

CRRTC Wave 1 National Phone Survey (2014-2015)

The survey was designed by Noel Brewer and colleagues at the UNC Gillings School of Global Public Health and the Center for Regulatory Research on Tobacco Communication (CRRTC). Core demographic items and items created by Noel Brewer's project are included in this document. Items that belong to other projects of the CRRTC have been removed. Original item numbers are listed. Data collection occurred by phone with a national probability sample of U.S. adolescents and adults (smokers and nonsmokers). Data collection occurred from September 2014-May 2015. This survey was also administered to U.S. adults (ages 18 and older) online via Amazon Mechanical Turk in December 2014. Some items were slightly modified for the mode difference.

Preferred citation:

Brewer, N. T., Morgan, J. C., Baig, S. A., Mendel, J. R., Boynton, M. H., Pepper, J. K., Byron, M. J., Noar, S. M., Agans, R. P. Ribisl, K. M. Public understanding of cigarette smoke constituents: Three United States surveys. *Tobacco Control*. 2017;26:592-599.

Boynton MH, Agans RP, Bowling JM, Brewer NT, Sutfin EL, Goldstein AO, Noar SM, Ribisl KM. Understanding how perceptions of tobacco constituents and the FDA relate to effective and credible tobacco risk messaging: A national phone survey of U.S. adults, 2014-2015. *BMC Public Health*. 2016 Jun 23;16:516.

[...] Brackets indicate text that were programming instructions, instructions for interviewers and/or probe text for interviewers to use as needed with participants. All CAPS response scale text was optional for interviewers to read to participants as needed.

Item #	Construct	Item	Response scale
A10	State	In which state do you live?	0= DO NOT LIVE IN THE UNITED STATES 1= ALABAMA 2= ALASKA 3= ARIZONA 4= ARKANSAS 5= CALIFORNIA 6= COLORADO 7= CONNECTICUT 8= DELAWARE 9= FLORIDA 26= MONTANA 27= NEBRASKA 28= NEVADA 29= NEW HAMPSHIRE 30= NEW JERSEY 31= NEW MEXICO 32= NEW YORK 33= NORTH CAROLINA 34= NORTH DAKOTA 35= OHIO

			10= GEORGIA 11= HAWAII 12= IDAHO 13= ILLINOIS 14= INDIANA 15= IOWA 16= KANSAS 17= KENTUCKY 18= LOUISIANA 19= MAINE 20= MARYLAND 21= MASSACHUSETTS 22= MICHIGAN 23= MINNESOTA 24= MISSISSIPPI 25= MISSOURI	36= OKLAHOMA 37= OREGON 38= PENNSYLVANIA 39= RHODE ISLAND 40= SOUTH CAROLINA 41= SOUTH DAKOTA 42= TENNESSEE 43= TEXAS 44= UTAH 45= VERMONT 46= VIRGINIA 47= WASHINGTON 48= WEST VIRGINIA 49= WISCONSIN 50= WYOMING 51= DISTRICT OF COLUMBIA
A20	General health	Would you say that in general your health is:	1= Excellent 2= Very Good 3= Good 4= Fair, or 5= Poor?	
D_Intro	ENDS intro	The next few questions are about electronic or e-cigarettes and other vaping [VAY-ping] devices, such as e-hookah and vape pens. Popular brands include Blu, Vuse, NJOY [EN-joy], and Flavor Vapes.		
D10	ENDS ever use	Have you ever used an e-cigarette or other vaping device, even one or two times?	0= NO 1= YES	
D20	ENDS current use	In the past 30 days, on how many days did you use one of these devices?	__ __ DAYS	
D30	ENDS susceptibility	[E-cig non-user only]	1= Definitely no,	

