

**American Legacy Foundation Survey
[Ongoing Tracking Survey]
10/18/00**

First I would like to ask you a few questions about your background.

X. DEMOGRAPHIC QUESTIONS

X1. How old are you?

X2. What is your sex? (IF NEEDED TO IDENTIFY)

1. Female
2. Male

X3. Are you currently enrolled in school or plan to attend school in the fall?

1. Yes
2. No
3. Don't know
4. Refused

X4. How do you describe yourself? You can choose more than one of the following categories. (READ ALL CATEGORIES AND CODE ALL RESPONSES)

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

X5. Which one of these groups best describes you? Choose only one of the following. (SKIP X5 IF ONLY ONE RESPONSE IN X4)

(PRESENT ONLY OPTIONS MENTIONED IN X4)

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 _____

X6. [IF X4 or X5=4 (HISPANIC):] How would you describe your Hispanic origin or descent?

1. Mexican
2. Puerto Rican
3. Cuban
4. Central American
5. South American
6. Other [specify] _____

X7. [IF X4 or X5=2 or 5 (ASIAN/PACIFIC ISLANDER):] How would you describe your Asian origin or descent?

1. Chinese
2. Korean
3. Japanese
4. Vietnamese
5. Filipino
6. Other [specify] _____

X8. [IF X4 or X5=4 (HISPANIC):] In general, do you usually speak

1. Only Spanish
2. Spanish more than English
3. Spanish and English equally
4. English more than Spanish
5. English only

X9. [IF X4 or X5=4 (HISPANIC):] How much do you watch Spanish and English television. Would you say...

1. Only Spanish
2. Spanish more than English
3. Spanish and English equally
4. English more than Spanish
5. English only

X10. [IF X4 or X5=2 or 5 (ASIAN/PACIFIC ISLANDER):] Are you more comfortable speaking English or your native language (PROBE WITH: By native language, I mean the first language you learned to speak)?

1. English is your native language
2. Native language
3. English
4. Native language and English equally

X11. In what country were you born?

1. U.S.
2. Other, specify _____

A. TOBACCO USE:

Next, I would like to ask you questions about your experience with tobacco products.

Cigarette Smoking

A1. Have you ever tried cigarette smoking, even 1 or 2 puffs?

1. Yes
2. No [SKIP TO A13]
3. Don't know

A2. About how many cigarettes have you smoked in your entire life?

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

A3. [IF A2 ≥ 2] How old were you when you smoked a whole cigarette for the first time?

ENTER NUMBER _____

A4. Have you ever smoked at least one cigarette every day for 30 days?

1. Yes
2. No
3. Don't know

A5. During the last 30 days, on how many days did you smoke cigarettes, even 1 or 2 puffs?

ENTER NUMBER _____ (IF 0, SKIP TO A12)

IF NECESSARY, PROBE WITH THE FOLLOWING RESPONSE CATEGORIES TO GET RESPONDENT'S BEST GUESS

1. 0 days [SKIP TO A12]
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

A6. During the past 30 days, on the days you smoked, on average, how many cigarettes did you smoke per day?

ENTER NUMBER _____

IF NECESSARY, PROBE WITH THE FOLLOWING RESPONSE CATEGORIES TO GET RESPONDENT'S BEST GUESS

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

A6a. During the past 30 days, what brand of cigarettes did you usually smoke? (DO NOT READ RESPONSE CATEGORIES, CODE ONLY ONE)

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. Lucky Strike
16. Other (specify _____)
17. Refused
18. Don't know

A6b. During the past 30 days, what type of cigarettes did you usually smoke? (READ RESPONSE CATEGORIES IF NECESSARY)

1. Regular or full flavor
2. Lights
3. Milds
4. Ultra-lights

**A6c. During the past 30 days, how did you usually get your cigarettes?
(CODE ONLY ONE)
(DO NOT READ RESPONSE CATEGORIES)**

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

A6d. During the past 30 days, where did you buy the last pack of cigarettes you bought? (DO NOT READ RESPONSE CATEGORIES)

1. Did not buy in the past 30 days (SKIP TO A7)
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

A6e. During the past 30 days, did you usually buy by the pack or carton?

1. Pack
2. Carton

A6f. During the past 30 days, what price did you usually pay per [A6e]?

PROBE FOR PER PACK PRICE IF A6e WAS NOT ANSWERED

ENTER AMOUNT _____

A6g. During the past 30 days, were you asked to show proof of age?

1. Yes
2. No

A6h. During the past 30 days, did anyone refuse to sell you cigarettes because of your age?

1. Yes
2. No

A7. Do you ever smoke when you are alone, or by yourself?

1. Yes
2. No
3. Don't know

A8. Do you want to completely stop smoking cigarettes?

1. Yes
2. No
3. Don't know

A9. Do you think you would be able to quit smoking cigarettes if you wanted to?

1. Definitely yes
2. Probably yes
3. Probably not
4. Definitely not
5. No opinion

A10. How many times, if any, have you tried to quit smoking in the past 6 months?

ENTER NUMBER _____ (IF 0, SKIP TO A17)

IF NECESSARY, PROBE WITH THE FOLLOWING RESPONSE CATEGORIES TO GET RESPONDENT'S BEST GUESS)

1. None [SKIP TO A17]
2. 1 time
3. 2 times
4. 3 to 5 times
5. 6 to 9 times
6. 10 or more times

A11. When you last tried to quit, how long did you stay off cigarettes?

ENTER NUMBER _____

IF NECESSARY, PROBE WITH THE FOLLOWING RESPONSE CATEGORIES TO GET RESPONDENT'S BEST GUESS)

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

[SKIP TO A17]

Former Smokers

A12. When was the last time you smoked a cigarette, even 1 or 2 puffs?

_____ Number of days/months/years?

Susceptibility (non-smokers)

A13. Do you think you will smoke a cigarette at anytime during the next year?

1. Definitely yes
2. Probably yes
3. Probably not
4. Definitely not
5. No opinion

A14. Do you think you will be smoking cigarettes 5 years from now?

1. Definitely yes
2. Probably yes
3. Probably not
4. Definitely not
5. No opinion

A15. If one of your best friends offered you a cigarette, would you smoke it?

1. Definitely yes
2. Probably yes
3. Probably not
4. Definitely not
5. No opinion

A16. If you started smoking regularly, do you think you could stop smoking anytime you wanted.

1. Definitely yes
2. Probably yes
3. Probably not
4. Definitely not
5. No opinion

Smokeless Tobacco: Chewing Tobacco, Snuff, or Dip

A17. Have you ever tried chewing tobacco, snuff, or dip, such as Redman, Levi Garrett, Beechnut, Skoal, Skoal Bandits, or Copenhagen?

1. Yes
2. No [SKIP TO A19]

A18. During the past 30 days, on how many days did you use chewing tobacco, snuff, or dip?

ENTER NUMBER _____

IF NECESSARY, PROBE WITH THE FOLLOWING RESPONSE CATEGORIES TO GET RESPONDENT'S BEST GUESS)

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

Cigars

A19. Have you ever tried smoking cigars, cigarillos, or little cigars, even one or two puffs?

1. Yes
2. No [SKIP TO A21]
3. Don't know [SKIP TO A21]

A20. During the past 30 days, on how many days did you smoke cigars, cigarillos, or little cigars?

ENTER NUMBER _____

IF NECESSARY, PROBE WITH THE FOLLOWING RESPONSE CATEGORIES TO GET RESPONDENT'S BEST GUESS)

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

Other Tobacco

A21. During the past 12 months, did you purchase any cigarettes or other tobacco products on the Internet?

1. Yes
2. No [SKIP TO B1]
3. Don't know/NA _____ [SKIP TO B1]

A22. What tobacco products did you buy? (CODE ALL THAT APPLY)

1. Cigarettes
2. Cigars
3. Chewing tobacco, snuff or dip
4. Other

B. ATTITUDE AND BELIEF ITEMS

Now, I'm going to read you some items, and I'd like for you to state how much you agree or disagree with them.

