ammonia 62 µg
 Arsenic 5 ng
 Carbon monoxide 28 mg
 Crotonaldehyde 17 µg
 Isoprene 936 µg
 1-Aminonaphthalene 32 ng

mg = milligram, µg = microgram, ng = nanogram

[Condition 5 - Image TwoBrand-5ra.png, Range A]

Brand A

Chemicals in smoke from 1 cigarette.....	Amount
Ammonia	56-67 µg
Arsenic	5-6 ng
Carbon monoxide	25-31 mg
Crotonaldehyde	15-18 µg
Isoprene	842-1030 µg
1-Aminonaphthalene	29-35 ng

Brand B

Chemicals in smoke from 1 cigarette.....	Amount
Ammonia	32-38 µg
Arsenic	3-4 ng
Carbon monoxide	22-26 mg
Crotonaldehyde	19-23 µg
Isoprene	487-595 µg
1-Aminonaphthalene	21-25 ng

mg = milligram, µg = microgram, ng = nanogram

[Condition 6 - Image TwoBrand-6rb.png, Range B]**Brand A**

Chemicals in smoke from 1 cigarette.....	Amount
Ammonia	32-38 µg
Arsenic	3-4 ng
Carbon monoxide	22-26 mg
Crotonaldehyde	19-23 µg
Isoprene	487-595 µg
1-Aminonaphthalene	21-25 ng

Brand B

Chemicals in smoke from 1 cigarette.....	Amount
Ammonia	56-67 µg
Arsenic	5-6 ng
Carbon monoxide	25-31 mg
Crotonaldehyde	15-18 µg
Isoprene	842-1030 µg
1-Aminonaphthalene	29-35 ng

mg = milligram, µg = microgram, ng = nanogram

[Condition 7 - Image TwoBrand-7da.png, Evaluative Text A]**Brand A**

Chemicals in smoke from 1 cigarette.....	Harm
Ammonia	●
Arsenic	●
Carbon monoxide	●
Crotonaldehyde	●
Isoprene	●
1-Aminonaphthalene	●

Brand B

Chemicals in smoke from 1 cigarette.....	Harm
Ammonia	●
Arsenic	●
Carbon monoxide	●
Crotonaldehyde	●
Isoprene	●
1-Aminonaphthalene	●

- Safe: Does not cause health problems
- Risky: Puts you at risk to develop health problems
- Dangerous: Can cause immediate damage to your body

[Condition 8 - Image TwoBrand-8db.png, Evaluative Text B]**Brand A**

Chemicals in smoke from 1 cigarette.....	Harm
Ammonia	●
Arsenic	●
Carbon monoxide	●
Crotonaldehyde	●
Isoprene	●
1-Aminonaphthalene	●

Brand B

Chemicals in smoke from 1 cigarette.....	Harm
Ammonia	●
Arsenic	●
Carbon monoxide	●
Crotonaldehyde	●
Isoprene	●
1-Aminonaphthalene	●

- Safe: Does not cause health problems
- Risky: Puts you at risk to develop health problems
- Dangerous: Can cause immediate damage to your body

[Condition 9 - Image TwoBrand-9ca.png, Different numbers of chemicals present A]

