

Legacy Media Tracking Survey

Spring 2001

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

X. DEMOGRAPHIC QUESTIONS

X1. How old are you?

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

1. Female
2. Male

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

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

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

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

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

(PRESENT ONLY OPTIONS MENTIONED IN X4)

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

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

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

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

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

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

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

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

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

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

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

X11. In what country were you born?

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

A. TOBACCO USE:

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

Cigarette Smoking

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

1. Yes
2. No [SKIP TO A15]
3. Don't know

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

1. 1 or more puffs, but never a whole cigarette
2. 1 cigarette
3. 2 to 5 cigarettes
4. 6 to 15 cigarettes or about half a pack
5. 16 to 25 cigarettes or about a pack
6. 26 to 99 cigarettes or more than a pack but less than 5 packs
7. 5 packs or more
8. Don't know

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

ENTER NUMBER _____

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

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

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

ENTER NUMBER _____ (IF 0, SKIP TO A11)

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

1. 0 days [SKIP TO A11]
2. 1 or 2 days
3. 3 to 5 days
4. 6 to 9 days
5. 10 to 19 days
6. 20 to 29 days
7. All 30 days
8. Don't know

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

ENTER NUMBER _____

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

1. Less than 1 cigarette per day
2. 1 cigarette per day
3. 2 to 5 cigarettes per day
4. 6 to 10 cigarettes per day
5. 11 to 20 cigarettes per day
6. More than 20 cigarettes per day
7. Don't know

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

1. Benson Hedges
2. Camel
3. Carlton
4. Generic
5. Kent
6. Kool
7. Marlboro
8. Merit
9. More
10. Newport
11. Pall Mall
12. Salem
13. Virginia Slims
14. Winston
15. Lucky Strike
16. Other (specify _____)
17. Refused
18. Don't know

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

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

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

1. Bought them at a store, gas station, etc.
2. Borrowed or bummed them from someone else
3. Gave someone else money to buy them
4. Took them from a family member or store
5. Got them some other way

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

1. Did not buy in the past 30 days (SKIP TO A7)
2. Gas station
3. Convenience store
4. Grocery store
5. Drug store
6. Vending machine
7. Over the Internet
8. Other
9. Don't Know

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

1. Pack
2. Carton

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

PROBE FOR PER PACK PRICE IF A6e WAS NOT ANSWERED

ENTER AMOUNT _____

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

1. Yes
2. No

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

1. Yes
2. No

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

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

A8. Do you want to completely stop smoking cigarettes?

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

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

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

[If A5 ≥ 1 (smoked on 1 or more days in past month) THEN ASK A10:]

A10. Are you seriously considering stopping smoking cigarettes?

1. I don't smoke now [SKIP TO A11]
2. Yes, within the next 30 days
3. Yes, not within the next 30 days, but within the next 6 months
4. No, I'm not thinking of quitting.
5. Don't know / Undecided

[IF A2 ("LIFETIME CIGARETTES") EQUALS 6 OR 7 THEN ASK A11-A13:]

A11. How many times during the past 12 months, have you stopped smoking for one day or longer because you were trying to quit smoking?

1. I have not smoked in the past 12 months (SKIP TO A14)
2. I have not tried to quit
3. 1 time
4. 2 times
5. 3 to 5 times
6. 6 to 9 times
7. 10 or more times
8. Don't know
9. Refused

A12. During the past 12 months, what is the longest period of time you have gone without smoking a cigarette because you were trying to quit?

1. I did not smoke in the past 12 months
2. I have never tried to quit
3. Less than one day
4. 1 to 7 days
5. More than 7 days but less than 30 days
6. More than 30 days but less than 6 months
7. More than 6 months but less than a year
8. More than a year

- 9. Don't know
- 10. Refused

A13. In the past 12 months, did you do any of the following to help you stop smoking?

	1	2
1. [IF 12-17:] Attended a program in my school	Yes	No
2. Attended a program in the community	Yes	No
3. Called a help line or quit line	Yes	No
4. Used nicotine gum or nicotine patch	Yes	No
5. Used any medicine to help you stop	Yes	No

[SKIP TO A19]

Former Smokers

A14. When was the last time you smoked a cigarette, even 1 or 2 puffs?

_____ Number of days/months/years?

Susceptibility (non-smokers)

A15. Do you think you will smoke a cigarette at anytime during the next year?

