



Updated April 12, 2018

P50 National Web/Paper Survey (2015-2016)

The survey was designed by Noel Brewer and colleagues at the UNC Gillings School of Global Public Health. Data collection occurred online or paper questionnaire with a probability sample of US adults and adolescents. Data collection occurred from October 2015-January 2016.

Preferred citation:

Baig SA, Moracco KE, Agans RA, Boynton MH, Byron MJ, Mendel JR, Morgan JC, Noar SM, & Brewer NT. (In prep). Developing messages about cigarette smoke chemicals: A mixed methods study.

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

Item #	Construct	Item	Response Scale
A10	Password instruction for online	Please enter your password to begin. You can find your password on the letter that was sent to you. If you cannot find your password or if you get an error message, please call us at 844-399-3222.	
A30	Prompt	[1 time prompt] The first questions are about messages on cigarette packs. You will look at 7 messages and answer questions about each one. The red arrow points to the message on this cigarette pack. [insert image 1] [Repeated prompt with each of the 7 messages] Desktop version: [insert image] Please read the message on the cigarette pack above. Say how much you agree or disagree with each statement below. Mobile version: Please read the message on the cigarette pack below. Say how much you agree or disagree with each statement below. [insert image] *see Appendix A for image 1	
A40		[1. Randomize to 1 of 5 panels (see Appendix B for order of 7 constituent messages per each panel.) 2. Add repeated prompt for each of the 7 pages 3. Ask items A50-A100 on 1 page for each of 7 constituent messages 4. See Appendix A for images 2-8]	
A50	PME- concern	This message makes me concerned about the health effects of smoking.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree

A60	PME- pleasant	This message makes smoking seem unpleasant to me.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree
A70	PME- discourage	This message discourages me from wanting to smoke.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree
A80	Reactance- anger	This message irritates me.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree
A90	Reactance- mislead	This message is trying to mislead me.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree
A100	Reactance- manipulate	This message is trying to manipulate me.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree

E-cigarette experiment

Item #	Construct	Item	Response Scale
B05	Prompt	<p>[1. See appendix A for image 9) 2. Ask items B10-B80 on 1 page]</p> <p>Desktop formatting instructions: Below is a message about e-cigarettes and other vaping devices, such as vape pens and e-hookah. These devices are battery-powered and produce vapor instead of smoke. Popular brands include Blu, Vuse, NJOY, and Flavor Vapes. Please look at the message below and then answer the questions.</p> <p>[insert image 9]</p> <p>Say how much you agree or disagree with the following statements.</p> <p>This message... [insert matrix table formatting]</p> <p>Mobile formatting instructions:</p>	

		<p>Below is a message about e-cigarettes and other vaping devices, such as vape pens and e-hookah. These devices are battery-powered and produce vapor instead of smoke. Popular brands include Blu, Vuse, NJOY, and Flavor Vapes. Please look at the message below and then answer the questions.</p> <p>Say how much you agree or disagree with the following statements.</p> <p>[insert image]</p> <p>This message [insert construct B10-B80]</p> <p>Strongly disagree Somewhat disagree Neither agree nor disagree Somewhat agree Strongly agree</p> <p>*see Appendix A for image 9</p>	
B10		grabbed my attention.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree
B20		is easy to understand.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree
B25		has a picture and text that match.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree
B30		makes e-cigarettes seem gross.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree
B40		makes e-cigarettes seem less attractive.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree
B50		makes e-cigarettes seem unhealthy.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree
B60		makes me worry about using e-cigarettes.	1=Strongly disagree 2=Somewhat disagree

			3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree
B70		makes me think about the risks of using e-cigarettes.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree
B80		discourages me from wanting to use e-cigarettes.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree

Literacy

Item #	Construct	Item	Response Scale
C10	Prompt	The sentences below are missing words. Look for the _____ and pick a word that makes the most sense.	
C20	Literacy	Your doctor has sent you to have a _____ X-ray.	[1st blank] a. stomach b. diabetes c. stitches d. germs
C30	Literacy	You must have an _____ stomach when you come for _____.	[1st blank] a. asthma b. empty c. incest d. anemia [2nd blank] a. is b. am c. if d. it
C40	Literacy	The X-ray will _____ from 1 to 3 _____ to do.	[1st blank] a. take b. view c. talk d. look [2nd blank] a. beds b. brains c. hours d. diets
C50	Literacy	THE DAY BEFORE THE X-RAY For supper have only a _____ snack of fruit, _____ and jelly, with coffee or tea.	[1st blank] a. little b. broth c. attack d. nausea [2nd blank] a. toes b. throat c. toast d. thigh

Cigarette use

Item #	Construct	Item	Response Scale
D_INTRO	Prompt	The next questions are about cigarettes.	
D10	Cigarette use	Have you smoked at least 100 cigarettes in your entire life?	0= No 1= Yes
D20	Cigarette frequency	Do you now smoke cigarettes every day, some days, or not at all? [smoker= D10=yes and D20=every day or some days]	1= Every day [SKIP TO D40]: 2= Some days 3= Not at all [SKIP TO E_Intro]

