

Legacy Media Tracking Survey-III Variable Codebook

casenum **Case number**

type: string (str8)

unique values: 10412

missing "": 0/10412

examples: "10382505"

"10767432"

"11303831"

"11719937"

x1 **Age**

type: numeric (byte)

range: [12,99]

units: 1

unique values: 14

missing .: 0/10412

mean: 16.5441

std. dev: 3.47292

percentiles:	10%	25%	50%	75%	90%
	13	14	16	19	22

x2 **Gender**

type: numeric (byte)

label: female

range: [1,2]

units: 1

unique values: 2

missing .: 0/10412

tabulation:	Freq.	Numeric	Label
	5475	1	female
	4937	2	male

x3

Enrolled in school

type: numeric (byte)

label: yesno

range: [1,3]

units: 1

unique values: 3

missing .: 0/10412

tabulation: Freq. Numeric Label

9000 1 yes

1378 2 no

34 3 don't know

x4x1

American Indian/Alaska Native

type: numeric (byte)

label: noyes

range: [0,3]

units: 1

unique values: 4

missing .: 0/10412

tabulation: Freq. Numeric Label

9880 0 no

451 1 yes

44 2 don't know

37 3 refused

x4x2

Asian

type: numeric (byte)

label: noyes

range: [0,3]

units: 1

unique values: 4

missing .: 0/10412

tabulation: Freq. Numeric Label

9742 0 no

599 1 yes

34 2 don't know

37 3 refused

x4x3

Black or African American

type: numeric (byte)

label: noyes

range: [0,3] units: 1
unique values: 4 missing .: 0/10412

tabulation: Freq. Numeric Label

8829	0	no
1514	1	yes
31	2	don't know
38	3	refused

x4x4

Hispanic or Latino

type: numeric (byte)

label: noyes

range: [0,3] units: 1
unique values: 4 missing .: 0/10412

tabulation: Freq. Numeric Label

8086	0	no
2259	1	yes
30	2	don't know
37	3	refused

x4x5

Hawaiian or Other Pacific Islander

type: numeric (byte)

label: noyes

range: [0,3] units: 1
unique values: 4 missing .: 0/10412

tabulation: Freq. Numeric Label

10231	0	no
108	1	yes

36 2 don't know
37 3 refused

x4x6

White (Non-Hispanic)

type: numeric (byte)
label: noyes, but 1 value is not labeled

range: [0,6] units: 1
unique values: 5 missing .: 0/10412

tabulation: Freq. Numeric Label
4226 0 no
6128 1 yes
20 2 don't know
37 3 refused
1 6

x4x7

Other race

type: numeric (byte)
label: noyes

range: [0,3] units: 1
unique values: 4 missing .: 0/10412

tabulation: Freq. Numeric Label
10251 0 no
84 1 yes
36 2 don't know
41 3 refused

x4x7x

Other race--specify

type: string (str28)

unique values: 40 missing "": 10328/10412

examples: ""
 ""

""
""

warning: variable has embedded blanks

x5

Race best describe

type: numeric (byte)
label: race

range: [1,9] **units: 1**
unique values: 9 **missing .: 0/10412**

tabulation: Freq. Numeric Label

202	1	American Indian or Alaska Native
533	2	Asian
1457	3	Black or African American
2109	4	Hispanic or Latino
69	5	Native Hawaiian or Other Pacific Islander
5901	6	White
89	7	Other
7	8	Don't Know
45	9	Refused

x6

Describe Hispanic origin

type: numeric (byte)
label: hisp

range: [1,8] **units: 1**
unique values: 8 **missing .: 8143/10412**

tabulation: Freq. Numeric Label

1571	1	Mexican
176	2	Puerto Rican
79	3	Cuban
154	4	Central American
121	5	South American
86	6	Other
72	7	Don't Know
10	8	Refused

8143 .

x6x Describe Hispanic origin--other

type: string (str16)

unique values: 13 missing "": 10326/10412

examples: ""

""

""

""

warning: variable has embedded blanks

x7 Describe Asian origin

type: numeric (byte)

label: asian

range: [1,8] units: 1
unique values: 8 missing .: 9721/10412

tabulation: Freq. Numeric Label

234	1 Chinese
80	2 Korean
85	3 Japanese
57	4 Vietnamese
90	5 Filipino
109	6 Other
30	7 Don't Know
6	8 Refused
9721	.

x7x Describe Asian origin--other

type: string (str20)

unique values: 50 missing "": 10303/10412

examples: ""
""
""
""

warning: variable has embedded blanks

x8 **Language usually spoken (if Hispanic)**

type: numeric (byte)
label: hispeak

range: [1,6] **units: 1**
unique values: 6 **missing .: 8143/10412**

tabulation: Freq. Numeric Label

4	1	only spanish
133	2	spanish more than english
626	3	spanish and english equally
960	4	english more than spanish
543	5	english only
3	6	don't know
8143	.	

x9 **How much Spanish and English TV watched**

type: numeric (byte)
label: hispeak

range: [1,7] **units: 1**
unique values: 7 **missing .: 8143/10412**

tabulation: Freq. Numeric Label

4	1	only spanish
73	2	spanish more than english
331	3	spanish and english equally
938	4	english more than spanish
913	5	english only
8	6	don't know
2	7	refused
8143	.	

x10 **More comfortable speaking English or native language**

type: numeric (byte)
label: asiansp

range: [1,5] **units: 1**
unique values: 5 **missing .: 9721/10412**

tabulation: Freq. Numeric Label

194	1	english is your native language
28	2	native language
412	3	english
53	4	native language and english equally
4	5	don't know
9721	.	.

x11 **Where born**

type: numeric (byte)
label: country, but 2 values are not labeled

range: [1,4] **units: 1**
unique values: 4 **missing .: 0/10412**

tabulation: Freq. Numeric Label

9689	1	U.S.
705	2	Other
10	3	
8	4	

x11x **Where born--other (specify)**

type: string (str29)

unique values: 129 **missing "": 9707/10412**

examples: ""
""

""
""

warning: variable has embedded blanks

a1 **ever try smoking**

type: numeric (byte)
label: yesno

range: [1,4] **units: 1**
unique values: 3 **missing .: 0/10412**

tabulation: Freq. Numeric Label

4100	1	yes
6310	2	no
2	4	refused

a2 **Number of cigarettes smoked in life**

type: numeric (byte)
label: ciglife

range: [1,9] **units: 1**
unique values: 9 **missing .: 6310/10412**

tabulation: Freq. Numeric Label

846	1	1 puff, never a whole cigarette
318	2	1
647	3	2-5
274	4	6-15
229	5	16-25
261	6	26-99
1461	7	5 packs+
64	8	don't know
2	9	refused
6310	.	.

a3 **Age when first smoked a whole cigarette
for the first time**

type: numeric (byte)

range: [0,99] units: 1
unique values: 26 missing .: 7156/10412

mean: 15.0983
std. dev: 9.24596

percentiles: 10% 25% 50% 75% 90%
11 13 14 16 18

a4 Ever smoked every day for at least 30 days

type: numeric (byte)
label: yesno

range: [1,3] units: 1
unique values: 3 missing .: 6310/10412

tabulation: Freq. Numeric Label
1322 1 yes
2776 2 no
4 3 don't know
6310 .

a5 Number of days smoked in past 30 (unassisted)

type: numeric (byte)

range: [0,99] units: 1
unique values: 30 missing .: 6310/10412

mean: 8.11897
std. dev: 14.9871

percentiles: 10% 25% 50% 75% 90%
0 0 0 10 30

a5x **Number of days smoked in past 30**
(assisted)

type: numeric (byte)
label: dayscig

range: [1,9] **units: 1**
unique values: 9 **missing .: 6310/10412**

tabulation: Freq. Numeric Label

2434	1	0
384	2	1-2
177	3	3-5
54	4	6-9
140	5	10-19
128	6	20-29
780	7	all 30
4	8	don't know
1	9	refused
6310	.	.

a6 **# of cigarettes on days smoked**
(unassisted)

type: numeric (byte)

range: [0,99] **units: 1**
unique values: 34 **missing .: 8744/10412**

mean: 7.97662
std. dev: 12.2498

percentiles: 10% 25% 50% 75% 90%
1 1 4 10 20

a6x **# of cigarettes on days smoked**
(assisted)

type: numeric (byte)
label: cigavg

range: [1,8] units: 1
unique values: 8 missing .: 8744/10412

tabulation: Freq. Numeric Label
142 1 less than 1
339 2 1
547 3 2-5
296 4 6-10
285 5 11-20
57 6 20+
1 7 don't know
1 8 refused
8744 .

a6a **Brand usually smoked in past 30 days**

type: numeric (byte)

range: [1,18] units: 1
unique values: 17 missing .: 8744/10412

mean: 8.11871
std. dev: 4.25778

percentiles: 10% 25% 50% 75% 90%
 2 7 7 10 16

a6ax **Other specify brand usually smoked**

type: string (str29)

unique values: 54 missing "": 10314/10412

examples: ""
 ""
 ""
 ""

warning: variable has embedded blanks

a6b **Type usually smoked in past 30 days**

type: numeric (byte)
label: cigtype

range: [1,6] units: 1
unique values: 6 missing .: 8744/10412

tabulation: Freq. Numeric Label

698	1 regular
711	2 lights
64	3 mild
89	4 ultra-lights
102	5 don't know
4	6 refused
8744	.

a6c How usually got cigarettes past 30 days

type: numeric (byte)
label: sourcig

range: [1,7] units: 1
unique values: 7 missing .: 8744/10412

tabulation: Freq. Numeric Label

987	1 store, gas station, etc.
422	2 borrowed, bummed them
128	3 someone else bought them for me
43	4 took them from a family member or store
63	5 got them some other way
16	6 don't know
9	7 refused
8744	.

a6d Where was last pack bought in past 30
days

type: numeric (byte)
label: buycig

range: [1,9] units: 1
 unique values: 8 missing .: 8744/10412

tabulation: Freq.		Numeric	Label
323	1	1	did not buy
619	2	2	gas station
354	3	3	convenience store
111	4	4	grocery store
26	5	5	drug store
3	6	6	vending machine
161	8	8	other
71	9	9	don't know/refused
8744	.	.	.

a6e **Either bought by the pack or carton in past 30 days**

type: numeric (byte)
 label: cigcase

range: [1,4] units: 1
 unique values: 4 missing .: 9067/10412

tabulation: Freq.		Numeric	Label
1146	1	1	pack
125	2	2	carton
52	3	3	don't know
22	4	4	refused
9067	.	.	.

a6f **Price [per A6e] paid (in cents) during past 30 days**

type: numeric (float)

range: [0,99999] units: 1
 unique values: 222 missing .: 9067/10412

mean: 3687.32
 std. dev: 17529.3

percentiles: 10% 25% 50% 75% 90%

150 300 350 400 600

a6g Show proof of age in past 30 days

type: numeric (byte)
label: yesno

range: [1,4] units: 1
unique values: 4 missing .: 9067/10412

tabulation: Freq. Numeric Label

704	1	yes
614	2	no
19	3	don't know
8	4	refused
9067	.	

a6h Refusal to sell cigarettes due to age during past 30 days

type: numeric (byte)
label: yesno

range: [1,4] units: 1
unique values: 4 missing .: 9067/10412

tabulation: Freq. Numeric Label

128	1	yes
1200	2	no
15	3	don't know
2	4	refused
9067	.	

a7 Ever smoke alone or by yourself

type: numeric (byte)
label: yesno

range: [1,4] units: 1
unique values: 3 missing .: 8744/10412

tabulation: Freq. Numeric Label

1201	1	yes
465	2	no
2	4	refused
8744	.	

a8

Want to quit smoking

type: numeric (byte)

label: yesno

range: [1,4] units: 1
unique values: 4 missing .: 8744/10412

tabulation: Freq. Numeric Label

1218	1	yes
375	2	no
69	3	don't know
6	4	refused
8744	.	

a9

Able to quit if you want to quit smoking

type: numeric (byte)

label: thinkquit

range: [1,7] units: 1
unique values: 7 missing .: 8744/10412

tabulation: Freq. Numeric Label

964	1	definitely yes
494	2	probably yes
117	3	probably not
42	4	definitely not
25	5	no opinion
24	6	don't know
2	7	refused
8744	.	

a10

Seriously considering stopping smoking

cigarettes

type: numeric (byte)
label: consid, but 1 value is not labeled

range: [1,6] **units: 1**
unique values: 6 **missing .: 8744/10412**

tabulation: Freq. Numeric Label

171	1	I don't smoke now
492	2	Yes, within the next 30 days
530	3	Yes, not within the next 30 days, but within 6 months
426	4	No, I'm not thinking of quitting
46	5	Don't know/undecided
3	6	
8744	.	

a11 **# of times tried to quit smoking in past 12 months**

type: numeric (byte)
label: tryquit, but 2 values are not labeled

range: [1,9] **units: 1**
unique values: 9 **missing .: 8690/10412**

tabulation: Freq. Numeric Label

405	1	I have not smoked in the past 12 months
394	2	I have not tried to quit
282	3	1 time
170	4	2 times
221	5	3 to 5 times
58	6	6 to 9 times
137	7	10 or more times
52	8	
3	9	
8690	.	

a12 **Last time quit, length of time stayed off cigarettes**

type: numeric (byte)
label: perquit, but 2 values are not labeled

range: [1,10] units: 1
unique values: 10 missing .: 9095/10412

tabulation: Freq. Numeric Label

25	1	I did not smoke in the past 12 months
266	2	I have never tried to quit
54	3	Less than one day
269	4	1 to 7 days
205	5	More than 7 days but less than 30 days
333	6	More than 30 days but less than 6 months
123	7	More than 6 months but less than a year
22	8	More than a year
19	9	
1	10	
9095	.	

a13x1 Attended program in school to stop smoking (past year) [12-17]

type: numeric (byte)
label: yesno, but 2 values are not labeled

range: [1,9] units: 1
unique values: 4 missing .: 10056/10412

tabulation: Freq. Numeric Label

18	1	yes
336	2	no
1	8	
1	9	
10056	.	

a13x2 Attended program in community to stop smoking (past year)

type: numeric (byte)
label: yesno, but 2 values are not labeled

range: [1,9] **units: 1**
unique values: 4 **missing .: 9095/10412**

tabulation: Freq. Numeric Label

21	1	yes
1294	2	no
1	8	
1	9	
9095	.	

a13x3 **Called a help line or quit line to stop smoking (past year)**

type: numeric (byte)
label: yesno, but 2 values are not labeled

range: [1,9] **units: 1**
unique values: 4 **missing .: 9095/10412**

tabulation: Freq. Numeric Label

13	1	yes
1302	2	no
1	8	
1	9	
9095	.	

a13x4 **Used nicotine gum or patch to stop smoking (past year)**

type: numeric (byte)
label: yesno, but 2 values are not labeled

range: [1,9] **units: 1**
unique values: 4 **missing .: 9095/10412**

tabulation: Freq. Numeric Label

109	1	yes
-----	---	-----

1206 2 no
1 8
1 9
9095 .

a13x5 **Used medicine to help stop smoking (past year)**

type: numeric (byte)
label: yesno, but 2 values are not labeled

range: [1,9] **units: 1**
unique values: 4 **missing .: 9095/10412**

tabulation: Freq. Numeric Label
32 1 yes
1283 2 no
1 8
1 9
9095 .

a14 **Last time smoked a cigarette, even 1-2 puffs**

type: numeric (byte)

range: [0,99] **units: 1**
unique values: 33 **missing .: 10007/10412**

mean: 9.94568
std. dev: 21.2998

percentiles: 10% 25% 50% 75% 90%
 1 1 3 7 19

a14x **A13 units are 1=Days/2=Months/3=Years**

type: numeric (byte)

range: [1,3] **units: 1**

unique values: 3

missing .: 10023/10412

tabulation: Freq. Value

125 1
78 2
186 3
10023 .

a15

Think you'll smoke a cigarette anytime
during next year

type: numeric (byte)

label: thinkquit

range: [1,7]

units: 1

unique values: 7

missing .: 3697/10412

tabulation: Freq. Numeric Label

103 1 definitely yes
140 2 probably yes
1023 3 probably not
5387 4 definitely not
36 5 no opinion
25 6 don't know
1 7 refused
3697 .

a16

Think you'll smoke cigarettes 5 years
from now

type: numeric (byte)

label: thinkquit

range: [1,7]

units: 1

unique values: 7

missing .: 3697/10412

tabulation: Freq. Numeric Label

21 1 definitely yes
106 2 probably yes
1167 3 probably not
5341 4 definitely not
43 5 no opinion

36 6 don't know
1 7 refused
3697 .

a17 **Would smoke cigarette if best friend offered**

type: numeric (byte)
label: thinkquit

range: [1,6] **units: 1**
unique values: 6 **missing .: 3697/10412**

tabulation: Freq. Numeric Label

72	1	definitely yes
91	2	probably yes
718	3	probably not
5805	4	definitely not
18	5	no opinion
11	6	don't know
3697	.	

a18 **Could you stop smoking anytime if you started smoking regularly**

type: numeric (byte)
label: dayscig

range: [1,7] **units: 1**
unique values: 7 **missing .: 3697/10412**

tabulation: Freq. Numeric Label

1361	1	0
1855	2	1-2
2159	3	3-5
716	4	6-9
374	5	10-19
240	6	20-29
10	7	all 30
3697	.	

a19 **Ever tried chewing tobacco, snuff, or dip**

type: numeric (byte)
label: yesno

range: [1,4] **units: 1**
unique values: 4 **missing .: 0/10412**

tabulation: Freq. Numeric Label

1007	1	yes
9398	2	no
6	3	don't know
1	4	refused

a20 **# of days used chewing tobacco, snuff or dip in past 30 days (unassisted)**

type: numeric (byte)

range: [0,30] **units: 1**
unique values: 21 **missing .: 9405/10412**

mean: 2.59086
std. dev: 7.29766

percentiles: **10%** **25%** **50%** **75%** **90%**
0 **0** **0** **1** **6**

a20x **# of days used chewing tobacco, snuff or dip in past 30 days (assisted)**

type: numeric (byte)
label: dayscig

range: [1,7] **units: 1**
unique values: 7 **missing .: 9405/10412**

tabulation: Freq. Numeric Label

742	1	0
126	2	1-2

label: dayscig

range: [1,9] units: 1
unique values: 9 missing .: 8124/10412

tabulation: Freq.		Numeric	Label
1639	1	0	
448	2	1-2	
103	3	3-5	
27	4	6-9	
30	5	10-19	
9	6	20-29	
29	7	all 30	
2	8	don't know	
1	9	refused	
8124	.		

a23 **Internet purchases of cigarettes or
other tobacco products in past 12 mon**

type: numeric (byte)
label: yesnodk

range: [1,3] units: 1
unique values: 3 missing .: 0/10412

tabulation: Freq.		Numeric	Label
26	1	yes	
10381	2	no	
5	3	don't know	

a24x1 **Products bought off of the internet
(cigarettes)**

type: numeric (byte)
label: ohttob

range: [1,2] units: 1
unique values: 2 missing .: 10386/10412

tabulation: Freq.		Numeric	Label
16	1	cigarettes	

10 2 cigars
10386 .

a24x2 Products bought off of the internet
(cigars)

type: numeric (byte)
label: othtob

range: [1,2] units: 1
unique values: 2 missing .: 10386/10412

tabulation: Freq. Numeric Label
9 1 cigarettes
17 2 cigars
10386 .

a24x3 Products bought off of the internet
(chewing tobacco, snuff, dip)

type: numeric (byte)
label: othtob

range: [1,2] units: 1
unique values: 2 missing .: 10386/10412

tabulation: Freq. Numeric Label
2 1 cigarettes
24 2 cigars
10386 .

a24x4 Products bought off of the internet
(Other)

type: numeric (byte)
label: othtob

range: [1,2] units: 1
unique values: 2 missing .: 10386/10412

tabulation: Freq. Numeric Label
3 1 cigarettes
23 2 cigars
10386 .