		If one of your best friends were to offer you one of these devices, would you use it? Would you say...	2= Probably no, 3= Probably yes, or 4= Definitely yes?
D40	ENDS prototype	Picture a <u>typical</u> e-cigarette user your age. Is your opinion of this person...	1= Very negative, 2= Somewhat negative, 3= Neutral, 4= Somewhat positive, or 5= Very positive? 7= Do not know any e-cigarette users
E_INTRO	Little cigars/Cigarillos (LC/C)	The next few items are about little cigars or cigarillos [sig-uh-RIL-ohs] that contain tobacco, and not marijuana [mar-uh-WAH-nuh]. These are smaller than traditional cigars and some are even the same size as cigarettes. Popular brands are “Black & Mild” and “Swisher Sweets”.	
E10	LC/C ever use	Have you ever smoked a little cigar or cigarillo, even one or two puffs?	0= NO 1= YES
E20	LC/C current use	[Lc/c ever-user only] In the past 30 days, on how many days did you smoke a little cigar or cigarillo?	__ __ DAYS
G_INTRO	Hookah intro	The next few questions are about smoking tobacco in a hookah [WHO-kuh], which is a waterpipe with one or more hoses. Although people sometimes smoke marijuana [mar-uh-WAH-nuh] in a hookah, we are only asking about smoking tobacco.	
G10	Hookah ever use	Have you ever smoked tobacco in a hookah, even one or two puffs?	0= NO 1= YES

G20	Hookah current use	In the past 30 days, on how many days did you smoke tobacco in a hookah?	__ __ DAYS
H_INTRO	Cigarettes intro	The next questions are about cigarettes.	
H10.	Cigarette ever use	Have you smoked at least 100 cigarettes in your entire life?	0= No 1= Yes
H20.	Cigarette frequency	Do you now smoke cigarettes every day, some days, or not at all?	1= Every day [SKIP TO H40] 2= Some days 3= Not at all [SKIP TO H81]
H30	Cigarette frequency	In the past 30 days, on how many days did you smoke cigarettes?	__ __ DAYS
H40.	Cigarette quantity	[Only ask of every day smokers] On average, about how many cigarettes do you now smoke each day? A pack usually has 20 cigarettes in it.	__ __ NUMBER OF CIGARETTES
H50.	Menthol	[Only ask of some days smokers and every day smokers] In the past 30 days, how many of the cigarettes you smoked were menthols? Would you say...	0= All, 1= Some, or 2= None?
H60.	Lights	[Only ask of some days smokers and every day smokers] Do you usually smoke regular, light, or ultra light cigarettes? You might also know them by the pack color, like red, gold, or silver.	1= REGULAR (OR FULL FLAVOR OR RED OR BLACK) 2= LIGHT (OR MILD) 3= ULTRA LIGHT 4= GOLD 5= SILVER 6= BLUE 7= OTHER (SPECIFY) _____ 8= I DON'T HAVE A USUAL STYLE
H70.	Brand	[Only ask of some days smokers and every day smokers]	1= MARLBORO 2= NEWPORT 11=MAVERICK 12=PARLIAMENT

		What brand of cigarettes do you usually smoke?	<p>3= CAMEL 4= PALL MALL 5= AMERICAN SPIRIT 6= BENSON AND HEDGES 7= CARLTON 8= DORAL 9= KOOL 10= L&M</p> <p>13= PYRAMID 14= SALEM 15= VIRGINIA SLIMS 16= WINSTON 17= GENERIC 18= CHEAPEST/ DON'T HAVE A USUAL BRAND 19= I ROLL MY OWN CIGARETTES 20= OTHER: (SPECIFY)</p>
H80	Quit intentions	<p>[Only ask of some days smokers and every day smokers]</p> <p>Are you planning to quit smoking...</p>	<p>1= Within the next month, 2= Within the next 6 months, 3= Sometime in the future beyond 6 months, 4= Or are you not planning to quit?</p>
H81	Smoking susceptibility	<p>[Only ask of non-smokers who are age 18 to 25]</p> <p>Do you think you will smoke a cigarette in the next year? Would you say...</p>	<p>1= Definitely yes, 2= Probably yes, 3= Probably not, or 4= Definitely not?</p>
H82.	Smoking susceptibility	<p>[Only ask of non-smokers who are age 18 to 25]</p> <p>If one of your best friends were to offer you a cigarette, would you smoke it? Would you say...</p>	<p>1= Definitely yes, 2= Probably yes, 3= Probably not, or 4= Definitely not?</p>
H90.	Smoker prototype	Picture a <u>typical</u> cigarette smoker your age. Is your opinion of this person...	<p>1= Very negative, 2= Somewhat negative, 3= Neutral, 4= Somewhat positive, or 5= Very positive? 7= DO NOT KNOW ANY CIGARETTE SMOKERS</p>
H100	Information seeking	Have you ever looked for information on chemicals in cigarettes and cigarette smoke?	<p>0= NO 1= YES</p>