[RANDOMIZE B1 to B14]

B1. It is safe to smoke for only a year or two, as long as you quit after that.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. No opinion

B2. Not smoking is a way to express your independence.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. No opinion

B3. Young people who smoke cigarettes have more friends.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. No opinion

B4. Smoking makes people your age look attractive

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. No opinion

B5. Smoking cigarettes can help keep your weight down.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. No opinion

B6. People who smoke regularly have a much harder time keeping up in sports.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. No opinion

B7. Smoking cigarettes makes people your age look cool or fit in.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. No opinion

B8. I disapprove of people my age smoking cigarettes.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. No opinion

B9. Nonsmokers don't like to date someone who smokes.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. No opinion

B10. Smoking is a way to take control over your life.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. No opinion

B11. Smoking is a way to show others you're not afraid to take risks.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. No opinion

B12. Most people your age think it's ok to smoke.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. No opinion

B13. People your age who smoke are less attractive.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly Disagree
5. No opinion

B14. A pregnant woman can harm her unborn baby if she smokes cigarettes.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. No opinion

B15. Are cigarette ads more or less honest than other ads?

Would you say you:

1. Much more honest
2. Somewhat more honest
3. About the same
4. Somewhat less honest
5. Much less honest

B16. How much do you think people risk harming themselves if they smoke one or more packs of cigarettes per day?

Would you say you:

1. No risk
2. Slight risk
3. Moderate risk
4. Great risk
5. Can't say

People have different views about the issue of smoking and cigarette companies. How much do you agree or disagree with the each of the following:

(RANDOMIZE ORDER OF B17-B24)

B17. Cigarette companies lie.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. No opinion

B18. Cigarette companies deny that cigarettes cause cancer and other harmful diseases.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
6. No opinion

B19. One out of 3 people who start smoking by age 18 will die because of their smoking.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. No opinion

B20. Cigarette companies deny that cigarettes are addictive.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. No opinion

B21. I would not work for a cigarette company

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. No opinion

B22. I would like to see cigarette companies go out of business.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. No opinion

B23. Cigarette companies get too much blame for young people smoking.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. No opinion

B24. Cigarette companies should not be allowed to sell a product that harms people.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. No opinion

B25. How much do you think cigarette companies care about the health of people?

Would you say:

1. A lot
2. Somewhat
3. A little
4. Not at all
5. Can't say

B26. Do you think cigarette companies try to get any particular groups to start smoking?

1. YES
2. No (SKIP TO B27)
3. DON'T KNOW (SKIP TO B27)

B26a. [IF B26=1] What groups are these?

CODE FIRST 3 MENTIONED

1. ADULTS
2. AFRICAN AMERICANS OR BLACKS
3. ASIAN AMERICANS
4. CHILDREN
5. EVERYONE
6. HISPANICS OR LATINO
7. MEN
8. TEENAGERS OR YOUTH
9. WOMEN
10. OTHER, SPECIFY _____

**B27. Lets talk about some companies you might be familiar with. On a scale of 1 to 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:
(RANDOMIZE ORDER)**

Fast food companies like McDonalds and Taco Bell ____
Cigarette companies ____
Companies that make beer, wine, and liquor? ____

For the next series of questions, please tell me whether you agree or disagree with each statement.

(RANDOMIZE ORDER OF B28 to B35)

B28. People who smoke are being used by cigarette companies.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly Disagree
5. No opinion

B29. People your age look good when they are smoking.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly Disagree
5. No opinion

B30. Cigarette companies try to get young people to start smoking.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. No opinion

B31. Smoke from other people's cigarettes bothers me.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly Disagree
5. No opinion

B32. I want to be involved in efforts to get rid of cigarette smoking.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly Disagree

5. No opinion

B33. Taking a stand against smoking is important to me.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly Disagree
5. No opinion

B34. I don't like to be told what to do.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. No opinion

B35. I like to take risks.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. No opinion

C. MEDIA USE AND CAMPAIGN BRAND EXPOSURE: [PART 3]

Next, I would like to ask you questions about your use of TV, radio, and the Internet.

C1. During the past 7 days, on average, how many hours a day did you...

ENTER TIME TO NEAREST HALF-HOUR

ASK FOR EACH OF THE FOLLOWING

1. Watch TV _____ ?
2. Listen to the radio _____ ?
3. Browse or surf the Internet _____ ?

C2. Do you have cable TV or a satellite dish in your household?

1. Yes
2. No
3. Don't Know
4. Refused

Next, I would like to ask you questions about messages or ads about health and safety issues that you may have seen or heard on TV, radio, and the Internet.

C3. In the past 30 days, what health or public safety issues have you seen or heard about on TV, radio, billboards, in magazines, or the Internet? Can you think of any others? Any more? (DO NOT READ RESPONSE CATEGORIES. CLARIFY AND CODE ALL THAT APPLY IN ORDER MENTIONED.)

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. Cancer
20. Abortion
21. Other (specify _____)
22. Other (specify _____)
23. Other (specify _____)

C4. During the past 30 days, have you seen or heard any messages about...? (ASK ONLY OPTIONS NOT MENTIONED IN THE PREVIOUS QUESTION; RANDOMIZE ORDER OF PRESENTATION)

1. Not using drugs
2. Not starting to smoke*
3. Quitting smoking*
4. Messages against smoking*
5. Messages about or against cigarette companies*
6. Not using alcohol
7. Not drinking and driving or driving while intoxicated
8. Not using chewing tobacco, snuff or dip
9. Using condoms to prevent AIDS or sexually transmitted diseases

[FOR THOSE WHO REPORT RESPONSES 3-6 IN C3 OR RESPONSES 2-5 in C4 ABOVE, ASK:]

C5. During the past 30 days, where did you see or hear these messages about smoking...

(ASK FOR EACH OF THE FOLLOWING:)

| | 1 | 2 | 3 |
|--------------------------------|-----|----|------------|
| 1. On television? | Yes | No | Don't know |
| 2. On radio? | Yes | No | Don't know |
| 3. In newspapers or magazines? | Yes | No | Don't know |
| 4. On a billboard? | Yes | No | Don't know |
| 5. On the Internet? | Yes | No | Don't know |
| 6. Somewhere else? | Yes | No | Don't know |

C6. During the past 7 days, about how many anti-smoking or anti-tobacco ads did you...

(ASK FOR EACH OF THE FOLLOWING AND ENTER NUMBER)

1. See on TV _____ ?
2. Hear on the radio _____ ?
3. See on the Internet _____ ?
4. See in magazines or newspapers _____ ?
5. See on billboards _____ ?

C7. Are you aware of any advertising or campaigns against smoking or against cigarette companies that are now taking place?

1. Yes
2. Maybe, not sure, I think so
3. No [SKIP TO C9]

C8. What is the theme/slogan of this advertising or campaign? (DO NOT READ RESPONSE CATEGORIES AND CODE ALL THAT APPLY)

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

Exposure to Community Anti-Smoking Events

C9. [ASK IF X3=1,3, or 4. IF X3=2, SKIP TO C15] Is there an anti-tobacco organization or group in your school?

1. Yes
2. No (SKIP TO C11)
3. Don't know (SKIP TO C11)

- C10. Are you a member of this organization or group?**
1. Yes
 2. No
- C11. During the past 12 months, have you participated in any school events to discourage people from using cigarettes or tobacco?**
1. Yes
 2. No
 3. Don't know
- C12. During the past 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?**
1. Yes
 2. No
 3. Don't know
- C13. During the past year, were you taught in any of your classes about the reasons why people of your age smoke cigarettes?**
1. Yes
 2. No
 3. Don't know
- C14. During the past year, did you practice ways to say no to cigarettes and/or tobacco in any of your classes. For example, by role playing?**
1. Yes
 2. No
 3. Don't know
- C15. If you really liked someone and found out they smoked, would you:**
- | | | | |
|-------------------------------------|-----|----|-------------|
| 1. Try to get them to quit | Yes | No | NOT CERTAIN |
| 2. Ask them not to smoke around you | Yes | No | NOT CERTAIN |
| 3. Do or say nothing | Yes | No | NOT CERTAIN |
- C16. Are there any anti-tobacco organizations or groups in your community?**
1. Yes
 2. No (SKIP TO C18)
 3. Don't know (SKIP TO C18)
- C17. Are you a member of any of these organizations or groups?**
1. Yes
 2. No

- C18. During the past 12 months, did you participate in any community events to discourage people from using cigarettes?**
1. Yes
 2. No
 3. Don't know
- C19. During the past 12 months, have you received something like a cap, T-shirt or button-pin that has an anti-smoking or anti-tobacco message, logo or symbol on it?**
1. Yes
 2. No
 3. Don't know
- C20. Would you ever use or wear something like a cap, T-shirt or button-pin that has an anti-smoking or anti-tobacco message, logo or symbol on it?**
1. Yes
 2. No
 3. Don't know

Pro-tobacco Influences

- C21. Think about all the cigarette ads you've seen. What's your favorite ad? IF NECESSARY PROBE (If you don't have a favorite ad, of all the cigarette ads you've seen, which one gets your attention the most?)**
1. None, don't like any ads
 2. Benson Hedges
 3. Camel
 4. Carlton
 5. Generic
 6. Kent
 7. Kool
 8. Marlboro
 9. Merit
 10. More
 11. Newport
 12. Pall Mall
 13. Salem
 14. Virginia Slims
 15. Winston
 16. Lucky Strike
 17. Other (specify _____)
 18. Don't Know
 19. Refused

C22. During the past 30 days, have you seen or heard any advertising or promotions for cigarettes or other tobacco products?