	<p>Brand A</p> <p>Chemicals in smoke from 1 cigarette</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Ammonia <input checked="" type="checkbox"/> Arsenic <input checked="" type="checkbox"/> Benzo[a]pyrene <input checked="" type="checkbox"/> Carbon monoxide <input checked="" type="checkbox"/> Crotonaldehyde <input checked="" type="checkbox"/> Isoprene <input checked="" type="checkbox"/> Lead <input checked="" type="checkbox"/> Toluene <input checked="" type="checkbox"/> 1-Aminonaphthalene <input checked="" type="checkbox"/> 4-Aminobiphenyl <hr/> <p><input checked="" type="checkbox"/> Chemical present <input type="checkbox"/> Not detected</p> <p>[Condition 10 - Image TwoBrand-10cb.png, Different numbers of chemicals present B]</p> <p>Brand A</p> <p>Chemicals in smoke from 1 cigarette</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Ammonia <input checked="" type="checkbox"/> Arsenic <input type="checkbox"/> Benzo[a]pyrene <input checked="" type="checkbox"/> Carbon monoxide <input checked="" type="checkbox"/> Crotonaldehyde <input checked="" type="checkbox"/> Isoprene <input type="checkbox"/> Lead <input checked="" type="checkbox"/> Toluene <input checked="" type="checkbox"/> 1-Aminonaphthalene <input type="checkbox"/> 4-Aminobiphenyl <hr/> <p><input checked="" type="checkbox"/> Chemical present <input type="checkbox"/> Not detected</p>	<p>Brand B</p> <p>Chemicals in smoke from 1 cigarette</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Ammonia <input checked="" type="checkbox"/> Arsenic <input type="checkbox"/> Benzo[a]pyrene <input checked="" type="checkbox"/> Carbon monoxide <input checked="" type="checkbox"/> Crotonaldehyde <input checked="" type="checkbox"/> Isoprene <input type="checkbox"/> Lead <input checked="" type="checkbox"/> Toluene <input checked="" type="checkbox"/> 1-Aminonaphthalene <input type="checkbox"/> 4-Aminobiphenyl <hr/> <p><input checked="" type="checkbox"/> Chemical present <input type="checkbox"/> Not detected</p>	
Misleading (Direct Comparison)	Would you be more likely to experience health problems if you regularly smoked...	1 = Brand A cigarettes 2 = Brand B cigarettes 3 = No difference between the two brands of cigarettes	
Misleading (Direct Comparison)	If you found out your cigarettes were Brand A, would you switch to Brand B to reduce your chance of harm from smoking?	1 = Definitely not 2 = Probably not 3 = Probably yes 4 = Definitely yes	
LITERACY AND NUMERACY			
Numeracy	In general, which of these numbers shows the biggest risk of getting a disease?	1 = One in 100 2 = One in 1,000 3 = One in 10	Modified Lipkus et al., 2001
Numeracy	Imagine that we flip a fair coin 1,000 times. What is your best guess about how many times the coin would come up heads in 1,000 flips?	_____ times out of 1,000	Schwartz 1997
Numeracy	In the BIG BUCKS LOTTERY, the chance of winning a \$10 prize is 1%. What is your best guess about how many people would win a \$10 prize if 1,000 people each buy a single ticket to BIG BUCKS?	_____person(s) out of 1,000	Schwartz 1997

Numeracy	In ACME PUBLISHING SWEEPSTAKES, the chance of winning a car is 1 in 1,000. What percent of tickets to ACME PUBLISHING SWEEPSTAKES win a car?	____%	Schwartz 1997
Health literacy	How often do you need to have someone help you when you read instructions, pamphlets, or other written material from your doctor or pharmacy?	1 = Never 2 = Sometimes 3 = Often 4 = Always	Morris et al., 2006
Prompt	In the next section, the sentences are missing some words. Look for the _____ and pick the word that makes the most sense.		P1 MTurk New item
Health literacy	I agree to give correct information to _____ if I can receive Medicaid.	[1st blank] a. hair b. salt c. see d. ache	S-TOFHLA (passage B) 20 items total
Health literacy	I _____ to provide the county information to _____ any statements given in this _____ and hereby give permission to the _____ to get such proof.	[1st blank] a. agree b. probe c. send d. gain [2nd blank] a. hide b. risk c. discharge d. prove [3rd blank] a. emphysema b. application c. gallbladder d. relationship [4th blank] a. inflammation b. religion c. iron d. county	S-TOFHLA (passage B)
Health literacy	I _____ that for Medicaid I must report any _____ in my circumstances within _____ (10) days of becoming _____ of the change.	[1st blank] a. investigate b. entertain c. understand d. establish [2nd blank] a. changes b. hormones c. antacids d. charges [3rd blank] a. three b. one c. five d. ten [4th blank] a. award b. aware c. away d. await	S-TOFHLA (passage B)
Health literacy	I understand _____ if I DO NOT like the _____ made on my case, I have the _____ to a fair hearing.	[1st blank] a. thus b. this c. that	S-TOFHLA (passage B)