D30	Cigarette frequency	[ONLY ASK OF SOME DAYS SMOKERS (ITEM D20= SOME DAYS (2))] In the past 30 days, on how many days did you smoke cigarettes?	[Open ended, restricted to only #s 0-30 allowed][SKIP to H50]
D40	Cigarette quantity	[ONLY ASK OF EVERY DAY SMOKERS (ITEM D20=EVERY DAY (1))] On average, about how many cigarettes do you now smoke each day? A pack usually has 20 cigarettes in it.	[Open ended, restricted to only #s 1-1500]
D50	Quit intentions	[ONLY ASK OF SOME DAYS SMOKERS (ITEM D20= SOME DAYS (2)) AND EVERY DAY SMOKERS (ITEM D20=EVERY DAY (1))] Are you planning to quit smoking...	1= Within the next month 2= Within the next 6 months 3= Sometime in the future beyond 6 months 4= Not planning to quit

American Spirit disclaimer experiment

Item #	Construct	Item	Response Scale
E10		<p>[1. Randomize to 1 of 10 panels (see below for 10 panel descriptions.) 2. See Appendix A for images 10-19 3. Each item is on new page]</p> <p>Randomized to view 1 of 10 versions of the American Spirit ad [size 400]: 1 NATURAL with DISCLAIMER [name variable show1nd] 2 ORGANIC with DISCLAIMER [show2od] 3 ADDITIVE-FREE with DISCLAIMER [show3afd] 4 LIGHT with DISCLAIMER [show4ld] 5 REGULAR with DISCLAIMER [show5rd] 6 NATURAL [show6n] 7 ORGANIC [show7o] 8 ADDITIVE-FREE [show8af] 9 LIGHT [show9l] 10 REGULAR [show10r]</p>	
E20	Prompt	<p>Please look at the ad below and click “Next” to continue (the button will be available after 10 seconds).</p> <p>[Insert 1 of 10 images. Add timer for next button delay for 10 seconds]</p>	
E30	riskperc	Compared with other cigarettes, would you say the cigarettes you just saw are...	[program horizontal] 1= A lot less harmful 2= A little less harmful 3= Equally harmful 4= A little more harmful 5= A lot more harmful
E40	switch	[For SMOKERS only] In the future, how likely would you be to switch from your current cigarettes to the cigarettes in the ad?	[program horizontal] 3= I'd definitely switch 2= I might switch 1= I wouldn't switch

E50	Recall phrase	Which of these phrases did you see in the ad?	[program vertical] 1= "Quality tobacco" 2= "Light tobacco" 3= "Premium tobacco" 4= "Regular tobacco" 5= "Additive-free tobacco" 6= "Organic tobacco" 7= "Natural tobacco" 8= None of the above 9= I'm not sure
E60	Recall sentence	Which of these sentences did you see in the ad?	[program vertical] 1= "Regular tobacco does not mean a safer cigarette." 2= "Quitting smoking now greatly reduces serious risks to your health." 3= "Light tobacco does not mean a safer cigarette." 4= "No additives in our tobacco does not mean a safer cigarette." 5= "Organic tobacco does not mean a safer cigarette." 6= "Smoking causes lung cancer, heart disease, emphysema, and may complicate pregnancy." 7= "Natural tobacco does not mean a safer cigarette." 8= None of the above 9= I'm not sure
E70	version	[For SMOKERS only] The [word] they get here must match the word shown in the advertisement, i.e. If the ad had natural, this question needs to say natural]: If there was [a natural/an organic/an additive-free/a light/a regular] version of your current cigarettes, how likely would you be to switch to it?	[program horizontal] 3= I'd definitely switch 2= I might switch 1= I wouldn't switch
E80	opinion	Before today, what was your opinion of American Spirit cigarettes?	[program vertical] 1= Very negative 2= Negative 3= Neutral 4= Positive 5= Very positive 6= Before today I had never heard of American Spirit cigarettes

Nicotine reduction items

Item #	Construct	Item	Response Scale
F10	Nicotine risk	Imagine the government required tobacco companies to remove most of the nicotine from cigarettes. Compared to smoking current cigarettes, smoking cigarettes with much less nicotine for 30 years would cause...	1=a lot less risk of lung cancer 2= a little less risk of lung cancer

			3= the same risk of lung cancer 4= a little more risk of lung cancer 5= a lot more risk of lung cancer
F20	Nicotine addiction	Compared to current cigarettes, cigarettes with much less nicotine would be...	1= a lot less addictive 2= a little less addictive 3= equally addictive 4= a little more addictive 5= a lot more addictive
F30	Nicotine quit	[for smokers only] If the government required tobacco companies to remove most of the nicotine from cigarettes, would that make you...	1= a lot less likely to quit smoking 2= a little less likely to quit smoking 3= equally likely to quit smoking 4= a little more likely to quit smoking 5= a lot more likely to quit smoking