b1 Safe to smoke 1-2 years, then quit

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq. Numeric Label
93 1 strongly agree
563 2 agree
5157 3 disagree
4351 4 strongly disagree
212 5 no opinion
35 6 don't know
1 7 refused

b2 Not smoking expresses independence

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq. Numeric Label
2140 1 strongly agree
4566 2 agree
2184 3 disagree
854 4 strongly disagree
561 5 no opinion
101 6 don't know
6 7 refused

b3 Young people who smoke cigarettes have more friends

type: numeric (byte)
label: agreedis

range: [1,7] **units: 1**
unique values: 7 **missing .: 0/10412**

tabulation: Freq. Numeric Label

106	1	strongly agree
527	2	agree
5743	3	disagree
3543	4	strongly disagree
433	5	no opinion
56	6	don't know
4	7	refused

b4 **Smoking makes people your age look attractive**

type: numeric (byte)
label: agreedis

range: [1,7] **units: 1**
unique values: 7 **missing .: 0/10412**

tabulation: Freq. Numeric Label

65	1	strongly agree
250	2	agree
4968	3	disagree
4916	4	strongly disagree
188	5	no opinion
22	6	don't know
3	7	refused

b5 **Smoking cigarettes can help keep your weight down**

type: numeric (byte)
label: agreedis

range: [1,7] **units: 1**

unique values: 7 missing .: 0/10412

tabulation: Freq. Numeric Label		
198	1	strongly agree
1778	2	agree
4642	3	disagree
2591	4	strongly disagree
809	5	no opinion
392	6	don't know
2	7	refused

b6 **People who smoke regularly have a much
harder time keeping up in sports**

type: numeric (byte)
label: agreedis

range: [1,6] units: 1
unique values: 6 missing .: 0/10412

tabulation: Freq. Numeric Label		
4274	1	strongly agree
5083	2	agree
615	3	disagree
189	4	strongly disagree
195	5	no opinion
56	6	don't know

b7 **Smoking cigarettes makes people your age
look cool or fit in**

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq. Numeric Label		
112	1	strongly agree
539	2	agree
4793	3	disagree
4769	4	strongly disagree

180 5 no opinion
17 6 don't know
2 7 refused

b8 I disapprove of people my age smoking
cigarettes

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq.	Numeric	Label
3167	1	strongly agree
3944	2	agree
2031	3	disagree
516	4	strongly disagree
695	5	no opinion
55	6	don't know
4	7	refused

b9 Nonsmokers don't like to date someone
who smokes

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq.	Numeric	Label
2100	1	strongly agree
4947	2	agree
2173	3	disagree
346	4	strongly disagree
694	5	no opinion
146	6	don't know
6	7	refused

b10 Smoking is a way to show others you're

not afraid to take risks

type: numeric (byte)

label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq. Numeric Label		
145	1	strongly agree
827	2	agree
5232	3	disagree
3917	4	strongly disagree
247	5	no opinion
38	6	don't know
6	7	refused

b11 Most people your age think it's ok to
smoke

type: numeric (byte)

label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq. Numeric Label		
878	1	strongly agree
4949	2	agree
3030	3	disagree
1023	4	strongly disagree
449	5	no opinion
79	6	don't know
4	7	refused

b12 People your age who smoke are less
attractive

type: numeric (byte)

label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq.	Numeric	Label
2752	1	strongly agree
4199	2	agree
2247	3	disagree
521	4	strongly disagree
625	5	no opinion
65	6	don't know
3	7	refused

b13 **Smoking cigarettes is disgusting**

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq.	Numeric	Label
4728	1	strongly agree
4281	2	agree
841	3	disagree
293	4	strongly disagree
247	5	no opinion
21	6	don't know
1	7	refused

b14 **A pregnant woman can harm her unborn
baby if she smokes**

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq.	Numeric	Label
6357	1	strongly agree
3557	2	agree
232	3	disagree

166 4 strongly disagree
65 5 no opinion
34 6 don't know
1 7 refused

b15 Are cigarette ads more or less honest
than other ads?

type: numeric (byte)

label: honest

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq. Numeric Label

328	1	much more honest
745	2	somewhat more honest
2254	3	about the same
2606	4	somewhat less honest
4070	5	much less honest
387	6	don't know
22	7	refused

b16 Cigarette companies lie

type: numeric (byte)

label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq. Numeric Label

2302	1	strongly agree
5919	2	agree
1368	3	disagree
150	4	strongly disagree
559	5	no opinion
108	6	don't know
6	7	refused

b17 Cigarette companies deny that cigarettes

cause cancer and other harmful d

type: numeric (byte)

label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq.	Numeric	Label
1437	1	strongly agree
4201	2	agree
3627	3	disagree
611	4	strongly disagree
399	5	no opinion
132	6	don't know
5	7	refused

b18 One out of 3 people who start smoking by
age 18 will die because of their

type: numeric (byte)

label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq.	Numeric	Label
1707	1	strongly agree
6243	2	agree
1331	3	disagree
92	4	strongly disagree
758	5	no opinion
276	6	don't know
5	7	refused

b19 Cigarette companies deny that cigarettes
are addictive

type: numeric (byte)

label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq.	Numeric	Label
1513	1	strongly agree
5087	2	agree
2595	3	disagree
568	4	strongly disagree
475	5	no opinion
169	6	don't know
5	7	refused

b20 **I would not work for a cigarette company**

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq.	Numeric	Label
4122	1	strongly agree
4518	2	agree
1190	3	disagree
292	4	strongly disagree
264	5	no opinion
23	6	don't know
3	7	refused

b21 **I would like to see cigarette companies
go out of business**

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq.	Numeric	Label
3105	1	strongly agree
4622	2	agree
1796	3	disagree

270 4 strongly disagree
576 5 no opinion
39 6 don't know
4 7 refused

b22 Cigarette companies get too much blame
for young people smoking

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq. Numeric Label
969 1 strongly agree
3802 2 agree
3847 3 disagree
1338 4 strongly disagree
384 5 no opinion
66 6 don't know
6 7 refused

b23 Cigarette companies should not be able
to sell a product that harms peopl

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq. Numeric Label
2971 1 strongly agree
4909 2 agree
1849 3 disagree
270 4 strongly disagree
375 5 no opinion
37 6 don't know
1 7 refused

b24

**Cigarette companies advertise cigarettes
as a safe product**

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation:	Freq.	Numeric	Label
	877	1	strongly agree
	4350	2	agree
	3832	3	disagree
	865	4	strongly disagree
	391	5	no opinion
	90	6	don't know
	7	7	refused

b25

**Light cigarettes are safer to smoke than
regular cigarettes**

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation:	Freq.	Numeric	Label
	117	1	strongly agree
	1613	2	agree
	5511	3	disagree
	2067	4	strongly disagree
	727	5	no opinion
	370	6	don't know
	7	7	refused

b26

**Do you think cig companies add chemicals
like ammonia and benzene to make**

type: numeric (byte)
label: thinkquit

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq.	Numeric	Label
2407	1	definitely yes
5432	2	probably yes
856	3	probably not
141	4	definitely not
1149	5	no opinion
423	6	don't know
4	7	refused

b27 **Do you think cig companies add chemicals
like ammonia and benzene to make**

type: numeric (byte)
label: thinkquit

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq.	Numeric	Label
1175	1	definitely yes
4813	2	probably yes
1943	3	probably not
450	4	definitely not
1404	5	no opinion
622	6	don't know
5	7	refused

b28 **Do you think cig companies add chemicals
like ammonia and benzene to make**

type: numeric (byte)
label: thinkquit

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq.	Numeric	Label
867	1	definitely yes

4510 2 probably yes
2196 3 probably not
485 4 definitely not
1640 5 no opinion
710 6 don't know
4 7 refused

b29 Do you think cigarette companies try to
get any particular groups to star

type: numeric (byte)
label: yesnodk, but 1 value is not labeled

range: [1,4] units: 1
unique values: 4 missing .: 0/10412

tabulation: Freq. Numeric Label

7778	1	yes
2388	2	no
231	3	don't know
15	4	

b29ax1 1st mention of groups

type: numeric (byte)
label: groups

range: [1,12] units: 1
unique values: 12 missing .: 2634/10412

tabulation: Freq. Numeric Label

298	1	adults
79	2	african americans or blacks
7	3	asian americans
305	4	children
237	5	everyone
26	6	hispanics or latino
21	7	men
5849	8	teenagers or youth
40	9	women
380	10	other
520	11	don't know

16 12 refused
2634 .

b29ax2

2nd mention of groups

type: numeric (byte)
label: groups

range: [1,10] units: 1
unique values: 10 missing .: 8677/10412

tabulation: Freq. Numeric Label

703	1	adults
45	2	african americans or blacks
10	3	asian americans
316	4	children
103	5	everyone
28	6	hispanics or latino
32	7	men
327	8	teenagers or youth
62	9	women
109	10	other
8677	.	

b29ax3

3rd mention of groups

type: numeric (byte)
label: groups

range: [1,10] units: 1
unique values: 10 missing .: 10119/10412

tabulation: Freq. Numeric Label

85	1	adults
13	2	african americans or blacks
10	3	asian americans
45	4	children
49	5	everyone
10	6	hispanics or latino
12	7	men
22	8	teenagers or youth
19	9	women

tabulation: Freq. Numeric Label
7303 1 don't like them at all
1561 2
1020 3
260 4
206 5 like them very much
53 6 don't know
9 7 refused

b30x3 Feelings about companies that make beer,
wine, and liquor

type: numeric (byte)
label: onefive, but 3 values are not labeled

range: [1,7] **units: 1**
unique values: 7 **missing .: 0/10412**

tabulation: Freq. Numeric Label
3896 1 don't like them at all
2179 2
2495 3
1020 4
734 5 like them very much
79 6 don't know
9 7 refused

b31 People who smoke are being used by
cigarette companies

type: numeric (byte)
label: agreedis

range: [1,7] **units: 1**
unique values: 7 **missing .: 0/10412**

tabulation: Freq. Numeric Label
1953 1 strongly agree
5751 2 agree
2068 3 disagree
205 4 strongly disagree

381 5 no opinion
50 6 don't know
4 7 refused

b32 Cigarette companies try to get young
people to start smoking

type: numeric (byte)
label: agreedis

range: [1,6] units: 1
unique values: 6 missing .: 0/10412

tabulation: Freq.	Numeric	Label
2900	1	strongly agree
5869	2	agree
1227	3	disagree
167	4	strongly disagree
208	5	no opinion
41	6	don't know

b33 Smoke from other people's cigarettes
bothers me

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq.	Numeric	Label
3986	1	strongly agree
4916	2	agree
1248	3	disagree
144	4	strongly disagree
110	5	no opinion
7	6	don't know
1	7	refused

b34 I want to be involved in efforts to get
rid of cigarette smoking

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq. Numeric Label
1833 1 strongly agree
5650 2 agree
2057 3 disagree
163 4 strongly disagree
645 5 no opinion
56 6 don't know
8 7 refused

b35 **Taking a stand against smoking is
important to me**

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq. Numeric Label
2469 1 strongly agree
5429 2 agree
1767 3 disagree
183 4 strongly disagree
528 5 no opinion
30 6 don't know
6 7 refused

b36 **I don't like to be told what to do**

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq. Numeric Label
2025 1 strongly agree
5873 2 agree
1851 3 disagree
252 4 strongly disagree
375 5 no opinion
29 6 don't know
7 7 refused

b37

I like to take risks

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq. Numeric Label
728 1 strongly agree
5331 2 agree
3416 3 disagree
558 4 strongly disagree
339 5 no opinion
36 6 don't know
4 7 refused

b38

I would like to explore strange places

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq. Numeric Label
1193 1 strongly agree
5860 2 agree
2540 3 disagree
414 4 strongly disagree
351 5 no opinion
48 6 don't know

6 7 refused

b39

I like to do frightening things

type: numeric (byte)

label: agreedis

range: [1,7]

units: 1

unique values: 7

missing .: 0/10412

tabulation:	Freq.	Numeric	Label
	486	1	strongly agree
	3329	2	agree
	5164	3	disagree
	1060	4	strongly disagree
	336	5	no opinion
	32	6	don't know
	5	7	refused

b40

**I like new and exciting experiences,
even if I have to break the rules**

type: numeric (byte)

label: agreedis

range: [1,7]

units: 1

unique values: 7

missing .: 0/10412

tabulation:	Freq.	Numeric	Label
	546	1	strongly agree
	3523	2	agree
	4968	3	disagree
	971	4	strongly disagree
	368	5	no opinion
	28	6	don't know
	8	7	refused

b41

**I prefer friends who are exciting and
unpredictable**

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq.	Numeric	Label
1164	1	strongly agree
5912	2	agree
2484	3	disagree
251	4	strongly disagree
532	5	no opinion
61	6	don't know
8	7	refused

c1x1 Hours of tv per day (enter in minutes)

type: numeric (int)

range: [0,999] units: 1
unique values: 114 missing .: 0/10412

mean: 211.108
std. dev: 192.319

percentiles:	10%	25%	50%	75%	90%
	30	90	180	300	420

c1x2 Hours of radio per day (enter in minutes)

type: numeric (int)

range: [0,999] units: 1
unique values: 118 missing .: 0/10412

mean: 181.727
std. dev: 207.591

percentiles:	10%	25%	50%	75%	90%
	1	60	120	240	480

c1x3 **Hours of surfing the internet per day**
(enter in minutes)

type: numeric (int)

range: [0,999] units: 1
unique values: 94 missing .: 0/10412

mean: 98.8173
std. dev: 148.624

percentiles:	10%	25%	50%	75%	90%
	0	0	60	120	240

c1x4 **Hours of reading magazines per day**
(enter in minutes)

type: numeric (int)

range: [0,998] units: 1
unique values: 68 missing .: 0/10412

mean: 49.2588
std. dev: 85.2987

percentiles:	10%	25%	50%	75%	90%
	0	0	30	60	120

c2 **Has cable TV or satellite dish in**
household

type: numeric (byte)
label: yesno

range: [1,4] units: 1
unique values: 4 missing .: 0/10412

tabulation: Freq. Numeric Label
8079 1 yes
2327 2 no

5 3 don't know
1 4 refused

c3x1 **First mention of health message**

type: numeric (byte)
label: healthad, but 3 values are not labeled

range: [1,25] **units:** 1
unique values: 23 **missing .:** 0/10412

examples: 4 **Quitting smoking**
5 **Messages against smoking**
19 **Cancer**
24

c3x2 **Second mention of health message**

type: numeric (byte)
label: healthad, but 3 values are not labeled

range: [1,24] **units:** 1
unique values: 23 **missing .:** 7328/10412

examples: 8 **Not using alcohol**
.
.
.

c3x3 **Third mention of health message**

type: numeric (byte)
label: healthad, but 3 values are not labeled

range: [1,23] **units:** 1
unique values: 23 **missing .:** 9197/10412

examples: .
.
.

c3x4

Fourth mention of health message

type: numeric (byte)

label: healthad, but 3 values are not labeled

range: [1,23]

units: 1

unique values: 21

missing .: 9964/10412

examples: .

.
.
.

c3x5

Fifth mention of health message

type: numeric (byte)

label: healthad, but 3 values are not labeled

range: [1,23]

units: 1

unique values: 20

missing .: 10258/10412

examples: .

.
.
.

c3x6

Sixth mention of health message

type: numeric (byte)

label: healthad, but 1 value is not labeled

range: [1,21]

units: 1

unique values: 13

missing .: 10365/10412

examples: .

.
.
.

c3x7

Seventh mention of health message

type: numeric (byte)

label: healthad, but 1 value is not labeled

range: [2,21]

units: 1

unique values: 7

missing .: 10396/10412

tabulation:	Freq.	Numeric	Label
	2	2	Not using drugs
	1	4	Quitting smoking
	5	8	Not using alcohol
	3	12	Not drinking and driving or driving while intoxicated
	2	15	Using condoms to prevent AIDS or sexually transmitted diseases
	1	19	Cancer
	2	21	
10396		.	

c3x8

Eighth mention of health message

type: numeric (byte)

label: healthad, but 1 value is not labeled

range: [2,21]

units: 1

unique values: 4

missing .: 10408/10412

tabulation:	Freq.	Numeric	Label
	1	2	Not using drugs
	1	18	Gun safety
	1	19	Cancer
	1	21	
10408		.	

c3x9

Ninth mention of health message

type: numeric (byte)

label: healthad

range: [20,20] units: 10
unique values: 1 missing .: 10411/10412

tabulation: Freq. Numeric Label
 1 20 Abortion
 10411 .

c3x10 **Tenth mention of health message**

type: numeric (byte)
label: healthad

range: [19,19] units: 1
unique values: 1 missing .: 10411/10412

tabulation: Freq. Numeric Label
 1 19 Cancer
 10411 .

c3xx1 **Other health message--specify**

type: string (str50)

unique values: 635 missing "": 9571/10412

examples: ""
 ""
 ""
 ""

warning: variable has embedded blanks

c3xx2 **Other health message--specify**

type: string (str47)

unique values: 61 missing "": 10347/10412

examples: ""

""
""
""

warning: variable has embedded blanks

c3xx3 **Other health message--specify**

type: string (str20)

unique values: 8 missing "": 10404/10412

tabulation: Freq. Value
10404 ""
1 "ALLERGIES"
1 "CARS"
1 "DIABETES"
1 "DOMESTIC POLITICS"
1 "HEALTH SHOW"
1 "KIDS DYING"
1 "MIDOL- PAIN RELIEVER"
1 "ZOLOFT"

warning: variable has embedded blanks

c4x1 **Heard messages about not using drugs**

type: numeric (byte)
label: yesno

range: [1,4] units: 1
unique values: 4 missing .: 1015/10412

tabulation: Freq. Numeric Label
7302 1 yes
2046 2 no
48 3 don't know
1 4 refused
1015 .

c4x2 **Heard messages about not starting to**

smoke

type: numeric (byte)

label: yesno

range: [1,4]

units: 1

unique values: 4

missing .: 1539/10412

tabulation: Freq. Numeric Label

5689	1	yes
3131	2	no
51	3	don't know
2	4	refused
1539	.	

c4x3

Heard messages about quitting smoking

type: numeric (byte)

label: yesno

range: [1,4]

units: 1

unique values: 4

missing .: 1065/10412

tabulation: Freq. Numeric Label

6583	1	yes
2717	2	no
46	3	don't know
1	4	refused
1065	.	

c4x4

Heard messages against smoking

type: numeric (byte)

label: yesno

range: [1,4]

units: 1

unique values: 4

missing .: 3549/10412

tabulation: Freq. Numeric Label

5326	1	yes
1498	2	no

38 3 don't know
1 4 refused
3549 .

c4x5 **Heard messages about or against
cigarette companies**

type: numeric (byte)
label: yesno

range: [1,4] **units: 1**
unique values: 4 **missing .: 872/10412**

tabulation: Freq. Numeric Label		
6289	1	yes
3195	2	no
53	3	don't know
3	4	refused
872	.	

c4x6 **Heard messages about not using alcohol**

type: numeric (byte)
label: yesno

range: [1,4] **units: 1**
unique values: 4 **missing .: 462/10412**

tabulation: Freq. Numeric Label		
4936	1	yes
4960	2	no
52	3	don't know
2	4	refused
462	.	

c4x7 **Heard messages about not drinking and
driving**

type: numeric (byte)
label: yesno

range: [1,4] units: 1
unique values: 4 missing .: 733/10412

tabulation: Freq. Numeric Label
7331 1 yes
2311 2 no
32 3 don't know
5 4 refused
733 .

c4x8 **Heard messages about not using chewing
tobacco, snuff, or dip**

type: numeric (byte)
label: yesno

range: [1,3] units: 1
unique values: 3 missing .: 70/10412

tabulation: Freq. Numeric Label
3264 1 yes
7025 2 no
53 3 don't know
70 .

c4x9 **Heard messages about using condoms to
prevent AIDS or sexually transmitte**

type: numeric (byte)
label: yesno

range: [1,4] units: 1
unique values: 4 missing .: 383/10412

tabulation: Freq. Numeric Label
5809 1 yes
4141 2 no
53 3 don't know
26 4 refused
383 .

c5x1 **Hearing messages about smoking or
cigarette companies on TV**

type: numeric (byte)
label: yesno

range: [1,3] **units: 1**
unique values: 3 **missing .: 690/10412**

tabulation: Freq. Numeric Label
8846 1 yes
845 2 no
31 3 don't know
690 .

