

Legacy Media Tracking Survey Codebook

Variable Name: casenum

Variable Type: A

Variable Name: A1

Variable Type: N

Question Number: A1

Question text: Have you ever tried cigarette smoking, even 1 or 2 puffs?

Values:

1 > Yes

2 > No

3 > Don't Know

4 > Refused

Variable Name: A2

Variable Type: N

Question Number: A2

Question Text: About how many cigarettes have you smoked in your entire life?

Values:

1 > 1 or more puffs, but never a whole cigarette

2 > 1 cigarette

3 > 2 to 5 cigarettes

4 > 6 to 15 cigarettes or about half a pack

5 > 16 to 25 cigarettes or about a pack

6 > 26 to 99 cigarettes or more than a pack but less than 5 packs

7 > 5 packs or more

8 > Don't Know

9 > Refused

Variable Name: A3

Variable Type: N

Question Number: A3

Question Text: Have you ever smoked at least one cigarette every day for 30 days?

Values:

1 > Yes

2 > No

3 > Don't Know

4 > Refused

Variable Name: A4

Variable Type: N

Question Number: A4

Question Text: During the last 30 days, on how many days did you smoke Cigarettes, even 1 or 2 puffs?

Values:

Numeric, Range 0-30

98 > Don't Know

99 > Refused

Variable Name: A4x

Variable Type: N

Question Number: A4

Question Text: During the last 30 days, on how many days did you smoke cigarettes, even 1 or 2 puffs?

Values:

1 > 0 Days

2 > 1 or 2 Days

3 > 3 to 5 Days

4 > 6 to 9 Days

5 > 10 TO 19 Days

6 > 20 TO 29 Days

7 > All 30 Days

8 > Don't Know

9 > Refused

Variable Name: A5

Variable Type: N

Question Number: A5

Question Text: During the past 30 days, on the days you smoked, on average, how many cigarettes did you smoke per day?

Values:

Numeric, range 0-60

98 > Don't Know

99 > Refused

Variable Name: A5x

Variable Type: N

Question Number: A5

Question Text: During the past 30 days, on the days you smoked, on average, how many Cigarettes did you smoke per day?

Values:

- 1 > Less than 1 cigarette per day
- 2 > 1 cigarette per day
- 3 > 2 to 5 cigarettes per day
- 4 > 6 to 10 cigarettes per day
- 5 > 11 to 20 cigarettes per day
- 6 > More than 20 cigarettes per day
- 7 > Don't Know
- 8 > Refused

Variable Name: A5a

Variable type: N

Question Number: A5a

Question Text: During the past 30 days, what brand of cigarettes did you usually smoke?

Values:

- 1 > Benson Hedges
- 2 > Camel
- 3 > Carlton
- 4 > Generic
- 5 > Kent
- 6 > Kool
- 7 > Marlboro
- 8 > Merit
- 9 > More
- 10 > Newport
- 11 > Pall Mall
- 12 > Salem
- 13 > Virginia Slims
- 14 > Winston
- 15 > Other , specify
- 16 > Refused
- 17 > Don't Know

Variable Name: A5ax

Variable Type: A

Question Number: A5a

Question Text: During the past 30 days, what brand of cigarettes did you usually smoke?

Values:

- Open ended

Variable Name: A5b

Variable type: N

Question Number: A5b

Question Text: During the past 30 days, what type of cigarettes did you usually smoke?

Values:

- 1 > Regular or full flavor
- 2 > Lights
- 3 > Ultra-lights
- 4 > Don't know
- 5 > Refused

Variable Name: A5c

Variable Type: N

Question Number A5c

Question Text: During the past 30 days, how did you usually get your cigarettes?

Values:

- 1 > Bought them at a store, gas station, etc.
- 2 > Borrowed or bummed them from someone else
- 3 > Gave someone else money to buy them
- 4 > Took them from a family member or store
- 5 > Got them some other way
- 6 > Don't know
- 7 > Refused

Variable Name: A5d

Variable Type: N

Question Number: A5d

Question Text: During the past 30 days, where did you buy the last pack of cigarettes you bought?

Values:

- 1 > Did not buy in the past 30 DAYS
- 2 > Gas station
- 3 > Convenience store
- 4 > Grocery store
- 5 > Drug store
- 6 > Vending machine
- 7 > Over the internet
- 8 > Other
- 9 > Don't know
- 10 > Refused

Variable Name: A5e

Variable Type: N

Question Number A5e

Question Text: During the past 30 days, did you usually buy by the pack or carton?

Values:

- 1 > Pack
- 2 > Carton
- 3 > Don't know
- 4 > Refused

Variable Name: A5f

Variable Type: N

Question Number A5f

Question Text: During the past 30 days, what price did you usually pay?

Values: (Can be either pack or carton price)

Numeric; range 0-99999

99998 > Don't know

99999 > Refused

Variable Name: A5g

Variable Type: N

Question Number: A5g

Question Text: During the past 30 days, were you asked to show proof of age?

Values:

1 > Yes

2 > No

3 > Don't know

4 > Refused

Variable Name: A5h

Variable Type: N

Question Number: A5h

Question Text: During the past 30 days, did anyone refuse to sell you cigarettes because of your age?

Values:

1 > Yes

2 > No

3 > Don't know

4 > Refused

Variable Name: A6

Variable Type: N

Question Number: A6

Question Text: Do you ever smoke when you are alone, or by yourself?

Column location: 62

Values:

1 > Yes

2 > No

3 > Don't know

4 > Refused

Variable Name: A7

Variable Type: N

Question Number: A7

Question Text: How long after waking up in the morning do you smoke your first cigarette?

Values:

Numeric, range 0-999

998 > Don't know

999 > Refused

Variable Name: A7x

Variable Type: N

Question Number: A7

Question Text: How long after waking up in the morning do you smoke your first cigarette?

Values:

1 > Less than 10 minutes

2 > Less than 30 minutes

3 > Less than 1 hour

4 > 1 to 2 hours

5 > More than 2 hours

6 > Don't know

7 > Refused

Variable Name: A8

Variable Type: N

Column location: 67

Question Number: A8

Question Text: Do you want to completely stop smoking cigarettes?

Values:

1 > Yes

2 > No

3 > Don't know

4 > Refused

Variable Name: A9

Variable Type: N

Question Number: A9

Question Text: Do you think you would be able to quit smoking cigarettes if you wanted to?

Values:

1 > Definitely yes

2 > Probably yes

3 > Probably not

4 > Definitely not

5 > No opinion

6 > Don't know

7 > Refused

Variable Name:A10

Variable Type: N

Question Number A10

Question Text: How many times, if any, have you tried to quit smoking in the past 6 months?

Values:

Numeric; range 0-99

98 > Don't know

99 > Refused

Variable Name: A10x

Variable Type: N

Question Number: A10

Question Text: How many times, if any, have you tried to quit smoking?

Values:

1 > None

2 > 1 time

3 > 2 times

4 > 3 to 5 times

5 > 6 to 9 times

6 > 10 or more times

7 > Don't know

8 > Refused

Variable Name: A11

Variable Type: N

Question Number: A11

Question Text: When you last tried to quit, how long did you stay off cigarettes?

Values: (in days)

Numeric; range 0-999

998 > Don't Know

999 > Refused

Variable Name: A11x

Variable Type: N

Question Number: A11

Question Text: When you last tried to quit, how long did you stay off cigarettes?

Values:

1 > Less than one day

2 > 1 to 7 days

3 > More than 7 days but less than 30 days

4 > More than 30 days but less than 6 months

5 > More than 6 months but less than a year

6 > More than a year

7 > Don't know

8 > Refused

Variable Name: A12

Variable type: N

Question Number A12

Question Text: When was the last time you smoked a cigarette, even 1 or 2 puffs?

Values: (in days)

Numeric; range 0-999

998 > Don't know

999 > Refused

Variable Name: A12x

Variable Type: N

Question Number: Interviewer Question

Question Text: Interviewer: Was last answer in days, months, or years?

Values:

1 > Days

2 > Months

3 > Years

Variable Name: A13

Variable Type: N

Question Number A13

Question Text: Do you think you will smoke a cigarette at anytime during the next year?

Values:

1 > Definitely yes

2 > Probably yes

3 > Probably not

4 > Definitely not

5 > No opinion

6 > Don't know

7 > Refused

Variable Name: A14

Variable Type: N

Question Number: A14

Question Text: Do you think you will be smoking cigarettes 5 years from now?

Values:

1 > Definitely yes

2 > Probably yes

3 > Probably not

4 > Definitely not

5 > No opinion

6 > Don't know

7 > Refused

Variable Name: A15

Variable Type: N

Question Number: A15

Question Text: If one of your best friends offered you a cigarette, would you smoke it?

Values:

- 1 > Definitely yes
- 2 > Probably yes
- 3 > Probably not
- 4 > Definitely not
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: A16

Variable Type: N

Question Number: A16

Question Text: If you started smoking regularly, do you think you could stop smoking anytime you wanted?

Values:

- 1 > Definitely yes
- 2 > Probably yes
- 3 > Probably not
- 4 > Definitely not
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: A17

Variable type: N

Question number: A17

Question Text: Have you ever tried chewing tobacco, snuff, or dip, such as Redman, Levi Garrett, Beechnut, Skoal, Skoal Bandits, or Copenhagen?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: A18

Variable Type: N

Question Number: A18

Question Text: During the past 30 days, on how many days did you use chewing tobacco, snuff, or dip?

Values:

- Numeric; range 0-30
- 98 > Don't know

99 > Refused

Variable Name: A18x

Variable type: N

Question Number: A18

Question Text: During the past 30 days, on how many days did you use chewing tobacco, snuff, or dip?

Values:

- 1 > 0 days
- 2 > 1 or 2 days
- 3 > 3 to 5 days
- 4 > 6 to 9 days
- 5 > 10 to 19 days
- 6 > 20 to 29 days
- 7 > All 30 days
- 8 > Don't know
- 9 > Refused

Variable Name: A19

Variable Type: N

Question Number: A19

Question Text: Have you ever tried smoking cigars, cigarillos, or little cigars, even one or two puffs?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: A20

Variable Type: N

Question Number: A20

Question Text: During the past 30 days, on how many days did you smoke cigars, cigarillos, or little cigars?

Values:

- Numeric; range 0-30
- 98 > Don't Know
- 99 > Refused

Variable Name: A20x

Variable type: N

Question Number: A20

Question Text: During the past 30 days, on how many days did you smoke cigars, cigarillos, or little cigars?