H110	Information seeking	In which <u>1</u> of these 3 places would you <u>most</u> like to see information on chemicals in cigarettes and cigarette smoke? Would you say...	1= On cigarette packs, 2= In stores, <u>or</u> 3= Online? 6= I DON'T WANT INFORMATION
H120	General constituent belief	Where do you think <u>most</u> of the harmful chemicals in cigarettes and cigarette smoke come from? Would you say...	1= Tobacco before it is made into cigarettes, 2= Tobacco additives, or 3= Burning the cigarette?
H130	General constituent belief	Do you think the cigarette filter traps...	1 = All of the harmful chemicals in cigarette smoke, 2 = A lot of them, 3 = Some of them, or 4 = None of them?
I RAND	Product switching experiment	<p>[1. Only ask of <u>smokers</u> 2. Randomize to 1 of 4 conditions below. This condition should apply to items I20 through I50.]</p> <p>[Condition: 1 = the amount of harmful chemicals in cigarettes was the same as in <u>e</u>-cigarettes. 2= the amount of harmful chemicals in cigarettes was about 10 times higher than in <u>e</u>-cigarettes 3 = the amount of harmful chemicals in cigarettes was about 100 times higher than in <u>e</u>-cigarettes 4 = cigarettes had harmful chemicals, but <u>e</u>-cigarettes did not]</p>	1 = condition 1 2= condition 2 3 = condition 3 4 = condition 4
I20	Product switching experiment	In the next questions, I'll say " <u>e</u> -cigarettes" to also refer to other vaping devices. What if [condition]...	0= NO 1= YES

		<p>Would this make you think that cigarettes cause more health problems than <u>e</u>-cigarettes?</p> <p>[Condition: 1 = the amount of harmful chemicals in cigarettes was the same as in <u>e</u>-cigarettes. 2= the amount of harmful chemicals in cigarettes was about 10 times higher than in <u>e</u>-cigarettes 3 = the amount of harmful chemicals in cigarettes was about 100 times higher than in <u>e</u>-cigarettes 4 = cigarettes had harmful chemicals, but <u>e</u>-cigarettes did not]</p>	
I30	Product switching experiment	<p><u>Only ask of smokers who are current e-cigarette users</u></p> <p>Would learning that [condition] make you...</p> <p>[Condition: 1 = the amount of harmful chemicals in cigarettes was the same as in <u>e</u>-cigarettes 2= the amount of harmful chemicals in cigarettes was about 10 times higher than in <u>e</u>-cigarettes 3 = the amount of harmful chemicals in cigarettes was about 100 times higher than in <u>e</u>-cigarettes 4 = cigarettes had harmful chemicals, but <u>e</u>-cigarettes did not]</p>	<p>1 = Use <u>e</u>-cigarettes more, 2 = The same amount, or 3 = Less?</p>