c5x2 **Hearing messages about smoking or
cigarette companies on radio**

type: numeric (byte)
label: yesno

range: [1,3] **units: 1**
unique values: 3 **missing .: 690/10412**

tabulation: Freq. Numeric Label
4424 1 yes
5257 2 no
41 3 don't know
690 .

c5x3 **Hearing messages about smoking or
cigarette companies in newspapers or ma**

type: numeric (byte)
label: yesno

range: [1,3] **units: 1**
unique values: 3 **missing .: 690/10412**

tabulation: Freq. Numeric Label

4551 1 yes
5132 2 no
39 3 don't know
690 .

c5x4 **Hearing messages about smoking or
cigarette companies on a billboard**

type: numeric (byte)
label: yesno

range: [1,3] units: 1
unique values: 3 missing .: 690/10412

tabulation: Freq. Numeric Label
5080 1 yes
4588 2 no
54 3 don't know
690 .

c5x5 **Hearing messages about smoking or
cigarette companies on the Internet**

type: numeric (byte)
label: yesno

range: [1,3] units: 1
unique values: 3 missing .: 690/10412

tabulation: Freq. Numeric Label
1399 1 yes
8292 2 no
31 3 don't know
690 .

c5x6 **Hearing messages about smoking or
cigarette companies somewhere else**

type: numeric (byte)
label: yesno

range: [1,3]
unique values: 3

units: 1
missing .: 690/10412

tabulation:	Freq.	Numeric	Label
	2190	1	yes
	7474	2	no
	58	3	don't know
	690	.	

c6x1

During past 7 days, number of
anti-smoking or anti-tobacco ads you saw
on

type: string (str2)

unique values: 51

missing "": 0/10412

examples: "02"

"03"

"05"

"10"

c6x2

During past 7 days, number of
anti-smoking or anti-tobacco ads you
heard

type: string (str2)

unique values: 43

missing "": 0/10412

examples: "00"

"00"

"02"

"04"

c6x3

During past 7 days, number of
anti-smoking or anti-tobacco ads you saw
on

type: string (str2)

unique values: 33

missing "": 0/10412

examples: "00"

"00"

"00"

"00"

c6x4

During past 7 days, number of
anti-smoking or anti-tobacco ads you saw
in

type: string (str2)

unique values: 39

missing "": 0/10412

examples: "00"

"00"

"02"

"04"

c6x5

During past 7 days, number of
anti-smoking or anti-tobacco ads you saw
on

type: string (str2)

unique values: 35

missing "": 0/10412

examples: "00"

"00"

"01"

"03"

c7

Aware of any current smoking-related
campaign

type: numeric (byte)

label: yesno, but 1 value is not labeled

range: [1,5] units: 1
unique values: 5 missing .: 0/10412

tabulation: Freq. Numeric Label
5133 1 yes
208 2 no
5027 3 don't know
40 4 refused
4 5

**c8x1 1st Mention of theme/slogan for
anti-smoking campaign**

type: numeric (byte)

range: [1,18] units: 1
unique values: 18 missing .: 5027/10412

mean: 8.36007
std. dev: 7.3548

percentiles: 10% 25% 50% 75% 90%
 1 1 9 17 17

**c8x2 2nd Mention of theme/slogan for
anti-smoking campaign**

type: numeric (byte)

range: [1,17] units: 1
unique values: 17 missing .: 10172/10412

mean: 9.94583
std. dev: 6.1216

percentiles: 10% 25% 50% 75% 90%
 1 3 12 16 16

**c8x3 3rd Mention of theme/slogan for
anti-smoking campaign**

type: numeric (byte)
label: ad1, but 1 value is not labeled

range: [2,16] units: 1
unique values: 8 missing .: 10399/10412

tabulation: Freq. Numeric Label

2	2	A generation united against tobacco
1	4	Tobacco companies/supporters are going to hear a lot from young people
1	8	It's time to make smoking history
2	9	Think, don't smoke
3	10	Tobacco is whacko
1	14	Smoking harms/kills people
1	15	Smoking causes lung cancer
2	16	
10399	.	

c8x4 4th Mention of theme/slogan for anti-smoking campaign

type: numeric (byte)

range: [10,10] units: 10
unique values: 1 missing .: 10411/10412

tabulation: Freq. Value

1	10
10411	.

c8x5 5th Mention of theme/slogan for anti-smoking campaign

type: numeric (byte)

range: [,,] units: .
unique values: 0 missing .: 10412/10412

tabulation: Freq. Value
10412 .

c8x6 **6th Mention of theme/slogan for
anti-smoking campaign**

type: numeric (byte)

range: [,,] **units: .**
unique values: 0 **missing .: 10412/10412**

tabulation: Freq. Value
10412 .

c8x7 **7th Mention of theme/slogan for
anti-smoking campaign**

type: numeric (byte)

range: [,,] **units: .**
unique values: 0 **missing .: 10412/10412**

tabulation: Freq. Value
10412 .

c8x8 **8th Mention of theme/slogan for
anti-smoking campaign**

type: numeric (byte)

range: [,,] **units: .**
unique values: 0 **missing .: 10412/10412**

tabulation: Freq. Value
10412 .

c8x9 **9th Mention of theme/slogan for
anti-smoking campaign**

type: numeric (byte)

range: [,] **units: .**
unique values: 0 **missing .: 10412/10412**

tabulation: Freq. Value
10412 .

c8x10 **10th Mention of theme/slogan for
anti-smoking campaign**

type: numeric (byte)

range: [,] **units: .**
unique values: 0 **missing .: 10412/10412**

tabulation: Freq. Value
10412 .

c8xx **Theme/slogan of anti-smoking
campaign--other specify**

type: string (str50)

unique values: 444 **missing "": 9812/10412**

examples: ""
 ""
 ""
 ""

warning: variable has embedded blanks

c9 **Is an anti-tobacco org in school**

type: numeric (byte)
label: yesmaybe

range: [1,4] units: 1
unique values: 4 missing .: 1378/10412

tabulation: Freq. Numeric Label
2120 1 yes
6113 2 maybe, not sure
797 3 no
4 4 don't know
1378 .

c10 **Member of school anti-tobacco org**

type: numeric (byte)
label: yesno

range: [1,4] units: 1
unique values: 4 missing .: 8292/10412

tabulation: Freq. Numeric Label
545 1 yes
1565 2 no
9 3 don't know
1 4 refused
8292 .

c11 **Participate in school anti-tobacco event**

type: numeric (byte)
label: yesno

range: [1,4] units: 1
unique values: 4 missing .: 1378/10412

tabulation: Freq. Numeric Label
1372 1 yes
7614 2 no
45 3 don't know
3 4 refused
1378 .

c12 **Taught in class about short-term health**

effects

type: numeric (byte)

label: yesno

range: [1,4]
unique values: 4

units: 1
missing .: 1378/10412

tabulation: Freq. Numeric Label

5807	1	yes
3201	2	no
22	3	don't know
4	4	refused
1378	.	

c13

Taught in class about reasons kids smoke

type: numeric (byte)

label: yesno

range: [1,4]
unique values: 4

units: 1
missing .: 1378/10412

tabulation: Freq. Numeric Label

4719	1	yes
4281	2	no
31	3	don't know
3	4	refused
1378	.	

c14

**Practiced ways of saying no e.g. role
play**

type: numeric (byte)

label: yesno

range: [1,4]
unique values: 4

units: 1
missing .: 1378/10412

tabulation: Freq. Numeric Label

3982	1	yes
-------------	----------	------------

5029 2 no
21 3 don't know
2 4 refused
1378 .

c15x1 **How would react to friend smoking--Try
to get them to quit**

type: numeric (byte)
label: yesno, but 1 value is not labeled

range: [1,5] **units: 1**
unique values: 5 **missing .: 0/10412**

tabulation: Freq. Numeric Label
8300 1 yes
1633 2 no
455 3 don't know
22 4 refused
2 5

c15x2 **How would react to friend smoking--Tell
them not to smoke around you**

type: numeric (byte)
label: yesno, but 1 value is not labeled

range: [1,5] **units: 1**
unique values: 5 **missing .: 0/10412**

tabulation: Freq. Numeric Label
8488 1 yes
1755 2 no
156 3 don't know
12 4 refused
1 5

c15x3 **How would react to friend smoking--Do or
say nothing**

type: numeric (byte)
label: yesno, but 1 value is not labeled

range: [1,5] **units: 1**
unique values: 5 **missing .: 0/10412**

tabulation: Freq. Numeric Label	
1854	1 yes
8164	2 no
324	3 don't know
64	4 refused
6	5

c16 **Are anti-tobacco community orgs**

type: numeric (byte)
label: yesno

range: [1,4] **units: 1**
unique values: 4 **missing .: 0/10412**

tabulation: Freq. Numeric Label	
2235	1 yes
6224	2 no
1951	3 don't know
2	4 refused

c17 **Member of community anti-tobacco org**

type: numeric (byte)
label: yesno

range: [1,3] **units: 1**
unique values: 3 **missing .: 8177/10412**

tabulation: Freq. Numeric Label	
223	1 yes
2005	2 no
7	3 don't know
8177	.

c18

**Participate in community anti-tobacco
event last 12 mo**

type: numeric (byte)

label: yesno

range: [1,4]

units: 1

unique values: 4

missing .: 0/10412

tabulation: Freq. Numeric Label

708	1	yes
9659	2	no
44	3	don't know
1	4	refused

c19

Received anti-smoking gear

type: numeric (byte)

label: yesno

range: [1,4]

units: 1

unique values: 4

missing .: 0/10412

tabulation: Freq. Numeric Label

2094	1	yes
8289	2	no
28	3	don't know
1	4	refused

c20

Would wear anti-smoking gear

type: numeric (byte)

label: yesno

range: [1,4]

units: 1

unique values: 4

missing .: 0/10412

tabulation: Freq. Numeric Label

6983	1	yes
3151	2	no
272	3	don't know

6 4 refused

c21 **Favorite cigarette ad**

type: numeric (byte)

range: [1,19] **units: 1**
unique values: 19 **missing .: 0/10412**

mean: 8.5608
std. dev: 7.05927

percentiles:	10%	25%	50%	75%	90%
	1	1	8	18	18

c21x **Favorite cigarette ad--other (specify)**

type: string (str50)

unique values: 217 **missing "": 10143/10412**

examples: ""
"
"
"

warning: variable has embedded blanks

c22 **Seen/heard pro tobacco ads**

type: numeric (byte)
label: yesno

range: [1,3] **units: 1**
unique values: 3 **missing .: 0/10412**

tabulation:	Freq.	Numeric	Label
	5663	1	yes
	4651	2	no
	98	3	don't know

c23x1 **Seen/heard pro tobacco ads TV**

type: numeric (byte)

label: yesno

range: [1,3]

units: 1

unique values: 3

missing .: 4749/10412

tabulation: Freq. Numeric Label

3510 1 yes

2139 2 no

14 3 don't know

4749 .

c23x2 **Seen/heard pro tobacco ads radio**

type: numeric (byte)

label: yesno

range: [1,3]

units: 1

unique values: 3

missing .: 4749/10412

tabulation: Freq. Numeric Label

1469 1 yes

4176 2 no

18 3 don't know

4749 .

c23x3 **Seen/heard pro tobacco ads newspapers or
magazines**

type: numeric (byte)

label: yesno

range: [1,3]

units: 1

unique values: 3

missing .: 4749/10412

tabulation: Freq. Numeric Label

3769 1 yes

1885 2 no
9 3 don't know
4749 .

c23x4 **Seen/heard pro tobacco ads Internet**

type: numeric (byte)
label: yesno

range: [1,3] **units: 1**
unique values: 3 **missing .: 4749/10412**

tabulation: Freq. Numeric Label
623 1 yes
5030 2 no
10 3 don't know
4749 .

c23x5 **Seen/heard pro tobacco ads somewhere else**

type: numeric (byte)
label: yesno

range: [1,3] **units: 1**
unique values: 3 **missing .: 4749/10412**

tabulation: Freq. Numeric Label
1910 1 yes
3737 2 no
16 3 don't know
4749 .

c24x1 **Saw cigarette ad in store**

type: numeric (byte)
label: often, but 1 value is not labeled

range: [1,8] **units: 1**
unique values: 5 **missing .: 4749/10412**

tabulation: Freq. Numeric Label
3573 1 often
1283 2 sometimes
620 3 rarely
172 4 never
15 8
4749 .

c24x2 **Saw anti-smoking ad in store**

type: numeric (byte)
label: often, but 2 values are not labeled

range: [1,9] **units: 1**
unique values: 6 **missing .: 4749/10412**

tabulation: Freq. Numeric Label
828 1 often
1193 2 sometimes
1877 3 rarely
1748 4 never
16 8
1 9
4749 .

c24x3 **Saw age warning in store**

type: numeric (byte)
label: often, but 1 value is not labeled

range: [1,8] **units: 1**
unique values: 5 **missing .: 4749/10412**

tabulation: Freq. Numeric Label
4008 1 often
844 2 sometimes
496 3 rarely
300 4 never
15 8
4749 .

c25

Received pro-tobacco gear

type: numeric (byte)

label: yesno

range: [1,4]

units: 1

unique values: 4

missing .: 0/10412

tabulation: Freq. Numeric Label

709	1	yes
9685	2	no
17	3	don't know
1	4	refused

c26

Would wear pro-tobacco gear?

type: numeric (byte)

label: thinkquit

range: [1,6]

units: 1

unique values: 6

missing .: 0/10412

tabulation: Freq. Numeric Label

515	1	definitely yes
1577	2	probably yes
2577	3	probably not
5536	4	definitely not
180	5	no opinion
27	6	don't know

c27

How often attended events past mo

type: numeric (byte)

label: often

range: [1,5]

units: 1

unique values: 5

missing .: 0/10412

tabulation: Freq. Numeric Label

1721	1	often
-------------	----------	--------------

2465 2 sometimes
2598 3 rarely
3625 4 never
3 5 don't know

c28 **How often saw cig logo at events**

type: numeric (byte)
label: often

range: [1,5] **units: 1**
unique values: 5 **missing .: 3625/10412**

tabulation: Freq. Numeric Label

2199	1	often
1865	2	sometimes
1602	3	rarely
1079	4	never
42	5	don't know
3625	.	

c29 **How often saw smoking in shows and movies**

type: numeric (byte)
label: often

range: [1,6] **units: 1**
unique values: 6 **missing .: 0/10412**

tabulation: Freq. Numeric Label

5448	1	often
3024	2	sometimes
1343	3	rarely
568	4	never
25	5	don't know
4	6	refused

c30 **How many of your favorite actors or favorite athletes smoke?**

type: numeric (byte)
label: none

range: [1,5] **units: 1**
unique values: 5 **missing .: 0/10412**

tabulation: Freq. Numeric Label	
2803	1 none
5751	2 some
920	3 most
930	4 don't know
8	5 refused

c31x1 **Magazines usually read in past 30 days**
 (1st mention)

type: string (str30)

unique values: 5322 **missing "": 0/10412**

examples: "I DON'T REMEMBER NAME BUT TWO."
"NONE"
"SELF"
"TEEN"

warning: variable has embedded blanks

c31x2 **Magazines usually read in past 30 days**
 (2nd mention)

type: string (str30)

unique values: 62 **missing "": 10348/10412**

examples: ""
""
""
""

warning: variable has embedded blanks

c31x3

Magazines usually read in past 30 days
(3rd mention)

type: string (str17)

unique values: 5

missing "": 10407/10412

tabulation: Freq. Value

10407 ""

1 "GLAMOUR"

1 "KIDS"

1 "NATIONAL EXAMINER"

1 "PEOPLE"

1 "SPORT"

warning: variable has embedded blanks

d1

Has seen TV ad showing Body Bags

type: numeric (byte)

label: yesmaybe

range: [1,5]

units: 1

unique values: 5

missing .: 2306/10412

tabulation: Freq. Numeric Label

4932 1 yes

35 2 maybe, not sure

3135 3 no

3 4 don't know

1 5 refused

2306 .

d2

1st item mentioned in TV ad showing Body
Bags

type: numeric (byte)

label: ad2, but 3 values are not labeled

range: [1,11]

units: 1

unique values: 11

missing .: 5441/10412

tabulation: Freq. Numeric Label

1797	1	Young people unload body bags from a truck onto the street.
164	2	Men are throwing body bags out of a plane.
63	3	Body bags fall to the ground with parachutes.
636	4	Body bags are laying on the beach
369	5	Horses are running with body bags.
200	6	Body bags are dancing at a nightclub.
144	7	A young person is holding a sign that says: What if cigarette ads told the truth?
937	8	Young people are building a tobacco memorial with body bags.
354	9	
301	10	
6	11	
5441	.	

d2x

Other item mentioned in TV ad showing
Body Bags

type: string (str50)

unique values: 351

missing "": 10058/10412

examples: ""

""

""

""

warning: variable has embedded blanks

d3

Main theme of ads showing Body Bags

type: numeric (byte)

label: ad3, but 3 values are not labeled

range: [1,8] units: 1
unique values: 8 missing .: 5441/10412

tabulation: Freq. Numeric Label

2873	1	Tobacco kills 1,200 people a day
938	2	Tobacco kills the people you care about.
202	3	Cigarette ads don't show you the bad things about tobacco.
180	4	People need to know the truth about tobacco.
71	5	Truth
574	6	
128	7	
5	8	
5441	.	

d3x Main theme of ads showing Body Bags:
other, specify

type: string (str50)

unique values: 384 missing "": 9838/10412

examples: ""
""
""
""

warning: variable has embedded blanks

d4 Has seen TV ad--Convenience Store

type: numeric (byte)
label: yesmaybe

range: [1,4] units: 1
unique values: 4 missing .: 2306/10412

tabulation: Freq. Numeric Label

495 1 yes
61 2 maybe, not sure
7545 3 no
5 4 don't know
2306 .

d5 1st item mentioned in TV ad--Convenience Store

type: numeric (byte)

range: [1,10] **units: 1**
unique values: 10 **missing .: 9851/10412**

tabulation: Freq. Value
147 1
16 2
6 3
18 4
25 5
15 6
58 7
85 8
190 9
1 10
9851 .

d5x Other item mentioned in TV ad--Convenience Store

type: string (str50)

unique values: 82 **missing "": 10327/10412**

examples: ""
""
""
""

warning: variable has embedded blanks

d6

Main theme of ad--Convenience Store

type: numeric (byte)

label: ad5, but 3 values are not labeled

range: [1,12]
unique values: 12

units: 1
missing .: 9851/10412

tabulation: Freq. Numeric Label

100	1	Tobacco companies deliberately advertise to minorities or poorer people
68	2	Tobacco companies target minorities
14	3	Tobacco companies exploit minorities
32	4	There are a lot of cigarette ads
8	5	Truth/truth about tobacco
105	6	Don't smoke/don't use tobacco
12	7	Youth should fight back against tobacco companies
29	8	Tobacco is bad for your health
17	9	Smoking is unappealing/young people who smoke are less attractive
66	10	
109	11	
1	12	
9851	.	

d6x

Main theme of ad: other,
specify--Convenience Store

type: string (str50)

unique values: 62

missing "": 10346/10412

examples: ""
""
""
""

warning: variable has embedded blanks

d7 **Has seen TV ad--Porta Potty**

type: numeric (byte)
label: yesmaybe

range: [1,4] **units: 1**
unique values: 4 **missing .: 2306/10412**

tabulation: Freq. Numeric Label

426	1	yes
27	2	maybe, not sure
7651	3	no
2	4	don't know
2306	.	

d8 **1st item mentioned in TV ad--Porta Potty**

type: numeric (byte)

range: [1,12] **units: 1**
unique values: 12 **missing .: 9957/10412**

tabulation: Freq. Value

50	1
97	2
61	3
15	4
3	5
3	6
7	7
4	8
7	9
67	10
138	11
3	12
9957	.

d8x **Other item mentioned in TV ad--Porta Potty**

type: string (str50)

unique values: 66

missing "": 10345/10412

examples: ""

""

""

""

warning: variable has embedded blanks

d9

Main theme of ad--Porta Potty

type: numeric (byte)

range: [1,12]

units: 1

unique values: 12

missing .: 9957/10412

tabulation: Freq. Value

44 1

12 2

17 3

35 4

9 5

126 6

9 7

17 8

14 9

66 10

102 11

4 12

9957 .

d9x

**Main theme of ad: other, specify--Porta
Potty**

type: string (str50)

unique values: 66

missing "": 10346/10412

examples: ""

""
""
""

warning: variable has embedded blanks

d10 **Has seen TV ad--Product Recall**

type: numeric (byte)
label: yesmaybe

range: [1,4] **units: 1**
unique values: 4 **missing .: 2306/10412**

tabulation: Freq. Numeric Label

889	1	yes
74	2	maybe, not sure
7138	3	no
5	4	don't know
2306	.	

d11 **Ist item mentioned in TV ad--Product Recall**

type: numeric (byte)
label: ad6, but 2 values are not labeled

range: [1,7] **units: 1**
unique values: 7 **missing .: 9444/10412**

tabulation: Freq. Numeric Label

560	1	April fools joke (stating the tobacco industry is pulling all cigarettes off the shelf)
23	2	Man is Robert Fitzgerald, the Tobacco Industry Chairman.
53	3	The tobacco industry wants to develop a cigarette that poses no health risk.
47	4	Tobacco industry cares about two things: their customer's health and their trust.