Values:

- 1 > 0 days
- 2 > 1 or 2 days
- 3 > 3 to 5 days
- 4 > 6 to 9 days
- 5 > 10 to 19 days
- 6 > 20 to 29 days
- 7 > All 30 days
- 8 > Don't know {7}
- 9 > Refused {7}

Variable Name: A21x1

Variable type: N

Question Number: A21

Question Text: Have you ever tried other tobacco products such as Pipes?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: A21x2

Variable type: N

Question Number: A21

Question Text: Have you ever tried other tobacco products such as bidis ?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: A21x3

Variable type: N

Question Number: A21

Question Text: Have you ever tried other tobacco products such as clove cigarettes?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: A21x4

Variable type: N

Question Number: A21

Question Text: Have you ever tried other tobacco products such as kreteks?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: A21x5

Variable type: N

Question Number: A21

Question Text: Have you ever tried ANY other tobacco products other than pipes, bidis, kreteks or clove cigarettes?

Values:

- 1 > Yes, specify
- 2 > No
- 3 > Don't Know
- 4 > Refused

Variable Name: A21x5x

Variable type: A

Question Number: A21

Question Text: Have you ever tried ANY other tobacco products other than pipes, bidis, kreteks or clove cigarettes.

Values:

Open-ended

Variable Name: A22

Variable type: N

Question number: A22

Question text: During the past 30 days, on how many days did you smoke other tobacco products?

Values:

- Numeric; range 0-30
- 98 > Don't Know
- 99 > Refused

Variable Name: A22x

Variable type: N

Question Number: A22

Question Text: During the past 30 days, on how many days did you smoke other tobacco products?

Values:

- 1 > 0 days
- 2 > 1 or 2 days
- 3 > 3 to 5 days
- 4 > 6 to 9 days
- 5 > 10 to 19 days
- 6 > 20 to 29 days
- 7 > All 30 days
- 8 > Don't Know
- 9 > Refused

Variable Name: A23

Variable type: N

Question Number: A23

Question Text: During the past 12 months, did you purchase any cigarettes or other tobacco products on the Internet?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: A24

Variable type: N

Question Number: A24

Question Text: What tobacco products did you buy?

Values:

- 0 > No
- 1 > Yes
- 2 > Don't know
- 3 > Refused

Variable Name: A24x1

Variable type: N

Question Number: A24

Question Text: What tobacco products did you buy?

Values:

- 0 > No
- 1 > Yes
- 2 > Don't know
- 3 > Refused

Variable Name: A24x2

Variable type: N

Question Number: A24

Question Text: What tobacco products did you buy?

Values:

0 > No

1 > Yes

2 > Don't know

3 > Refused

Variable Name: A24x3

Variable type: N

Question Number: A24

Question Text: What tobacco products did you buy?

Values:

0 > No

1 > Yes

2 > Don't know

3 > Refused

SECTION B

Variable Name: B1

Variable type: N

Question number: B1

Question Text: It is safe to smoke for only a year or two, as long as you quit after that.
Would you say you...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B2

Variable type: N

Question Number: B2

Question text: Not smoking is a way to express your independence. Would you say you...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B3

Variable type: N

Question number: B3

Question text: Smoking cigarettes can help keep your weight down. Would you say you...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B4

Variable type: N

Question number: B4

Question text: People who smoke regularly have a much harder time keeping up in sports.

Would you say you...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B5

Variable type: N

Question number: B5

Question text: Smoking cigarettes makes people your age look cool or fit in. Would you say you...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B6

Variable type: N

Question number: B6

Question text: People your age who smoke cigarettes have more friends than people who don't smoke. Would you say you...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B7

Variable type: N

Question number: B7

Question text: Do you think the smoke from other people's cigarettes is harmful to you? Would you say you...

Values:

- 1 > Strongly agree

- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B8

Variable type: N

Question number B8

Question text: Nonsmokers don't like to date someone who smokes. Would you say you...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable name: B9

Variable type: N

Question Number: B9

Question text: A pregnant woman can harm her unborn baby if she smokes cigarettes.
Would you say you...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B10

Variable type: N

Question number: B10

Question text: Cigarette companies should have the same right to sell cigarettes as other
companies have to sell their products. Would you say you...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know

7 > Refused

Variable Name: B11

Variable type: N

Question number: B11

Question text: Cigarette companies lie. Would you say you...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B12

Variable type: N

Question number: B12

Question text: Cigarette companies deny that cigarettes cause cancer and other harmful diseases. Would you say you...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B13

Variable type: N

Question number: B13

Question text: Cigarette companies deny that cigarettes are addictive. Would you say you ...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B14

Variable type: N

Question number: B14

Question text: Cigarette companies have done some really bad things. Would you say you ...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B15

Variable type: N

Question number: B15

Question text: Cigarette companies try to cover-up all the bad things they have done. Would you say you ...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B16

Variable type: N

Question number: B16

Question text: I would not work for a cigarette company. Would you say you ...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B17

Variable type: N

Question number: B17

Question text: The people who run cigarette companies know what they are doing is wrong. Would you say you ...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree

- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B18

Variable type: N

Question number: B18

Question text: No other companies act as badly as cigarette companies. Would you say you...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B19

Variable type: N

Question number B19

Question text: I would like to see cigarette companies go out of business. Would you say you ...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B20

Variable type: N

Question number: B20

Question text: Cigarette companies target teens to replace smokers who die. Would you say you ...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B21

Variable type: N

Question number: B21

Question text: Cigarette companies get too much blame for young people smoking. Would you say you ...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B22

Variable type: N

Question number: B22

Question text: Anti-smoking advertisements are no more honest than cigarette ads. Would you say you ...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B23

Variable type: N

Question number: B23

Question text: Cigarette companies should have the same right to make money as any other type of company. Would you say you ...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B24

Variable type: N

Question number: B24

Question text: The government should let companies sell whatever they want. Would you say you ...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B25

Variable type: N

Question number: B25

Question text: Cigarette companies try to get young people to start smoking. Would you say you ...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B26

Variable type: N

Question number: B26

Question text: Cigarette companies target minority groups. Would you say you ...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B27x1

Variable type: N

Question number: B27

Question text: Let's talk about some companies you might be familiar with. On a scale of 1 of 5, where a "1" means that you "don't like them at all" and a "5" means you like them "very much," how do you feel about fast food companies like McDonalds and Taco Bell?

Values:

- 1 > 1

- 2 > 2
- 3 > 3
- 4 > 4
- 5 > 5
- 6 > Don't know
- 7 > Refused

Variable Name: B27x2

Variable type: N

Question number: B27

Question text: Let's talk about some companies you might be familiar with. On a scale of 1 of 5, where a "1" means that you "don't like them at all" and a "5" means you like them "very much," how do you feel about cigarette companies?

Values:

- 1 > 1
- 2 > 2
- 3 > 3
- 4 > 4
- 5 > 5
- 6 > Don't know
- 7 > Refused

Variable Name: B27x3

Variable type: N

Question number: B27

Question text: Let's talk about some companies you might be familiar with. On a scale of 1 of 5, where a "1" means that you "don't like them at all" and a "5" means you like them "very much," how do you feel about companies that make beer, wine, and liquor?

Values:

- 1 > 1
- 2 > 2
- 3 > 3
- 4 > 4
- 5 > 5
- 6 > Don't know
- 7 > Refused

Variable Name: B28x1

Variable type: N

Question number: B28

Question text: Now let's talk about cigarette companies. When you think of cigarette companies, what words or images come to mind?

Values:

- 1 > Negative: bad/stupid/disgusting/horrible/dirty/gross/nasty/evil/sick/destructive
- 2 > Cancer/lung cancer
- 3 > Cigarettes
- 4 > Smoking is bad for you/bad for your health or body/dangerous
- 5 > Smoking/smoke
- 6 > Deaths/people dying
- 7 > I don't like cigarette companies
- 8 > Joe Camel/Camel
- 9 > Marlboro Man/country/cowboys
- 10 > Effect on lungs/lung disease/black lungs/asthma/emphysema
- 11 > Respondent mentioned a specific brand of cigarettes
- 12 > Cigarette companies should stop making cigarettes/go out of business
- 13 > Cigarette companies target teenagers/kids/children
- 14 > Lawsuits/scandals/corruption
- 15 > Cigarette companies lie/deny things/hide the truth or information
- 16 > Other, specify
- 17 > Don't know
- 18 > Refused

Variable Name: B28x2

Variable type: N

Question number: B28

Question text: Now let's talk about cigarette companies. When you think of cigarette companies, what words or images come to mind?

Values:

- 1 > Negative: bad/stupid/disgusting/horrible/dirty/gross/nasty/evil/sick/destructive
- 2 > Cancer/lung cancer
- 3 > Cigarettes
- 4 > Smoking is bad for you/bad for your health or body/dangerous
- 5 > Smoking/smoke
- 6 > Deaths/people dying
- 7 > I don't like cigarette companies
- 8 > Joe Camel/Camel
- 9 > Marlboro Man/country/cowboys
- 10 > Effect on lungs/lung disease/black lungs/asthma/emphysema
- 11 > Respondent mentioned a specific brand of cigarettes
- 12 > Cigarette companies should stop making cigarettes/go out of business
- 13 > Cigarette companies target teenagers/kids/children
- 14 > Lawsuits/scandals/corruption
- 15 > Cigarette companies lie/deny things/hide the truth or information
- 16 > Other, specify
- 17 > Don't know
- 18 > Refused

Variable Name: B28x3

Variable type: N

Question number: B28

Question text: Now let's talk about cigarette companies. When you think of cigarette companies, what words or images come to mind?

Values:

- 1 > Negative: bad/stupid/disgusting/horrible/dirty/gross/nasty/evil/sick/destructive
- 2 > Cancer/lung cancer
- 3 > Cigarettes
- 4 > Smoking is bad for you/bad for your health or body/dangerous
- 5 > Smoking/smoke
- 6 > Deaths/people dying
- 7 > I don't like cigarette companies
- 8 > Joe Camel/Camel
- 9 > Marlboro Man/country/cowboys
- 10 > Effect on lungs/lung disease/black lungs/asthma/emphysema
- 11 > Respondent mentioned a specific brand of cigarettes
- 12 > Cigarette companies should stop making cigarettes/go out of business
- 13 > Cigarette companies target teenagers/kids/children
- 14 > Lawsuits/scandals/corruption
- 15 > Cigarette companies lie/deny things/hide the truth or information
- 16 > Other, specify
- 17 > Don't know
- 18 > Refused

Variable Name: B28x4

Variable type: N

Question number: B28

Question text: Now let's talk about cigarette companies. When you think of cigarette companies, what words or images come to mind?