I40	Product switching experiment	<p>[Only ask of smokers who are <u>not</u> current <u>e-cigarette users</u>]</p> <p>Would learning that [condition] make you start using <u>e</u>-cigarettes?</p> <p>[Condition: 1 = the amount of harmful chemicals in cigarettes was the same as in <u>e</u>-cigarettes 2= the amount of harmful chemicals in cigarettes was about 10 times higher than in <u>e</u>-cigarettes 3 = the amount of harmful chemicals in cigarettes was about 100 times higher than in <u>e</u>-cigarettes 4 = cigarettes had harmful chemicals, but <u>e</u>-cigarettes did not]</p>	0= NO 1= YES
I50	Product switching experiment	<p>What about smoking cigarettes? Would learning that [condition] make you...</p> <p>[Condition: 1 = the amount of harmful chemicals in cigarettes was the same as in <u>e</u>-cigarettes 2= the amount of harmful chemicals in cigarettes was about 10 times higher than in <u>e</u>-cigarettes 3 = the amount of harmful chemicals in cigarettes was about 100 times higher than in <u>e</u>-cigarettes 4 = cigarettes had harmful chemicals, but <u>e</u>-cigarettes did not]</p>	1 = Stop smoking cigarettes, 2 = Smoke less, 3= Smoke the same amount, or 4 = Smoke more?

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[Table 1. I_RAND2 Constituent panels]

Panel	Constituent 1	Constituent 2	Constituent 3	Constituent 4
1	lead	toluene (TALL-you-een)	1-aminonaphthalene (1-uh-MEE-no-nap-thuh-leen)	crotonaldehyde (kroht-n-AL-duh-hide)
2	nicotine (NIK-uh-teen)	hydrogen cyanide (HYE-druh-juhn SYE-uh-nide)	isoprene (EYE-suh-preen)	acrylonitrile (uh-crill-oh-NYE-tril)
3	formaldehyde (for-MAL-duh-hide)	benzo-a-pyrene (benzo-ay-PYE-reen)	naphthalene (NAP-thuh-leen)	N.N.K.
4	arsenic (AHR-suh-nik)	benzene (BEN-zeen)	acrolein (uh-KROH-lee-in)	2-aminonaphthalene (2-uh-MEE-noh-NAP-thuh-leen)
5	carbon monoxide (KAHR-buhn mon-OCK-side)	uranium (you-REY-nee-um)	1,3-butadiene (1-3-byoo-tuh-DYE-een)	N-nitrosornicotine (EN-nye-TROH-so-nor- NIK-uh-teen)
6	ammonia (uh-MONE-yuh)	acetaldehyde (ass-i-TAL-duh-hide)	nitrosamine (nye-TROH-suh-meen)	4-aminobiphenyl (4-uh-MEE-noh-bye-fen-l)

Item #	Construct	Item	Response scale
I_INTRO	Cigarette constituents intro	The next few questions are about chemicals. Even if you are not sure what the chemicals are, we want to hear your opinions.	
I_RAND2	Cigarette constituents randomization	[Randomize to panel 1-6 from Table 1 for constituent. This panel should apply to items I70 through I190.]	1 = Panel 1 2 = Panel 2 3 = Panel 3 4 = Panel 4 5 = Panel 5 6 = Panel 6
I70	Awareness	Before today, had you ever heard that [constituent 1] is in cigarette smoke?	0 = NO 1 = YES

		Would you say yes, no or you're not sure?	9 = YOU'RE NOT SURE?
I80	Awareness	What about [constituent 2]? Would you say yes, no, or you're not sure?	0 = NO 1 = YES 9= YOU'RE NOT SURE?
I90	Awareness	What about [constituent 3]?	0 = NO 1 = YES 9= YOU'RE NOT SURE?
I100	Awareness	What about [constituent 4]?	0 = NO 1 = YES 9= YOU'RE NOT SURE?
I110	Harm	[Only ask if 'yes' to I70] As far as you know, how harmful is [constituent 1] in cigarette smoke? Would you say...	1= Not at all, 2= Moderately, 3= Very, or 4= Extremely harmful?
I120	Harm	[Only ask if 'yes' to, I80. If the respondent skipped I110, they should get version 2 of the question below. If they received I110, they should get version 1.] VERSION 1: What about [constituent 2]? Would you say... VERSION 2: As far as you know, how harmful is [constituent 2] in cigarette smoke? Would you say...	1= Not at all, 2= Moderately, 3= Very, or 4= Extremely harmful?
I130	Harm	[Only ask if 'yes' to I90. If the respondent skipped I110 and I120, they should get version 2 of the question below. If they received I110 or I120, they should get version 1.]	1= NOT AT ALL, 2= MODERATELY, 3= VERY, OR 4= EXTREMELY HARMFUL?