76 5 Other, specify
207 6
2 7
9444 .

d11x **Other item mentioned in TV ad--Product Recall**

type: string (str50)

unique values: 76 missing "": 10336/10412

examples: ""

""

""

""

warning: variable has embedded blanks

d12 **Main theme of ad--Product Recall**

type: numeric (byte)

range: [1,7] units: 1
unique values: 7 missing .: 9444/10412

tabulation: Freq. Value

272 1

101 2

150 3

96 4

223 5

122 6

4 7

9444 .

d12x **Main theme of ad: other, specify--Product Recall**

type: string (str50)

unique values: 161 missing "": 10189/10412

examples: ""

""

""

""

warning: variable has embedded blanks

**d13 Ad is convincing/believable--Product
Recall**

type: numeric (byte)

label: agreedis

range: [1,7]

units: 1

unique values: 7

missing .: 9444/10412

tabulation: Freq. Numeric Label

219	1	strongly agree
504	2	agree
152	3	disagree
34	4	strongly disagree
46	5	no opinion
10	6	don't know
3	7	refused
9444	.	

**d14 Ad said something important to
me--Product Recall**

type: numeric (byte)

label: agreedis

range: [1,7]

units: 1

unique values: 7

missing .: 9444/10412

tabulation: Freq. Numeric Label

169	1	strongly agree
467	2	agree
241	3	disagree

27 4 strongly disagree
55 5 no opinion
3 6 don't know
6 7 refused
9444 .

d15 Ad grabbed attention--Product Recall

type: numeric (byte)
label: yesnodk, but 1 value is not labeled

range: [1,4] units: 1
unique values: 4 missing .: 9444/10412

tabulation: Freq. Numeric Label
774 1 yes
182 2 no
10 3 don't know
2 4
9444 .

**d16 Ad gave good reasons not to
smoke--Product Recall**

type: numeric (byte)
label: yesnodk, but 1 value is not labeled

range: [1,4] units: 1
unique values: 4 missing .: 9444/10412

tabulation: Freq. Numeric Label
595 1 yes
348 2 no
22 3 don't know
3 4
9444 .

**d17 Talked to friends about ad--Product
Recall**

d19x **Other item mentioned in TV ad--Lie Detector**

type: string (str50)

unique values: 85 **missing "": 10327/10412**

examples: ""

""

""

""

warning: variable has embedded blanks

d20 **Main theme of ad--Lie Detector**

type: numeric (byte)

range: [1,7] **units: 1**
unique values: 7 **missing .: 9570/10412**

tabulation: Freq. Value

561 1

30 2

36 3

53 4

81 5

79 6

2 7

9570 .

d20x **Main theme of ad: other, specify--Lie Detector**

type: string (str50)

unique values: 57 **missing "": 10331/10412**

examples: ""

""

""
""

warning: variable has embedded blanks

d21 **Ad is convincing/believable--Lie
Detector**

type: numeric (byte)
label: agreedis

range: [1,7] **units: 1**
unique values: 7 **missing .: 9570/10412**

tabulation: Freq. Numeric Label

230	1	strongly agree
441	2	agree
97	3	disagree
15	4	strongly disagree
40	5	no opinion
16	6	don't know
3	7	refused
9570	.	

d22 **Ad said something important to me--Lie
Detector**

type: numeric (byte)
label: agreedis

range: [1,7] **units: 1**
unique values: 7 **missing .: 9883/10412**

tabulation: Freq. Numeric Label

74	1	strongly agree
304	2	agree
103	3	disagree
14	4	strongly disagree
24	5	no opinion
8	6	don't know
2	7	refused
9883	.	

d23 **Ad grabbed attention--Lie Detector**

type: numeric (byte)

label: yesno

range: [1,4] **units: 1**
unique values: 4 **missing .: 9570/10412**

tabulation: Freq. Numeric Label

655	1	yes
173	2	no
11	3	don't know
3	4	refused
9570		.

d24 **Ad gave good reasons not to smoke--Lie Detector**

type: numeric (byte)

label: yesno

range: [1,4] **units: 1**
unique values: 4 **missing .: 9570/10412**

tabulation: Freq. Numeric Label

546	1	yes
275	2	no
18	3	don't know
3	4	refused
9570		.

d25 **Talked to friends about ad--Lie Detector**

type: numeric (byte)

label: yesno

range: [1,4] **units: 1**
unique values: 4 **missing .: 9570/10412**

tabulation: Freq. Numeric Label
 126 1 yes
 708 2 no
 6 3 don't know
 2 4 refused
 9570 .

d26 **Has seen TV ad--Shredder**

type: numeric (byte)
 label: yesmaybe

range: [1,5] units: 1
 unique values: 5 missing .: 0/10412

tabulation: Freq. Numeric Label
 3576 1 yes
 96 2 maybe, not sure
 6732 3 no
 7 4 don't know
 1 5 refused

d27 **Ist item mentioned in TV ad--Shredder**

type: numeric (byte)

range: [1,14] units: 1
 unique values: 14 missing .: 6732/10412

mean: 6.91332
 std. dev: 4.5929

percentiles: 10% 25% 50% 75% 90%
 1 2 6 12 13

d27x **Other item mentioned in TV ad--Shredder**

type: string (str50)

unique values: 539 missing "": 9817/10412

examples: ""
""
""
""

warning: variable has embedded blanks

d28 **Main theme of ad--Shredder**

type: numeric (byte)

range: [1,8] units: 1
unique values: 8 missing .: 6732/10412

tabulation: Freq. Value
778 1
665 2
254 3
159 4
312 5
1017 6
491 7
4 8
6732 .

d28x **Main theme of ad: other,
specify--Shredder**

type: string (str50)

unique values: 662 missing "": 9395/10412

examples: ""
""
""
""

warning: variable has embedded blanks

d29 **Ad is convincing/believable--Shredder**

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 6732/10412

tabulation: Freq. Numeric Label

910	1	strongly agree
2016	2	agree
471	3	disagree
98	4	strongly disagree
140	5	no opinion
43	6	don't know
2	7	refused
6732	.	

d30 **Ad said something important to
me--Shredder**

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 7630/10412

tabulation: Freq. Numeric Label

507	1	strongly agree
1482	2	agree
581	3	disagree
65	4	strongly disagree
111	5	no opinion
33	6	don't know
3	7	refused
7630	.	

d31 **Ad grabbed attention--Shredder**

type: numeric (byte)
label: yesno

range: [1,4] units: 1
unique values: 4 missing .: 6732/10412

tabulation: Freq. Numeric Label
3103 1 yes
549 2 no
23 3 don't know
5 4 refused
6732 .

d32 Ad gave good reasons not to
 smoke--Shredder

type: numeric (byte)
label: yesno

range: [1,4] units: 1
unique values: 4 missing .: 6732/10412

tabulation: Freq. Numeric Label
2520 1 yes
1098 2 no
57 3 don't know
5 4 refused
6732 .

d33 Talked to friends about ad--Shredder

type: numeric (byte)
label: yesno

range: [1,4] units: 1
unique values: 4 missing .: 6732/10412

tabulation: Freq. Numeric Label
743 1 yes
2914 2 no
21 3 don't know
2 4 refused
6732 .

d34

Has seen TV ad--Record Store

type: numeric (byte)

label: yesmaybe

range: [1,5]

units: 1

unique values: 5

missing .: 0/10412

tabulation: Freq. Numeric Label

985	1	yes
104	2	maybe, not sure
9306	3	no
15	4	don't know
2	5	refused

d35

Ist item mentioned in TV ad--Record Store

type: numeric (byte)

range: [1,7]

units: 1

unique values: 7

missing .: 9306/10412

tabulation: Freq. Value

137	1
249	2
51	3
33	4
95	5
536	6
5	7
9306	.

d35x

Other item mentioned in TV ad--Record Store

type: string (str50)

unique values: 94

missing "": 10317/10412

examples: ""

""
""
""

warning: variable has embedded blanks

d36 **Main theme of ad--Record Store**

type: numeric (byte)

label: ad7

range: [1,7]

units: 1

unique values: 7

missing .: 9306/10412

tabulation: Freq. Numeric Label

112	1 Kids are receiving the truth about tobacco
42	2 The truth is cool
50	3 More kids should listen to the Truth
38	4 Truth
402	5 Other, specify
460	6 Don't know
2	7 Refused
9306	.

d36x **Main theme of ad: other,
specify--Record Store**

type: string (str50)

unique values: 283

missing "": 10010/10412

examples: ""

""
""
""

warning: variable has embedded blanks

d37 **Ad is convincing/believable--Record**

Store

type: numeric (byte)

label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 9306/10412

tabulation: Freq. Numeric Label

103	1	strongly agree
511	2	agree
265	3	disagree
59	4	strongly disagree
112	5	no opinion
54	6	don't know
2	7	refused
9306	.	

d38 Ad said something important to
me--Record Store

type: numeric (byte)

label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 9664/10412

tabulation: Freq. Numeric Label

64	1	strongly agree
321	2	agree
222	3	disagree
38	4	strongly disagree
65	5	no opinion
37	6	don't know
1	7	refused
9664	.	

d39 Ad grabbed attention--Record Store

type: numeric (byte)

label: yesno

range: [1,4] **units: 1**
unique values: 4 **missing .: 9306/10412**

tabulation: Freq. Numeric Label
726 1 yes
346 2 no
30 3 don't know
4 4 refused
9306 .

d40 **Ad gave good reasons not to
smoke--Record Store**

type: numeric (byte)
label: yesno

range: [1,4] **units: 1**
unique values: 4 **missing .: 9306/10412**

tabulation: Freq. Numeric Label
601 1 yes
432 2 no
65 3 don't know
8 4 refused
9306 .

d41 **Talked to friends about ad--Record Store**

type: numeric (byte)
label: yesno

range: [1,4] **units: 1**
unique values: 4 **missing .: 9306/10412**

tabulation: Freq. Numeric Label
145 1 yes
942 2 no
17 3 don't know
2 4 refused
9306 .

d42 **Has seen TV ad--50 Percent More**

type: numeric (byte)
label: yesmaybe

range: [1,4] **units: 1**
unique values: 4 **missing .: 0/10412**

tabulation: Freq. Numeric Label

1734	1	yes
66	2	maybe, not sure
8602	3	no
10	4	don't know

d43x1 **Ist item mentioned in TV ad--50 Percent More**

type: numeric (byte)
label: ad8, but 9 values are not labeled

range: [1,18] **units: 1**
unique values: 18 **missing .: 8602/10412**

examples: .
.
.
.

d43x2 **2nd item mentioned in TV ad--50 Percent More**

type: numeric (byte)
label: ad8, but 3 values are not labeled

range: [1,14] **units: 1**
unique values: 11 **missing .: 10337/10412**

tabulation: Freq. Numeric Label

10	1	Youth are informing the men that tobacco gives black men 50% more
-----------	----------	--

lung cancer than white men
 27 2 Youth are offering 50 percent
 more stuff that doesn't cause
 lung cancer
 2 3 Youth give the man 50 percent
 more bass
 4 4 Youth offer to buy the man 50
 percent more records
 10 5 Youth offer to buy the man 50
 percent more food
 1 6 Youth offer 50 percent more game
 to a group of youth playing
 basketball
 5 7
 2 8 Youth are talking to an
 African-American man in a record
 store
 1 10
 6 11
 7 14 Screen message: Tobacco gives
 black men 50% more lung cancer
 than white men.
 10337 .

d43x3 3rd item mentioned in TV ad--50 Percent
 More

type: numeric (byte)
 label: ad8

range: [1,14] units: 1
 unique values: 8 missing .: 10396/10412

tabulation: Freq. Numeric Label
 2 1 Youth are informing the men that
 tobacco gives black men 50% more
 lung cancer than white men
 2 2 Youth are offering 50 percent
 more stuff that doesn't cause
 lung cancer
 4 3 Youth give the man 50 percent
 more bass
 1 4 Youth offer to buy the man 50
 percent more records

2 5 Youth offer to buy the man 50
percent more food
1 8 Youth are talking to an
African-American man in a record
store
1 13 Young man says, Wallace is just
a gesture. If you're mad about
lung cancer, bring it up with
Big Tobacco.
3 14 Screen message: Tobacco gives
black men 50% more lung cancer
than white men.
10396 .

d43x4 4th item mentioned in TV ad--50 Percent
More

type: numeric (byte)
label: ad8

range: [2,14] units: 1
unique values: 4 missing .: 10407/10412

tabulation: Freq. Numeric Label
1 2 Youth are offering 50 percent
more stuff that doesn't cause
lung cancer
2 5 Youth offer to buy the man 50
percent more food
1 6 Youth offer 50 percent more game
to a group of youth playing
basketball
1 14 Screen message: Tobacco gives
black men 50% more lung cancer
than white men.
10407 .

d43x5 5th item mentioned in TV ad--50 Percent
More

type: numeric (byte)

range: [,,]
unique values: 0

units: .
missing .: 10412/10412

tabulation: Freq. Value
10412 .

d43x6 6th item mentioned in TV ad--50 Percent
More

type: numeric (byte)

range: [,,]
unique values: 0

units: .
missing .: 10412/10412

tabulation: Freq. Value
10412 .

d43x7 7th item mentioned in TV ad--50 Percent
More

type: numeric (byte)

range: [,,]
unique values: 0

units: .
missing .: 10412/10412

tabulation: Freq. Value
10412 .

d43x8 8th item mentioned in TV ad--50 Percent
More

type: numeric (byte)

range: [,,]
unique values: 0

units: .
missing .: 10412/10412

tabulation: Freq. Value
10412 .

d43x9 **9th item mentioned in TV ad--50 Percent
More**

type: numeric (byte)

range: [,,] **units: .**
unique values: 0 **missing .: 10412/10412**

tabulation: Freq. Value
10412 .

d43x10 **10th item mentioned in TV ad--50 Percent
More**

type: numeric (byte)

range: [,,] **units: .**
unique values: 0 **missing .: 10412/10412**

tabulation: Freq. Value
10412 .

d43x **Other item mentioned in TV ad--50
Percent More**

type: string (str50)

unique values: 163 **missing "": 10249/10412**

examples: ""
""
""
""

warning: variable has embedded blanks

d44 **Main theme of ad--50 Percent More**

type: numeric (byte)

More

type: numeric (byte)

label: agreedis

range: [1,7]

units: 1

unique values: 7

missing .: 8602/10412

tabulation: Freq. Numeric Label

419	1	strongly agree
1071	2	agree
202	3	disagree
38	4	strongly disagree
70	5	no opinion
9	6	don't know
1	7	refused
8602	.	

d46

Ad said something important to me--50
Percent More

type: numeric (byte)

label: agreedis

range: [1,7]

units: 1

unique values: 7

missing .: 8870/10412

tabulation: Freq. Numeric Label

283	1	strongly agree
870	2	agree
291	3	disagree
36	4	strongly disagree
52	5	no opinion
9	6	don't know
1	7	refused
8870	.	

d47

Ad grabbed attention--50 Percent More

type: numeric (byte)

label: yesno

range: [1,4] units: 1
unique values: 4 missing .: 8602/10412

tabulation: Freq. Numeric Label
1478 1 yes
317 2 no
11 3 don't know
4 4 refused
8602 .

d48 Ad gave good reasons not to smoke--50
 Percent More

type: numeric (byte)
label: yesno

range: [1,4] units: 1
unique values: 4 missing .: 8602/10412

tabulation: Freq. Numeric Label
1361 1 yes
431 2 no
14 3 don't know
4 4 refused
8602 .

d49 Talked to friends about ad--50 Percent
 More

type: numeric (byte)
label: yesno

range: [1,4] units: 1
unique values: 4 missing .: 8602/10412

tabulation: Freq. Numeric Label
349 1 yes
1451 2 no
7 3 don't know
3 4 refused
8602 .

d50

Has seen TV ad--Piercing Parlor

type: numeric (byte)

label: yesmaybe

range: [1,4]

units: 1

unique values: 4

missing .: 2306/10412

tabulation:	Freq.	Numeric	Label
	1576	1	yes
	44	2	maybe, not sure
	6480	3	no
	6	4	don't know
	2306	.	.

d51

Ist item mentioned in TV ad--Piercing Parlor

type: numeric (byte)

label: ad10, but 1 value is not labeled

range: [1,10]

units: 1

unique values: 10

missing .: 8786/10412

tabulation:	Freq.	Numeric	Label
	20	1	Young man sees pictures of different body piercings on a wall
	55	2	Piercing man leans over young man and pulls his tongue out
	436	3	Man pierces young man's tongue
	291	4	The piercing man says join me in a cigarette?
	87	5	The piercing man holds out a pack of cigarettes for the young man
	471	6	Young man says do you think i'm crazy? And walks away
	6	7	Screen message: leaders, not followers
	7	8	Screen message: tobacco is

whacko if you're a teen
43 9 Other, specify
210 10
8786 .

d51x **Other item mentioned in TV ad--Piercing
Parlor**

type: string (str50)

unique values: 43 missing "": 10369/10412

examples: ""
""
""
""

warning: variable has embedded blanks

d52 **Main theme of ad--Piercing Parlor**

type: numeric (byte)
label: ad11, but 3 values are not labeled

range: [1,9] units: 1
unique values: 9 missing .: 8786/10412

tabulation: Freq. Numeric Label

129	1	Tobacco is whacko if you're a teen
156	2	People who smoke are whacko
80	3	Leaders, not followers
96	4	People who do not smoke are leaders
444	5	People who smoke are crazy
65	6	People who smoke go with the crowd
446	7	
209	8	
1	9	
8786	.	

d52x **Main theme of ad: other,
specify--Piercing Parlor**

type: string (str50)

unique values: 322 missing "": 9966/10412

examples: ""

""

""

""

warning: variable has embedded blanks

d53 **Ad is convincing/believable--Piercing
Parlor**

type: numeric (byte)

label: agreedis

range: [1,6] units: 1
unique values: 6 missing .: 8786/10412

tabulation: Freq. Numeric Label	
339	1 strongly agree
910	2 agree
237	3 disagree
52	4 strongly disagree
69	5 no opinion
19	6 don't know
8786	.

d54 **Ad said something important to
me--Piercing Parlor**

type: numeric (byte)

label: agreedis

range: [1,6] units: 1

unique values: 6 missing .: 8786/10412

tabulation: Freq.		Numeric	Label
266	1	strongly agree	
841	2	agree	
386	3	disagree	
44	4	strongly disagree	
65	5	no opinion	
24	6	don't know	
8786	.		

d55 **Ad grabbed attention--Piercing Parlor**

type: numeric (byte)
label: yesno

range: [1,3] units: 1
unique values: 3 missing .: 8786/10412

tabulation: Freq.		Numeric	Label
1376	1	yes	
242	2	no	
8	3	don't know	
8786	.		

d56 **Ad gave good reasons not to
smoke--Piercing Parlor**

type: numeric (byte)
label: yesno

range: [1,4] units: 1
unique values: 4 missing .: 8786/10412

tabulation: Freq.		Numeric	Label
1075	1	yes	
530	2	no	
20	3	don't know	
1	4	refused	
8786	.		

d57

Talked to friends about ad--Piercing
Parlor

type: numeric (byte)
label: yesno

range: [1,3] units: 1
unique values: 3 missing .: 8786/10412

tabulation: Freq. Numeric Label
 332 1 yes
 1288 2 no
 6 3 don't know
 8786 .