Values:

- 1 > Negative: bad/stupid/disgusting/horrible/dirty/gross/nasty/evil/sick/destructive
- 2 > Cancer/lung cancer
- 3 > Cigarettes
- 4 > Smoking is bad for you/bad for your health or body/dangerous
- 5 > Smoking/smoke
- 6 > Deaths/people dying
- 7 > I don't like cigarette companies
- 8 > Joe Camel/Camel
- 9 > Marlboro Man/country/cowboys
- 10 > Effect on lungs/lung disease/black lungs/asthma/emphysema
- 11 > Respondent mentioned a specific brand of cigarettes
- 12 > Cigarette companies should stop making cigarettes/go out of business
- 13 > Cigarette companies target teenagers/kids/children
- 14 > Lawsuits/scandals/corruption

- 15 > Cigarette companies lie/deny things/hide the truth or information
- 16 > Other, specify
- 17 > Don't know
- 18 > Refused

Variable Name: B28x5

Variable type: N

Question number: B28

Question text: Now let's talk about cigarette companies. When you think of cigarette companies, what words or images come to mind?

Values:

- 1 > Negative: bad/stupid/disgusting/horrible/dirty/gross/nasty/evil/sick/destructive
- 2 > Cancer/lung cancer
- 3 > Cigarettes
- 4 > Smoking is bad for you/bad for your health or body/dangerous
- 5 > Smoking/smoke
- 6 > Deaths/people dying
- 7 > I don't like cigarette companies
- 8 > Joe Camel/Camel
- 9 > Marlboro Man/country/cowboys
- 10 > Effect on lungs/lung disease/black lungs/asthma/emphysema
- 11 > Respondent mentioned a specific brand of cigarettes
- 12 > Cigarette companies should stop making cigarettes/go out of business
- 13 > Cigarette companies target teenagers/kids/children
- 14 > Lawsuits/scandals/corruption
- 15 > Cigarette companies lie/deny things/hide the truth or information
- 16 > Other, specify
- 17 > Don't know
- 18 > Refused

Variable Name: B28x6

Variable type: A

Question number: B28

Question text: Now let's talk about cigarette companies. When you think of cigarette companies, what words or images come to mind?

Values:

Open-ended

Variable Name: B29

Variable type: N

Question number: B29

Question text: Would you say that today you feel better, about the same, or worse toward cigarette companies than you have in the past?

Values:

- 1 > Better
- 2 > Same
- 3 > Worse
- 4 > Don't know
- 5 > Refused

Variable Name: B30

Variable type: N

Question number: B30

Question text: I don't want to smoke because it would mean cigarette companies are using me. Would you say you ...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B31

Variable type: N

Question number: B31

Question text: I don't want to smoke because it doesn't fit my image. Would you say you ...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B32

Variable type: N

Question number: B32

Question text: Smoke from other people's cigarettes bothers me. Would you say you ...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B33

Variable type: N

Question number: B33

Question text: I want to be involved in efforts to get rid of cigarette smoking. Would you say you ...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B34

Variable type: N

Question number: B34

Question text: Taking a stand against smoking is important to me. Would you say you ...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B35

Variable type: N

Question number: B35

Question text: I support the fight to get rid of cigarette smoking. Would you say you ...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: B36

Variable type: N

Question number: B36

Question text: I don't want to smoke because it would make me less attractive. Would you say you ...

Values:

- 1 > Strongly agree
- 2 > Agree
- 3 > Disagree
- 4 > Strongly Disagree
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

SECTION C

Variable Name: C1

Variable type: N

Question number: C1

Question text: On average, how many hours a day do you watch television?

Values (entered in minutes, e.g., 2 hours = 120):

- Numeric, range 0-997
- 998 > Don't know
- 999 > Refused

Variable Name: C2

Variable type: N

Question number: C2

Question text: On average, how many hours a day do you listen to the radio?

Values (entered in minutes, e.g., 2 hours = 120):

- Numeric, range 0-997
- 998 > Don't know
- 999 > Refused

Variable Name: C3x1

Variable type: N

Question number: C3

Question text: In the past 30 days, what health or public safety issues have you seen or heard about on TV, radio, billboards or in magazines? Can you think of any others? Any more?

Values:

- 1 > Using seatbelts
- 2 > Not using drugs
- 3 > Not starting to smoke
- 4 > Quitting smoking
- 5 > Messages against smoking
- 6 > Messages about or against cigarette companies
- 7 > EATING well or good nutrition
- 8 > Not using alcohol
- 9 > Fire prevention or safety
- 10 > Not talking to or going with strangers
- 11 > Bicycle safety or using helmets
- 12 > Not drinking and driving or driving while intoxicated
- 13 > Not using chewing tobacco, snuff or dip
- 14 > Using birth control to prevent getting pregnant or getting someone pregnant
- 15 > Using condoms to prevent aids or sexually transmitted diseases
- 16 > Power line safety
- 17 > What to do in case of bad weather or storms
- 18 > Gun safety
- 19 > Other 1st mention specify—enter in order {15}
- 20 > Other 2nd mention specify—must have 1st mention
- 21 > Other 3rd mention specify—must have 1st & 2nd mentions
- 22 > Don't know
- 23 > Refused

Variable Name: C3x2

Variable type: N

Question number: C3

Question text: In the past 30 days, what health or public safety issues have you seen or heard about on TV, radio, billboards or in magazines? Can you think of any others? Any more?

Values:

- 1 > Using seatbelts
- 2 > Not using drugs
- 3 > Not starting to smoke
- 4 > Quitting smoking
- 5 > Messages against smoking
- 6 > Messages about or against cigarette companies
- 7 > EATING well or good nutrition
- 8 > Not using alcohol
- 9 > Fire prevention or safety
- 10 > Not talking to or going with strangers

- 11 >Bicycle safety or using helmets
- 12 >Not drinking and driving or driving while intoxicated
- 13 >Not using chewing tobacco, snuff or dip
- 14 >Using birth control to prevent getting pregnant or getting someone pregnant
- 15 > Using condoms to prevent aids or sexually transmitted diseases
- 16 > Power line safety
- 17 > What to do in case of bad weather or storms
- 18 > Gun safety
- 19 > Other 1st mention specify—enter in order {15}
- 20 > Other 2nd mention specify—must have 1st mention
- 21 > Other 3rd mention specify—must have 1st & 2nd mentions
- 22 > Don't know
- 23 > Refused

Variable Name: C3x3

Variable type: N

Question number: C3

Question text: In the past 30 days, what health or public safety issues have you seen or heard about on TV, radio, billboards or in magazines? Can you think of any others? Any more?

Values:

- 1 > Using seatbelts
- 2 > Not using drugs
- 3 > Not starting to smoke
- 4 > Quitting smoking
- 5 > Messages against smoking
- 6 > Messages about or against cigarette companies
- 7 > Eating well or good nutrition
- 8 > Not using alcohol
- 9 > Fire prevention or safety
- 10 >Not talking to or going with strangers
- 11 >Bicycle safety or using helmets
- 12 >Not drinking and driving or driving while intoxicated
- 13 >Not using chewing tobacco, snuff or dip
- 14 >Using birth control to prevent getting pregnant or getting someone pregnant
- 15 > Using condoms to prevent aids or sexually transmitted diseases
- 16 > Power line safety
- 17 > What to do in case of bad weather or storms
- 18 > Gun safety
- 19 > Other 1st mention specify—enter in order {15}
- 20 > Other 2nd mention specify—must have 1st mention
- 21 > Other 3rd mention specify—must have 1st & 2nd mentions
- 22 > Don't know
- 23 > Refused

Variable Name: C3x4

Variable type: N

Question number: C3

Question text: In the past 30 days, what health or public safety issues have you seen or heard about on TV, radio, billboards or in magazines? Can you think of any others? Any more?

Values:

- 1 > Using seatbelts
- 2 > Not using drugs
- 3 > Not starting to smoke
- 4 > Quitting smoking
- 5 > Messages against smoking
- 6 > Messages about or against cigarette companies
- 7 > Eating well or good nutrition
- 8 > Not using alcohol
- 9 > Fire prevention or safety
- 10 > Not talking to or going with strangers
- 11 > Bicycle safety or using helmets
- 12 > Not drinking and driving or driving while intoxicated
- 13 > Not using chewing tobacco, snuff or dip
- 14 > Using birth control to prevent getting pregnant or getting someone pregnant
- 15 > Using condoms to prevent aids or sexually transmitted diseases
- 16 > Power line safety
- 17 > What to do in case of bad weather or storms
- 18 > Gun safety
- 19 > Other 1st mention specify—enter in order {15}
- 20 > Other 2nd mention specify—must have 1st mention
- 21 > Other 3rd mention specify—must have 1st & 2nd mentions
- 22 > Don't know
- 23 > Refused

Variable Name: C3x5

Variable type: N

Question number: C3

Question text: In the past 30 days, what health or public safety issues have you seen or heard about on TV, radio, billboards or in magazines? Can you think of any others? Any more?

Values:

- 1 > Using seatbelts
- 2 > Not using drugs
- 3 > Not starting to smoke
- 4 > Quitting smoking
- 5 > Messages against smoking
- 6 > Messages about or against cigarette companies
- 7 > Eating well or good nutrition

- 8 > Not using alcohol
- 9 > Fire prevention or safety
- 10 > Not talking to or going with strangers
- 11 > Bicycle safety or using helmets
- 12 > Not drinking and driving or driving while intoxicated
- 13 > Not using chewing tobacco, snuff or dip
- 14 > Using birth control to prevent getting pregnant or getting someone pregnant
- 15 > Using condoms to prevent aids or sexually transmitted diseases
- 16 > Power line safety
- 17 > What to do in case of bad weather or storms
- 18 > Gun safety
- 19 > Other 1st mention specify—enter in order {15}
- 20 > Other 2nd mention specify—must have 1st mention
- 21 > Other 3rd mention specify—must have 1st & 2nd mentions
- 22 > Don't know
- 23 > Refused

Variable Name: C3x6

Variable type: N

Question number: C3

Question text: In the past 30 days, what health or public safety issues have you seen or heard about on TV, radio, billboards or in magazines? Can you think of any others? Any more?

Values:

- 1 > Using seatbelts
- 2 > Not using drugs
- 3 > Not starting to smoke
- 4 > Quitting smoking
- 5 > Messages against smoking
- 6 > Messages about or against cigarette companies
- 7 > Eating well or good nutrition
- 8 > Not using alcohol
- 9 > Fire prevention or safety
- 10 > Not talking to or going with strangers
- 11 > Bicycle safety or using helmets
- 12 > Not drinking and driving or driving while intoxicated
- 13 > Not using chewing tobacco, snuff or dip
- 14 > Using birth control to prevent getting pregnant or getting someone pregnant
- 15 > Using condoms to prevent aids or sexually transmitted diseases
- 16 > Power line safety
- 17 > What to do in case of bad weather or storms
- 18 > Gun safety
- 19 > Other 1st mention specify—enter in order {15}
- 20 > Other 2nd mention specify—must have 1st mention
- 21 > Other 3rd mention specify—must have 1st & 2nd mentions

- 22 > Don't know
- 23 > Refused

Variable Name: C3x7

Variable type: N

Question number: C3

Question text: In the past 30 days, what health or public safety issues have you seen or heard about on TV, radio, billboards or in magazines? Can you think of any others? Any more?