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

A16. Do you think you will be smoking cigarettes 5 years from now?

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

A17. If one of your best friends offered you a cigarette, would you smoke it?

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

A18. If you started smoking regularly, do you think you could stop smoking anytime you wanted.

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

Smokeless Tobacco: Chewing Tobacco, Snuff, or Dip

A19. Have you ever tried chewing tobacco, snuff, or dip, such as Redman, Levi Garrett, Beechnut, Skoal, Skoal Bandits, or Copenhagen?

1. Yes
2. No [SKIP TO A21]

A20. During the past 30 days, on how many days did you use chewing tobacco, snuff, or dip?

ENTER NUMBER _____

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

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

Cigars

A21. Have you ever tried smoking cigars, cigarillos, or little cigars, even one or two puffs?

1. Yes
2. No [SKIP TO A23]
3. Don't know [SKIP TO A23]

A22. During the past 30 days, on how many days did you smoke cigars, cigarillos, or little cigars?

ENTER NUMBER _____

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

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

Other Tobacco

A23. During the past 12 months, did you purchase any cigarettes or other tobacco products on the Internet?

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

A24. What tobacco products did you buy? (CODE ALL THAT APPLY)

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

B. ATTITUDE AND BELIEF ITEMS

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

[RANDOMIZE B1 to B14]

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

Would you say you:

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

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

Would you say you:

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

B3. Young people who smoke cigarettes have more friends.

Would you say you:

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

B4. Smoking makes people your age look attractive

Would you say you:

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

B5. Smoking cigarettes can help keep your weight down.

Would you say you:

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

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

Would you say you:

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

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

Would you say you:

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

B8. I disapprove of people my age smoking cigarettes.

Would you say you:

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

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

Would you say you:

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

B10. Smoking is a way to show others you're not afraid to take risks.

Would you say you:

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

B11. Most people your age think it's ok to smoke.

Would you say you:

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

B12. People your age who smoke are less attractive.

Would you say you:

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

B13. Smoking cigarettes is disgusting.

Would you say you:

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

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

Would you say you:

6. Strongly agree
7. Agree
8. Disagree
9. Strongly disagree
10. No opinion

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

Would you say you:

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

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

(RANDOMIZE ORDER OF B16-B25)

B16. Cigarette companies lie.

Would you say you:

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

B17. Cigarette companies deny that cigarettes cause cancer and other harmful diseases.

Would you say you:

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

B18. One out of 3 people who start smoking by age 18 will die because of their smoking.

Would you say you:

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

B19. Cigarette companies deny that cigarettes are addictive.

Would you say you:

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

B20. I would not work for a cigarette company

Would you say you:

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

B21. I would like to see cigarette companies go out of business.

Would you say you:

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

B22. Cigarette companies get too much blame for young people smoking.

Would you say you:

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

B23. Cigarette companies should not be allowed to sell a product that harms people.

Would you say you:

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

B24. Cigarette companies advertise cigarettes as a safe product.

Would you say you:

1. Strongly agree

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

B25. Light cigarettes are safer to smoke than regular cigarettes.

Would you say you:

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

[READ RESPONSE CATEGORIES FOR B26-B28]

B26. Do cigarette companies add chemicals such as ammonia and benzene to cigarettes to make them more addictive?

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

B27. Do cigarette companies add chemicals such as ammonia and benzene to cigarettes to make them taste better?

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

B28. Do cigarette companies add chemicals such as ammonia and benzene to cigarettes to make them easier to smoke?

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

B29. Do you think cigarette companies try to get any particular groups to start smoking?

1. YES
2. NO (SKIP TO B30)
3. DON'T KNOW (SKIP TO B30)

B29a. [IF B29=1] What groups are these?

CODE FIRST 3 MENTIONED

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

**B30. Lets talk about some companies you might be familiar with. On a scale of 1 to 5, where a "1" means" that you "don't like them at all" and a "5" means you like them "very much", how do you feel about:
(RANDOMIZE ORDER)**

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

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

(RANDOMIZE ORDER OF B31 to B41)

B31. People who smoke are being used by cigarette companies.

Would you say you:

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

B32. Cigarette companies try to get young people to start smoking.

Would you say you:

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

B33. Smoke from other people’s cigarettes bothers me.

Would you say you:

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

B34. I want to be involved in efforts to get rid of cigarette smoking.

Would you say you:

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

B35. Taking a stand against smoking is important to me.