		<p>VERSION 1: What about [constituent 3]?</p> <p>VERSION 2: As far as you know, how harmful is [constituent 3] in cigarette smoke? Would you say...</p>	
I140	Harm	<p>[Only ask if ‘yes’ to I100. If the respondent skipped I110, I120, and I130 they should get version 2 of the question below. If they received I110, I120, or I130 they should get version 1.]</p> <p>VERSION 1: What about [constituent 4]?</p> <p>VERSION 2: As far as you know, how harmful is [constituent 4] in cigarette smoke? Would you say...</p>	<p>1= NOT AT ALL, 2= MODERATELY, 3= VERY, OR 4= EXTREMELY HARMFUL?</p>
I150	Discouragement	<p>[Constituent 1], [constituent 2], [constituent 3], and [constituent 4] are all chemicals in cigarette smoke. How much does this discourage you from wanting to smoke? Would you say...</p>	<p>1 = Not at all, 2 = A little, 3= Somewhat, or 4 = A lot?</p>
I160	Discouragement	<p>What about [constituent 1] specifically? How much does [constituent 1] being in cigarette smoke discourage you from wanting to smoke? Would you say...</p>	<p>1 = Not at all, 2 = A little, 3= Somewhat, or 4 = A lot?</p>
I170	Discouragement	<p>What about [constituent 2]? Would you say...</p>	<p>1 = Not at all, 2 = A little, 3= Somewhat, or 4 = A lot?</p>

I180	Discouragement	What about [constituent 3]?	1 = NOT AT ALL, 2 = A LITTLE, 3= SOMEWHAT, OR 4 = A LOT?
I190	Discouragement	What about [constituent 4]?	1 = NOT AT ALL, 2 = A LITTLE, 3= SOMEWHAT, OR 4 = A LOT?

Table 2. I_RAND3 panels

[Programmer note: select row of table based on panel assigned in I_RAND2]

Table 1 panel assigned to	[Known Constituent]	[Unknown Constituent]
1	hydrogen cyanide (HYE-druh-juhn SYE-uh-nide)	acrylonitrile (uh-crill-oh-NYE-tril)
2	formaldehyde (for-MAL-duh-hide)	crotonaldehyde (kroht-n-AL-duh-hide)
3	lead	isoprene (EYE-suh-preen)
4	uranium (you-REY-nee-um)	toluene (TALL-you-eeen)
5	arsenic (AHR-suh-nik)	acrolein (uh-KROH-lee-in)
6	[ITEMS I_RAND3-I210 NOT PRESENTED]	[ITEMS IRAND3-I210 NOT PRESENTED]

Item #	Construct	Item	Response scale
I_RAND3	Reverse-halo effect experiment	[1. Randomize to receive 1 of 3 conditions below. See Table 2 for constituent names.]	1 = Condition 1 2 = Condition 2 3 = Condition 3