Values:

- 1 > Using seatbelts
- 2 > Not using drugs
- 3 > Not starting to smoke
- 4 > Quitting smoking
- 5 > Messages against smoking
- 6 > Messages about or against cigarette companies
- 7 > Eating well or good nutrition
- 8 > Not using alcohol
- 9 > Fire prevention or safety
- 10 > Not talking to or going with strangers
- 11 > Bicycle safety or using helmets
- 12 > Not drinking and driving or driving while intoxicated
- 13 > Not using chewing tobacco, snuff or dip
- 14 > Using birth control to prevent getting pregnant or getting someone pregnant
- 15 > Using condoms to prevent aids or sexually transmitted diseases
- 16 > Power line safety
- 17 > What to do in case of bad weather or storms
- 18 > Gun safety
- 19 > Other 1st mention specify—enter in order {15}
- 20 > Other 2nd mention specify—must have 1st mention
- 21 > Other 3rd mention specify—must have 1st & 2nd mentions
- 22 > Don't know
- 23 > Refused

Variable Name: C3x8

Variable type: N

Question number: C3

Question text: In the past 30 days, what health or public safety issues have you seen or heard about on TV, radio, billboards or in magazines? Can you think of any others? Any more?

Values:

- 1 > Using seatbelts
- 2 > Not using drugs
- 3 > Not starting to smoke
- 4 > Quitting smoking
- 5 > Messages against smoking
- 6 > Messages about or against cigarette companies
- 7 > Eating well or good nutrition
- 8 > Not using alcohol
- 9 > Fire prevention or safety
- 10 > Not talking to or going with strangers
- 11 > Bicycle safety or using helmets
- 12 > Not drinking and driving or driving while intoxicated
- 13 > Not using chewing tobacco, snuff or dip
- 14 > Using birth control to prevent getting pregnant or getting someone pregnant
- 15 > Using condoms to prevent aids or sexually transmitted diseases
- 16 > Power line safety
- 17 > What to do in case of bad weather or storms
- 18 > Gun safety
- 19 > Other 1st mention specify—enter in order {15}
- 20 > Other 2nd mention specify—must have 1st mention
- 21 > Other 3rd mention specify—must have 1st & 2nd mentions
- 22 > Don't know
- 23 > Refused

Variable Name: C3x9

Variable type: N

Question number: C3

Question text: In the past 30 days, what health or public safety issues have you seen or heard about on TV, radio, billboards or in magazines? Can you think of any others? Any more?

Values:

- 1 > Using seatbelts
- 2 > Not using drugs
- 3 > Not starting to smoke
- 4 > Quitting smoking
- 5 > Messages against smoking
- 6 > Messages about or against cigarette companies
- 7 > Eating well or good nutrition
- 8 > Not using alcohol
- 9 > Fire prevention or safety
- 10 > Not talking to or going with strangers
- 11 > Bicycle safety or using helmets
- 12 > Not drinking and driving or driving while intoxicated
- 13 > Not using chewing tobacco, snuff or dip
- 14 > Using birth control to prevent getting pregnant or getting someone pregnant
- 15 > Using condoms to prevent aids or sexually transmitted diseases
- 16 > Power line safety
- 17 > What to do in case of bad weather or storms
- 18 > Gun safety
- 19 > Other 1st mention specify—enter in order {15}
- 20 > Other 2nd mention specify—must have 1st mention
- 21 > Other 3rd mention specify—must have 1st & 2nd mentions
- 22 > Don't know
- 23 > Refused

Variable Name: C3x10

Variable type: N

Question number: C3

Question text: In the past 30 days, what health or public safety issues have you seen or heard about on TV, radio, billboards or in magazines? Can you think of any others? Any more?

Values:

- 1 > Using seatbelts
- 2 > Not using drugs
- 3 > Not starting to smoke
- 4 > Quitting smoking
- 5 > Messages against smoking
- 6 > Messages about or against cigarette companies
- 7 > Eating well or good nutrition
- 8 > Not using alcohol
- 9 > Fire prevention or safety
- 10 > Not talking to or going with strangers
- 11 > Bicycle safety or using helmets
- 12 > Not drinking and driving or driving while intoxicated
- 13 > Not using chewing tobacco, snuff or dip
- 14 > Using birth control to prevent getting pregnant or getting someone pregnant
- 15 > Using condoms to prevent aids or sexually transmitted diseases
- 16 > Power line safety
- 17 > What to do in case of bad weather or storms
- 18 > Gun safety
- 19 > Other 1st mention specify—enter in order {15}
- 20 > Other 2nd mention specify—must have 1st mention
- 21 > Other 3rd mention specify—must have 1st & 2nd mentions
- 22 > Don't know
- 23 > Refused

Variable Name: C3xx1

Variable type: A

Question number: C3

Question text: In the past 30 days, what health or public safety issues have you seen or heard about on TV, radio, billboards or in magazines? Can you think of any others? Any more?

Values:

Open-ended

Variable Name: C3xx2

Variable type: A

Question number: C3

Question text: In the past 30 days, what health or public safety issues have you seen or heard about on TV, radio, billboards or in magazines? Can you think of any others? Any more?

Values:

Open-ended

Variable Name: C3xx3

Variable type: A

Column location: 377-426

Question number: C3

Question text: In the past 30 days, what health or public safety issues have you seen or heard about on TV, radio, billboards or in magazines? Can you think of any others? Any more?

Values:

Open-ended

Variable Name: C4x1

Variable type: N

Question number: C4

Question text: During the past 30 days, have you seen or heard any messages about... not using drugs?

Values:

1 > Yes

2 > No

3 > Don't know

4 > Refused

Variable Name: C4x2

Variable type: N

Question number: C4

Question text: During the past 30 days, have you seen or heard any messages about... not starting to smoke?

Values:

1 > Yes

2 > No

3 > Don't know

4 > Refused

Variable Name: C4x3

Variable type: N

Question number: C4

Question text: During the past 30 days, have you seen or heard any messages about... quitting smoking?

Values:

1 > Yes

2 > No

3 > Don't know

4 > Refused

Variable Name: C4x4

Variable type: N

Question Number: C4

Question text: During the past 30 days, have you seen or heard any messages about... against smoking

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C4x5

Variable type: N

Question number: C4

Question text: During the past 30 days, have you seen or heard any messages about... against cigarette companies?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C4x6

Variable type: N

Question number: C4

Question text: During the past 30 days, have you seen or heard any messages about... not using alcohol?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C4x7

Variable type: N

Question number: C4

Question text: During the past 30 days, have you seen or heard any messages about... not drinking and driving?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C4x8

Variable type: N

Question number: C4

Question text: During the past 30 days, have you seen or heard any messages about... not using chewing tobacco, snuff, or dip?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C4x9

Variable type: N

Question number: C4

Question text: During the past 30 days, have you seen or heard any messages about...using condoms to prevent AIDS or sexually transmitted diseases?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C5x1

Variable type: N

Question number: C5

Question text: Did you see or hear any of these messages about smoking... On television?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C5x2

Variable type: N

Question number: C5

Question text: Did you see or hear any of these messages about smoking... On radio?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C5x3

Variable type: N

Question number: C5

Question text: Did you see or hear any of these messages about smoking... In newspapers or magazines?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C5x4

Variable type: N

Question number: C5

Question text: Did you see or hear any of these messages about smoking... On a billboard?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C5x5

Variable type: N

Question number: C5

Question text: Did you see or hear any of these messages about smoking... On the Internet?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C5x6

Variable type: N

Question number: C5

Question text: Did you see or hear any of these messages about smoking... Somewhere else?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C6x1

Variable type: A

Question number: C6

Question text: What was the main message that you saw or heard? On television?

Values:

Open-ended

Variable Name: C6x2

Variable type: A

Question number: C6

Question text: What was the main message that you saw or heard? On radio?

Values:

Open-ended

Variable Name: C6x3

Variable type: A

Question number: C6

Question text: What was the main message that you saw or heard? In newspapers or magazines?

Values:

Open-ended

Variable Name: C6x4

Variable type: A

Question number: C6

Question text: What was the main message that you saw or heard? On billboards?

Values:

Open-ended

Variable Name: C7

Variable type: N

Question number: C7

Question text: Are you aware of any advertising or campaign against smoking or about or against cigarette companies that is now taking place?

Values:

1 > Yes

2 > Maybe, not sure, i think so

3 > No

4 > Don't Know

5 > Refused

Variable Name: C8

Variable type: N

Question number: C8

Question text: What is the theme/slogan of this advertising or campaign?

Values:

- 1 > Truth
- 2 > Think. Don't Smoke
- 3 > Tobacco is Whacko
- 4 > Other
- 5 > Don't Know
- 6 > Refused

Variable Name: C9

Variable type: N

Question number: C9

Question text: Who (or what group of people) is this advertising or campaign supposed to help?

Values:

- 1 > Young people, teenagers, etc
- 2 > Parents, mothers, fathers
- 3 > People who sell cigarettes
- 4 > Smokers
- 5 > Young people who do not smoke
- 6 > Everyone
- 7 > Other, specify
- 8 > Don't know
- 9 > Refused

Variable Name: C9x1

Variable type: A

Question Number: C9

Question Text: Who (or what group of people) is this advertising or campaign supposed to help? Other, specify

Values:

Open-ended

Variable Name: C10

Variable type: N

Question number: C10

Question text: Who is running this advertising or campaign?

Values:

- 1 > Young people, youth of the country
- 2 > The american legacy foundation
- 3 > The government
- 4 > Cigarette companies(e.g., philip morris, rjr)
- 5 > Other, specify
- 6 > Don't know
- 7 > Refused

Variable Name: C10x1

Variable type: A

Question number: C10

Question text: Who is running this advertising or campaign? Other, specify

Values:

Open-ended

Variable Name: C11

Variable type: N

Question number: C11

Question text: Are you aware of any other advertising or campaign against smoking or about or against cigarette companies that is now taking place?

Values:

- 1 > Yes
- 2 > Maybe, not sure, I think so
- 3 > No
- 4 > Don't Know
- 5 > Refused

Variable Name: C12

Variable type: N

Question number: C12

Question text: What is the theme/slogan of this advertising or campaign?