1. Yes
2. No (SKIP TO C25)
3. Don't know (SKIP TO C25)

C23. During the past 30 days, where did you see or hear these messages?

| | 1 | 2 | 3 |
|--------------------------------|-----|----|------------|
| 1. On television? | Yes | No | Don't know |
| 2. On radio? | Yes | No | Don't know |
| 3. In newspapers or magazines? | Yes | No | Don't know |
| 4. On the Internet | Yes | No | Don't know |
| 5. Somewhere else? | Yes | No | Don't know |

C24. In the past 30 days when you visited a store near you (convenience store, gas station, grocery store, etc.) how often did you see...

| | Often | Sometimes | Rarely | Never | Don't Know/NA |
|--|-------|-----------|--------|-------|---------------|
| 1. Ads for cigarette brands | 1 | 2 | 3 | 4 | 9 |
| 2. Ads against smoking | 1 | 2 | 3 | 4 | 9 |
| 3. Signs saying that you must be 18 years or older to buy cigarettes or other tobacco products | 1 | 2 | 3 | 4 | 9 |

C25. 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?

1. Yes
2. No
3. Don't know

C26. 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?

1. Definitely yes
2. Probably yes
3. Probably not
4. Definitely not
5. No opinion

C27. During the past 30 days, how many times have you been to street festivals, concerts, bars and/or clubs?

Would you say you:

1. Often
2. Sometimes
3. Rarely
4. Never
5. Don't know

(IF C27 = 4 THEN SKIP TO C29)

C28. 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 you:

1. Often
2. Sometimes
3. Rarely
4. Never
5. Don't know

C29. Thinking back over the past week, about how often did you see TV shows and movies where someone was smoking?

Would you say you:

1. Often
2. Sometimes
3. Rarely
4. Never
5. Don't know

C30. How many of your favorite actors or your favorite athletes smoke?

1. None
2. Some
3. Most
4. Don't know

D. REACTIONS TO SPECIFIC ADS

Now I want to ask you some questions about specific ads you may have seen on television. Some of these ads might have been shown in the area where you live and some have probably not been shown in the area where you live. I will also ask you about your thoughts about ads you have seen.

[RANDOMIZE the presentation of ads: D5-D11; D12-D18; D19-D21; D26-D28; D33-D39; D40-D46; D47-D53; D54-D60; D61-D66; D67-D72; D73-D79; D80-D86; D87-D93; D94-D100; D101-D103; D146-D152; D153-D159; D160-D166; D167-D173; D174-D180; D181-D187]

Questions D1-D4 were deleted in VERSION 2.

D1. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows young people bungee jumping off of a bridge?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 3)
4. Refused

D2. What happens in this ad (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY. IF THE RESPONDENT ANSWERS WITH 'TRUTH', PROBE FOR MORE INFORMATION. IF TRUTH IS ALL THEY CAN REMEMBER, CODE IT)?

1. Splode
2. Boy jumps off the bridge and blows up
3. Kids are bungee jumping off a bridge
4. Kids are grabbing cans of soda
5. Soda shoots out of the can
6. Camera flashes to a group of three young people
7. Girl at the bottom of the bridge sets three cans of soda on a rock
8. Girl at the bottom of the bridge gives a thumbs-up signal
9. Voice advertises "Splode", a brand of soda with 100 times the carbonation of ordinary soft drinks
10. One of the boys flips off of the bridge, grabs a can of soda, opens it, and explodes.
11. Message on Screen: Only one product actually kills a third of the people who use it, Tobacco
12. Message on Screen: Truth or thetruth.com
13. Orange screen with Truth messages
14. Other, Specify _____
15. Don't Know
16. Refused

- D3. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows young men participating in a basketball dunking contest?**
1. Yes
 2. Maybe, not sure
 3. No (SKIP TO ITEM 5)
 4. Refused
- D4. What happens in this ad (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY. IF THE RESPONDENT ANSWERS WITH 'TRUTH', PROBE FOR MORE INFORMATION. IF TRUTH IS ALL THEY CAN REMEMBER, CODE IT)?**
1. H-Bomm Sneakers
 2. A basketball player blows up after dunking the ball
 3. There's a huge hole in the basketball court
 4. Camera shows three basketball players
 5. A basketball player dribbles to the basket, spins as he dunks the basketball, then explodes as he lands on the basketball court.
 6. The two remaining players look into the huge hole that's left in the basketball court, then look up at the basket.
 7. Message on Screen: Only one product actually kills a third of the people who use it, Tobacco
 8. Message on Screen: Truth or thetruth.com
 9. Orange screen with Truth messages
 10. Other, specify _____
 11. Don't know
 12. Refused
- D5. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows young people driving around a neighborhood in a truck with a loudspeaker?**
1. Yes
 2. Maybe, not sure
 3. No (SKIP TO ITEM 12)
 4. Refused

D6. What happens in this ad (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY. IF THE RESPONDENT ANSWERS WITH 'TRUTH', PROBE FOR MORE INFORMATION. IF TRUTH IS ALL THEY CAN REMEMBER, CODE IT)?

1. Message on screen: somewhere in tobacco suburbia
2. Young people are looking for where tobacco executives live
3. A man directs the young people to where the tobacco executives
4. Young people are driving around a neighborhood where tobacco executives live
5. Young people are amazed by the size of the houses
6. Voice from the loudspeaker tries to “hypnotize” the tobacco executives
7. Voice on loudspeaker says: “I am a good person”
8. Voice on loudspeaker says: “I realize cigarettes are addictive”
9. Voice on loudspeaker says: “tomorrow, I will look for a new job”
10. Other, specify _____
11. Don't know
12. Refused

D7. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

1. Truth
2. Tobacco executives make a lot of money from a product that kills people
3. Tobacco executives should try to look for another job
4. Tobacco executives should be less concerned with covering lies and more concerned about doing the right thing
5. The truth about tobacco is that it kills the people who use it
6. Smoking kills over a 430,000 people a year
7. People need to know the truth about tobacco
8. Other, specify _____
9. Don't know
10. Refused

D8. Tell me how much you agree or disagree with the following statement: This ad is convincing or believable?

Would you say you:

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

- D9. Would you say the ad grabbed your attention?**
1. Yes
 2. No
 3. Don't know
- D10. Would you say the ad gave you good reasons not to smoke?**
1. Yes
 2. No
 3. Don't know
- D11. Did you talk to your friends about this ad?**
1. Yes
 2. No
 3. Don't know
- D12. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows young people unloading large white bags from a truck onto a city sidewalk?**
1. Yes
 2. Maybe, not sure
 3. No (SKIP TO ITEM 19)
 4. Refused
- D13. What happens in this ad (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY. IF THE RESPONDENT ANSWERS WITH 'TRUTH', PROBE FOR MORE INFORMATION. IF TRUTH IS ALL THEY CAN REMEMBER, CODE IT)?**
1. Body bags, dead people
 2. Message on Screen: Outside a major tobacco company
 3. There is an aerial view of the tobacco companies' buildings
 4. A truck parks outside of a major tobacco company
 5. One of the young people is using a megaphone to speak to the people (Tobacco Executives) inside the building
 6. Young person asks if the tobacco executives know how many people tobacco kills everyday
 7. The young people leave the body bags in front of the building to show (tobacco executives) what 1200 people look like
 8. Young people hang TRUTH signs outside of the building
 9. Other, specify _____
 10. Don't know
 11. Refused

D14. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

1. Tobacco kills 1200 people a day
2. Tobacco executives need to see the amount of people who die from tobacco everyday
3. The truth about tobacco is that it kills the people who use it
4. People need to know the truth about tobacco
5. Truth
6. Don't smoke/Don't Use Tobacco
7. Youth should fight back against tobacco
8. Tobacco is bad for your health
9. Smoking is unappealing/young people who smoke are less attractive
10. Other, specify _____
11. Don't know
12. Refused

D15. Tell me how much you agree or disagree with the following statement: This ad is convincing or believable?