		<p>1 = Cigarettes have nitrosamines [nye-TROH-suh-meens] in them.</p> <p>2 = Cigarettes have [known constituent] and nitrosamines [nye-TROH-suh-meens] in them.</p> <p>3 = Cigarettes have [unknown constituent] and nitrosamines [nye-TROH-suh-meens] in them.</p>	
I210	Reverse-halo effect experiment	How much do nitrosamines [nye-TROH-suh-meens] being in cigarette smoke discourage you from wanting to smoke?	<p>1 = Not at all,</p> <p>2 = A little</p> <p>3 = Somewhat, or</p> <p>4 = A lot?</p>
I220	Brand switching experiment	<p>[Only ask of <u>smokers</u>.]</p> <p>The next questions are about switching cigarette brands or cigarette styles, like from regulars to lights. Have you ever switched to another cigarette brand or style to reduce your health risk?</p>	<p>0= NO</p> <p>1= YES</p>
I230	Brand switching experiment	<p>[Only ask of <u>smokers</u>. Constituent 1 is from the panel to which they were assigned in I RAND2]</p> <p>What if you learned that the cigarettes you smoke have a lot more [constituent 1] than other cigarettes? How likely would you be to switch to another cigarette brand or style? Would you say...</p>	<p>1 = You might switch,</p> <p>2 = You'd definitely switch, or</p> <p>3 = You wouldn't switch?</p> <p>4 = I DON'T HAVE A REGULAR BRAND OR STYLE</p>
I240	Brand switching experiment	<p>[Only ask of <u>non-smokers</u>. Constituent 1 is from the panel to which they were assigned in</p>	<p>1 = Not at all,</p> <p>2 = A little,</p> <p>3= Somewhat, or</p>

		<p>I RAND2. If panel 1, they do not get the statement.]</p> <p>[STATEMENT]: [Constituent 1*] is in the second-hand smoke that you inhale when you're around people who are smoking.</p> <p>How worried are you about being around people who are smoking? Would you say...</p>	<p>4 = A lot? [8= REFUSED TO ANSWER 9= DO NOT KNOW]</p>
I RAND4	Naturalness experiment	<p>[Only ask of <u>smokers</u>. Randomize to 1 of 4 conditions.]</p> <p>[Programmer note: cig type is below 1 = organic 2 = natural 3 = additive-free 4 = ultra-light]</p>	<p>1 = cig type 1 2 = cig type 2 3 = cig type 3 4 = cig type 4</p>
I260		<p>[Only ask of <u>smokers</u>.]</p> <p>If you learned that chemicals like lead and hydrogen cyanide [HYE-druh-juhn SYE-uh-nide] are in cigarette smoke, how much would that increase your interest in [cig type] cigarettes? Would you say...</p>	<p>1 = Not at all, 2 = A little, 3= Somewhat, or 4 = A lot? 6= I ALREADY SMOKE [CIG TYPE] CIGARETTES</p>
I RAND5		<p>[Only ask of <u>non-smokers</u>. Randomize to 1 of 4 conditions.]</p> <p>[Programmer note: cig type is below 1 = organic 2 = natural 3 = additive-free 4 = ultra-light]</p>	<p>1 = cig type 1 2 = cig type 2 3 = cig type 3 4 = cig type 4</p>

I280		<p>[Only ask of <u>non-smokers.</u>]</p> <p>If smokers learned that chemicals like lead and hydrogen cyanide [HYE-druh-juhn SYE-uh-nide] are in cigarette smoke, how much would that increase their interest in [cig type] cigarettes? Would you say...</p>	<p>1 = Not at all, 2 = A little, 3= Somewhat, or 4 = A lot?</p>
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Table 3. I290 panels

[Programmer note: select row of table based on panel assigned in I_RAND2.]

Table 1. panel	Constituent	Health effect	Found in
1	formaldehyde (for-MAL-duh-hide)	cancer	used to preserve dead bodies
2	ammonia (uh-MONE-yuh)	permanent breathing problems	found in fertilizer
3	benzene (BEN-zeen)	heart disease	found in gasoline
4	crotonaldehyde (kroht-n-AL-duh-hide)	cancer	used to make insecticides
5	napthalene (NAP-thuh-leen)	permanent breathing problems	used to make toilet bowl deodorizers
6	acrolein (uh-KROH-lee-in)	heart disease	found in car exhaust