Values:

- 1 > Truth
- 2 > A generation united against tobacco
- 3 > Young people are tired of being targeted/used by tobacco
- 4 > Tobacco companies/supporters are going to hear a lot from
- 5 > Young people are younger, faster, smarter than tobacco
- 6 > Young people will lead the effort to stop tobacco use
- 7 > Our brand is truth, their brand is lies
- 8 > Think, don't smoke
- 9 > Tobacco is whacko
- 10 > 3,000,000 and counting
- 11 > Other, specify
- 12 > Don't know
- 13 > Refused

Variable Name: C12x1

Variable type: A

Question number: C12

Question text: What is the theme/slogan of this advertising or campaign? Other, specify

Values:

Open-ended

Variable Name: C13

Variable type: N

Question number: C13

Question text: Who (or what group of people) is this advertising or campaign supposed to help?

Values:

- 1 > Young people, teenagers, etc
- 2 > Parents, mothers, fathers
- 3 > People who sell cigarettes
- 4 > Smokers
- 5 > Young people who do not smoke
- 6 > Everyone
- 7 > Other, specify
- 8 > Don't know
- 9 > Refused

Variable Name: C13x1

Variable type: A

Question Number: C13

Question Text: Who (or what group of people) is this advertising or campaign

supposed to help? Other, specify

Values:

Open-ended

Variable Name: C14

Variable type: N

Question number: C14

Question text: Who is running this advertising or campaign?

Values:

- 1 > Young people, youth of the country
- 2 > The american legacy foundation
- 3 > The government
- 4 > Cigarette companies(e.g., philip morris, rjr)
- 5 > Other, specify
- 6 > Don't know
- 7 > Refused

Variable Name: C14x1

Variable type: A

Question number: C14

Question text: Who is running this advertising or campaign? Other, specify

Values:

Open-ended

Variable Name: C15

Variable type: N

Question number: C15

Question text: Is there an anti-tobacco organization or group in your school?

- 1 > Yes
- 2 > No
- 3 > Not in school
- 4 > Don't know
- 5 > Refused

Variable Name: C16

Variable type: N

Question number: C16

Question text: Are you a member of this organization or group?

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C17

Variable type: N

Question number: C17

Question text: During the past 12 months, have you participated in any school events to discourage people from using cigarettes?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C18a

Variable type: N

Question number: C18a

Question text: During this school year, were you taught in any of your classes about the effects of smoking, like it makes your teeth yellow, causes wrinkles, or makes you smell bad?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C18b

Variable type: N

Question number: C18b

Question text: During this school year, were you taught in any of your classes about the reasons why people of your age smoke cigarettes?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C18c

Variable type: N

Question number: C18c

Question text: During this school year, did you practice ways to say NO to cigarettes and/or tobacco in any of your classes. For example, by role playing?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C19

Variable type: N

Question number: C19

Question Text: If you really liked someone and found out they smoked, would you...

Values:

- 1 > Try to get them to quit
- 2 > Ask them not to smoke around you
- 3 > Do or say nothing
- 4 > Something else
- 5 > Don't know
- 6 > Refused

Variable Name: C20

Variable type: N

Question number: C20

Question text: Is there any anti-tobacco organization or group in your community?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C21

Variable type: N

Question number: C21

Question text: Are you a member of any of these organizations or groups?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C22

Variable type: N

Question number: C22

Question text: During the past 12 months, did you participate in any community events to discourage people from using cigarettes?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C23

Variable type: N

Question number: C23

Question text: During the past 12 months, have you received something like a cap, t-shirt or button-pin that has an anti-smoking message, logo or symbol on it?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C24

Variable type: N

Question number: C24

Question text: Would you ever use or wear something like a cap, t-shirt or button-pin that has an anti-tobacco message, logo or symbol on it?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable name: C25

Variable type: N

Question number: C25

Question text: During the past 30 days, have you (seen/heard) any messages or advertising for cigarettes or other tobacco products?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C26x1

Variable type: N

Question number: C26

Question text: Did you see or hear these messages On television?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C26x2

Variable type: N

Question number: C26

Question text: Did you see or hear these messages On radio?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C26x3

Variable type: N

Question number: C26

Question text: Did you see or hear these messages in newspapers or magazines?

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C26x4

Variable type: N

Question number: C26

Question text: Did you see or hear these messages on the Internet?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C26x5

Variable type: N

Question number: C26x5

Question text: Did you see or hear these messages somewhere else?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C27x1

Variable type: N

Question number: C27

Question text: In the past 30 days when you visited a store near you how often did you see...
Advertisements for cigarette brands?

Values:

- 1 > Often
- 2 > Sometimes

- 3 > Rarely
- 4 > Never
- 5 > #5
- 6 > #6
- 7 > #7
- 8 > Don't know
- 9 > Refused

Variable Name: C27x2

Variable type: N

Question number: C27

Question text: In the past 30 days when you visited a store near you how often did you see...
Advertisements against smoking?

Values:

- 1 > Often
- 2 > Sometimes
- 3 > Rarely
- 4 > Never
- 5 > #5
- 6 > #6
- 7 > #7
- 8 > Don't know
- 9 > Refused

Variable Name: C27x3

Variable type: N

Question number: C27

Question text:

In the past 30 days when you visited a store near you how often did you see...Signs saying
that you must be 18 years or older to buy cigarettes or other tobacco products?

Values:

- 1 > Often
- 2 > Sometimes
- 3 > Rarely
- 4 > Never
- 5 > #5
- 6 > #6
- 7 > #7
- 8 > Don't know
- 9 > Refused

Variable Name: C28

Variable type: N

Question number: C28

Question text: Some cigarette companies make items like sports gear, t-shirts, lighters, hats, jackets, and sunglasses that people can buy or receive free. During the past 12 months, did you buy or receive anything that has a cigarette company name or picture on it?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: C29

Variable type: N

Question number: C29

Question text: Would you ever use or wear something that has a cigarette company name, picture or logo on it such as a lighter, t-shirt, hat, or sunglasses?

Values:

- 1 > Definitely yes
- 2 > Probably yes
- 3 > Probably not
- 4 > Definitely not
- 5 > No opinion
- 6 > Don't know
- 7 > Refused

Variable Name: C30a

Variable type: N

Question number: C30a

Question text: During the past 30 days, how many times have you been to street festivals, concerts, bars and/or clubs? Would you say ...

Values:

- 1 > Often
- 2 > Sometimes
- 3 > Rarely
- 4 > Never
- 5 > Don't know
- 6 > Refused

Variable Name: C30b

Variable type: N

Question number: C30b

Question text: During the past 30 days when you were at these street festivals, concerts, bars and/or clubs, how often did you see a cigarette company name, logo, or picture? Would you say ...

Values:

- 1 > Often
- 2 > Sometimes
- 3 > Rarely
- 4 > Never
- 5 > Don't know
- 6 > Refused

Variable Name: C31

Variable type: N

Question number: C31

Question text: Thinking back over the past week, about how often did you see TV shows and movies where someone was smoking? Would you say ...

Values:

- 1 > Often
- 2 > Sometimes
- 3 > Rarely
- 4 > Never
- 5 > Don't know
- 6 > Refused

SECTION D

Variable Name: D1

Variable type: N

Question number: D1

Question text: Have you recently seen a television advertisement that shows a young man working as a parking attendant racing through a parking garage?

Values:

- 1 > Yes
- 2 > Maybe, not sure
- 3 > No
- 4 > Refused

Variable Name: D2

Variable type: N

Question number: D2

Question text: What happens in this advertisement?

Values: .

- 1 > Young man is told by a man in a suit to park his car in a "good" spot

- 2 > Young man uses a ramp to jump from the first parking garage to the road
- 3 > Car jumps over the head of the “man in the suit”
- 4 > Young man reaches out of the sun roof for a can of soda and drinks it
- 5 > car spins several times and skids into a parking space
- 6 > Other, specify
- 7 > Don’t know
- 8 > Refused

Variable Name: D2x

Variable type: A

Question number: D2

Question text: What happens in this advertisement?

Values:

Open-ended

Variable Name: D3

Variable type: N

Question number: D3

Question text: On a scale from 1 to 5, where 1 means you don’t like this ad at all and 5 means you like the ad very much, how much do you like this ad?

Values:

1 > 1

2 > 2

3 > 3

4 > 4

5 > 5

6 > Don’t know

7 > Refused

Variable Name: D4

Variable type: N

Question number: D4

Question text: Would you say the ad grabbed your attention?

Values:

1 > Yes

2 > No

3 > Don’t know

4 > Refused

Variable Name: D5

Variable type: N

Question number: D5

Question text: Did you talk to your friends about this ad?

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: D6

Variable type: N

Question number: D6

Question text: Have you recently seen a television advertisement that shows a window washer dangling by one hand above a street where a crowd is standing?

Values:

- 1 > Yes
- 2 > Maybe, not sure
- 3 > No
- 4 > Refused

Variable Name: D7

Variable type: N

Question number: D7

Question text: What happens in this advertisement?

Values: .

- 1 > Window washer is being told to "drop the chalupa"
- 2 > Window washer is holding a chalupa in one hand while another man is holding him by the other
- 3 > Window washer drops the chalupa
- 4 > Dog attempts to catch the chalupa
- 5 > Announcer describes the chalupa.
- 6 > Other, specify
- 7 > Don't know
- 8 > Refused

Variable Name: D7x

Variable type: A

Question number: D7

Question text: What happens in this advertisement?

Values:

- Open-ended

Variable Name: D8

Variable type: N

Question number: D8

Question text: On a scale from 1 to 5, where 1 means you don't like this ad at all and 5 means you like the ad very much, how much do you like this ad?

Values

- 1 > 1
- 2 > 2
- 3 > 3
- 4 > 4
- 5 > 5
- 6 > Don't know
- 7 > Refused

Variable Name: D9

Variable type: N

Question number: D9

Question text: Would you say the ad grabbed your attention?

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: D10

Variable type: N

Question number: D10

Question text: Did you talk to your friends about this ad?

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

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Variable Name: D11

Variable type: N

Question number: D11

Question text: Have you recently seen a television advertisement that shows a young man walking into a dark alley and through a doorway into a body-piercing parlor?

Values:

- 1 > Yes
- 2 > Maybe, not sure
- 3 > No
- 4 > Refused

Variable Name: D12

Variable type: N

Question number: D12

Question text: What happens in this advertisement?

Values:

- 1 > Young man sees pictures of different body piercings on a wall
- 2 > Piercing man leans over young man and pulls his tongue out
- 3 > Man pierces young man's tongue
- 4 > The piercing man says "join me in a cigarette?"
- 5 > The piercing man holds out a pack of cigarettes for the Young man
- 6 > Young man says "do you think i'm crazy?" and walks away
- 7 > Script overlay: "leaders, not followers"
- 8 > Script overlay: "tobacco is whacko if you're a teen"
- 9 > Other, specify
- 10 > Don't know
- 11 > Refused

Variable Name: D12x

Variable type: A

Question number: D12

Question text: What happens in this advertisement?