d58

Has seen TV ad--KarateClass

type: numeric (byte)
label: yesmaybe

range: [1,5] units: 1
unique values: 5 missing .: 0/10412

tabulation: Freq. Numeric Label
 4661 1 yes
 59 2 maybe, not sure
 5686 3 no
 5 4 don't know
 1 5 refused

d59

1st item mentioned in ad--Karate Class

type: numeric (byte)
label: ad12, but 2 values are not labeled

range: [1,8] units: 1
unique values: 8 missing .: 5686/10412

tabulation: Freq. Numeric Label
 700 1 Boy offers the girl a
 cigarette

285	2	Girl refuses cigarette
944	3	Girl does well in the karate class, but the boy doesn't
646	4	Boy has a hard time in class because he smokes
1950	5	Girl earns black belt in karate, but the boy doesn't
16	6	Voice says, "To get what you want, you can't let cigarettes or anything else get in the way"
46	7	
139	8	
5686	.	

d59x Other item mentioned in TV ad--Karate
Class

type: string (str50)

unique values: 46 missing "": 10366/10412

examples: ""

""

""

""

warning: variable has embedded blanks

d60 1st item mentioned for theme of TV
ad--Karate Class

type: numeric (byte)

label: ad13, but 4 values are not labeled

range: [1,12] units: 1
unique values: 12 missing .: 5686/10412

tabulation: Freq. Numeric Label

400	1	Think, Don't Smoke
-----	---	--------------------

843	2	Smoking makes it hard for
-----	---	---------------------------

1280	3	you to breathe Smoking is not good for your health
1301	4	Smoking gets in the way of getting what you want
251	5	Don't smoke/don't use tobacco
17	6	Youth should fight back against tobacco companies
299	7	Tobacco is bad for your health
39	8	Smoking is unappealing/young people who smoke are less attractive
201	9	
90	10	
4	11	
1	12	
5686	.	

d60x **Other item mentioned for theme of TV
ad--Karate Class**

type: string (str50)

unique values: 198 **missing "": 10211/10412**

examples: ""

""
""
""

warning: variable has embedded blanks

d61 **Ad is convincing/believable--Karate
Class**

type: numeric (byte)

label: agreedis

range: [1,6] **units: 1**
unique values: 6 **missing .: 5686/10412**

tabulation: Freq.	Numeric	Label
1438	1	strongly agree
2717	2	agree
371	3	disagree
74	4	strongly disagree
112	5	no opinion
14	6	don't know
5686	.	

d62 **Ad said something important to
me--Karate Class**

type: numeric (byte)
label: agreedis

range: [1,6] units: 1
unique values: 6 missing .: 6773/10412

tabulation: Freq.	Numeric	Label
873	1	strongly agree
2080	2	agree
530	3	disagree
54	4	strongly disagree
90	5	no opinion
12	6	don't know
6773	.	

d63 **Ad grabbed attention--Karate Class**

type: numeric (byte)
label: yesno

range: [1,4] units: 1
unique values: 4 missing .: 5686/10412

tabulation: Freq.	Numeric	Label
3783	1	yes
914	2	no
27	3	don't know
2	4	refused
5686	.	

d64 **Ad gave good reasons not to
smoke--Karate Class**

type: numeric (byte)

label: yesno

range: [1,3] **units: 1**
unique values: 3 **missing .: 5686/10412**

tabulation: Freq. Numeric Label

4110	1	yes
591	2	no
25	3	don't know
5686	.	

d65 **Talked to friends about ad--Karate Class**

type: numeric (byte)

label: yesno

range: [1,3] **units: 1**
unique values: 3 **missing .: 5686/10412**

tabulation: Freq. Numeric Label

593	1	yes
4123	2	no
10	3	don't know
5686	.	

d66 **Has seen TV ad--Skateboard**

type: numeric (byte)

label: yesmaybe

range: [1,4] **units: 1**
unique values: 4 **missing .: 0/10412**

tabulation: Freq. Numeric Label

1257	1	yes
-------------	----------	------------

119 2 maybe, not sure
9017 3 no
19 4 don't know

d67 1st item mentioned in TV ad--Skateboard

type: numeric (byte)
label: ad14, but 3 values are not labeled

range: [1,9] units: 1
unique values: 9 missing .: 9017/10412

tabulation: Freq. Numeric Label

15	1	Screen message: Ready, set, go
123	2	Young man talks about how much he likes skateboarding
174	3	Boy says that his little brother is the reason he never picked up smoking
190	4	Talks about setting an example for his little brother by not smoking
35	5	Boy asks, Do you have someone that looks up to you?
64	6	Boy says, forget smoking
277	7	
513	8	
4	9	
9017	.	

d67x Other item mentioned in TV ad--Skateboard

type: string (str50)

unique values: 262 missing "": 10135/10412

examples: ""
""
""
""

warning: variable has embedded blanks

d68 **1st item mentioned for theme of
ad--Skateboard**

type: numeric (byte)
label: ad15, but 3 values are not labeled

range: [1,12] **units: 1**
unique values: 12 **missing .: 9017/10412**

tabulation: Freq. Numeric Label

215	1	Not smoking sets a good example for younger people to follow
74	2	If you don't smoke, people who look up to you won't smoke either
98	3	Smoking would set a bad example for people who look up to you
49	4	Forget smoking
167	5	Think, don't smoke
235	6	Don't smoke/don't use tobacco
16	7	Youth should fight back against tobacco companies
78	8	Tobacco is bad for your health
39	9	Smoking is unappealing/young people who smoke are less attractive
200	10	
221	11	
3	12	
9017	.	

d68x **Other item mentioned for theme of TV
ad--Skateboard**

type: string (str50)

unique values: 190 **missing "": 10212/10412**

examples: ""
""

""
""

warning: variable has embedded blanks

d69 **Ad is convincing/believable--Skateboard**

type: numeric (byte)
label: agreedis

range: [1,7] **units: 1**
unique values: 7 **missing .: 9017/10412**

tabulation: Freq. Numeric Label

248	1	strongly agree
756	2	agree
220	3	disagree
38	4	strongly disagree
98	5	no opinion
30	6	don't know
5	7	refused
9017	.	.

d70 **Ad said something important to me--Skateboard**

type: numeric (byte)
label: agreedis

range: [1,7] **units: 1**
unique values: 7 **missing .: 9347/10412**

tabulation: Freq. Numeric Label

178	1	strongly agree
542	2	agree
231	3	disagree
33	4	strongly disagree
61	5	no opinion
16	6	don't know
4	7	refused
9347	.	.

d71 **Ad grabbed attention--Skateboard**

type: numeric (byte)
label: yesno

range: [1,4] **units: 1**
unique values: 4 **missing .: 9017/10412**

tabulation: Freq. Numeric Label

959	1	yes
404	2	no
29	3	don't know
3	4	refused
9017	.	

d72 **Ad gave good reasons not to smoke--Skateboard**

type: numeric (byte)
label: yesno

range: [1,4] **units: 1**
unique values: 4 **missing .: 9017/10412**

tabulation: Freq. Numeric Label

1001	1	yes
356	2	no
35	3	don't know
3	4	refused
9017	.	

d73 **Talked to friends about ad--Skateboard**

type: numeric (byte)
label: yesno

range: [1,4] **units: 1**
unique values: 4 **missing .: 9017/10412**

tabulation: Freq. Numeric Label

229 1 yes
1151 2 no
13 3 don't know
2 4 refused
9017 .

d74 **Has seen TV ad--Fish Head**

type: numeric (byte)
label: yesmaybe

range: [1,4] units: 1
unique values: 4 missing .: 0/10412

tabulation: Freq. Numeric Label
3529 1 yes
223 2 maybe, not sure
6645 3 no
15 4 don't know

d75 **1st item mentioned in TV ad--Fish Head**

type: numeric (byte)

range: [1,8] units: 1
unique values: 8 missing .: 6645/10412

tabulation: Freq. Value
885 1
156 2
134 3
1280 4
152 5
735 6
423 7
2 8
6645 .

d75x **Other item mentioned in TV ad--Fish Head**

type: string (str50)

unique values: 683

missing "": 9677/10412

examples: ""

""

""

""

warning: variable has embedded blanks

d76

1st item mentioned for theme of ad--Fish
Head

type: numeric (byte)

range: [1,12]

units: 1

unique values: 12

missing .: 6645/10412

tabulation: Freq. Value

198 1

718 2

484 3

1446 4

163 5

124 6

10 7

40 8

200 9

151 10

231 11

2 12

6645 .

d76x

Other item mentioned for theme of TV
ad--Fish Head

type: string (str50)

unique values: 146

missing "": 10261/10412

examples: ""

""
""
""

warning: variable has embedded blanks

d77 Ad is convincing/believable--Fish Head

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 6645/10412

tabulation:	Freq.	Numeric	Label
	784	1	strongly agree
	2107	2	agree
	564	3	disagree
	122	4	strongly disagree
	154	5	no opinion
	33	6	don't know
	3	7	refused
	6645	.	.

d78 Ad said something important to me--Fish Head

type: numeric (byte)
label: agreedis

range: [1,6] units: 1
unique values: 6 missing .: 7465/10412

tabulation:	Freq.	Numeric	Label
	447	1	strongly agree
	1552	2	agree
	716	3	disagree
	89	4	strongly disagree
	122	5	no opinion
	21	6	don't know
	7465	.	.

d79 **Ad grabbed attention--Fish Head**

type: numeric (byte)
label: yesno

range: [1,4] **units: 1**
unique values: 4 **missing .: 6645/10412**

tabulation: Freq. Numeric Label

2951	1	yes
783	2	no
30	3	don't know
3	4	refused
6645	.	

d80 **Ad gave good reasons not to smoke--Fish Head**

type: numeric (byte)
label: yesno

range: [1,4] **units: 1**
unique values: 4 **missing .: 6645/10412**

tabulation: Freq. Numeric Label

2673	1	yes
1036	2	no
52	3	don't know
6	4	refused
6645	.	

d81 **Talked to friends about ad--Fish Head**

type: numeric (byte)
label: yesno

range: [1,4] **units: 1**
unique values: 4 **missing .: 6645/10412**

tabulation: Freq. Numeric Label

697	1	yes
3054	2	no
15	3	don't know
1	4	refused
6645	.	

d82 **Has seen TV ad--Boy on Bus**

type: numeric (byte)
label: yesmaybe

range: [1,5] **units: 1**
unique values: 5 **missing .: 0/10412**

tabulation: Freq. Numeric Label

1628	1	yes
114	2	maybe, not sure
8659	3	no
10	4	don't know
1	5	refused

d83 **1st item mentioned in TV ad--Boy on Bus**

type: numeric (byte)

range: [1,15] **units: 1**
unique values: 15 **missing .: 8659/10412**

mean: 8.1158
std. dev: 4.65692

percentiles: **10%** **25%** **50%** **75%** **90%**
 3 **3** **9** **13** **14**

d83x **Other item mentioned in TV ad--Boy on Bus**

type: string (str50)

unique values: 196 **missing "": 10214/10412**

range: [1,7] units: 1
unique values: 7 missing .: 8659/10412

tabulation: Freq. Numeric Label
322 1 strongly agree
1007 2 agree
247 3 disagree
57 4 strongly disagree
97 5 no opinion
22 6 don't know
1 7 refused
8659 .

d86 Ad said something important to me--Boy
 on Bus

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 9006/10412

tabulation: Freq. Numeric Label
224 1 strongly agree
767 2 agree
290 3 disagree
36 4 strongly disagree
72 5 no opinion
16 6 don't know
1 7 refused
9006 .

d87 Ad grabbed attention--Boy on Bus

type: numeric (byte)
label: yesno

range: [1,4] units: 1
unique values: 4 missing .: 8659/10412

tabulation: Freq. Numeric Label

1187 1 yes
544 2 no
20 3 don't know
2 4 refused
8659 .

d88 Ad gave good reasons not to smoke--Boy
on Bus

type: numeric (byte)
label: yesno

range: [1,4] units: 1
unique values: 4 missing .: 8659/10412

tabulation: Freq. Numeric Label
1203 1 yes
528 2 no
20 3 don't know
2 4 refused
8659 .

d89 Talked to friends about ad--Boy on Bus

type: numeric (byte)
label: yesno

range: [1,3] units: 1
unique values: 3 missing .: 8659/10412

tabulation: Freq. Numeric Label
231 1 yes
1512 2 no
10 3 don't know
8659 .

d90 Has seen TV ad--Any PM

type: numeric (byte)
label: yesmaybe

range: [1,5] units: 1
unique values: 5 missing .: 0/10412

tabulation: Freq.	Numeric	Label
4005	1	yes
108	2	maybe, not sure
6284	3	no
13	4	don't know
2	5	refused

d91x1 **1st item mentioned in TV ad--Any PM**

type: string (str50)

unique values: 3764 missing "": 6284/10412

examples: ""

""

""

"THESE TEENAGERS PASS A CIGARETTE AROUND TO EACH

OT"

warning: variable has embedded blanks

d91x2 **2nd item mentioned in TV ad--Any PM**

type: string (str50)

unique values: 1278 missing "": 8904/10412

examples: ""

""

""

""

warning: variable has embedded blanks

d91x3 **3rd item mentioned in TV ad--Any PM**

type: string (str50)

unique values: 213

missing "": 10191/10412

examples: ""

""

""

""

warning: variable has embedded blanks

d92x1

1st item mentioned for theme of TV
ad--Any PM

type: numeric (byte)

range: [1,15]

units: 1

unique values: 15

missing .: 6284/10412

mean: 6.46051

std. dev: 4.20321

percentiles:	10%	25%	50%	75%	90%
	1	3	6	9	13

d92x2

2nd item mentioned in TV ad--Any PM

type: numeric (byte)

range: [1,14]

units: 1

unique values: 14

missing .: 10246/10412

mean: 6.56627

std. dev: 3.58175

percentiles:	10%	25%	50%	75%	90%
	2	3	7	9	13

d92x3

3rd item mentioned in TV ad--Any PM

type: numeric (byte)

range: [1,14] **units: 1**
unique values: 12 **missing .: 10375/10412**

tabulation: Freq. Value
2 1
1 2
1 3
2 4
5 5
3 6
9 7
3 8
4 9
3 11
3 12
1 14
10375 .

d92xx **Other item mentioned for theme of TV
ad--Any PM**

type: string (str50)

unique values: 468 **missing "": 9899/10412**

examples: ""
""
""
""

warning: variable has embedded blanks

d93 **Has seen TV ad--Attractiveness (AK)**

type: numeric (byte)

range: [1,3] **units: 1**
unique values: 2 **missing .: 10409/10412**

tabulation: Freq. Value

1 1
2 3
10409 .

d94 **1st item mentioned in TV**
 ad--Attractiveness (AK)

type: numeric (byte)

range: [9,9] **units: 1**
unique values: 1 **missing .: 10411/10412**

tabulation: Freq. Value
 1 9
 10411 .

d94x **Other item mentioned in TV**
 ad--Attractiveness (AK)

type: string (str1), but longest is str0

unique values: 0 **missing "": 10412/10412**

tabulation: Freq. Value
 10412 ""

d95 **1st item mentioned for theme of**
 ad--Attractiveness (AK)

type: numeric (byte)

range: [2,2] **units: 1**
unique values: 1 **missing .: 10411/10412**

tabulation: Freq. Value
 1 2
 10411 .

d95x **Other item mentioned for theme of TV**

ad--Attractiveness (AK)

type: string (str1), but longest is str0

unique values: 0 **missing "": 10412/10412**

tabulation: Freq. Value
10412 ""

d96 **Has seen TV ad--Taps (CA)**

type: numeric (byte)
label: yesmaybe

range: [1,3] **units: 1**
unique values: 3 **missing .: 9462/10412**

tabulation: Freq. Numeric Label
58 1 yes
8 2 maybe, not sure
884 3 no
9462 .

d97 **1st item mentioned in TV ad--Taps (CA)**

type: numeric (byte)

range: [1,10] **units: 1**
unique values: 7 **missing .: 10346/10412**

tabulation: Freq. Value
32 1
9 3
8 4
1 7
5 8
2 9
9 10
10346 .

d97x

Other item mentioned in TV ad--Taps (CA)

type: string (str50)

unique values: 2

missing "": 10410/10412

tabulation: Freq. Value

10410 ""

1 "DID NOT SEE"

1 "THIS DIDN'T DIE BECAUSE OF A GUN BATTLE
BUT BECAUS"

warning: variable has embedded blanks

d98

1st item mentioned for theme of ad--Taps
(CA)

type: numeric (byte)

range: [1,6]

units: 1

unique values: 6

missing .: 10346/10412

tabulation: Freq. Value

42 1

7 2

4 3

1 4

7 5

5 6

10346 .

d98x

Other item mentioned for theme of TV
ad--Taps (CA)

type: string (str50)

unique values: 7

missing "": 10405/10412

tabulation: Freq. Value

10405 ""

1 "DID NOT SEE"

1 "HE COULD HAVE TATTOO AND THINGS BUT IT
 DOES NOT ME"
 1 "NO MATTER HOW OLD YOU ARE, YOU CAN
 STILL GET LUNG"
 1 "SMOKING IS DANGEROUS."
 1 "STOP SMOKING"
 1 "THAT EVERYBODY IS EFFECTED BY IT."
 1 "TO GET PEOPLE TO STOP."

warning: variable has embedded blanks

d99 **Has seen TV ad--Who to Believe (DE)**

type: numeric (byte)
 label: yesmaybe

range: [3,3] units: 1
 unique values: 1 missing .: 10408/10412

tabulation: Freq. Numeric Label
 4 3 no
 10408 .

d100 **1st item mentioned in TV ad--Who to Believe (DE)**

type: numeric (byte)

range: [.,.] units: .
 unique values: 0 missing .: 10412/10412

tabulation: Freq. Value
 10412 .

d100x **Other item mentioned in TV ad--Who to Believe (DE)**

type: string (str1), but longest is str0

unique values: 0 missing "": 10412/10412

tabulation: Freq. Value
10412 ""

d101 1st item mentioned for theme of ad--Who
to Believe (DE)

type: numeric (byte)

range: [,,] units: .
unique values: 0 missing .: 10412/10412

tabulation: Freq. Value
10412 .

d101x Other item mentioned for theme of TV
ad--Who to Believe (DE)

type: string (str1), but longest is str0

unique values: 0 missing "": 10412/10412

tabulation: Freq. Value
10412 ""

d102 Has seen TV ad--Carrot (FL)

type: numeric (byte)
label: yesmaybe

range: [1,3] units: 1
unique values: 2 missing .: 9717/10412

tabulation: Freq. Numeric Label
253 1 yes
442 3 no
9717 .

d103 1st item mentioned in TV ad--Carrot (FL)

type: numeric (byte)

range: [1,11]
unique values: 7

units: 1
missing .: 10159/10412

tabulation: Freq. Value
9 1
78 2
70 3
33 4
48 6
10 10
5 11
10159 .

d103x

**Other item mentioned in TV ad--Carrot
(FL)**

type: string (str50)

unique values: 9

missing "": 10402/10412

tabulation: Freq. Value
10402 ""

2 "HE CAN'T FIND ONE."
1 "HE CAN'T FIND THE CARROT."
1 "HE IS LOOKING FOR CARROTS BECAUSE HE IS
ADDICTED."
1 "HE PICKED IT OFF THE GROUND AND BIT
IT."
1 "HE SAID THAT CIGARETTES ARE MORE
ADDICTING THAN CA"
1 "HE WANTS TO KILL HIS WIFE."
1 "HE'S LOOKING FOR A CARROT. FOUND ONE
IN A GARBAGE"
1 "THEY ARE SAYING THAT CARROTS ARE NOT AS
ADDICTIVE"
1 "THEY COMPARE CIGARETTES TO CARROTS."

warning: variable has embedded blanks

3 2 maybe, not sure
635 3 no
9717 .

d106 1st item mentioned in TV ad--Route (FL)

type: numeric (byte)

range: [1,7] **units: 1**
unique values: 7 **missing .: 10352/10412**

tabulation: Freq. Value
24 1
4 2
2 3
3 4
2 5
20 6
5 7
10352 .