Item #	Construct	Item	Response scale
I290	Health effect/Found-in Experiment	<p>[Randomize to 1 of 4 conditions. See Table 3 for constituent names and other stimuli.]</p> <p>1= Cigarette smoke has [constituent]. 2= Cigarette smoke has [constituent]. This is [found in]. 3= Cigarette smoke has [constituent]. This causes [health effect]. 4= Cigarette smoke has [constituent]. This is [found in] and causes [health effect].</p>	<p>1 = Not at all, 2 = A little, 3 = Somewhat, or 4 = A lot?</p>

		How much does this discourage you from wanting to smoke?	
K_INTRO	OTP Intro	We've already talked about cigarettes, hookah, little cigars, cigarillos, and e-cigarettes and other vaping devices.	
K10	OTP current use	In the past 30 days, on how many days did you use any <u>other</u> tobacco product, such as chewing tobacco, dip, snus [SNOOSE], premium cigars or any other product?	___ __ DAYS
L20	Numeracy	In general, which of these numbers shows the biggest risk of getting a disease?	1= One in 100 2= One in 1000 3= One in 10
L30	Sex	I'm required to ask: Are you...	1= Male, or 2= Female?
L40	Ethnicity	Are you of Hispanic, Latino, or Spanish origin?	0 = NO 1 = YES
L50	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, or 5= Pacific Islander 6= OTHER
L60	Acculturation	Before the age of 14, how often did you hear or speak a language other than English? Would you say...	1= Never [SKIP TO L70] 2= Rarely 3= Sometimes, or 4= Often
L61	Acculturation	Currently, how difficult is it for you to speak and understand English? Would you say...	1= Not at all difficult, 2= Somewhat difficult, or 3= Very difficult?

L70	Education	What is the highest degree or level of school you have completed?	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 - high school diploma or the equivalent (for example: 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, AS) 12= BACHELOR'S DEGREE (FOR EXAMPLE: BA, AB, BS) 13= MASTER'S DEGREE (FOR EXAMPLE: MA, MS, MEng, MEd, MSW, MBA) 14= PROFESSIONAL DEGREE (FOR EXAMPLE: MD, DDS, DVM, LLB, JD) 15= DOCTORATE DEGREE (FOR EXAMPLE: PhD, EdD)
L80	Mother's education	[Only ask of respondents below age 26] What is the highest degree or level of school your mother or female guardian has completed?	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 - high school diploma or the equivalent (for example: 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, AS) 12= BACHELOR'S DEGREE (FOR EXAMPLE: BA, AB, BS) 13= MASTER'S DEGREE (FOR EXAMPLE: MA, MS, MEng, MEd, MSW, MBA) 14= PROFESSIONAL DEGREE (FOR EXAMPLE: MD, DDS, DVM, LLB, JD) 15= DOCTORATE DEGREE (FOR EXAMPLE: PhD, EdD)

L90	Sexual orientation	The next question is about your sexual orientation. Do you consider yourself to be...	1= A. Straight or heterosexual 2= B. Gay or lesbian, or 3= C. Bisexual? 4= OTHER (specify_____)
L100	Mental health	In general, would you say your <u>mental</u> health is...	1= Excellent 2= Very Good 3= Good 4= Fair, or 5= Poor?
L110	Substance use	[Ask only of those ages 18 to 25] In the last year, have you ever drunk alcohol or used drugs more than you meant to?	0= NO 1= YES
L120	Bing drinking	Considering all types of alcoholic beverages, how many times during the past 30 days did you have [X] or more drinks on an occasion? [Programmer note: X = 5 FOR MEN, X = 4 FOR WOMEN]	___ __ DAYS [77= NONE 88= REFUSED TO ANSWER 99= DO NOT KNOW]
L_INTRO	Income and poverty intro	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.	