Values:

Open-ended

Variable name: D13

Variable type: N

Question number: D13

Question text: What do you think the main message of this advertisement was?

Values:

- 1 > Tobacco is whacko if you're a teen
- 2 > People who smoke are whacko
- 3 > Leaders, not followers
- 4 > People who do not smoke are leaders
- 5 > People who smoke are crazy
- 6 > People who smoke go with the crowd
- 7 > Other, specify
- 8 > Don't know
- 9 > Refused

Variable Name: D13x

Variable type: A

Question number: D13

Question text: What do you think the main message of this advertisement was?

Values:

Open-ended

Variable Name: D14

Variable type: N

Question number: D14

Question text: On a scale from 1 to 5, where 1 means you don't like this ad at all and 5 means you like the ad very much, how much do you like this ad?

Values:

- 1 > 1
- 2 > 2
- 3 > 3
- 4 > 4
- 5 > 5
- 6 > Don't know
- 7 > Refused

Variable Name: D15

Variable type: N

Question number: D15

Question text: Would you say the ad grabbed your attention?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: D16

Variable type: N

Question number: D16

Question text: Would you say the ad gave you good reasons not to smoke?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable name: D17

Variable type: N

Question number: D17

Question text: Would you say the ad makes you question the motives of cigarette companies?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: D18

Variable type: N

Question number: D18

Question text: Did you talk to your friends about this ad?

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: D19

Variable type: N

Question number: D19

Question text: Have you recently seen a television advertisement that shows the face of a young woman who says she got hooked on smoking when she was 10 years old so she could look older?

Values:

- 1 > Yes
- 2 > Maybe, not sure
- 3 > No
- 4 > Refused

Variable Name: D20

Variable type: N

Question number: D20

Question text: What happens in this advertisement?

Values: .

- 1 > Woman talks about getting asthma , bronchitis, and emphysema
- 2 > Word truth appears on screen
- 3 > Woman talks about medicines she will take the rest of her life
- 4 > Woman talks about having to have a lung removed
- 5 > Woman talks about medicines that give her a "fat face & hump on neck"
- 6 > She started to smoke to look older, it worked
- 7 > Other, specify
- 8 > Don't know
- 9 > Refused

Variable Name: D20x

Variable type: A

Question number: D20

Question text: What happens in this advertisement?

Values:

- Open-ended

Variable Name: D21

Variable type: N

Question number: D21

Question text: What do you think the main message or theme of this advertisement was?

Values:

- 1 > The truth about smoking
- 2 > Smoking is not healthy
- 3 > Smoking causes dangerous diseases
- 4 > Smoking can make you look ugly
- 5 > Getting addicted (hooked on) cigarettes is dangerous
- 6 > Other, specify
- 7 > Don't know
- 8 > Refused

Variable Name: D21x

Variable type: A

Question number: D21

Question text: What do you think the main message of this advertisement was?

Values:

Open-ended

Variable Name: D22

Variable type: N

Question number: D22

Question text: On a scale from 1 to 5, where 1 means you don't like this ad at all and 5 means you like the ad very much, how much do you like this ad?

Values:

- 1 > 1
- 2 > 2
- 3 > 3
- 4 > 4
- 5 > 5
- 6 > Don't know
- 7 > Refused

Variable Name: D23

Variable type: N

Question number: D23

Question text: Would you say the ad grabbed your attention?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: D24

Variable type: N

Question number: D24

Question text: Would you say the ad gave you good reasons not to smoke?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable name: D25

Variable type: N

Question number: D25

Question text: Would you say the ad makes you question the motives of cigarette companies?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: D26

Variable type: N

Question number: D26

Question text: Did you talk to your friends about this ad?

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: D27

Variable type: N

Question number: D27

Question text: Have you recently seen a television advertisement that shows a single cow in a field eating grass?

Values:

- 1 > Yes
- 2 > Maybe, not sure
- 3 > No
- 4 > Refused

Variable Name: D28

Variable type: N

Question number: D28

Question text: What happens in this advertisement?

Values:

- 1 > Voice ask, what does a cow and cigarette smoke have in Common
- 2 > Cow passes gas (farts)
- 3 > Voice responds, harmful methane gas
- 4 > No wonder cigarette smoking kills over 400,000 people a year
- 5 > More than aids, suicide and murder combined
- 6 > Cigarette smoke not only disgusting, its down right deadly
- 7 > Other, specify
- 8 > Don't know
- 9 > Refused

Variable Name: D28x

Variable type: A

Question number: D28

Question text: What happens in this advertisement?

Values:

Open-ended

Variable Name: D29

Variable type: N

Question number: D29

Question text: What do you think the main message or theme of this advertisement was?

Values:

- 1 > Cigarettes (smoking) is gross/disgusting
- 2 > Cigarette smoking puts gas in your body
- 3 > Cigarette smoking kills people
- 4 > Cigarette smoking is not healthy
- 5 > Cigarette smoke is not only disgusting, it is downright deadly
- 6 > Other, specify
- 7 > Don't know
- 8 > Refused

Variable Name: D29x

Variable type: A

Question number: D29

Question text: What do you think the main message of this advertisement was?

Values:

Open-ended

Variable Name: D30

Variable type: N

Question number: D30

Question text: On a scale from 1 to 5, where 1 means you don't like this ad at all and 5 means you like the ad very much, how much do you like this ad?

Values:

- 1 > 1

- 2 > 2
- 3 > 3
- 4 > 4
- 5 > 5
- 6 > Don't know
- 7 > Refused

Variable Name: D31

Variable type: N

Question number: D31

Question text: Would you say the ad grabbed your attention?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: D32

Variable type: N

Question number: D32

Question text: Would you say the ad gave you good reasons not to smoke?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable name: D33

Variable type: N

Question number: D33

Question text: Would you say the ad makes you question the motives of cigarette companies?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: D34

Variable type: N

Question number: D34

Question text: Did you talk to your friends about this ad?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: D35

Variable type: N

Question number: D35

Question text: Have you recently seen a television advertisement that shows a windmill, running horses, a desert scene, and a man talking?

Values:

- 1 > Yes
- 2 > Maybe, not sure
- 3 > No
- 4 > Refused

Variable Name: D36

Variable type: N

Question number: D36

Question text: What happens in this advertisement?

Values:

- 1 > Voice says, I used to love cigarette ads, cowboy on his horse
- 2 > Rugged, independent, beautiful
- 3 > Man's face, he says, then the cowboy died
- 4 > Man says the cowboy was his brother, shows marlboro man, he died
- 5 > The tobacco industry used brother to create an image that smoking
- 6 > Don't believe it, how can you be independent with all those
- 7 > Other, specify
- 8 > Don't know
- 9 > Refused

Variable Name: D36x

Variable type: A

Question number: D36

Question text: What happens in this advertisement?

Values:

- Open-ended

Variable Name: D37

Variable type: N

Question number: D37

Question text: What do you think the main message or theme of this advertisement was?

Values:

- 1 > Tobacco companies try to fool/mislead people
- 2 > Tobacco companies use fake advertising
- 3 > Smoking killed the marlboro man
- 4 > Smoking causes cancer
- 5 > Tobacco companies do not care if people die
- 6 > Tobacco companies hide the truth
- 7 > Other, specify
- 8 > Don't know
- 9 > Specify

Variable Name: D37x

Variable type: A

Question number: D37

Question text: What do you think the main message of this advertisement was?

Values:

Open-ended

Variable Name: D38

Variable type: N

Question number: D38

Question text: On a scale from 1 to 5, where 1 means you don't like this ad at all and 5 means you like the ad very much, how much do you like this ad?

Values:

- 1 > 1
- 2 > 2
- 3 > 3
- 4 > 4
- 5 > 5
- 6 > Don't know
- 7 > Refused

Variable Name: D39

Variable type: N

Question number: D39

Question text: Would you say the ad grabbed your attention?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: D40

Variable type: N

Question number: D40

Question text: Would you say the ad gave you good reasons not to smoke?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable name: D41

Variable type: N

Question number: D41

Question text: Would you say the ad makes you question the motives of cigarette companies?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: D42

Variable type: N

Question number: D42

Question text: Did you talk to your friends about this ad?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: D43

Variable type: N

Question number: D43

Question text: Have you recently seen a television advertisement that shows boys and girls telling parents some things they should do?

Values:

- 1 > Yes
- 2 > Maybe, not sure
- 3 > No
- 4 > Refused

Variable Name: D44

Variable type: N

Question number: D44

Question text: What happens in this advertisement?

Values:

- 1 > Voice with question, how can parents help keep their kids from smoking
- 2 > Female face, first, talk to us about it
- 3 > Male face, once is not enough
- 4 > Male face, we have to deal with smoking all the time
- 5 > Female face, tell us you don't approve of us smoking
- 6 > Male face, remind us what smoking can do to our health
- 7 > Female face, don't threaten and jump to conclusions
- 8 > Male face, you can't decide for us, but you can help
- 9 > Female face, one more thing, don't do all the talking, listen too
- 10 > Words on screen, talk to your kids about not smoking. They listen
- 11 > Other, specify
- 12 > Don't know
- 13 > Refused

Variable Name: D44x

Variable type: A

Question number: D44

Question text: What happens in this advertisement?

Values:

Open-ended

Variable Name: D45

Variable type: N

Question number: D45

Question text: What do you think the main message or theme of this advertisement was?

Values:

- 1 > Parents should talk to kids about smoking
- 2 > Parents should listen to kids
- 3 > Kids will decide if they want to smoke or not
- 4 > Parents can help kids decide
- 5 > Parents should not threaten kids if they want to smoke
- 6 > "Think, don't smoke"
- 7 > How parents can keep their kids from smoking
- 8 > Other, specify
- 9 > Don't know
- 10 > Refused

Variable Name: D45x

Variable type: A

Question number: D45

Question text: What do you think the main message of this advertisement was?

Values:

Open-ended

Variable Name: D46

Variable type: N

Question number: D46

Question text: On a scale from 1 to 5, where 1 means you don't like this ad at all and 5 means you like the ad very much, how much do you like this ad?

Values:

1 > 1

2 > 2

3 > 3

4 > 4

5 > 5

6 > Don't know

7 > Refused

Variable Name: D47

Variable type: N

Question number: D47

Question text: Would you say the ad grabbed your attention?

Values:

1 > Yes

2 > No

3 > Don't know

4 > Refused

Variable Name: D48

Variable type: N

Question number: D48

Question text: Would you say the ad gave you good reasons not to smoke?