Would you say you:

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

D16. Would you say the ad grabbed your attention?

1. Yes
2. No
3. Don't know

D17. Would you say the ad gave you good reasons not to smoke?

1. Yes
2. No
3. Don't know

D18. Did you talk to your friends about this ad?

1. Yes
2. No
3. Don't know

D19. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a young man ripping ads or pages out of a magazine?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 26)
4. Refused

D20. What happens in this ad (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY. IF THE RESPONDENT ANSWERS WITH 'TRUTH', PROBE FOR MORE INFORMATION. IF TRUTH IS ALL THEY CAN REMEMBER, CODE IT)?

1. Boy sitting on couch rips ads out of a magazine
2. Tobacco executive talks about the growth of their tobacco company and upward trends in sales
3. Tobacco executive gets choked up as boy rips ads out of the magazine
4. Tobacco executive cannot talk when boy rips ads out
5. Voice says: "Silence big tobacco's voice, rip out every cigarette ad you see"
6. Other, specify _____
7. Don't know
8. Refused

D21. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

1. Silence big tobacco's voice
2. Kids can silence big tobacco by ripping their advertisements out of magazines
3. Without advertisements, tobacco companies have no voice
4. Rip it out
5. Truth
6. Don't smoke/don't use tobacco
7. Youth should fight back against tobacco companies
8. Tobacco is bad for your health
9. Smoking is unappealing/young people who smoke are less attractive
10. Other, specify _____
11. Don't know
12. Refused

Questions D22-D25 were deleted in VERSION 2.

D22. Tell me how much you agree or disagree with the following statement: This ad is convincing or believable?

Would you say you:

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

D23. Would you say the ad grabbed your attention?

1. Yes
2. No
3. Don't know

D24. Would you say the ad gave you good reasons not to smoke?

1. Yes
2. No
3. Don't know

D25. Did you talk to your friends about this ad?

1. Yes
2. No
3. Don't know

D26. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows young people filling out name tags?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 33)
4. Refused

D27. What happens in this ad (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY. IF THE RESPONDENT ANSWERS WITH ‘TRUTH’, PROBE FOR MORE INFORMATION. IF TRUTH IS ALL THEY CAN REMEMBER, CODE IT)?

1. Young people are introducing themselves to big tobacco
2. Young people do not use real names
3. Name on name tag: sales spike
4. Name on name tag: profit margin
5. Name on name tag: potential customer
6. Name on name tag: increased revenue
7. Name on name tag: your worst nightmare
8. Voice says “hello big tobacco, we just wanted to introduce ourselves”
9. Voice says “there is no reason to use our real names”
10. Voice says “after all, this is how you see us anyway”
11. Young man introduces himself as tobacco’s worst nightmare
12. Other, specify _____
13. Don’t know
14. Refused

D28. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

1. Big tobacco targets young people
2. Big tobacco only sees young people as potential customers
3. Big tobacco only sees young people as a way to make money
4. Big tobacco only sees young people as a way to increase sales
5. Big tobacco uses young people to make money
6. Young people are now going to fight back against big tobacco
7. Young people are big tobacco’s worst nightmare
8. People need to know the truth about big tobacco
9. Truth/truth about tobacco
10. Don’t smoke/don’t use tobacco
11. Youth should fight back against tobacco companies
12. Tobacco is bad for your health
13. Smoking is unappealing/young people who smoke are less attractive
14. Other, specify _____
15. Don’t know
16. Refused

Questions D29-D32 were deleted in VERSION 2.

D29. Tell me how much you agree or disagree with the following statement: This ad is convincing or believable?

Would you say you:

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

D30. Would you say the ad grabbed your attention?

1. Yes
2. No
3. Don't know

D31. Would you say the ad gave you good reasons not to smoke?

1. Yes
2. No
3. Don't know

D32. Did you talk to your friends about this ad?

1. Yes
2. No
3. Don't know

D33. Have you recently seen an anti-smoking or anti-tobacco ad on TV shows teenagers sending a small boy into a store so you can see what it looks like through his eyes?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 40)
4. Refused

Question D33a was added in VERSION 2.

[IF x4x4 = 1 or x5 = 4 then ask D33a:]

D33a. Did you see this ad in Spanish?

1. Yes
2. Maybe, not sure

- 3. No
- 4. Refused

D34. What happens in this ad (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY. IF THE RESPONDENT ANSWERS WITH ‘TRUTH’, PROBE FOR MORE INFORMATION. IF TRUTH IS ALL THEY CAN REMEMBER, CODE IT)?

- 1. Ad shows how low cigarette advertisements are placed in stores
- 2. Camera shows cigarette ads near the candy aisle in the store
- 3. Camera shows cigarette ads at small boy’s eye level
- 4. Teen says: “I think he’s penetrating the evil man’s stronghold”
- 5. One of the teenagers says: “we’re tired of it”
- 6. One of the teenagers says: “us kids are taking it back”
- 7. One of the teenagers says: “gumballs and cigarette ads go good together, right?”
- 8. One of the teenagers says: “have him pick me up some chips while he’s in there”
- 9. Truth logo on gumball machine
- 10. Other, specify _____
- 11. Don’t know
- 12. Refused

D35. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

- 1. Tobacco companies deliberately advertise to children
- 2. Tobacco companies target young people/children
- 3. Kids are tired of being targeted by tobacco companies
- 4. Don’t smoke around little/young kids
- 5. Cigarette companies are bad
- 6. Truth/truth about tobacco
- 7. Don’t smoke/don’t use tobacco
- 8. Youth should fight back against tobacco companies
- 9. Tobacco is bad for your health
- 10. Smoking is unappealing/young people who smoke are less attractive
- 11. Other, specify _____
- 12. Don’t know
- 13. Refused

D36. Tell me how much you agree or disagree with the following statement: This ad is convincing or believable?

Would you say you:

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

D37. Would you say the ad grabbed your attention?

1. Yes
2. No
3. Don't know

D38. Would you say the ad gave you good reasons not to smoke?

1. Yes
2. No
3. Don't know

D39. Did you talk to your friends about this ad?

1. Yes
2. No
3. Don't know

D40. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows three teenagers driving around in a big, old car?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 47)
4. Refused

D41. What happens in this ad (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY. IF THE RESPONDENT ANSWERS WITH 'TRUTH', PROBE FOR MORE INFORMATION. IF TRUTH IS ALL THEY CAN REMEMBER, CODE IT)?

1. The teenagers are counting cigarette signs/ads
2. One teenager says: "We're going to prove a point"
3. One teenager says asks: "Do you see them?"
4. One teenager says: "Right now, we are in the nice part of town"
5. Teenagers only see one tobacco sign in the nice part of town
6. Teenager says: "Is it a minority thing?"
7. They see there are more ads in the bad part of town
8. Other, specify _____
9. Don't know
10. Refused

D42. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

1. Tobacco companies deliberately advertise to minorities or poorer people
2. Tobacco companies target minorities
3. Tobacco companies exploit minorities
4. There are a lot of cigarette ads
5. Truth/truth about tobacco
6. Don't smoke/don't use tobacco
7. Youth should fight back against tobacco companies
8. Tobacco is bad for your health
9. Smoking is unappealing/young people who smoke are less attractive
10. Other, specify _____
11. Don't know
12. Refused

D43. Tell me how much you agree or disagree with the following statement: This ad is convincing or believable?

Would you say you:

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

D44. Would you say the ad grabbed your attention?

1. Yes
2. No
3. Don't know

D45. Would you say the ad gave you good reasons not to smoke?

1. Yes
2. No
3. Don't know

D46. Did you talk to your friends about this ad?