L130.	Children in household	Are there any children between the ages of 13 and 17 currently living in your household?	0= NO 1= YES
L140.	Income and poverty	How many people are in your household, including you?	__ __ PEOPLE
L150.	Income and poverty	Would you say that your total annual household income is ...	1= Below \$25,000 per year [GOTO L151 ONLY IF L140 <5; OTHERWISE GOTO M10] 2= Between \$25,000 and \$49,999 per year [GOTO L151 IF L140 = 5-10; ELSE GOTO M10] 3= Between \$50,000 and \$74, 999 per year [SKIP TO M10] 4= Between \$75,000 and \$100,000 per year [SKIP TO M10] 5= Above \$100,000 per year [SKIP TO M10]
L151	Income and poverty	Would you say that your total household income is above or below [INSERT CONDITION 1-10 BASED ON HOUSEHOLD SIZE REPORTED IN ITEM L140]? CONDITIONS BY HOUSHOLD SIZE FROM ITEM L130: 1= \$11,670/yr or \$972/mo, 2= \$15,730/yr or \$1,310/mo, 3= \$19,790/yr or \$1,649/mo, 4= \$23,850/yr or \$1,979/mo, 5= \$27,910/yr or \$2,325/mo, 6= 31,970/yr or \$2,664/mo, 7= 36,030/yr or \$3,002/mo, 8= 40,090/yr or \$3,340/mo [IF HOUSEHOLD SIZE >8, ADD \$4,060 PER ADDITIONAL PERSON] 9= 44,150/yr or \$3,678/mo? 10= 48,210/yr or \$4,016/mo?	1= Above 2= Below

M RAND GRP	Targeting experiment	<p>[Assign participants to 1 of 8 groups. Groups are listed in order of priority with 1 being the highest priority. If a respondent could be in two or more groups, assign them to the group with the lowest number.]</p>	<p>1 = Teens (ages 13-17) 2 = Gay, lesbian or bisexual 3 = African American 4 = Latino 5 = the first quarter of the remaining adults, selected at random 6 = the second quarter of the remaining adults, selected at random 7 = the third quarter of the remaining adults, selected at random 8 = the fourth quarter of the remaining adults, selected at random</p>
M40	Targeting experiment	<p>[M RAND GRP= 1 and 5 get this item. Randomly assign to one of 3 conditions.]</p> <p>1 = [no statement] 2 = Cigarette companies target certain groups with advertising. 3 = Cigarette companies specifically target youth with advertising.</p> <p>How much would you <u>support</u> organizations like the CDC running <u>anti-smoking</u> ads for teens? Would you say...</p>	<p>1 = Not at all, 2 = A little, 3 = Somewhat, or 4 = A lot?</p>
M50	Targeting experiment	<p>[M RAND GRP= 2 and 6 get this item. Randomly assign to one of 3 conditions.]</p> <p>1 = [no statement] 2 = Cigarette companies target certain groups with advertising. 3 = Cigarette companies specifically target gays and lesbians with advertising.</p> <p>How much would you <u>support</u> organizations like the CDC running</p>	<p>1 = Not at all, 2 = A little, 3 = Somewhat, or 4 = A lot?</p>

		<p><u>anti-smoking ads for gays and lesbians? Would you say...</u></p>	
M60	Targeting experiment	<p>[M_RAND GRP= 3, and GROUP = 7 get this item.] 1 = [no statement] 2 = Cigarette companies target certain groups with advertising. 3 = Cigarette companies specifically target African Americans with advertising.</p> <p>How much would you <u>support</u> organizations like the CDC running <u>anti-smoking ads for African Americans? Would you say...</u></p>	<p>1 = Not at all, 2 = A little, 3= Somewhat, or 4 = A lot?</p>
M70	Targeting experiment	<p>[M_RAND GRP = 4, and GROUP = 8 get this item.] 1 = [no statement] 2 = Cigarette companies target certain groups with advertising. 3 = Cigarette companies specifically target Latinos with advertising.</p> <p>How much would you <u>support</u> organizations like the CDC running <u>anti-smoking ads for Latinos? Would you say...</u></p>	<p>1 = Not at all, 2 = A little, 3= Somewhat, or 4 = A lot?</p>