Values:

1 > Yes

2 > No

3 > Don't know

4 > Refused

Variable name: D49

Variable type: N

Question number: D49

Question text: Would you say the ad makes you question the motives of cigarette companies?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: D50

Variable type: N

Question number: D50

Question text: Did you talk to your friends about this ad?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: D51

Variable type: N

Question number: D51

Question text: Have you recently seen a television advertisement that shows a boy and a girl looking at each other from across the room at a party?

Values:

- 1 > Yes
- 2 > Maybe, not sure
- 3 > No
- 4 > Refused

Variable Name: D52

Variable type: N

Question number: D52

Question text: What happens in this advertisement?

Values:

- 1 > Camera flashes to different groups of people
- 2 > Camera shows girl's face
- 3 > Camera shows boy walking over to girl
- 4 > Camera shows boy talking to girl
- 5 > Camera shows girl taking out a cigarette while he's talking to her
- 6 > Camera shows girl smoking a cigarette, voice says "think smoking"
- 7 > Camera shows boy staring at girl
- 8 > Camera shows girl with "fish head" smoking
- 9 > Voice says, "no way"
- 10 > Girl says, "what are you looking at"

- 11 > Screen message: Think, don't smoke
- 12 > Other, specify
- 13 > Don't know
- 14 > Refused

Variable Name: D52x

Variable type: A

Question number: D52

Question text: What happens in this advertisement?

Values:

Open-ended

Variable Name: D53

Variable type: N

Question number: D53

Question text: What do you think the main message or theme of this advertisement was?

Values:

- 1 > Think, don't smoke
- 2 > Smoking isn't cool
- 3 > Smoking makes you look stupid
- 4 > Smoking makes you unattractive/ugly
- 5 > Smoking is disgusting
- 6 > Other, specify
- 7 > Don't know
- 8 > Refused

Variable Name: D53x

Variable type: A

Question number: D53

Question text: What do you think the main message of this advertisement was?

Values:

Open-ended

Variable Name: D54

Variable type: N

Question number: D54

Question text: On a scale from 1 to 5, where 1 means you don't like this ad at all and 5 means you like the ad very much, how much do you like this ad?

Values:

- 1 > 1
- 2 > 2
- 3 > 3
- 4 > 4
- 5 > 5
- 6 > Don't know

7 > Refused

Variable Name: D55

Variable type: N

Question number: D55

Question text: Would you say the ad grabbed your attention?

Values:

1 > Yes

2 > No

3 > Don't know

4 > Refused

Variable Name: D56

Variable type: N

Question number: D56

Question text: Would you say the ad gave you good reasons not to smoke?

Values:

1 > Yes

2 > No

3 > Don't know

4 > Refused

Variable name: D57

Variable type: N

Question number: D57

Question text: Would you say the ad makes you question the motives of cigarette companies?

Values:

1 > Yes

2 > No

3 > Don't know

4 > Refused

Variable Name: D58

Variable type: N

Question number: D58

Question text: Did you talk to your friends about this ad?

Values:

1 > Yes

2 > No

3 > Don't know

4 > Refused

Variable Name: D59

Variable type: N

Question number: D59

Question text: Have you recently seen a television advertisement that shows a young man walking on a bus and sitting down with his friends?

Values:

- 1 > Yes
- 2 > Maybe, not sure
- 3 > No
- 4 > Refused

Variable Name: D60

Variable type: N

Question number: D60

Question text: What happens in this advertisement?

Values:

- 1 > Voice says, "hey guys, can I ask you a couple of questions"
- 2 > Boy says, "go ahead"
- 3 > Voice ask, "have you ever tried cigarettes"
- 4 > Nope
- 5 > Voice says, why not
- 6 > Boy says, never wanted to
- 7 > Boy says, some of his friends have
- 8 > Voice says, did they do it because other people were doing it
- 9 > Boy says, but that's dumb though, ya see what i'm saying
- 10 > They're not dumb, but it's a stupid thing to do
- 11 > Boy says, "its stupid as far as i am concerned"
- 12 > Message on screen: "Think, don't smoke"
- 13 > Other, specify
- 14 > Don't know
- 15 > Refused

Variable Name: D60x

Variable type: A

Question number: D60

Question text: What happens in this advertisement?

Values:

- Open-ended

Variable Name: D61

Variable type: N

Question number: D61

Question text: What do you think the main message or theme of this advertisement was?

Values:

- 1 > Think, don't smoke
- 2 > Smoking is dumb
- 3 > Because other people do something is a dumb reason to do it
- 4 > Smoking is stupid
- 5 > Other, specify
- 6 > Don't know
- 7 > Refused

Variable Name: D61x

Variable type: A

Question number: D61

Question text: What do you think the main message of this advertisement was?

Values:

Open-ended

Variable Name: D62

Variable type: N

Question number: D62

Question text: On a scale from 1 to 5, where 1 means you don't like this ad at all and 5 means you like the ad very much, how much do you like this ad?

Values:

- 1 > 1
- 2 > 2
- 3 > 3
- 4 > 4
- 5 > 5
- 6 > Don't know
- 7 > Refused

Variable Name: D63

Variable type: N

Question number: D63

Question text: Would you say the ad grabbed your attention?

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name: D64

Variable type: N

Question number: D64

Question text: Would you say the ad gave you good reasons not to smoke?

Values:

1 > Yes

2 > No

3 > Don't know

4 > Refused

Variable name: D65

Variable type: N

Question number: D65

Question text: Would you say the ad makes you question the motives of cigarette companies?

Values:

1 > Yes

2 > No

3 > Don't know

4 > Refused

Variable Name: D66

Variable type: N

Question number: D66

Question text: Did you talk to your friends about this ad?

Values:

1 > Yes

2 > No

3 > Don't know

4 > Refused

SECTION E

Variable Name: E1

Variable type: N

Question number: E1

Question text: How old are you?

Values:

Numeric, range 12 to 24

98 > Don't know

99 > Refused

Variable Name: E2

Variable type: N

Question number: E2

Question text: None

Values:

1 > Female

2 > Male

Variable Name: E3 (12-17 only)

Variable type: N

Question number: E3

Question text: Are you currently enrolled in school?

Values:

1 > Yes

2 > No

3 > Don't know

4 > Refused

Variable Name: E4 (18-24 only)

Variable type: N

Question number: E4

Question text: Are you going to school full-time or part-time?

Values:

1 > Full-time

2 > Part-time

3 > Not in school

4 > Don't know

5 > Refused

Variable Name: E5

Variable type: N

Question number: E5

Question text: What is the highest grade or year of school you completed?

Values:

- 1 > Less than one grade
- 2 > 1st, 2nd, 3rd, or 4th Grade
- 3 > 5th or 6th Grade
- 4 > 7th or 8th Grade
- 5 > 9th Grade
- 6 > 10th Grade
- 7 > 11th Grade
- 8 > 12th Grade or GED
- 9 > Some College or Technical school but no degree
- 10 > Technical school degree
- 11 > College Degree or more (e.g., graduate school)
- 12 > Don't know
- 13 > Refused

Variable Name: E6 (12-17 only)

Variable type: N

Question number: E6

Question text: Do you live with one or both of your parents?

Values:

- 1 > Father (stepfather) and mother (or stepmother)
- 2 > Mother (or stepmother) only
- 3 > Father (or stepfather) only
- 4 > Other
- 5 > Don't know
- 6 > Refused

Variable Name: E6b

Variable type: N

Question number: E6b

Question text: In what country were you born?

Values:

- 1 > U.S.
- 2 > Other, specify
- 3 > Don't know
- 4 > Refused

Variable Name: E6bx

Variable type: A

Question number: E6b

Question text: In what country were you born?

Values:

Open-ended

Variable Name: E7 (18-24 only)

Variable type: N

Question number: E7

Question text: Where are you living now? Would you say:

Values:

- 1 > Your own apartment or house
- 2 > In the same house with your parents
- 3 > In a college dorm
- 4 > Other
- 5 > Don't know
- 6 > Refused

Variable Name: E8ax1

Variable type: N

Question number: E8a

Question text: How do you describe yourself? You can choose more than one of the following categories.

Values:

- 1 > American Indian or Alaska Native
- 2 > Asian
- 3 > Black or African American
- 4 > Hispanic or Latino
- 5 > Native Hawaiian or Other Pacific Islander
- 6 > White
- 7 > Other, specify

Variable Name: E8ax2

Variable type: N

Question number: E8a

Question text: How do you describe yourself? You can choose more than one of the following categories.

Values:

- 1 > American Indian or Alaska Native
- 2 > Asian
- 3 > Black or African American
- 4 > Hispanic or Latino
- 5 > Native Hawaiian or Other Pacific Islander
- 6 > White
- 7 > Other, specify

Variable Name: E8ax3

Variable type: N

Column location: 1911

Question number: E8a

Question text: How do you describe yourself? You can choose more than one of the following categories.

Values:

- 1 > American Indian or Alaska Native
- 2 > Asian
- 3 > Black or African American
- 4 > Hispanic or Latino
- 5 > Native Hawaiian or Other Pacific Islander
- 6 > White
- 7 > Other, specify

Variable Name: E8ax4

Variable type: N

Question number: E8a

Question text: How do you describe yourself? You can choose more than one of the following categories.

Values:

- 1 > American Indian or Alaska Native
- 2 > Asian
- 3 > Black or African American
- 4 > Hispanic or Latino
- 5 > Native Hawaiian or Other Pacific Islander
- 6 > White
- 7 > Other, specify

Variable Name: E8ax5

Variable type: N

Question number: E8a

Question text: How do you describe yourself? You can choose more than one of the following categories.

Values:

- 1 > American Indian or Alaska Native
- 2 > Asian
- 3 > Black or African American
- 4 > Hispanic or Latino
- 5 > Native Hawaiian or Other Pacific Islander
- 6 > White
- 7 > Other, specify

Variable Name: E8ax6

Variable type: N

Question number: E8a

Question text: How do you describe yourself? You can choose more than one of the following categories.

Values:

- 1 > American Indian or Alaska Native
- 2 > Asian
- 3 > Black or African American
- 4 > Hispanic or Latino
- 5 > Native Hawaiian or Other Pacific Islander
- 6 > White
- 7 > Other, specify

Variable Name: E8ax7

Variable type: N

Question number: E8a

Question text: How do you describe yourself? You can choose more than one of the following categories.

Values:

- 1 > American Indian or Alaska Native
- 2 > Asian
- 3 > Black or African American
- 4 > Hispanic or Latino
- 5 > Native Hawaiian or Other Pacific Islander
- 6 > White
- 7 > Other, specify

Variable Name: E8ax8

Variable type: A

Question number: E8a

Question text: How do you describe yourself? You can choose more than one of the following categories.

Values:

Open-ended

Variable Name: E8b

Variable type: N

Question number: E8b

Question text: Which one of these groups best describes you. Choose ONLY one of the following.