d106x Other item mentioned in TV ad--Route
(FL)

type: string (str50)

unique values: 20 **missing "": 10392/10412**

examples: ""
""
""
""

warning: variable has embedded blanks

d107 1st item mentioned for theme of
ad--Route (FL)

type: numeric (byte)

range: [1,5] units: 1
unique values: 5 missing .: 10352/10412

tabulation: Freq. Value
 19 1
 2 2
 7 3
 25 4
 7 5
 10352 .

d107x **Other item mentioned for theme of TV
ad--Route (FL)**

type: string (str50)

unique values: 24 missing "": 10387/10412

examples: ""
 ""
 ""
 ""

warning: variable has embedded blanks

d108 **Has seen TV ad--Cowboy (IA)**

type: numeric (byte)
label: yesmaybe

range: [1,3] units: 1
unique values: 2 missing .: 10395/10412

tabulation: Freq. Numeric Label
 1 1 yes
 16 3 no
 10395 .

d109 **1st item mentioned in TV ad--Cowboy (IA)**

type: numeric (byte)

range: [5,5] units: 1
unique values: 1 missing .: 10411/10412

tabulation: Freq. Value
1 5
10411 .

d109x Other item mentioned in TV ad--Cowboy
(IA)

type: string (str1), but longest is str0

unique values: 0 missing "": 10412/10412

tabulation: Freq. Value
10412 ""

d110 1st item mentioned for theme of
ad--Cowboy (IA)

type: numeric (byte)

range: [4,4] units: 1
unique values: 1 missing .: 10411/10412

tabulation: Freq. Value
1 4
10411 .

d110x Other item mentioned for theme of TV
ad--Cowboy (IA)

type: string (str43)

unique values: 1 missing "": 10411/10412

tabulation: Freq. Value
10411 ""

1 "SMOKING CAUSED CANCER FOR THE MARLBORO
MAN."

warning: variable has embedded blanks

d111 Has seen TV ad--Cinema (IA)

type: numeric (byte)
label: yesmaybe

range: [1,3] units: 1
unique values: 2 missing .: 10395/10412

tabulation: Freq. Numeric Label
6 1 yes
11 3 no
10395 .

d112 1st item mentioned in TV ad--Cinema (IA)

type: numeric (byte)

range: [2,15] units: 1
unique values: 5 missing .: 10406/10412

tabulation: Freq. Value
1 2
1 12
2 13
1 14
1 15
10406 .

d112x Other item mentioned in TV ad--Cinema
(IA)

type: string (str50)

unique values: 1 missing "": 10411/10412

tabulation: Freq. Value

10411 ""

1 "YOU CAN'T JUST KILL SO MANY PEOPLE AND
PLAY GOLF I"

warning: variable has embedded blanks

d113 **1st item mentioned for theme of
ad--Cinema (IA)**

type: numeric (byte)

range: [1,5] units: 1
unique values: 4 missing .: 10406/10412

tabulation: Freq. Value

1 1
1 3
2 4
2 5
10406 .

d113x **Other item mentioned for theme of TV
ad--Cinema (IA)**

type: string (str27)

unique values: 2 missing "": 10410/10412

tabulation: Freq. Value

10410 ""
1 "TO QUIT SMOKING CIGARETTES."
1 "TOBACCO KILLS."

warning: variable has embedded blanks

d114 **Has seen TV ad--Breath (ID)**

type: numeric (byte)

label: yesmaybe

range: [1,3] units: 1
unique values: 2 missing .: 10394/10412

tabulation: Freq. Numeric Label
 4 1 yes
 14 3 no
 10394 .

d115 **1st item mentioned in TV ad--Breath (ID)**

type: numeric (byte)

range: [2,8] units: 1
unique values: 4 missing .: 10408/10412

tabulation: Freq. Value
 1 2
 1 3
 1 7
 1 8
 10408 .

d115x **Other item mentioned in TV ad--Breath (ID)**

type: string (str40)

unique values: 1 missing "": 10411/10412

tabulation: Freq. Value
 10411 ""
 1 "SMOKING IS DROWNING OR KILLS YOUR
 BRAIN."

warning: variable has embedded blanks

d116 **1st item mentioned for theme of ad--Breath (ID)**

type: numeric (byte)

range: [1,6] units: 1
unique values: 4 missing .: 10408/10412

tabulation: Freq. Value
 1 1
 1 2
 1 4
 1 6
 10408 .

d116x Other item mentioned for theme of TV
 ad--Breath (ID)

type: string (str13)

unique values: 1 missing "": 10411/10412

tabulation: Freq. Value
 10411 ""
 1 "NOT TO SMOKE."

warning: variable has embedded blanks

d117 Has seen TV ad--Bigger than Ever (MN)

type: numeric (byte)
label: yesmaybe

range: [1,3] units: 1
unique values: 3 missing .: 9541/10412

tabulation: Freq. Numeric Label
 162 1 yes
 4 2 maybe, not sure
 705 3 no
 9541 .

d118 1st item mentioned in TV ad--Bigger than
 Ever (MN)

type: numeric (byte)

range: [1,7]
unique values: 7

units: 1
missing .: 10246/10412

tabulation: Freq. Value

76 1
9 2
8 3
9 4
40 5
11 6
13 7
10246 .

d118x

**Other item mentioned in TV ad--Bigger
than Ever (MN)**

type: string (str50)

unique values: 11

missing "": 10401/10412

tabulation: Freq. Value

10401 ""
1 "MAKES A WORD."
1 "RIP PAPERS OUT OF MAGAZINES AND PLACE
THEM ON THE"
1 "TEENS ARE BEING TARGETED."
1 "THE MAGAZINE RIP OUTS ON THE WALL SAY
SOMETHING."
1 "THEY BURN IT OR SOMETHING. I DON'T
REMEMBER."
1 "THEY MAKE A COLLAGE."
1 "THEY SPELL SOMETHING."
1 "THEY SPELLED OUT A PHRASE."
1 "THEY SPELLED SOMETHING OUT ON THE
WALL."
1 "THEY STICK IT TO THE WALL AND LEAVE IT
OUT AND IT"
1 "THEY STICK MAGAZINE PAGES IN WIRE MESH
AND BURN IT"

range: [1,4] units: 1
unique values: 4 missing .: 9541/10412

tabulation: Freq. Numeric Label
34 1 yes
1 2 maybe, not sure
834 3 no
2 4 don't know
9541 .

d121 1st item mentioned in TV ad--Light Up
(MN)

type: numeric (byte)

range: [1,9] units: 1
unique values: 7 missing .: 10375/10412

tabulation: Freq. Value
14 1
13 2
1 3
2 4
1 5
3 8
3 9
10375 .

d121x Other item mentioned in TV ad--Light Up
(MN)

type: string (str49)

unique values: 3 missing "": 10409/10412

tabulation: Freq. Value
10409 ""
1 "TEENAGER COMES OUT TO SMOKE IN THE
SNOW."
1 "THEY ARE THROWING SNOWBALLS AND SAYING
THEY DON
1 "THEY BRING BOXES OF ADS AND LIGHT THEM

ON FIRE."

warning: variable has embedded blanks

d122 **1st item mentioned for theme of
ad--Light Up (MN)**

type: numeric (byte)

range: [1,8] units: 1
unique values: 8 missing .: 10375/10412

tabulation: Freq. Value
3 1
5 2
2 3
4 4
5 5
5 6
9 7
4 8
10375 .

d122x **Other item mentioned for theme of TV
ad--Light Up (MN)**

type: string (str50)

unique values: 8 missing "": 10403/10412

tabulation: Freq. Value
10403 ""
1 "BEING WITH YOUR FRIENDS IS MORE
IMPORTANT THAN SMO"
1 "GETTING BACK AT THE TOBACCO COMPANIES."
1 "IT SHOWS WHAT SMOKING WOULD DO TO YOU."
1 "NOT TO SMOKE."
2 "SMOKING IS NOT GOOD."
1 "SMOKING KILLS."
1 "THE USEFULNESS OF THE ADS."
1 "TOBACCO ADS ARE BAD."

warning: variable has embedded blanks

d123 **Has seen TV ad--Barber (MS)**

type: numeric (byte)
label: yesmaybe

range: [1,3] **units: 1**
unique values: 3 **missing .: 10055/10412**

tabulation: Freq. Numeric Label

131	1	yes
1	2	maybe, not sure
225	3	no
10055	.	

d124 **1st item mentioned in TV ad--Barber (MS)**

type: numeric (byte)

range: [1,11] **units: 1**
unique values: 9 **missing .: 10280/10412**

tabulation: Freq. Value

2	1
2	2
23	3
3	4
28	5
51	7
18	8
2	10
3	11
10280	.

d124x **Other item mentioned in TV ad--Barber (MS)**

type: string (str43)

unique values: 2

missing "": 10410/10412

tabulation: Freq. Value

10410 ""

1 "HE LIT A CIGARETTE AND SMOKED."

1 "THE MAN ASKED HIM IF HE WANTED A
CIGARETTE."

warning: variable has embedded blanks

d125

1st item mentioned for theme of
ad--Barber (MS)

type: numeric (byte)

range: [1,7]

units: 1

unique values: 7

missing .: 10280/10412

tabulation: Freq. Value

2 1

10 2

54 3

10 4

25 5

25 6

6 7

10280 .

d125x

Other item mentioned for theme of TV
ad--Barber (MS)

type: string (str50)

unique values: 25

missing "": 10387/10412

examples: ""

""

""

""

warning: variable has embedded blanks

d126 **Has seen TV ad--License (MS)**

type: numeric (byte)
label: yesmaybe

range: [1,3] **units: 1**
unique values: 3 **missing .: 9974/10412**

tabulation: Freq. Numeric Label

163	1	yes
1	2	maybe, not sure
274	3	no
9974	.	

d127 **1st item mentioned in TV ad--License (MS)**

type: numeric (byte)

range: [1,12] **units: 1**
unique values: 10 **missing .: 10248/10412**

tabulation: Freq. Value

3	1
9	2
4	3
1	4
3	5
124	6
7	7
8	8
4	11
1	12
10248	.

d127x **Other item mentioned in TV ad--License (MS)**

type: string (str50)

unique values: 4

missing "": 10408/10412

tabulation: Freq. Value

10408 ""

1 "HE WAS HAPPY AND HE ASKED HIS PARENTS
IF HE CAN GE"

1 "HIS CAR CRASHES."

1 "HITS A COP CAR."

1 "NONE"

warning: variable has embedded blanks

d128

1st item mentioned for theme of
ad--License (MS)

type: numeric (byte)

range: [1,7]

units: 1

unique values: 7

missing .: 10248/10412

tabulation: Freq. Value

31 1

55 2

9 3

2 4

1 5

36 6

30 7

10248 .

d128x

Other item mentioned for theme of TV
ad--License (MS)

type: string (str50)

unique values: 32

missing "": 10376/10412

examples: ""

""

""

""

warning: variable has embedded blanks

d129 **Has seen TV ad--Not for Sale Series (NJ)**

type: numeric (byte)
label: yesmaybe

range: [1,3] **units: 1**
unique values: 3 **missing .: 9948/10412**

tabulation: Freq. Numeric Label

47	1	yes
4	2	maybe, not sure
413	3	no
9948	.	

d130 **1st item mentioned in TV ad--Not for Sale Series (NJ)**

type: numeric (byte)

range: [1,12] **units: 1**
unique values: 10 **missing .: 10361/10412**

tabulation: Freq. Value

5	1
4	3
1	4
3	5
3	6
17	7
3	8
6	10
8	11
1	12
10361	.

d130x **Other item mentioned in TV ad--Not for Sale Series (NJ)**

type: string (str50)

unique values: 6

missing "": 10406/10412

tabulation: Freq. Value

10406 ""

1 "IF ONE KID WILL DO IT THE OTHERS WILL FOLLOW."

1 "IT'S ALL DIFFERENT VOICES SAYING THAT THEY ARE NOT"

1 "SHOW RANDOM CLIPS OF I KNOW WHAT YOUR DOING."

1 "THE KIDS POINT OUT THAT CIGARETTE COMPANIES LIE."

1 "THEY WERE ON THE INTERNET."

1 "THIS HAS MEGAPHONE AND BODY BAGS."

warning: variable has embedded blanks

d131

1st item mentioned for theme of ad--Not for Sale Series (NJ)

type: numeric (byte)

range: [1,6]

units: 1

unique values: 6

missing .: 10361/10412

tabulation: Freq. Value

6 1

10 2

12 3

9 4

10 5

4 6

10361 .

d131x

Other item mentioned for theme of TV ad--Not for Sale Series (NJ)

type: string (str50)

unique values: 10

missing "": 10402/10412

tabulation: Freq. Value

10402 ""
1 "CHILDREN AREN'T AS STUPID AS THEY SEEM."
1 "CIGARETTE COMPANIES DON'T CARE AS LONG AS THEY GET"
1 "CIGARETTE COMPANIES LIE."
1 "DON'T FALL FOR WHAT TOBACCO COMPANIES ARE ADVERTIS"
1 "EDUCATE PEOPLE ABOUT SMOKING."
1 "NOT ALL CHILDREN SMOKE."
1 "SMOKING WILL EVENTUALLY KILL YOU."
1 "TOBACCO COMPANIES LIE."
1 "TRYING TO APPEAL TO X-FILES FANS."
1 "WE KNOW WHAT THEY ARE TRYING TO DO."

warning: variable has embedded blanks

d132 Has seen TV ad--Zack (OR)

type: numeric (byte)
label: yesmaybe

range: [1,4] units: 1
unique values: 4 missing .: 9368/10412

tabulation: Freq. Numeric Label
173 1 yes
9 2 maybe, not sure
861 3 no
1 4 don't know
9368 .

d133 1st item mentioned in TV ad--Zack (OR)

type: numeric (byte)

range: [1,7] units: 1
unique values: 7 missing .: 10229/10412

tabulation: Freq. Value

62 1
32 2
66 3
5 4
1 5
10 6
7 7
10229 .

d133x Other item mentioned in TV ad--Zack (OR)

type: string (str50)

unique values: 10 missing "": 10402/10412

tabulation: Freq. Value

10402 ""

- 1 "CHILD CAUGHT SMOKING, BY PARENT AND GETS YELLED AT"
- 1 "GET MARIJUANA FROM HIS DAD."
- 1 "HE TALKS ABOUT HOW HE WISHES HE HAD HIS DAD WHO DI"
- 1 "HIS DAD DIED BECAUSE HE SMOKED AND HE'S SAD BECAUS"
- 1 "IS TALKING ABOUT HIS DAD AND WHAT THEY USED TO DO."
- 1 "KID TALKS ABOUT HIS DAD."
- 1 "TALKING ABOUT HOW HE MISSES HIS DAD WHO WAS KILLED"
- 1 "TALKING ABOUT SOME OF THE THINGS HE USED TO DO WIT"
- 1 "THE CHILD'S DAD DIED OF CANCER."
- 1 "THEY BOY TALKS ABOUT HOW HIS DAD SMELLS SO HE WON"

warning: variable has embedded blanks

d134 1st item mentioned for theme of ad--Zack
(OR)

type: numeric (byte)

range: [1,5] units: 1
unique values: 5 missing .: 10229/10412

tabulation: Freq. Value
75 1
40 2
31 3
30 4
7 5
10229 .

d134x Other item mentioned for theme of TV
ad--Zack (OR)

type: string (str50)

unique values: 27 missing "": 10382/10412

examples: ""
""
""
""

warning: variable has embedded blanks

d135 Has seen TV ad--Living Room (OR)

type: numeric (byte)
label: yesmaybe

range: [1,5] units: 1
unique values: 4 missing .: 9368/10412

tabulation: Freq. Numeric Label
82 1 yes
3 2 maybe, not sure
958 3 no
1 5 refused
9368 .

d136 1st item mentioned in TV ad--Living Room

(OR)

type: numeric (byte)

range: [1,10] units: 1
unique values: 8 missing .: 10326/10412

tabulation: Freq. Value
4 1
17 2
2 3
39 4
16 5
3 6
1 9
4 10
10326 .

d136x Other item mentioned in TV ad--Living
Room (OR)

type: string (str9)

unique values: 1 missing "": 10411/10412

tabulation: Freq. Value
10411 ""
1 "SHE DIED."

warning: variable has embedded blanks

d137 1st item mentioned for theme of
ad--Living Room (OR)

type: numeric (byte)

range: [1,5] units: 1
unique values: 5 missing .: 10326/10412

tabulation: Freq. Value
11 1

17 2
 49 3
 4 4
 5 5
 10326 .

d137x Other item mentioned for theme of TV
 ad--Living Room (OR)

type: string (str50)

unique values: 4 missing "": 10408/10412

tabulation: Freq. Value

10408	" "
1	"DON'T SMOKE IN FRONT OF CHILDREN."
1	"KIDS HAVE THE RIGHT TO BREATHE CLEAN AIR."
1	"PARENTS MISS THE CHANCE TO TALK TO KIDS ABOUT SMOK"
1	"TO SMOKE OUTSIDE IF YOU HAVE A KID."

warning: variable has embedded blanks

d138 Has seen TV ad--Pam Laffin (WA)

type: numeric (byte)
 label: yesmaybe

range: [1,4] units: 1
 unique values: 4 missing .: 9976/10412

tabulation: Freq. Numeric Label

183	1	yes
13	2	maybe, not sure
238	3	no
2	4	don't know
9976	.	

d139 1st item mentioned in TV ad--Pam Laffin
 (WA)

type: numeric (byte)

range: [0,0] units: 1
unique values: 1 missing .: 10214/10412

tabulation: Freq. Value
 198 0
 10214 .

d139x Other item mentioned in TV ad--Pam
 Laffin (WA)

type: string (str50)

unique values: 30 missing "": 10381/10412

examples: ""
 ""
 ""
 ""

warning: variable has embedded blanks

d140 1st item mentioned for theme of ad--Pam
 Laffin (WA)

type: numeric (byte)
label: yesmaybe

range: [1,5] units: 1
unique values: 5 missing .: 10214/10412

tabulation: Freq. Numeric Label
 62 1 yes
 39 2 maybe, not sure
 46 3 no
 47 4 don't know
 4 5 refused
10214 .

d140x **Other item mentioned for theme of TV
ad--Pam Laffin (WA)**

type: string (str50)

unique values: 42 **missing "": 10365/10412**

examples: ""

""

""

""

warning: variable has embedded blanks

d141 **Has seen TV ad--Debi series (CA, ID, IA,
WA)**

type: numeric (byte)

label: yesmaybe

range: [1,3] **units: 1**
unique values: 3 **missing .: 8991/10412**

tabulation: Freq. Numeric Label

1186 **1** **yes**

2 **2** **maybe, not sure**

233 **3** **no**

8991 **.**

d142 **1st item mentioned in TV ad--Debi series
(CA, ID, IA, WA)**

type: numeric (byte)

range: [1,13] **units: 1**
unique values: 12 **missing .: 9224/10412**

tabulation: Freq. Value

28 **1**

80 **2**

9224 .

d143x **Other item mentioned for theme of TV
ad--Debi series (CA, ID, IA, WA)**

type: string (str50)

unique values: 152 **missing "": 10188/10412**

examples: ""

""

""

""

warning: variable has embedded blanks

d144 **Has seen TV ad--Christy Turlington (ID,
NY)**

type: numeric (byte)

label: yesmaybe

range: [1,3] **units: 1**
unique values: 3 **missing .: 10287/10412**

tabulation: Freq. Numeric Label
 28 1 yes
 1 2 maybe, not sure
 96 3 no
 10287 .

d145 **1st item mentioned in TV ad--Christy
Turlington (ID, NY)**

type: numeric (byte)

range: [4,11] **units: 1**
unique values: 6 **missing .: 10383/10412**

tabulation: Freq. Value

type: string (str40)

unique values: 3 missing "": 10409/10412

tabulation: Freq. Value

10409 ""

1 "AN EXAMPLE OF THAT IT CAN HAPPEN TO
YOU."

1 "NO TO TOBACCO."