ENDS use

Item #	Construct	Item	Response Scale
G_INTRO	Intro	The next questions are about e-cigarettes and other vaping devices, such as vape pens and e-hookah. These devices are battery-powered and produce vapor instead of smoke. Popular brands include Blu, Vuse, NJOY, and Flavor Vapes. Although people sometimes smoke marijuana in these devices, we are only asking about smoking tobacco.	
G10	ENDS ever use	Have you ever used an e-cigarette or other vaping device, even one or two times?	0= NO [SKIP TO H_INTRO] 1= YES
G20	ENDS current use	In the past 30 days, on how many days did you use an e-cigarette or other vaping device?	__ DAYS [Open ended, restricted to only #s 0-30]

Little Cigar/Cigarillos use

Item #	Construct	Item	Response Scale
H_INTRO	Intro	The next questions are about little cigars or cigarillos that contain tobacco, and not marijuana. These are smaller than traditional cigars and some are even the same size as cigarettes. They come in flavored varieties and some come with plastic or wood tips. Popular brands are Black & Mild and Swisher Sweets.	
H10	LC/C ever use	Have you ever smoked a little cigar or cigarillo, even one or two puffs?	0= NO [SKIP TO I_Intro] 1= YES
H20	LC/C current use	In the past 30 days, on how many days did you smoke a little cigar or cigarillo?	__ __ DAYS [Open ended, restricted to only #s 0-30]

Hookah use

Item #	Construct	Item	Response Scale
I_INTRO	Intro	The next questions are about smoking tobacco in a hookah, which is a waterpipe with one or more hoses. Although people sometimes smoke marijuana in a hookah, we are only asking about smoking tobacco.	
I10	Hookah ever use	Have you ever smoked tobacco in a hookah, even one or two puffs?	0= NO [SKIP TO J_INTRO] 1= YES
I20	Hookah current use	In the past 30 days, on how many days did you smoke tobacco in a hookah?	___ DAYS [Open ended, restricted to only #s 0-30]

OTP use

Item #	Construct	Item	Response Scale
J_INTRO		We've already talked about cigarettes, hookah, little cigars, cigarillos, and e-cigarettes and other vaping devices.	
J10	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, premium cigars or any other product?	___ DAYS [Open ended, restricted to only #s 0-30]

Item #	Construct	Item	Response Scale
K_10	Age	What is your age?	[Open ended, restricted to only #s 13-99]
K_20	Sex	Are you male or female?	1= Male 2= Female

Appendix A

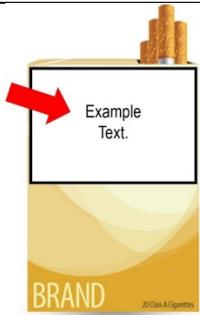
Image 1	
Image 2	

Image 3

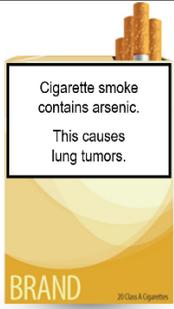


Image 4



Image 5

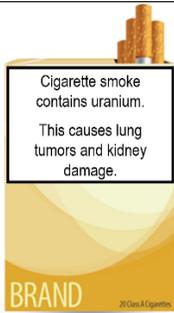


Image 6



Image 7

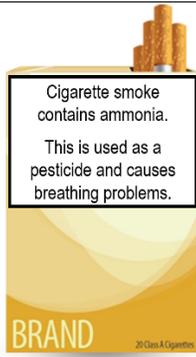


Image 8

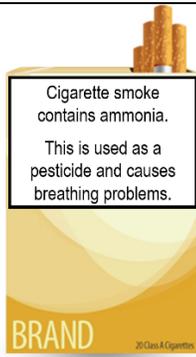


Image 9

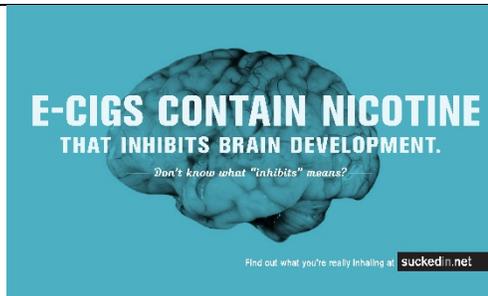


Image 10



Image 11



Image 12



Image 13



Image 14



Image 15



Image 16



Image 17



Image 18



Image 19



Appendix B

Message randomization orders

Panel	Message order
B	2 3 1 4 7 5 6
E	5 6 4 7 3 1 2
H	5 4 6 3 7 2 1
G	6 5 7 4 1 3 2
J	2 1 3 7 4 6 5

Messages

Message 1	Cigarette smoke contains carbon monoxide.
Message 2	Cigarette smoke contains arsenic. This causes lung tumors.
Message 3	Cigarette smoke contains formaldehyde. This causes throat cancer.
Message 4	Cigarette smoke contains uranium. This causes lung tumors and kidney damage.
Message 5	Cigarette smoke contains lead. This causes cancer and brain disorders.
Message 6	Cigarette smoke contains arsenic. This is found in rat poison and causes heart damage.
Message 7	Cigarette smoke contains ammonia. This is used as a pesticide and causes breathing problems.