1. Yes
2. No
3. Don't know

D47. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows 3 young people interviewing a man working in a convenience store?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 54)
4. Refused

Question D47a was added in VERSION 2.

[IF X4X4 = 1 or X5 = 4 then ask D47a:]

D47a. Did you see this ad in Spanish?

1. Yes
2. Maybe, not sure
3. No
4. Refused

D48. What happens in this ad (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY. IF THE RESPONDENT ANSWERS WITH 'TRUTH', PROBE FOR MORE INFORMATION. IF TRUTH IS ALL THEY CAN REMEMBER, CODE IT)?

1. The young people ask why the tobacco ads are so low
2. The ads are so low, their little brother can see them.
3. Children can't see the "must be 18 to purchase tobacco signs"
4. The young people ask why there are so many tobacco ads
5. The young people say there were a lot of ads near the candy
6. Store worker says that "they" come to put up the tobacco ads
7. Kids ask, "who are 'they'"?
8. Other, specify _____
9. Don't know
10. Refused

D49. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Truth
2. Tobacco companies target their ads to young kids
3. Tobacco companies want kids to start smoking
4. Tobacco companies aren't serious about trying to keep cigarettes out of kids' hands
5. Don't smoke/don't use tobacco
6. Youth should fight back against tobacco companies
7. Tobacco is bad for your health
8. Smoking is unappealing/young people who smoke are less attractive
9. Other, specify _____
10. Don't know
11. Refused

D50. Tell me how much you agree or disagree with the following statement: This ad is convincing or believable?

Would you say you:

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

D51. Would you say the ad grabbed your attention?

1. Yes
2. No
3. Don't know

D52. Would you say the ad gave you good reasons not to smoke?

1. Yes
2. No
3. Don't know

D53. Did you talk to your friends about this ad?

1. Yes
2. No
3. Don't know

D54. Have you recently seen any anti-smoking or anti-tobacco ads on TV that shows a well-dressed black man in a room talking about tobacco or smoking?

1. Yes

2. Maybe, not sure
3. No (SKIP TO ITEM 61)
4. Refused

Question D55 has three additional response categories. They were added as responses 21, 22, and 23 in VERSION 2.

D55. What happens in these ads (DO NOT READ RESPONSE CATEGORIES AND CODE FIRST RESPONSE ONLY. IF THE RESPONDENT ANSWERS WITH 'TRUTH', PROBE FOR MORE INFORMATION. IF TRUTH IS ALL THEY CAN REMEMBER, CODE IT)?

1. Screen message "making blacks history"
2. The man is Phil Lamar
3. Somebody has to track all the black people who are dying because of tobacco
4. Black man puts on a ribbon for black person who has died because of smoking/tobacco
5. African American man says "We don't have that many black people"
6. 3,750 blacks have died so far this year from tobacco
7. Screen message "technical difficulties" while young black man is shouting expletives
8. "We don't have that many black people"/ black man astounded by the number of black people who die
9. Black people have spent a lot of money on tobacco stuff (\$2 billion)
10. Lot of money for cancer
11. you can suck on this **Tailpipe**
12. Young black man throws a mint into a car exhaust pipe
13. Young black man introduces Big Mama to the tobacco industry
14. Tobacco/cigarette companies testified in 1994 that nicotine was not addictive and now they say it is
15. Meet my Mama/mom
16. Tobacco industry, look out
17. Mama gives the TV camera an "evil eye"
18. Other, specify _____
19. Don't know
20. Refused
21. Man is covered in silver ribbons
22. Man is counting the silver ribbons on his body
23. A box of silver ribbons falls on the man

D56. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES. CODE ONLY ONE)

1. Tobacco industry targets their products to blacks
2. Blacks are victims of a legal product that kills
3. People need to know the truth about tobacco
4. Blacks pay a lot of money for a lot of cancer
5. Blacks aren't aware that so many of their own race die from tobacco each year
6. Smoking causes cancer just as breathing car exhaust can
7. The tobacco industry lied about the addictiveness of nicotine
8. Big Tobacco deliberately lied to African Americans and/or other minority races
9. Don't smoke/don't use tobacco
10. Youth should fight back against tobacco companies
11. Tobacco is bad for your health
12. Smoking is unappealing/young people who smoke are less attractive
13. Other, specify _____
14. Don't know
15. Refused

D57. Tell me how much you agree or disagree with the following statement: This ad is convincing or believable?

Would you say you:

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

D58. Would you say the ad grabbed your attention?

1. Yes
2. No
3. Don't know

D59. Would you say the ad gave you good reasons not to smoke?

1. Yes
2. No
3. Don't know

D60. Did you talk to your friends about this ad?

1. Yes
2. No
3. Don't know

- D61. Have you recently seen any anti-smoking or anti-tobacco ads on TV where a young person talks about messages sent to a website or Internet message board?**
1. Yes
 2. Maybe, not sure
 3. No (SKIP TO ITEM 67)
 4. Refused
- D62. What happens in these ads (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY. IF THE RESPONDENT ANSWERS WITH 'TRUTH', PROBE FOR MORE INFORMATION. IF TRUTH IS ALL THEY CAN REMEMBER, CODE IT)?**
1. Someone posted a message saying they can't believe people blame cigarette companies for teen smoking
 2. 80% of tobacco customers started smoking when they were teenagers—big coincidence
 3. Children have to live with health problems from smoking parents
 4. Tobacco companies do not think second-hand smoke is a problem
 5. Someone posted a message saying they were tired of self-righteous people
 6. Truth is not against smoker; truth is against cigarettes and lies
 7. Someone posted a message that people shouldn't judge companies for making a profit
 8. People should judge the facts for themselves/"we don't want to be judgmental"
 9. Big tobacco made money off of a product that kills
 10. Big tobacco denied the truth about cancer and addiction for decades
 11. Someone posted a message that if we blame tobacco companies for cancer, why not blame car companies for making unsafe cars
 12. Cigarettes have never been recalled due even though it kills
 13. Tobacco companies need to take responsibility for killing people
 14. Other, specify _____
 15. Don't know
 16. Refused

Questions D63 and D64 were deleted in VERSION 2.

- D63. Tell me how much you agree or disagree with the following statement: These ads are convincing or believable?**

Would you say you:

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

D64. Would you say any of these ads grabbed your attention?

1. Yes
2. No
3. Don't know

D65. Would you say any of these ads gave you good reasons not to smoke?

1. Yes
2. No
3. Don't know

D66. Did you talk to your friends about any of these ads?

1. Yes
2. No
3. Don't know

D67. Have you recently seen any anti-smoking or anti-tobacco ads on TV that shows a young person holding a digital sign with flashing numbers?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 73)
4. Refused

D68. What happens in these ads? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY. IF THE RESPONDENT ANSWERS WITH 'TRUTH', PROBE FOR MORE INFORMATION. IF TRUTH IS ALL THEY CAN REMEMBER, CODE IT)?

1. Every 8 seconds, tobacco companies lose another customer
2. Tobacco companies' customers are dying
3. Tobacco kills more people than suicide, traffic accidents, aids, murder, illicit drugs, and alcohol combined
4. Cigarette smoke is more poisonous than rat poisoning
5. Cigarette smoke is worse than rat poisoning
6. Tobacco advertising is like peer pressure with a big budget
7. Tobacco companies' earn money from people dying
8. Menthol Cigarettes kill African Americans
9. Addiction can start after only 2 weeks of smoking
10. Cigarette smoke kills people who don't even smoke
11. Our generation is smart enough to see through tobacco companies
12. 1 out of 3 friends, smoking will kill one of them
13. Cigarettes kill 5 African Americans an hour
14. Screen message: Daily dose of Truth
15. Other, specify _____
16. Don't know
17. Refused

Questions D69 and D70 were deleted in VERSION 2.

D69. Tell me how much you agree or disagree with the following statement: These ads are convincing or believable?

Would you say you:

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

D70. Would you say any of these ads grabbed your attention?

1. Yes
2. No
3. Don't know

D71. Would you say any of these ads gave you good reasons not to smoke?

1. Yes
2. No
3. Don't know

D72. Did you talk to your friends about any of these ads?