1 "QUIT NOW."

warning: variable has embedded blanks

d147 Has seen TV ad--Rick Stoddard series
 (AK, NM, NY)

type: numeric (byte)

label: yesmaybe

range: [1,3]

units: 1

unique values: 3

missing .: 9629/10412

tabulation: Freq. Numeric Label

118 1 yes

3 2 maybe, not sure

662 3 no

9629 .

d148 1st item mentioned in TV ad--Rick
 Stoddard series (AK, NM, NY)

type: numeric (byte)

range: [1,23]

units: 1

unique values: 14

missing .: 10291/10412

mean: 4.30579

std. dev: 4.62753

percentiles: 10% 25% 50% 75% 90%
 2 2 3 4 8

ad--Rick Stoddard series (AK, NM, NY)

type: string (str34)

unique values: 6 missing "": 10406/10412

tabulation: Freq. Value
10406 ""
1 "DON'T SMOKE"
1 "DON'T SMOKE IT GIVES YOU CANCER."
1 "DON'T SMOKE."
1 "NOT TO SMOKE."
1 "SECOND HAND SMOKE KILLS"
1 "TRYING TO GET PEOPLE NOT TO SMOKE."

warning: variable has embedded blanks

d150x1 Has seen or heard ads with theme: Truth

type: numeric (byte)

label: yesno

range: [1,4] units: 1
unique values: 4 missing .: 0/10412

tabulation: Freq. Numeric Label
7397 1 yes
2908 2 no
105 3 don't know
2 4 refused

d150x2 Has seen or heard ads with theme: Truth,
Don't Smoke

type: numeric (byte)

label: yesno

range: [1,4] units: 1
unique values: 4 missing .: 0/10412

tabulation: Freq. Numeric Label

7036	1	yes
3253	2	no
120	3	don't know
3	4	refused

d150x3 **Has seen or heard ads with theme:
Tobacco is Whacko**

type: numeric (byte)
label: yesno

range: [1,4] units: 1
unique values: 4 missing .: 0/10412

tabulation: Freq. Numeric Label
3731 1 yes
6588 2 no
89 3 don't know
4 4 refused

d151x1 **Where has seen or heard truth: TV**

type: numeric (byte)
label: yesno

range: [1,3] units: 1
unique values: 3 missing .: 3015/10412

tabulation: Freq. Numeric Label
7141 1 yes
211 2 no
45 3 don't know
3015 .

d151x2 **Where has seen or heard truth: radio**

type: numeric (byte)
label: yesno

range: [1,4] units: 1

unique values: 4

missing .: 3015/10412

tabulation:	Freq.	Numeric	Label
	2360	1	yes
	4966	2	no
	70	3	don't know
	1	4	refused
	3015	.	

d151x3

Where has seen or heard truth:
newspapers or magazines

type: numeric (byte)

label: yesno

range: [1,3]

units: 1

unique values: 3

missing .: 3015/10412

tabulation:	Freq.	Numeric	Label
	3462	1	yes
	3886	2	no
	49	3	don't know
	3015	.	

d151x4

Where has seen or heard truth: billboard

type: numeric (byte)

label: yesno

range: [1,4]

units: 1

unique values: 4

missing .: 3015/10412

tabulation:	Freq.	Numeric	Label
	3108	1	yes
	4226	2	no
	62	3	don't know
	1	4	refused
	3015	.	

d151x5

Where has seen or heard truth: internet

type: numeric (byte)
label: yesno

range: [1,4] **units: 1**
unique values: 4 **missing .: 3015/10412**

tabulation: Freq. Numeric Label	
1041	1 yes
6328	2 no
27	3 don't know
1	4 refused
3015	.

d152 **Has visited the truth website**

type: numeric (byte)
label: yesno

range: [1,4] **units: 1**
unique values: 4 **missing .: 0/10412**

tabulation: Freq. Numeric Label	
474	1 yes
9925	2 no
12	3 don't know
1	4 refused

d153x1 **Truth about: taking control**

type: numeric (byte)
label: agreedis

range: [1,7] **units: 1**
unique values: 7 **missing .: 2864/10412**

tabulation: Freq. Numeric Label	
1526	1 strongly agree
4348	2 agree
970	3 disagree
119	4 strongly disagree
499	5 no opinion

80 6 don't know
6 7 refused
2864 .

d153x2 Truth about: saying what's on your mind

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 2864/10412

tabulation: Freq.	Numeric	Label
1336	1	strongly agree
4564	2	agree
1193	3	disagree
86	4	strongly disagree
297	5	no opinion
69	6	don't know
3	7	refused
2864	.	

d153x3 Truth about: fighting back against
cigarette companies

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 2864/10412

tabulation: Freq.	Numeric	Label
2726	1	strongly agree
4237	2	agree
375	3	disagree
34	4	strongly disagree
136	5	no opinion
37	6	don't know
3	7	refused
2864	.	

d153x4

**Truth about: exposing the truth about
cigarettes and tobacco**

type: numeric (byte)

label: agreedis

range: [1,7]

units: 1

unique values: 7

missing .: 2864/10412

tabulation: Freq.	Numeric	Label
3308	1	strongly agree
3938	2	agree
159	3	disagree
33	4	strongly disagree
71	5	no opinion
36	6	don't know
3	7	refused
2864	.	

d153x5

**Truth about: telling young people not to
smoke**

type: numeric (byte)

label: agreedis

range: [1,7]

units: 1

unique values: 7

missing .: 2864/10412

tabulation: Freq.	Numeric	Label
2586	1	strongly agree
4637	2	agree
223	3	disagree
20	4	strongly disagree
57	5	no opinion
21	6	don't know
4	7	refused
2864	.	

d154

I feel angry with tobacco companies

type: numeric (byte)

type: numeric (byte)
label: numsev, but 3 values are not labeled

range: [0,9] **units: 1**
unique values: 10 **missing .: 0/10412**

tabulation: Freq. Numeric Label

3754	0
1596	1 0
1180	2 1 or 2 days
742	3 3 or 4 days
446	4 5 or 6 days
570	5 7 days
212	6 don't know
1813	7 refused
61	8
38	9

e6x **# days in ETS room (aided)**

type: numeric (byte)
label: numsev

range: [1,7] **units: 1**
unique values: 7 **missing .: 0/10412**

tabulation: Freq. Numeric Label

3765	1 0
2792	2 1 or 2 days
1193	3 3 or 4 days
784	4 5 or 6 days
1822	5 7 days
27	6 don't know
29	7 refused

e7 **# days in ETS car (unaided)**

type: numeric (byte)
label: numsev, but 3 values are not labeled

range: [0,9] **units: 1**

unique values: 10

missing .: 0/10412

tabulation: Freq. Numeric Label
6420 0
1087 1 0
677 2 1 or 2 days
452 3 3 or 4 days
293 4 5 or 6 days
323 5 7 days
110 6 don't know
1001 7 refused
22 8
27 9

e7x

days in ETS car (aided)

type: numeric (byte)

label: numsev

range: [1,7]

units: 1

unique values: 7

missing .: 0/10412

tabulation: Freq. Numeric Label
6424 1 0
1768 2 1 or 2 days
746 3 3 or 4 days
434 4 5 or 6 days
1003 5 7 days
11 6 don't know
26 7 refused

e8

Who do you live with 12-17

type: numeric (byte)

label: fam

range: [1,6]

units: 1

unique values: 6

missing .: 3619/10412

tabulation: Freq. Numeric Label
5155 1 father(or stepfather) and
mother(or stepmother)

1232 2 mother
207 3 father
161 4 other
12 5 don't know
26 6 refused
3619 .

e9 **Where do you live now 18-24**

type: numeric (byte)
label: live

range: [1,6] units: 1
unique values: 6 missing .: 6793/10412

tabulation: Freq. Numeric Label
1325 1 own apartment or house
1979 2 same house with parents
79 3 college dorm
217 4 other
1 5 don't know
18 6 refused
6793 .

e10 **Highest grade completed**

type: numeric (byte)
label: edu

range: [1,15] units: 1
unique values: 15 missing .: 0/10412

examples: 5 7th Grade
7 9th Grade
9 11th Grade
10 12th Grade or GED

e11 **How well you have done in school**

type: numeric (byte)

label: school

range: [1,7] units: 1
unique values: 7 missing .: 0/10412

tabulation: Freq. Numeric Label

2120	1	much better than average
4069	2	better than average
3730	3	average
331	4	below average
83	5	much worse than average
25	6	don't know
54	7	refused

e12 How far you think you will go in school

type: numeric (byte)
label: edu2

range: [1,15] units: 1
unique values: 15 missing .: 0/10412

examples: 12 College Degree
12 College Degree
12 College Degree
13 Graduate school, medical school, or law school

e13 Someone at home smokes

type: numeric (byte)
label: yesno

range: [1,4] units: 1
unique values: 4 missing .: 0/10412

tabulation: Freq. Numeric Label

2936	1	yes
7410	2	no
6	3	don't know
60	4	refused

e14x1

Who smokes--mother

type: numeric (byte)

label: fam2

range: [1,4]

units: 1

unique values: 4

missing .: 7476/10412

tabulation: Freq.	Numeric	Label
1251	1	mother(or stepmother)
1674	2	father(or stepfather)
7	3	sister or brother
4	4	husband or wife
7476	.	

e14x2

Who smokes--father

type: numeric (byte)

label: fam2

range: [1,4]

units: 1

unique values: 4

missing .: 7476/10412

tabulation: Freq.	Numeric	Label
1298	1	mother(or stepmother)
1624	2	father(or stepfather)
10	3	sister or brother
4	4	husband or wife
7476	.	

e14x3

Who smokes--sister or brother

type: numeric (byte)

label: fam2

range: [1,4]

units: 1

unique values: 4

missing .: 7476/10412

tabulation: Freq.	Numeric	Label
683	1	mother(or stepmother)
2243	2	father(or stepfather)

7 3 sister or brother
3 4 husband or wife
7476 .

e14x4 Who smokes--roommate

type: numeric (byte)
label: fam2

range: [1,4] units: 1
unique values: 4 missing .: 7476/10412

tabulation: Freq. Numeric Label
259 1 mother(or stepmother)
2663 2 father(or stepfather)
11 3 sister or brother
3 4 husband or wife
7476 .

e14x5 Who smokes--spouse

type: numeric (byte)
label: fam2

range: [1,4] units: 1
unique values: 4 missing .: 7476/10412

tabulation: Freq. Numeric Label
120 1 mother(or stepmother)
2803 2 father(or stepfather)
10 3 sister or brother
3 4 husband or wife
7476 .

e14x6 Who smokes--grandparent

type: numeric (byte)
label: fam2

range: [1,4] units: 1

unique values: 4 missing .: 7476/10412

tabulation: Freq. Numeric Label	
210	1 mother(or stepmother)
2715	2 father(or stepfather)
8	3 sister or brother
3	4 husband or wife
7476	.

e14x7 Who smokes--other

type: numeric (byte)
label: fam2

range: [1,4] units: 1
unique values: 4 missing .: 7476/10412

tabulation: Freq. Numeric Label	
236	1 mother(or stepmother)
2690	2 father(or stepfather)
6	3 sister or brother
4	4 husband or wife
7476	.

e14x7x Who smokes--other (specify)

type: string (str43)

unique values: 76 missing "": 10176/10412

examples: ""
 ""
 ""
 ""

warning: variable has embedded blanks

e15 Home rules

type: numeric (byte)

675 2 one
528 3 two
872 4 three
51 5 four
15 6 don't know
5050 .

e18 Has to be home by a certain time on
school nights 12-17

type: numeric (byte)
label: yesnosk

range: [1,5] units: 1
unique values: 5 missing .: 3619/10412

tabulation: Freq. Numeric Label

5136	1	yes
1383	2	no
206	3	you are never away from home on school nights
30	4	don't know
38	5	refused
3619	.	.

e19 Has to be home by a certain time on
weekend nights 12-17

type: numeric (byte)
label: yesnosk

range: [1,5] units: 1
unique values: 5 missing .: 3619/10412

tabulation: Freq. Numeric Label

4422	1	yes
2200	2	no
81	3	you are never away from home on school nights
50	4	don't know
40	5	refused
3619	.	.

e20

Close to mother/stepmother

type: numeric (byte)

label: agreedis

range: [1,7]

units: 1

unique values: 7

missing .: 0/10412

tabulation: Freq.	Numeric	Label
5324	1	strongly agree
4183	2	agree
497	3	disagree
139	4	strongly disagree
166	5	no opinion
17	6	don't know
86	7	refused

e21

Close to father/stepfather

type: numeric (byte)

label: agreedis

range: [1,7]

units: 1

unique values: 7

missing .: 0/10412

tabulation: Freq.	Numeric	Label
3965	1	strongly agree
4361	2	agree
1178	3	disagree
512	4	strongly disagree
258	5	no opinion
37	6	don't know
101	7	refused

e22

Has family member died from smoking or
smoking related illness

type: numeric (byte)

label: yesno

range: [1,4] units: 1
unique values: 4 missing .: 0/10412

tabulation: Freq. Numeric Label
3779 1 yes
6065 2 no
480 3 don't know
88 4 refused

e23x1

Who died--First mention

type: numeric (byte)
label: fam2

range: [1,9] units: 1
unique values: 9 missing .: 6633/10412

tabulation: Freq. Numeric Label
14 1 mother(or stepmother)
65 2 father(or stepfather)
7 3 sister or brother
5 4 husband or wife
1054 5 aunt or uncle
2539 6 grandparent
56 7 other
33 8 don't know
6 9 refused
6633 .

e23x2

Who died--Second mention

type: numeric (byte)
label: fam2

range: [1,7] units: 1
unique values: 6 missing .: 10169/10412

tabulation: Freq. Numeric Label
3 1 mother(or stepmother)
3 2 father(or stepfather)
1 4 husband or wife

138 5 aunt or uncle
92 6 grandparent
6 7 other
10169 .

e23x3 **Who died--Third mention**

type: numeric (byte)
label: fam2

range: [2,7] units: 1
unique values: 4 missing .: 10396/10412

tabulation: Freq. Numeric Label
1 2 father(or stepfather)
1 5 aunt or uncle
7 6 grandparent
7 7 other
10396 .

e23x4 **Who died--Fourth mention**

type: numeric (byte)
label: fam2

range: [5,5] units: 1
unique values: 1 missing .: 10411/10412

tabulation: Freq. Numeric Label
1 5 aunt or uncle
10411 .

e23x5 **Who died--Fifth mention**

type: numeric (byte)
label: fam2

range: [.,] units: .
unique values: 0 missing .: 10412/10412

tabulation: Freq. Numeric Label
10412 .

e23x6 Who died--Sixth mention

type: numeric (byte)
label: fam2

range: [,,] units: .
unique values: 0 missing .: 10412/10412

tabulation: Freq. Numeric Label
10412 .

e23x7 Who died--other

type: numeric (byte)
label: fam2

range: [,,] units: .
unique values: 0 missing .: 10412/10412

tabulation: Freq. Numeric Label
10412 .

e23x7x Who died--other (specify)

type: string (str50)

unique values: 26 missing "": 10343/10412

examples: ""
""
""
""

warning: variable has embedded blanks

e24 Has a job

type: numeric (byte)
label: employ

range: [1,7] **units: 1**
unique values: 7 **missing .: 0/10412**

tabulation: Freq. Numeric Label

1674	1 full-time
2599	2 part-time
63	3 full-time and part-time
5814	4 no job
161	5 not applicable
13	6 don't know
88	7 refused

e25 **How much money you get from a job or
other work during average week**

type: numeric (int)

range: [0,9999] **units: 1**
unique values: 207 **missing .: 0/10412**

mean: 575.874
std. dev: 2078.18

percentiles: 10% 25% 50% 75% 90%
0 0 20 200 500

e26 **How much money you get from other
sources (allowances, etc.) during avera**

type: numeric (int)

range: [0,9999] **units: 1**
unique values: 101 **missing .: 0/10412**

mean: 305.767
std. dev: 1637.53

percentiles: 10% 25% 50% 75% 90%
 0 0 5 20 60

e27x1

Has cable

type: numeric (byte)

label: yesno, but 2 values are not labeled

range: [1,9]

units: 1

unique values: 4

missing .: 0/10412

tabulation: Freq. Numeric Label

5364 1 yes

4945 2 no

13 8

90 9

e27x2

Has cell phone

type: numeric (byte)

label: yesno, but 2 values are not labeled

range: [1,9]

units: 1

unique values: 4

missing .: 0/10412

tabulation: Freq. Numeric Label

3366 1 yes

6945 2 no

9 8

92 9

e27x3

Has computer w/ internet access

type: numeric (byte)

label: yesno, but 2 values are not labeled

range: [1,9]

units: 1

unique values: 4

missing .: 0/10412

tabulation: Freq. Numeric Label

4884	1	yes
5424	2	no
14	8	
90	9	

e27x4

Has own bedroom 12-17

type: numeric (byte)

label: yesno, but 2 values are not labeled

range: [1,9]
unique values: 4

units: 1
missing .: 3619/10412

tabulation: Freq. Numeric Label		
5816	1	yes
922	2	no
8	8	
47	9	
3619	.	

e28

How often attended religious services

type: numeric (byte)

label: often

range: [1,6]
unique values: 6

units: 1
missing .: 0/10412

tabulation: Freq. Numeric Label		
4124	1	often
1755	2	sometimes
1347	3	rarely
3067	4	never
13	5	don't know
106	6	refused

e29

Interviewer--someone listening

type: numeric (byte)

label: yesno

range: [1,2] units: 1
unique values: 2 missing .: 0/10412

tabulation: Freq. Numeric Label
 383 1 yes
 10029 2 no

e30 **Interviewer--How sure someone listening**

type: numeric (byte)
label: sure

range: [1,4] units: 1
unique values: 4 missing .: 10029/10412

tabulation: Freq. Numeric Label
 114 1 absolutely sure
 86 2 quite sure
 133 3 somewhat sure
 50 4 not sure
 10029 .

e31 **Interviewer--Bias b/c someone listening**

type: numeric (byte)
label: yesno

range: [1,3] units: 1
unique values: 3 missing .: 10029/10412

tabulation: Freq. Numeric Label
 47 1 yes
 305 2 no
 31 3 don't know
 10029 .

version **Survey Version**

type: numeric (byte)

range: [1,2] units: 1
unique values: 2 missing .: 0/10412

tabulation: Freq. Value
 8106 1
 2306 2

d157 **Has seen TV ad--Memorial**

type: numeric (byte)
label: yesmaybe

range: [1,4] units: 1
unique values: 4 missing .: 8106/10412

tabulation: Freq. Numeric Label
 281 1 yes
 13 2 maybe, not sure
 2010 3 no
 2 4 don't know
 8106 .

d158 **Ist item mentioned in TV ad--Memorial**

type: numeric (byte)

range: [1,14] units: 1
unique values: 14 missing .: 10116/10412

mean: 6.37838
std. dev: 5.07758

percentiles: 10% 25% 50% 75% 90%
 1 2 5 12 14

d158x **Other item mentioned in TV ad--Memorial**

type: string (str50)

unique values: 11

missing "": 10401/10412

tabulation: Freq. Value

10401 ""

1 "ALL THE GOOD PEOPLE DIED FOR A GOOD
CAUSE. THE ON"

1 "BUILDING GRAVE SITES."

1 "HE AND A BUNCH OF KIDS PUT A BUNCH OF
BODY BAGS IN"

1 "HE BURIES HIS PARENT."

1 "HE'S TALKING ABOUT IT AND HE PULLS OUT
A CIGARETTE"

1 "IT SHOWS HOW MANY PEOPLE COULD DIE."

1 "SHOWS DEAD PEOPLE IN A CEMETERY."

1 "THEIR JUST TALKING A LOT."