		d. than <u>[2nd blank]</u> a. marital b. occupation c. adult d. decision <u>[3rd blank]</u> a. bright b. left c. wrong d. right	
Health literacy	I can _____ a hearing by writing or _____ the county where I applied.	<u>[1st blank]</u> a. request b. refuse c. fail d. mend <u>[2nd blank]</u> a. counting b. reading c. calling d. smelling	S-TOFHLA (passage B)
Health literacy	If you _____ TANF for any family _____, you will have to _____ a different application form.	<u>[1st blank]</u> a. wash b. want c. cover d. tape <u>[2nd blank]</u> a. member, b. history, c. weight, d. seatbelt, <u>[3rd blank]</u> a. relax b. break c. inhale d. sign	S-TOFHLA (passage B)
Health literacy	_____, we will use the _____ on this form to determine your _____.	<u>[1st blank]</u> a. Since, b. Whether, c. However, d. Because, <u>[2th blank]</u> a. lung b. date c. meal d. pelvic <u>[3rd blank]</u> a. hypoglycemia b. eligibility c. osteoporosis d. schizophrenia	S-TOFHLA (passage B)
DEMOGRAPHICS			
Prompt	We want to develop materials that work well for diverse communities. Telling us about yourself will help us to do that.		
Sex	What sex were you assigned at birth, on your original birth certificate?	1 = Male 2 = Female	Williams Institute
Gender	How do you describe your gender identity?	1 = Male 2 = Female	modified from Williams Institute

		3 = Transgender 4 = Other gender identity (specify) [Open ended]	
Age	How old are you?	[Open ended, restricted to only #s 13–115] years old	PATH
Hispanic	Are you of Hispanic, Latino, or Spanish origin?	1 = Yes 0 = No	P50 phone
Race	Which one of these groups would you say best represents your race?	1 = White 2 = Black or African American 3 = American Indian or Alaska Native 4 = Asian 5 = Pacific Islander 6 = Other	P50 phone
Education	What is the highest degree or level of school you have completed?	[Drop down menu] [0 = No schooling completed 1 = Nursery school to 4 th grade 2 = 5 TH or 6 TH grade 3 = 7 TH or 8 TH grade 4 = 9 TH grade 5 = 10 TH grade 6 = 11 TH grade 7 = 12 TH grade - no diploma 8 = High school graduate or GED 9 = Some college credit, but less than 1 year 10 = 1 or more years of college, no degree 11 = Associate's degree, for example: AA or AS 12 = Bachelor's degree, for example: BA, AB, or BS 13 = Master's degree, for example: MA, MS, MEng, MEd, MSW, or MBA 14 = Professional degree, for example: MD, DDS, DVM, LLB, or JD 15 = Doctorate degree, for example: PhD or EdD	P50 phone, modified response (added GED)
Sexual orientation	The next question is about your sexual orientation. Do you consider yourself to be...	1 = Straight or heterosexual 2 = Gay or lesbian 3 = Bisexual	Williams institute
Prompt	The next few questions ask about your household. By household, we mean all people who live with you and share financial resources. Please do not include roommates who share only rent and utilities but do not share other living expenses such as food and clothing.		P50 phone, Core
Income	How many people are in your household, including you?	[Open ended, restricted to only #s 1-20] ____ People	P50 phone, Core
Income	Would you say that your total annual household income is ... [1= Below \$25,000 per year [GOTO Z230 ONLY IF Z220 <5; OTHERWISE GOTO Z130] 2= Between \$25,000 and \$49,999 per year [GOTO Z230 IF Z220 = 5-10; ELSE GOTO Z230]	[Drop down menu] [1 = Below \$25,000 per year 2 = Between \$25,000 and \$49,999 per year 3 = Between \$50,000 and \$74,999 per year	P50 phone, Core

	3= Between \$50,000 and \$74, 999 per year [SKIP TO Z230] 4= Between \$75,000 and \$100,000 per year [SKIP TO Z230] 5= Above \$100,000 per year] [SKIP TO Z230]	4 = Between \$75,000 and \$100,000 per year 5 = Above \$100,000 per year]	
Income	[Insert condition 1-10 based on household size reported in item Z210] Would you say that your total household income is above or below [INSERT CONDITION 1-10 BASED ON HOUSEHOLD SIZE]	1 = Above 2 = Below [1 = \$11,880/yr or \$990/mo. 2 = \$16,020/yr or \$1,335/mo. 3 = \$20,160/yr or \$1,680/mo. 4 = \$24,300/yr or \$2,025/mo. 5 = \$28,440/yr or \$2,370/mo. 6 = \$32,580/yr or \$2,715/mo. 7 = \$36,730/yr or \$3,061/mo. 8 = \$40,890/yr or \$3,408/mo. 9 = \$45,050/yr or \$3,754/mo. 10 = \$49,210/yr or \$4,101/mo.]	P50 phone, core
Mental health	In general, would you say your mental health is...	1 = Excellent 2 = Very Good 3 = Good 4 = Fair 5 = Poor	SF-36 (Ware & Sherbourne, 1992)
Survey device	Did you take this survey on a...	1 = Desktop or laptop computer 2 = Mobile phone 3 = Tablet 4 = Other _____	