1. Yes
2. No
3. Don't know

D73. Have you recently seen an anti-smoking or anti-tobacco ad that shows a girl talking to two boys before a karate class?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 80)
4. Refused

- D74. What happens in this ad? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)**
1. Boy offers the girl a cigarette
 2. Girl refuses cigarette
 3. Girl does well in the karate class, but the boy doesn't
 4. Boy has a hard time in class because he smokes
 5. Girl earns black belt in karate, but the boy doesn't
 6. Voice says, "To get what you want, you can't let cigarettes or anything else get in the way"
 7. Other, specify _____
 8. Don't Know
 9. Refused
- D75. What do you think the main message or theme of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)**
1. Think, Don't Smoke
 2. Smoking makes it hard for you to breathe
 3. Smoking is not good for your health
 4. Smoking gets in the way of getting what you want
 5. Don't smoke/don't use tobacco
 6. Youth should fight back against tobacco companies
 7. Tobacco is bad for your health
 8. Smoking is unappealing/young people who smoke are less attractive
 9. Other, specify _____
 10. Don't know
 11. Refused
- D76. Tell me how much you agree or disagree with the following statement: This ad is convincing or believable?**
- Would you say you:
1. Strongly agree
 2. Agree
 3. Disagree
 4. Strongly disagree
 5. No opinion
 6. Don't know
- D77. Would you say the ad grabbed your attention?**
1. Yes
 2. No
 3. Don't know

D78. Would you say the ad gave you good reasons not to smoke?

1. Yes
2. No
3. Don't know

D79. Did you talk to your friends about this ad?

1. Yes
2. No
3. Don't know

D80. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a young man riding a skateboard?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 87)
4. Refused

D81. What happens in this ad? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

IF RESPONDENT ANSWERS SOMETHING LIKE "KID RIDES A SKATEBOARD" OR KID DOES "SKATEBOARDING STUNTS," PROBE FOR WHAT ELSE HAPPENS IN AD. IF RESPONDENT CANNOT FURTHER IDENTIFY WHAT HAPPENS, CODE AS "DON'T KNOW"

1. Screen message: "Ready, set, go"
2. Young man talks about how much he likes skateboarding
3. Boy says that his little brother is the reason he never picked up smoking
4. Talks about setting an example for his little brother by not smoking
5. Boy asks, "Do you have someone that looks up to you?"
6. Boy says, "forget smoking"
7. Other, Specify _____
8. Don't know
9. Refused

D82. What do you think the main message or theme of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

1. Not smoking sets a good example for younger people to follow
2. If you don't smoke, people who look up to you won't smoke either
3. Smoking would set a bad example for people who look up to you
4. Forget smoking
5. Think, don't smoke
6. Don't smoke/don't use tobacco
7. Youth should fight back against tobacco companies
8. Tobacco is bad for your health
9. Smoking is unappealing/young people who smoke are less attractive
10. Other, Specify _____
11. Don't know
12. Refused

D83. Tell me how much you agree or disagree with the following statement: This ad is convincing or believable?

Would you say you:

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

D84. Would you say the ad grabbed your attention?

1. Yes
2. No
3. Don't know

D85. Would you say the ad gave you good reasons not to smoke?

1. Yes
2. No
3. Don't know

D86. Did you talk to your friends about this ad?

1. Yes
2. No
3. Don't know

D87. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a boy and a girl looking at each other from across the room at a party?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 94)
4. Refused

D88. What happens in this ad? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

1. Camera shows girl taking out a cigarette while he's talking to her
2. Voice says "Think smoking makes you cool"
3. Voice says, "No way"
4. Camera shows girl with "fish head" smoking
5. Girl says, "What are you looking at"
6. Other, specify _____
7. Don't know
8. Refused

D89. What do you think the main message or theme of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

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. Don't smoke/don't use tobacco
7. Youth should fight back against tobacco companies
8. Tobacco is bad for your health
9. Smoking is unappealing/young people who smoke are less attractive
10. Other, specify _____
11. Don't know
12. Refused

D90. Tell me how much you agree or disagree with the following statement: This ad is convincing or believable?

Would you say you:

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

- D91. Would you say the ad grabbed your attention?**
1. Yes
 2. No
 3. Don't know
- D92. Would you say the ad gave you good reasons not to smoke?**
1. Yes
 2. No
 3. Don't know
- D93. Did you talk to your friends about this ad?**
1. Yes
 2. No
 3. Don't know
- D94. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a young man walking on a bus and sitting down with his friends?**
1. Yes
 2. Maybe, not sure
 3. No (SKIP TO ITEM 101)
 4. Refused
- D95. What happens in this ad? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)**
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. Boy says, "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

D96. What do you think the main message or theme of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

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. Smoking isn't cool
6. You don't have to smoke to fit in or be cool
7. Not all teens smoke
8. Don't smoke/don't use tobacco
9. Youth should fight back against tobacco companies
10. Tobacco is bad for your health
11. Smoking is unappealing/young people who smoke are less attractive
12. Other, specify _____
13. Don't know
14. Refused

D97. Tell me how much you agree or disagree with the following statement: This ad is convincing or believable?

Would you say you:

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

D98. Would you say the ad grabbed your attention?

1. Yes
2. No
3. Don't know

D99. Would you say the ad gave you good reasons not to smoke?

1. Yes
2. No
3. Don't know

D100. Did you talk to your friends about this ad?

1. Yes
2. No
3. Don't know

D101. Have you recently seen any anti-smoking or anti-tobacco ads on TV that show young people talking about smoking?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 146)
4. Refused

D102. What happens in these ads? (OPEN ENDED)

1. Specify _____
2. Specify _____
3. Specify _____

D103. What do you think the main message or theme of these ads was? (CODE UP TO 3 RESPONSES IF RESPONDENT HAS SEEN MORE THAN ONE AD)

1. Think, don't smoke
2. Smoking is dumb
3. Because other people do something is a dumb reason to do it
4. There are lots of reasons not to smoke
5. Smoking isn't cool
6. Kids know that smoking is not good
7. You don't have to smoke to fit in or be cool
8. Not all teens smoke
9. Don't smoke/don't use tobacco
10. Youth should fight back against tobacco companies
11. Tobacco is bad for your health
12. Smoking is unappealing/young people who smoke are less attractive
13. Other, specify _____
14. Don't know
15. Refused

Questions D146-D187 were added in VERSION 2. They are numbered to accommodate the data file without disrupting existing variables and their locations in the data.

D146. Have you recently seen an anti-smoking or anti-tobacco ads on TV that shows young people in an airplane flying over green fields?

1. Yes
2. Maybe, not sure
3. No (Skip to item 153)
4. Refused

D147. What happens in this ad (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY. IF THE RESPONDENT ANSWERS WITH 'TRUTH', PROBE FOR MORE INFORMATION. IF TRUTH IS ALL THEY CAN REMEMBER, CODE IT)?

1. A plane is flying over green fields and mountains

2. Two young men are throwing body bags out of a plane
3. Body bags are falling to the ground in parachutes
4. Young man says “Action, adventure...I feel a cigarette coming on”
5. Young man says “Hey Big Tobacco, Advertise this”
6. One of the body bags crashes on the ground
7. Young man is holding a sign: “What if cigarette ads told the truth?”
8. Other, specify _____
9. Don't know
10. Refused

D148. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

1. Cigarette ads don't tell the truth
2. Cigarette ads don't show you the bad things about tobacco
3. Cigarette ads don't show the amount of people who die from tobacco everyday
4. The truth about tobacco is that it kills the people who use it
5. People need to know the truth about tobacco
6. Truth
7. Don't smoke/Don't Use Tobacco
8. Youth should fight back against tobacco
9. Tobacco is bad for your health
10. Other, specify _____
11. Don't know
12. Refused

D149. Tell me how much you agree or disagree with the following statement: This ad is convincing or believable?

Would you say you:

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

D150. Would you say the ad grabbed your attention?

1. Yes
2. No
3. Don't know

D151. Would you say the ad gave you good reasons not to smoke?

1. Yes
2. No
3. Don't know

D152. Did you talk to your friends about this ad?

1. Yes
2. No
3. Don't know

D153. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows young people dragging black bags onto a beach?

1. Yes
2. Maybe, not sure
3. No (Skip to item 160)
4. Refused

D154. What happens in this ad (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY. IF THE RESPONDENT ANSWERS WITH 'TRUTH', PROBE FOR MORE INFORMATION. IF TRUTH IS ALL THEY CAN REMEMBER, CODE IT)?