1 "THEY MADE A MEMORIAL BY TAKING CADAVERS
AND PILED"

1 "THEY MADE A NEW MEMORIAL FOR PEOPLE WHO
HAVE DIED"

1 "YOUNG PEOPLE TALKING ABOUT BODY BAGS."

warning: variable has embedded blanks

d159

Main theme of ad--Memorial

type: numeric (byte)

range: [1,14]

unique values: 12

units: 1

missing .: 10116/10412

tabulation: Freq. Value

145 1

26 2

18 3

18 4

1 7

6 8

28 9

2 10

5 11

21 12

24 13

2 14

10116 .

tabulation: Freq. Numeric Label

257	1	yes
38	2	no
1	4	refused
10116	.	

d162 **Ad gave good reasons not to
smoke--Memorial**

type: numeric (byte)
label: yesno

range: [1,3] **units: 1**
unique values: 3 **missing .: 10116/10412**

tabulation: Freq. Numeric Label

257	1	yes
37	2	no
2	3	don't know
10116	.	

d163 **Talked to friends about ad--Memorial**

type: numeric (byte)
label: yesno

range: [1,3] **units: 1**
unique values: 3 **missing .: 10116/10412**

tabulation: Freq. Numeric Label

77	1	yes
218	2	no
1	3	don't know
10116	.	

d164 **Has seen TV ad--Girl Sneaks Out**

type: numeric (byte)
label: yesmaybe

DON'T KNOW IF"
1 "SHE WENT OUT WITH HER FRIEND."
1 "SOMEONE OFFERS HER DRUGS AND SHE
REFUSES."
1 "YOU CAN DO THINGS WHEN YOU'RE OLDER."

warning: variable has embedded blanks

d166 **Main theme of ad--Girl Sneaks Out**

type: numeric (byte)

range: [1,6] **units: 1**
unique values: 6 **missing .: 10318/10412**

tabulation: Freq. Value
25 1
10 2
10 3
4 4
22 5
23 6
10318 .

d166x **Main theme of ad: other, specify--Girl**
Sneaks Out

type: string (str46)

unique values: 20 **missing "": 10390/10412**

examples: ""
""
""
""

warning: variable has embedded blanks

d167 **Ad is convincing/believable--Girl Sneaks**
Out

type: numeric (byte)
label: agreedis

range: [1,6] units: 1
unique values: 6 missing .: 10318/10412

tabulation: Freq.		Numeric	Label
15	1	strongly agree	
52	2	agree	
12	3	disagree	
4	4	strongly disagree	
10	5	no opinion	
1	6	don't know	
10318	.		

d168 **Ad grabbed attention--Girl Sneaks Out**

type: numeric (byte)
label: yesno

range: [1,3] units: 1
unique values: 3 missing .: 10318/10412

tabulation: Freq.		Numeric	Label
65	1	yes	
28	2	no	
1	3	don't know	
10318	.		

d169 **Ad gave good reasons not to smoke--Girl Sneaks Out**

type: numeric (byte)
label: yesno

range: [1,4] units: 1
unique values: 4 missing .: 10318/10412

tabulation: Freq.		Numeric	Label
63	1	yes	
29	2	no	

1 3 don't know
1 4 refused
10318 .

d170 **Talked to friends about ad--Girl Sneaks Out**

type: numeric (byte)
label: yesno

range: [1,3] **units: 1**
unique values: 3 **missing .: 10318/10412**

tabulation: Freq. Numeric Label
15 1 yes
77 2 no
2 3 don't know
10318 .

d171 **Has seen TV ad--Teen Rap**

type: numeric (byte)
label: yesmaybe

range: [1,4] **units: 1**
unique values: 4 **missing .: 8106/10412**

tabulation: Freq. Numeric Label
308 1 yes
29 2 maybe, not sure
1968 3 no
1 4 don't know
8106 .

d172 **Ist item mentioned in TV ad--Teen Rap**

type: numeric (byte)

range: [1,9] **units: 1**
unique values: 9 **missing .: 10074/10412**

tabulation: Freq. Value

13 1
140 2
19 3
8 4
1 5
8 6
11 7
20 8
118 9
10074 .

d172x **Other item mentioned in TV ad--Teen Rap**

type: string (str50)

unique values: 20

missing "": 10392/10412

examples: ""

""

""

""

warning: variable has embedded blanks

d173 **Main theme of ad--Teen Rap**

type: numeric (byte)

range: [1,7]

units: 1

unique values: 6

missing .: 10074/10412

tabulation: Freq. Value

119 1
62 2
29 4
14 5
50 6
64 7
10074 .

tabulation: Freq. Numeric Label
259 1 yes
76 2 no
3 3 don't know
10074 .

d176 Ad gave good reasons not to smoke--Teen
Rap

type: numeric (byte)
label: yesno

range: [1,4] units: 1
unique values: 4 missing .: 10074/10412

tabulation: Freq. Numeric Label
238 1 yes
88 2 no
10 3 don't know
2 4 refused
10074 .

d177 Talked to friends about ad--Teen Rap

type: numeric (byte)
label: yesno

range: [1,3] units: 1
unique values: 3 missing .: 10074/10412

tabulation: Freq. Numeric Label
42 1 yes
295 2 no
1 3 don't know
10074 .

d178 Has seen TV ad--Nasty People

type: numeric (byte)
label: yesmaybe

range: [1,4] units: 1
unique values: 4 missing .: 8106/10412

tabulation: Freq. Numeric Label
107 1 yes
2 2 maybe, not sure
2196 3 no
1 4 don't know
8106 .

d179 Ist item mentioned in TV ad--Nasty
 People

type: numeric (byte)

range: [2,11] units: 1
unique values: 10 missing .: 10302/10412

tabulation: Freq. Value
2 2
3 3
1 4
1 5
10 6
40 7
2 8
15 9
34 10
2 11
10302 .

d179x Other item mentioned in TV ad--Nasty
 People

type: string (str50)

unique values: 15 missing "": 10397/10412

examples: ""
 ""
 ""

""

warning: variable has embedded blanks

d180 **Main theme of ad--Nasty People**

type: numeric (byte)

range: [1,6] **units: 1**
unique values: 6 **missing .: 10302/10412**

tabulation: Freq. Value
21 1
31 2
31 3
2 4
16 5
9 6
10302 .

d180x **Main theme of ad: other, specify--Nasty People**

type: string (str50)

unique values: 15 **missing "": 10396/10412**

examples: ""
""
""
""

warning: variable has embedded blanks

d181 **Ad is convincing/believable--Nasty People**

type: numeric (byte)
label: agreedis

range: [1,6] units: 1
unique values: 6 missing .: 10302/10412

tabulation:		Freq.	Numeric	Label
	38	1	strongly agree	
	47	2	agree	
	13	3	disagree	
	6	4	strongly disagree	
	4	5	no opinion	
	2	6	don't know	
10302		.		

d182 **Ad grabbed attention--Nasty People**

type: numeric (byte)
label: yesno

range: [1,3] units: 1
unique values: 3 missing .: 10302/10412

tabulation:		Freq.	Numeric	Label
	98	1	yes	
	11	2	no	
	1	3	don't know	
10302		.		

d183 **Ad gave good reasons not to smoke--Nasty People**

type: numeric (byte)
label: yesno

range: [1,4] units: 1
unique values: 4 missing .: 10302/10412

tabulation:		Freq.	Numeric	Label
	90	1	yes	
	17	2	no	
	2	3	don't know	
	1	4	refused	
10302		.		

d184 **Talked to friends about ad--Nasty People**

type: numeric (byte)
label: yesno

range: [1,2] **units: 1**
unique values: 2 **missing .: 10302/10412**

tabulation: Freq. Numeric Label
21 1 yes
89 2 no
10302 .

d185 **Has seen TV ad--Monkey (MS)**

type: numeric (byte)
label: yesmaybe

range: [1,3] **units: 1**
unique values: 3 **missing .: 10331/10412**

tabulation: Freq. Numeric Label
15 1 yes
3 2 maybe, not sure
63 3 no
10331 .

d186 **Ist item mentioned in TV ad--Monkey (MS)**

type: numeric (byte)

range: [1,8] **units: 1**
unique values: 6 **missing .: 10394/10412**

tabulation: Freq. Value
1 1
6 2
5 3
1 4
2 5

10408 ""
1 "PEOPLE DOPE UP AND DIE."
1 "SMOKING KILLS."
1 "TO SHOW WHAT TOBACCO DOES."
1 "TOBACCO COMPANIES ARE EVIL."

warning: variable has embedded blanks

d188 Has seen TV ad--Prisoner (MS)

type: numeric (byte)
label: yesmaybe

range: [1,3] units: 1
unique values: 2 missing .: 10331/10412

tabulation: Freq. Numeric Label
12 1 yes
69 3 no
10331 .

d189 Ist item mentioned in TV ad--Prisoner
(MS)

type: numeric (byte)

range: [2,10] units: 1
unique values: 7 missing .: 10400/10412

tabulation: Freq. Value
1 2
1 3
5 4
1 7
2 8
1 9
1 10
10400 .

d189x Other item mentioned in TV ad--Prisoner
(MS)

type: string (str50)

unique values: 1 missing "": 10411/10412

tabulation: Freq. Value

10411 ""

1 "THE PRISON WARDEN TOOK A LAWYER TO SEE
THE OWNER O"

warning: variable has embedded blanks

d190 Main theme of ad--Prisoner (MS)

type: numeric (byte)

range: [2,11] units: 1
unique values: 4 missing .: 10400/10412

tabulation: Freq. Value

9 2

1 6

1 9

1 11

10400 .

d190x Main theme of ad: other,
specify--Prisoner (MS)

type: string (str50)

unique values: 1 missing "": 10411/10412

tabulation: Freq. Value

10411 ""

1 "THE OWNERS OF THE TOBACCO COMPANIES ARE
CRIMINALS."

warning: variable has embedded blanks

d191

Has seen TV ad--Tar Jar (NH)

type: numeric (byte)

label: yesmaybe

range: [3,3]

units: 1

unique values: 1

missing .: 10409/10412

tabulation: Freq. Numeric Label

3 3 no

10409 .

d192

Ist item mentioned in TV ad--Tar Jar
(NH)

type: numeric (byte)

range: [.,]

units: .

unique values: 0

missing .: 10412/10412

tabulation: Freq. Value

10412 .

d192x

Other item mentioned in TV ad--Tar Jar
(NH)

type: string (str1), but longest is str0

unique values: 0

missing "": 10412/10412

tabulation: Freq. Value

10412 ""

d193

Main theme of ad--Tar Jar (NH)

type: numeric (byte)

range: [.,]

units: .

unique values: 0

missing .: 10412/10412

tabulation: Freq. Value
10412 .

d193x Main theme of ad: other, specify--Tar
Jar (NH)

type: string (str1), but longest is str0

unique values: 0 missing "": 10412/10412

tabulation: Freq. Value
10412 ""

d194 Has seen TV ad--Trapped (NH)

type: numeric (byte)
label: yesmaybe

range: [3,3] units: 1
unique values: 1 missing .: 10409/10412

tabulation: Freq. Numeric Label
3 3 no
10409 .

d195 Ist item mentioned in TV ad--Trapped
(NH)

type: numeric (byte)

range: [,,] units: .
unique values: 0 missing .: 10412/10412

tabulation: Freq. Value
10412 .

d195x Other item mentioned in TV ad--Trapped
(NH)

type: string (str1), but longest is str0

unique values: 0 **missing "": 10412/10412**

tabulation: Freq. Value
10412 ""

d196 **Main theme of ad--Trapped (NH)**

type: numeric (byte)

range: [.,] **units: .**
unique values: 0 **missing .: 10412/10412**

tabulation: Freq. Value
10412 .

d196x **Main theme of ad: other,**
specify--Trapped (NH)

type: string (str1), but longest is str0

unique values: 0 **missing "": 10412/10412**

tabulation: Freq. Value
10412 ""

d197 **I'd like to help truth get the word out**

type: numeric (byte)
label: agreedis

range: [1,7] **units: 1**
unique values: 7 **missing .: 8106/10412**

tabulation: Freq. Numeric Label
263 1 strongly agree
1312 2 agree

423 3 disagree
25 4 strongly disagree
220 5 no opinion
57 6 don't know
6 7 refused
8106 .

d198 I'd defend truth if someone were putting
it down

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 8106/10412

tabulation: Freq. Numeric Label
240 1 strongly agree
1305 2 agree
424 3 disagree
32 4 strongly disagree
226 5 no opinion
70 6 don't know
9 7 refused
8106 .

d199 I'd wear a truth t-shirt

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 8106/10412

tabulation: Freq. Numeric Label
271 1 strongly agree
1157 2 agree
616 3 disagree
79 4 strongly disagree
118 5 no opinion
57 6 don't know
8 7 refused

anti-tobacco ads.

type: numeric (byte)

label: agreedis

range: [1,7]

units: 1

unique values: 7

missing .: 8106/10412

tabulation: Freq.	Numeric	Label
292	1	strongly agree
1198	2	agree
406	3	disagree
26	4	strongly disagree
279	5	no opinion
97	6	don't know
8	7	refused
8106	.	

d203

**Truth ads are better than ads for
cigarettes and other tobacco products**

type: numeric (byte)

label: agreedis

range: [1,7]

units: 1

unique values: 7

missing .: 8106/10412

tabulation: Freq.	Numeric	Label
422	1	strongly agree
1327	2	agree
255	3	disagree
12	4	strongly disagree
207	5	no opinion
74	6	don't know
9	7	refused
8106	.	

d204

**Truth ads are becoming more popular with
people like me**

type: numeric (byte)

label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 8106/10412

tabulation: Freq.	Numeric	Label
273	1	strongly agree
1150	2	agree
483	3	disagree
41	4	strongly disagree
245	5	no opinion
107	6	don't know
7	7	refused
8106	.	

d205 **Truth ads are for people like me**

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 8106/10412

tabulation: Freq.	Numeric	Label
288	1	strongly agree
1315	2	agree
384	3	disagree
35	4	strongly disagree
194	5	no opinion
81	6	don't know
9	7	refused
8106	.	

d206x1 **Young people in truth ads: take control
of their lives**

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 8106/10412

tabulation: Freq. Numeric Label
346 1 strongly agree
1427 2 agree
206 3 disagree
18 4 strongly disagree
198 5 no opinion
103 6 don't know
8 7 refused
8106 .

d206x2 Young people in truth ads: take risks

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 8106/10412

tabulation: Freq. Numeric Label
185 1 strongly agree
1117 2 agree
602 3 disagree
49 4 strongly disagree
230 5 no opinion
114 6 don't know
9 7 refused
8106 .

d206x3 Young people in truth ads: rebel against
authority

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 8106/10412

tabulation: Freq. Numeric Label
117 1 strongly agree
673 2 agree
993 3 disagree
106 4 strongly disagree

272	5 no opinion
132	6 don't know
13	7 refused
8106	.

d206x4 **Young people in truth ads: act independently**

type: numeric (byte)
label: agreedis

range: [1,7] **units: 1**
unique values: 7 **missing .: 8106/10412**

tabulation: Freq. Numeric Label

305	1 strongly agree
1424	2 agree
264	3 disagree
16	4 strongly disagree
193	5 no opinion
97	6 don't know
7	7 refused
8106	.

d207 **The people in truth ads are just like me**

type: numeric (byte)
label: agreedis

range: [1,7] **units: 1**
unique values: 7 **missing .: 8106/10412**

tabulation: Freq. Numeric Label

147	1 strongly agree
1057	2 agree
709	3 disagree
48	4 strongly disagree
237	5 no opinion
98	6 don't know
10	7 refused
8106	.

d208 **The people in truth ads are like the
people I hang out with.**

type: numeric (byte)
label: agreedis

range: [1,7] **units: 1**
unique values: 7 **missing .: 8106/10412**

tabulation: Freq. Numeric Label

128	1	strongly agree
982	2	agree
810	3	disagree
61	4	strongly disagree
217	5	no opinion
98	6	don't know
10	7	refused
8106	.	

d209 **When I see anti-smoking ads on TV, I can
always tell which ones are truth**

type: numeric (byte)
label: agreedis

range: [1,7] **units: 1**
unique values: 7 **missing .: 8106/10412**

tabulation: Freq. Numeric Label

238	1	strongly agree
1372	2	agree
437	3	disagree
31	4	strongly disagree
134	5	no opinion
85	6	don't know
9	7	refused
8106	.	

d210 **The truth ads are always honest.**

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 8106/10412

tabulation: Freq.	Numeric	Label
228	1	strongly agree
1454	2	agree
244	3	disagree
13	4	strongly disagree
241	5	no opinion
117	6	don't know
9	7	refused
8106	.	

d211 Other anti-smoking ads on TV are always
 honest

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 8106/10412

tabulation: Freq.	Numeric	Label
116	1	strongly agree
1194	2	agree
631	3	disagree
40	4	strongly disagree
228	5	no opinion
89	6	don't know
8	7	refused
8106	.	

d212x1 Thoughts from truth ads: it's dumb to
 smoke cigarettes

type: numeric (byte)
label: agreedis

range: [1,7] units: 1

unique values: 7

missing .: 8106/10412

tabulation: Freq. Numeric Label		
570	1	strongly agree
1356	2	agree
188	3	disagree
18	4	strongly disagree
103	5	no opinion
59	6	don't know
12	7	refused
8106	.	

d212x2

Thoughts from truth ads: cigarette
companies are trying to get young peop

type: numeric (byte)
label: agreedis

range: [1,7]
unique values: 7

units: 1
missing .: 8106/10412

tabulation: Freq. Numeric Label		
394	1	strongly agree
1224	2	agree
427	3	disagree
57	4	strongly disagree
124	5	no opinion
67	6	don't know
13	7	refused
8106	.	

d212x3

Thoughts from truth ads: smoking is not
cool

type: numeric (byte)
label: agreedis

range: [1,7]
unique values: 7

units: 1
missing .: 8106/10412

tabulation: Freq. Numeric Label		
575	1	strongly agree

1390	2	agree
140	3	disagree
20	4	strongly disagree
111	5	no opinion
59	6	don't know
11	7	refused
8106	.	

d212x4

Thoughts from truth ads: young people
have better things to do than smoke

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 8106/10412

tabulation:	Freq.	Numeric	Label
	585	1	strongly agree
	1436	2	agree
	108	3	disagree
	12	4	strongly disagree
	95	5	no opinion
	58	6	don't know
	12	7	refused
	8106	.	

d212x5

Thoughts from truth ads: young people
can take action against cigarette c

type: numeric (byte)
label: agreedis

range: [1,7] units: 1
unique values: 7 missing .: 8106/10412

tabulation:	Freq.	Numeric	Label
	455	1	strongly agree
	1509	2	agree
	161	3	disagree
	13	4	strongly disagree
	98	5	no opinion

58 6 don't know
12 7 refused
8106 .

weight2 **Final Weight**

type: numeric (float)

range: [3.5454,92755.828] units: .0001
unique values: 1574 missing .: 0/10412

mean: 4743.53
std. dev: 12614.8

percentiles: 10% 25% 50% 75% 90%
86.6375 377.942 899.961 2461.71 8773.9

stratum2 **Sample Stratum**

type: numeric (byte)
label: strata

range: [1,15] units: 1
unique values: 15 missing .: 0/10412

examples: 3 Seattle
6 FL
9 MS
12 NM

ctruth **Confirmed Awareness of at least one truth ad**

type: numeric (byte)
label: new

range: [0,1] units: 1
unique values: 2 missing .: 0/10412

tabulation: Freq. Numeric Label

6059 0 no
4353 1 yes

cpmorris **Confirmed Awareness of at least one
Think. Don't Smoke Ad**

type: numeric (byte)
label: new

range: [0,1] **units: 1**
unique values: 2 **missing .: 0/10412**

tabulation: Freq. Numeric Label
4054 0 no
6358 1 yes

clorillard **Confirmed Awareness of at least one
Tobacco is Whacko Ad**

type: numeric (byte)
label: new

range: [0,1] **units: 1**
unique values: 2 **missing .: 0/10412**

tabulation: Freq. Numeric Label
8753 0 no
1659 1 yes

c8truth **Unaided awareness of truth campaign**

type: numeric (byte)
label: new

range: [0,1] **units: 1**
unique values: 2 **missing .: 5279/10412**

tabulation: Freq. Numeric Label
2645 0 no
2488 1 yes

5279 .

c8tds **Unaided awareness of Think. Don't Smoke
campaign**

type: numeric (byte)
label: new

range: [0,1] units: 1
unique values: 2 missing .: 5279/10412

tabulation: Freq. Numeric Label
 4940 0 no
 193 1 yes
 5279 .

c8whacko **Unaided awareness of Tobacco is Whacko
campaign**

type: numeric (byte)
label: new

range: [0,1] units: 1
unique values: 2 missing .: 5279/10412

tabulation: Freq. Numeric Label
 5069 0 no
 64 1 yes
 5279 .

aid_truth **Aided awareness of the truth campaign**

type: numeric (byte)
label: new

range: [0,1] units: 1
unique values: 2 missing .: 0/10412

tabulation: Freq. Numeric Label
 3015 0 no