Values:

- 1 > American Indian or Alaska Native
- 2 > Asian
- 3 > Black or African American
- 4 > Hispanic or Latino
- 5 > Native Hawaiian or Other Pacific Islander
- 6 > White
- 7 > Other

- 8 > Don't know
- 9 > Refused

Variable Name: E8c (if Hispanic only)

Variable type: N

Question number: E8c

Question text: How would you describe your Hispanic origin or descent?

Values:

- 1 > Mexican
- 2 > Puerto Rican
- 3 > Cuban
- 4 > Central American
- 5 > South American
- 6 > Other, specify
- 7 > Don't know
- 8 > Refused

Variable Name: E8cx

Variable type: A

Question number: E8c

Question text: How would you describe your Hispanic origin or descent?

Values:

Open-ended

Variable Name: E8d (if Asian/Pacific Islander only)

Variable type: N

Question number: E8d

Question text: How would you describe your Asian origin or descent?

Values:

- 1 > Chinese
- 2 > Korean
- 3 > Japanese
- 4 > Vietnamese
- 5 > Filipino
- 6 > Other, specify
- 7 > Don't know
- 8 > Refused

Variable Name: E8dx

Variable type: A

Question number: E8d

Question text: How would you describe your Asian origin or descent?

Values:

Open-ended

Variable Name: E8e (If Hispanic)

Variable type: N

Question number: E8e

Question text: In general, do you usually speak ...

Values:

- 1 > Only Spanish
- 2 > Spanish more than English
- 3 > Spanish and English equally
- 4 > English more than Spanish
- 5 > English only
- 6 > Don't know
- 7 > Refused

Variable Name: E8f (If Hispanic)

Variable type: N

Question number: E8f

Question text: How much do you watch Spanish and English television. Would you say you watch ...

Values:

- 1 > Only Spanish
- 2 > Spanish more than English
- 3 > Spanish and English equally
- 4 > English more than Spanish
- 5 > English only
- 6 > Don't know
- 7 > Refused

Variable Name: E8g (if Asian/Pacific Islander)

Variable type: N

Question number: E8g

Question text: Are you more comfortable speaking English or your native language? (IF NECESSARY, PROBE WITH:) By native language, I mean the first language that you learned to speak.

Values:

- 1 > English is your native language
- 2 > Native language
- 3 > English
- 4 > Native language and English equally
- 5 > Don't know
- 6 > Refused

Variable Name: E9

Variable type: N

Question number: E9

Question text: Do you currently have a full time or a part-time job for pay?

Values:

- 1 > Full-time job (35 hours or more)
- 2 > Part time job
- 3 > Full time and part-time job
- 4 > No job
- 5 > Not applicable
- 6 > Don't know
- 7 > Refused

Variable Name: E10

Variable type: N

Question number: E10

Question text: How much money do you have to spend on yourself each week?

Values (in dollars):

- Numeric, range 0-999999
- 999998 > Don't know
- 999999 > Refused

Variable Name: E11x1

Variable type: N

Question number: E11

Question text: Do you have a TV with cable (IF NECESSARY): I am referring to things that are yours, not things that you share with other people in your household.

Values: .

- 1 > Yes
- 2 > No
- 3 > #3
- 4 > #4
- 5 > #5
- 6 > #6
- 7 > #7
- 8 > Don't know
- 9 > Refused

Variable Name: E11x2

Variable type: N

Question number: E11

Question text: Do you have a radio? (IF NECESSARY): I am referring to things that are yours, not things that you share with other people in your household.

Values:

- 1 > Yes
- 2 > No
- 3 > #3
- 4 > #4
- 5 > #5
- 6 > #6
- 7 > #7

- 8 > Don't know
- 9 > Refused

Variable Name: E11x3

Variable type: N

Question number: E11

Question text: Do you have a cell phone? (IF NECESSARY): I am referring to things that are yours, not things that you share with other people in your household.

Values:

- 1 > Yes
- 2 > No
- 3 > #3
- 4 > #4
- 5 > #5
- 6 > #6
- 7 > #7
- 8 > Don't know
- 9 > Refused

Variable Name: E11x4

Variable type: N

Question number: E11

Question text: Do you have a beeper? (IF NECESSARY): I am referring to things that are yours, not things that you share with other people in your household.

Values: .

- 1 > Yes
- 2 > No
- 3 > #3
- 4 > #4
- 5 > #5
- 6 > #6
- 7 > #7
- 8 > Don't know
- 9 > Refused

Variable Name: E11x5

Variable type: N

Question number: E11

Question text: Do you have a CD player? (IF NECESSARY): I am referring to things that are yours, not things that you share with other people in your household.

Values:

- 1 > Yes
- 2 > No
- 3 > #3
- 4 > #4
- 5 > #5
- 6 > #6
- 7 > #7
- 8 > Don't know
- 9 > Refused

Variable Name: E11x6 (if 12-17)

Variable type: N

Question number: E11

Question text: Do you have a bedroom of your own? (IF NECESSARY): I am referring to things that are yours, not things that you share with other people in your household.

Values:

- 1 > Yes
- 2 > No
- 3 > #3
- 4 > #4
- 5 > #5
- 6 > #6
- 7 > #7
- 8 > Don't know
- 9 > Refused

Variable Name: E12

Variable type: N

Question number: E12

Question text: Do you have more than one telephone number that can reach you at this household.

Values:

- 1 > Yes
- 2 > No
- 3 > Don't know
- 4 > Refused

Variable Name E13 (SMOKERS ONLY)

Variable type: N

Question number: E13

Question text: Do your parents know that you smoke?

Values:

1 > Yes

2 > No

3 > Don't refused

4 > Refused

Variable name: E14

Variable type: N

Question number: E14

Question text: Have your parents ever expressed a desire for you not to smoke?

Values:

1 > Yes

2 > No

3 > Don't know

4 > Refused

Variable Name: E15

Variable type: N

Question number: E15

Question text: During the past 7 days, on how many days were you in the same room with someone who was smoking cigarettes?

Values:

Numeric, range 0-7

8 > Don't know

9 > Refused

Variable Name: E15x

Variable type: N

Question number: E15

Question text: During the past 7 days, on how many days were you in the same room with someone who was smoking cigarettes?

Values:

1 > 0 days

2 > 1 or 2 days

3 > 3 or 4 days

4 > 5 or 6 days

5 > 7 days

6 > Don't know

7 > Refused

Variable Name: E16

Variable type: N

Question number: E16

Question text: During the past 7 days, on how many days were you in a car with someone who was smoking cigarettes?

Values:

Numeric, range 0-7

8 > Don't know

9 > Refused

Variable Name: E16x

Variable type: N

Question number: E16

Question text: During the past 7 days, on how many days were you in a car with someone who was smoking cigarettes?

Values: .

1 > 0 days

2 > 1 or 2 days

3 > 3 or 4 days

4 > 5 or 6 days

5 > 7 days

6 > Don't know

7 > Refused

Variable Name: E17a

Variable type: N

Question number: E17a

Question text: Does anyone who lives in your home smoke cigarettes now?

Values:

1 > Yes

2 > No

3 > Don't know

4 > Refused

Variable Name: E17bx1

Variable type: N

Question number: E17b

Question text: Who is this?

Values:

1 > Mother (or stepmother)

2 > Father (or stepfather)

3 > Sister or brother

4 > Roommate

5 > Husband or wife

6 > Other

Variable Name: E17bx2

Variable type: N

Question number: E17b

Question text: Who is this?

Values:

- 1 > Mother (or stepmother)
- 2 > Father (or stepfather)
- 3 > Sister or brother
- 4 > Roommate
- 5 > Husband or wife
- 6 > Other

Variable Name: E17bx3

Variable type: N

Question number: E17b

Question text: Who is this?

Values:

- 1 > Mother (or stepmother)
- 2 > Father (or stepfather)
- 3 > Sister or brother
- 4 > Roommate
- 5 > Husband or wife
- 6 > Other

Variable Name: E17bx4

Variable type: N

Question number: E17b

Question text: Who is this?

Values:

- 1 > Mother (or stepmother)
- 2 > Father (or stepfather)
- 3 > Sister or brother
- 4 > Roommate
- 5 > Husband or wife
- 6 > Other

Variable Name: E17bx5

Variable type: N

Question number: E17b

Question text: Who is this?

Values:

- 1 > Mother (or stepmother)
- 2 > Father (or stepfather)
- 3 > Sister or brother
- 4 > Roommate
- 5 > Husband or wife

6 > Other

Variable Name: E17bx6

Variable type: N

Question number: E17b

Question text: Who is this?

Values:

1 > Mother (or stepmother)

2 > Father (or stepfather)

3 > Sister or brother

4 > Roommate

5 > Husband or wife

6 > Other

Variable Name: E17bx7

Variable type: A

Question number: E17b

Question text: Who is this?

Values:

Open-ended

Variable Name: E18a

Variable type: N

Question number: E18a

Question text: Out of every 10 people your age, how many do you think smoke:

Values:

Numeric, range 0-10

98 > Don't know

99 > Refused

Variable Name: E18b (12-17 only)

Variable type: N

Question number: E18b

Question text: Out of every 10 adults 18 or older, how many do you think smoke?

Values:

Numeric, range 0-10

98 > Don't know

99 > Refused

Variable Name: E19

Variable type: N

Question number: E19

Question text: What are the rules, if any about smoking in your home? Would you say:

Values:

- 1 > People can't smoke in the house
- 2 > People can smoke only in certain rooms of the house.
- 3 > You can't smoke around your parents
- 4 > There are no rules about smoking at home
- 5 > Don't know
- 6 > Refused

Variable Name: E20

Variable type: N

Question number: E20

Question text: How many of your four closest friends smoke cigarettes?

Values:

- 1 > None
- 2 > One
- 3 > Two
- 4 > Three
- 5 > Four
- 6 > Don't know
- 7 > Refused

Variable Name: E21

Variable type: N

Question number: E21

Question text: How often do you attend religious services?

- 1 > Often
- 2 > Sometimes
- 3 > Rarely
- 4 > Never
- 5 > Don't know
- 6 > Refused

Variable Name: E22

Variable type: N

Question number: E22

Question text: Interviewer—Do you suspect that someone was listening in at the respondent's household during the interview?

Values:

- 1 > Yes
- 2 > No

Variable Name: E23

Variable type: N

Question number: E23

Question text: Interviewer—How sure are you that someone may have been listening in?

Values:

1 > Absolutely sure

2 > Quite sure

3 > Somewhat sure

4 > Not sure

Variable Name: E24

Variable type: N

Question number: E24

Question text: Interviewer—Do you think the respondent's responses were biased because someone was listening in?

Values:

1 > Yes

2 > No

Variable Name: WEIGHT

Values: Numeric

Variable Name: STRATUM

Values: Numeric