1. A bunch of body bags are laying on the beach
2. Young people are throwing a body bag into the air using a blanket
3. Young man asks body bags if they need any lotion
4. Young man holding a sign: "What if cigarette ads told the truth?"
5. Other, specify _____
6. Don't know
7. Refused

D155. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

1. Cigarette ads don't tell the truth
2. Cigarette ads don't show you the bad things about tobacco
3. Cigarette ads don't show the amount of people who die from tobacco everyday
4. The truth about tobacco is that it kills the people who use it
5. People need to know the truth about tobacco
6. Truth
7. Don't smoke/Don't Use Tobacco
8. Youth should fight back against tobacco
9. Tobacco is bad for your health
10. Other, specify _____
11. Don't know
12. Refused

D156. Tell me how much you agree or disagree with the following statement: This ad is convincing or believable?

Would you say you:

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

D157. Would you say the ad grabbed your attention?

1. Yes
2. No
3. Don't know

D158. Would you say the ad gave you good reasons not to smoke?

1. Yes
2. No
3. Don't know

D159. Did you talk to your friends about this ad?

1. Yes
2. No
3. Don't know

D160. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows young people and horses in the desert?

1. Yes
2. Maybe, not sure
3. No (Skip to item 167)
4. Refused

D161. What happens in this ad (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY. IF THE RESPONDENT ANSWERS WITH 'TRUTH', PROBE FOR MORE INFORMATION. IF TRUTH IS ALL THEY CAN REMEMBER, CODE IT)?

1. Young people are dragging body bags in the desert and putting them on horses
2. Young man tells the body bags "Go on, be a cowboy"
3. Horses are running in the desert with body bags
4. One of the body bags falls off of a horse
5. Young man says "See them put that in a magazine"
6. Young girl holding a sign: "What if cigarette ads told the truth?"
7. Other, specify _____
8. Don't know
9. Refused

D162. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

1. Cigarette ads don't tell the truth
2. Cigarette ads don't show you the bad things about tobacco
3. Cigarette ads don't show the amount of people who die from tobacco everyday
4. The truth about tobacco is that it kills the people who use it
5. People need to know the truth about tobacco
6. Truth
7. Don't smoke/Don't Use Tobacco
8. Youth should fight back against tobacco
9. Tobacco is bad for your health
10. Other, specify _____
11. Don't know
12. Refused

D163. Tell me how much you agree or disagree with the following statement: This ad is convincing or believable?

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. No opinion

6. Don't know

D164. Would you say the ad grabbed your attention?

1. Yes
2. No
3. Don't know

D165. Would you say the ad gave you good reasons not to smoke?

1. Yes
2. No
3. Don't know

D166. Did you talk to your friends about this ad?

1. Yes
2. No
3. Don't know

D167. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows young people dancing at a nightclub?

1. Yes
2. Maybe, not sure
3. No (Skip to item 174)
4. Refused

D168. What happens in this ad (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY. IF THE RESPONDENT ANSWERS WITH 'TRUTH', PROBE FOR MORE INFORMATION. IF TRUTH IS ALL THEY CAN REMEMBER, CODE IT)?

1. Two young men are walking around a (night) club with a body bag
2. Young man says "Hot lights, people looking good...looks like a cigarette ad to me"
3. Body bags are dancing at a (night) club
4. Girl is "checking out" the body bag
5. Young people at the club are sitting with the body bags at tables
6. Young man holding a sign: "What if cigarette ads told the truth?"
7. Other, specify _____
8. Don't know
9. Refused

D169. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

1. Cigarette ads don't tell the truth
2. Cigarette ads don't show you the bad things about tobacco
3. Cigarette ads don't show the amount of people who die from tobacco everyday
4. The truth about tobacco is that it kills the people who use it
5. People need to know the truth about tobacco
6. Truth
7. Don't smoke/Don't Use Tobacco
8. Youth should fight back against tobacco
9. Tobacco is bad for your health
10. Other, specify _____
11. Don't know
12. Refused

D170. Tell me how much you agree or disagree with the following statement: This ad is convincing or believable?

Would you say you:

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

D171. Would you say the ad grabbed your attention?

1. Yes
2. No
3. Don't know

D172. Would you say the ad gave you good reasons not to smoke?

1. Yes
2. No
3. Don't know

D173. Did you talk to your friends about this ad?

1. Yes
2. No
3. Don't know

D174. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a young man talking about memorials in Washington, D.C.?

1. Yes
2. Maybe, not sure
3. No (Skip to item 181)
4. Refused

D175. What happens in this ad (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY. IF THE RESPONDENT ANSWERS WITH 'TRUTH', PROBE FOR MORE INFORMATION. IF TRUTH IS ALL THEY CAN REMEMBER, CODE IT)?

1. Young people are building a new tobacco memorial
2. Young people open a truck full of body bags
3. Young people are dragging body bags and throwing them in a corner
4. Conveyor belt is dropping body bags in a corner
5. People on the streets are staring at the memorial/body bags
6. (Sightseer takes a picture of the memorial)
7. Memorial is to show what Big Tobacco is up to
8. Memorial is to tribute family and friends who have died from tobacco
9. The young people leave the body bags to show what 1200 people look like
10. Orange TRUTH sign/banner is on the side the building
11. Young man says "If you find this offensive, so do we"
12. Aerial shot of memorial/body bags
13. Other, specify _____
14. Don't know
15. Refused

D176. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

1. Tobacco kills 1200 people a day
2. People need to see the amount of people who die from tobacco everyday
3. The truth about tobacco is that it kills the people who use it
4. Tobacco kills the people that you care about
5. People need to know what Big Tobacco is up to
6. People need to know the truth about tobacco
7. Truth
8. People should be offended by the amount of people killed by tobacco everyday
9. Don't smoke/Don't Use Tobacco
10. Youth should fight back against tobacco
11. Tobacco is bad for your health
12. Other, specify _____
13. Don't know
14. Refused

D177. Tell me how much you agree or disagree with the following statement: This ad is convincing or believable?

Would you say you:

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

D178. Would you say the ad grabbed your attention?

1. Yes
2. No
3. Don't know

D179. Would you say the ad gave you good reasons not to smoke?

1. Yes
2. No
3. Don't know

D180. Did you talk to your friends about this ad?

1. Yes
2. No
3. Don't know

D181. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a young people hanging around port-a-potties in a park?

1. Yes
2. Maybe, not sure
3. No (Skip to item 104)
4. Refused

[IF x4x4 = 1 or X5 = 4 then ask D181a:]

D181a. Did you see this ad in Spanish?

1. Yes
2. Maybe, not sure
3. No
4. Refused

D182. What happens in this ad (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY. IF THE RESPONDENT ANSWERS WITH 'TRUTH', PROBE FOR MORE INFORMATION. IF TRUTH IS ALL THEY CAN REMEMBER, CODE IT)?

1. Young people are ripping cigarette ads out of magazines
2. Young people replace toilet paper with cigarette ads
3. Young people try to get people to use cigarette ads instead of toilet paper
4. Cigarette ads are more absorbent than toilet paper
5. Young man reads the diseases caused by cigarettes from the ad
6. Young man says that the ad should say that you're going to die
7. Cigarette ads are double-ply
8. Young man sprays port-a-potty with air freshener
9. Young man says "I guess there wouldn't be a magazine if there weren't any cigarette ads"
10. Other, specify _____
11. Don't know
12. Refused

D183. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

1. Rip out cigarette ads from magazines
2. You're going to die if you use tobacco
3. There would be less smoking if there were less cigarette ads
4. A lot of the advertisements in magazines are cigarette ads
5. Truth
6. Don't smoke/Don't Use Tobacco
7. Youth should fight back against tobacco
8. Tobacco is bad for your health
9. Smoking is unappealing/young people who smoke are less attractive
10. Other, specify _____
11. Don't know
12. Refused

D184. Tell me how much you agree or disagree with the following statement: This ad is convincing or believable?

Would you say you:

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

D185. Would you say the ad grabbed your attention?

1. Yes
2. No
3. Don't know

D186. Would you say the ad gave you good reasons not to smoke?

1. Yes
2. No
3. Don't know

D187. Did you talk to your friends about this ad?

1. Yes
2. No
3. Don't know

D137. Have you seen or heard any anti-smoking advertising or campaigns with the following themes or slogans?

| | 1 | 2 | 3 |
|-----------------------|-----|----|------------|
| 1. Truth | Yes | No | Don't know |
| 2. Think, Don't Smoke | Yes | No | Don't know |
| 3. Tobacco is Whacko | Yes | No | Don't know |

[FOR THOSE WHO REPORT RESPONSE 1 IN D137 ABOVE, ASK D138:]

D138. Where have you seen or heard about truth?

| | 1 | 2 | 3 |
|--------------------------------|-----|----|------------|
| 1. On TV? | Yes | No | Don't know |
| 2. On radio? | Yes | No | Don't know |
| 3. In newspapers or magazines? | Yes | No | Don't know |
| 4. On a billboard? | Yes | No | Don't know |
| 5. On the Internet? | Yes | No | Don't know |

D139. Have you ever visited the truth website, “the truth dot com”?

1. Yes
2. No
3. Don't know
4. Refused

D140. Have you ever seen the word truth written in dots on TV, posters, magazine ads or on a website?

1. Yes
2. No
3. Don't know
4. Refused

[FOR THOSE WHO REPORT RESPONSE 1 IN D137, D139, OR D140, ASK D141 AND D142. IF RESPONDENT ANSWERS “NO” TO D137, D139 AND D140, SKIP TO D143]

D141. What do you think truth is about?

_____?

Tell me how much you agree or disagree with the following statements:

D142. Do you think truth is about:

Strongly agree; agree; disagree; strongly disagree; no opinion; Don't know

- a.) taking control**
- b.) saying what's on your mind**
- c.) fighting back against cigarette companies**
- d.) exposing the truth about cigarettes and tobacco**
- e.) telling young people not to smoke**

For the next series of questions, please tell me whether you agree or disagree with each statement.

(RANDOMIZE ORDER OF D143-D145)

D143. I feel angry with cigarette companies.

Would you say you:

- 1. Strongly agree
- 2. Agree
- 3. Disagree
- 4. Strongly disagree
- 5. No opinion

D144. I don't want to be influenced by cigarette ads.

Would you say you:

- 1. Strongly agree
- 2. Agree
- 3. Disagree
- 4. Strongly disagree
- 5. No opinion

D145. I want to fight back against the cigarette companies.

Would you say you:

- 1. Strongly agree
- 2. Agree
- 3. Disagree
- 4. Strongly disagree
- 5. No opinion

E. BACKGROUND VARIABLES

Next, I want to ask you questions about your exposure to tobacco use.

E1. How many of your four closest friends smoke cigarettes?

- 1. None
- 2. One
- 3. Two
- 4. Three
- 5. Four
- 6. Not sure

E2. Out of every 10 people your age, how many do you think smoke:

_____ OUT OF EVERY 10

E3. [12-17] Out of every 10 adults 18 or older, how many do you think smoke?

_____ OUT OF EVERY 10

E4. During the past 7 days, on how many days were you in the same room with someone who was smoking cigarettes?

ENTER NUMBER _____

(IF NECESSARY, PROBE WITH THE FOLLOWING RESPONSE CATEGORIES TO GET RESPONDENT'S BEST GUESS)

- 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/NA

E5. During the past 7 days, on how many days were you in a car with someone who was smoking cigarettes?

ENTER NUMBER _____

(IF NECESSARY, PROBE WITH THE FOLLOWING RESPONSE CATEGORIES TO GET RESPONDENT'S BEST GUESS)

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/NA

E6. [12-17] Do you live with one or both of your parents?

1. Father (stepfather) and Mother (or stepmother)
2. Mother (or stepmother) only
3. Father (or stepfather) only
4. Other

E7. [18-24 only] Where are you living now? Would you say:

1. Your own apartment or house
2. In the same house with your parents
3. In a college dorm
4. Other

E8. Other than yourself, does anyone who lives in your home smoke cigarettes now?

1. Yes
2. No [SKIP TO E10]

E9. Who is this? _____ (READ ALL CATEGORIES AND CODE ALL RESPONSES)

1. Mother (or stepmother)
2. Father (or stepfather)
3. Sister or brother
4. Roommate
5. Husband or wife
6. Grandparent
7. Other, specify _____

E10. What are the rules, if any about smoking in your home? Would you say:

1. People can't smoke in the house
2. People can smoke only in certain rooms of the house.
3. There are no rules about smoking at home

E11. [SMOKERS ONLY, A5>0 days] Do your parents know that you smoke?

1. Yes
2. No
3. Don't Know

E12. Have your parents ever expressed a desire for you not to smoke?

1. Yes
2. No
3. Don't Know

Tell me how much you agree or disagree with the following statements:

E13. You feel close to your mother or stepmother.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. No opinion

E14. You feel close to your father or stepfather.

Would you say you:

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. No opinion

E15. Has anyone in your family, including aunts, uncles and grandparents, died from smoking or smoking-related diseases?

1. Yes
2. No (SKIP TO E17)
3. Don't know (SKIP TO E17)
4. Refused (SKIP TO E17)

E16. Who was this (DO NOT READ RESPONSE CATEGORIES AND CODE ALL THAT APPLY)?

1. Mother (or stepmother)
 2. Father (or stepfather)
 3. Sister or brother
 4. Husband or wife
 5. Aunt or uncle
 6. Grandparent
 7. Other, specify _____
-

Next, I want to ask you a few questions about your schooling and work.

E17. What is the highest grade or year of school you have completed?

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. 12 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

E18. How well would you say you have done in school?

1. Much better than average
2. Better than average
3. Average
4. Below average
5. Much worse than Average
6. Don't know
7. Refused

E19. How far do you think you will go in school?

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

E20. Do you currently have a full time or a part-time job for pay?

1. Full-time job (35 hours or more)
2. Part time job
3. Full time and part-time job
4. No job
5. NA

E21. During an average week, how much money do you get from a job or other work? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

ENTER NUMBER _____ (IF GREATER THAN \$1,400, MULTIPLY BY 50 AND STATE THAT THIS IS WHAT THEIR YEARLY AMOUNT IS AND ASK IF THIS SOUNDS CORRECT TO THE RESPONDENT. IF IT DOES NOT SOUND CORRECT TO THE RESPONDENT, ASK AGAIN AND CODE THEIR RESPONSE)

E22. During an average week, how much money do you get from other sources (allowance, etc.)? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

ENTER NUMBER _____ (IF GREATER THAN \$1,400, MULTIPLY BY 50 AND STATE THAT THIS IS WHAT THEIR YEARLY AMOUNT IS AND ASK IF THIS SOUNDS CORRECT TO THE RESPONDENT. IF IT DOES NOT SOUND CORRECT TO THE RESPONDENT, ASK AGAIN AND CODE THEIR RESPONSE)

E23. Now I am going to read to you a short list of things that some people your age have. I want you to just say “yes” if you have the thing I mention and “no” if you do not have it. In each case, I am referring to things that are yours, not things that you share with other people in your household.

| | Yes | No | Don't Know/NA | Refused |
|------------------------------------|-----|----|---------------|---------|
| 1. A TV with cable | 1 | 2 | 8 | 9 |
| 2. A cell phone | 1 | 2 | 8 | 9 |
| 3. A beeper | 1 | 2 | 8 | 9 |
| 4. A computer with Internet access | 1 | 2 | 8 | 9 |
| 5. [12-17] A bedroom of your own | 1 | 2 | 8 | 9 |

E24. In past 30 days, how often did you go to church, synagogue, or religious services?

1. Often
2. Sometimes
3. Rarely
4. Never
5. Don't Know

INTERVIEWER

E25. INTERVIEWER — DO YOU SUSPECT THAT SOMEONE WAS LISTENING IN AT THE RESPONDENT'S HOUSEHOLD DURING THE INTERVIEW?

1. Yes
2. No [SKIP TO END]

E26. HOW SURE ARE YOU THAT SOMEONE MAY HAVE BEEN LISTENING IN?

1. Absolutely sure
2. Quite sure
3. Somewhat sure
4. No sure

E27. DO YOU THINK THE RESPONDENT'S RESPONSES WERE BIASED BECAUSE SOMEONE WAS LISTENING IN?

1. Yes
2. No
3. Don't know