Would you say you:

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

B36. I don’t like to be told what to do.

Would you say you:

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

B37. I like to take risks.

Would you say you:

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

B38. I would like to explore strange places.

Would you say you:

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

B39. I like to do frightening things.

Would you say you:

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

B40. I like new and exciting experiences, even if I have to break the rules.

Would you say you:

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

B41. I prefer friends who are exciting and unpredictable.

Would you say you:

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

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

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

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

ENTER TIME TO NEAREST HALF-HOUR

ASK FOR EACH OF THE FOLLOWING

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

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

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

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

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

- 1. Using seatbelts
- 2. Not using drugs
- 3. Not starting to smoke
- 4. Quitting smoking
- 5. Messages against smoking
- 6. Messages about or against cigarette companies
- 7. Eating well or good nutrition
- 8. Not using alcohol
- 9. Fire prevention or safety
- 10. Not talking to or going with strangers
- 11. Bicycle safety or using helmets
- 12. Not drinking and driving or driving while intoxicated
- 13. Not using chewing tobacco, snuff or dip
- 14. Using birth control to prevent getting pregnant or getting someone pregnant
- 15. Using condoms to prevent AIDS or sexually transmitted diseases
- 16. Power line safety
- 17. What to do in case of bad weather or storms
- 18. Gun safety
- 19. Cancer
- 20. Abortion
- 21. Other (specify _____)
- 22. Other (specify _____)
- 23. Other (specify _____)

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

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

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

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

(ASK FOR EACH OF THE FOLLOWING:)

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

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

(ASK FOR EACH OF THE FOLLOWING AND ENTER NUMBER)

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

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

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

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

1. Truth, the truth about tobacco
2. A generation united against tobacco
3. Young people are tired of being targeted/used by tobacco companies/supporters
4. Tobacco companies/supporters are going to hear a lot from young people
5. Young people are younger, faster, smarter than tobacco companies/supporters
6. Young people will lead the effort to stop tobacco use
7. Our brand is truth, their brand is lies
8. It's time to make smoking history
9. Think, don't smoke
10. Tobacco is whacko
11. 3,000,000 and counting
12. Target Market
13. Question It
14. Smoking harms/kills people
15. Smoking causes lung cancer
16. Other, specify _____
17. Don't know

Exposure to Community Anti-Smoking Events

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

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

C10. Are you a member of this organization or group?

1. Yes
2. No

C11. During the past 12 months, have you participated in any school events to discourage people from using cigarettes or tobacco?

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

C12. During the past year, were you taught in any of your classes about the effects of smoking, like it makes your teeth yellow, causes wrinkles, or makes you smell bad?

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

C13. During the past year, were you taught in any of your classes about the reasons why people of your age smoke cigarettes?

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

C14. During the past year, did you practice ways to say no to cigarettes and/or tobacco in any of your classes. For example, by role playing?

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

C15. If you really liked someone and found out they smoked, would you:

- | | | | |
|-------------------------------------|-----|----|-------------|
| 1. Try to get them to quit | Yes | No | NOT CERTAIN |
| 2. Ask them not to smoke around you | Yes | No | NOT CERTAIN |
| 3. Do or say nothing | Yes | No | NOT CERTAIN |

C16. Are there any anti-tobacco organizations or groups in your community?

- 1. Yes
- 2. No (SKIP TO C18)
- 3. Don't know (SKIP TO C18)

C17. Are you a member of any of these organizations or groups?

- 1. Yes
- 2. No

C18. During the past 12 months, did you participate in any community events to discourage people from using cigarettes?

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

C19. During the past 12 months, have you received something like a cap, T-shirt or button-pin that has an anti-smoking or anti-tobacco message, logo or symbol on it?

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

C20. Would you ever use or wear something like a cap, T-shirt or button-pin that has an anti-smoking or anti-tobacco message, logo or symbol on it?

- 1. Yes
- 2. No

3. Don't know

Pro-tobacco Influences

C21. Think about all the cigarette ads you've seen. What's your favorite ad? IF NECESSARY PROBE (If you don't have a favorite ad, of all the cigarette ads you've seen, which one gets your attention the most?)

1. None, don't like any ads
2. Benson Hedges
3. Camel
4. Carlton
5. Generic
6. Kent
7. Kool
8. Marlboro
9. Merit
10. More
11. Newport
12. Pall Mall
13. Salem
14. Virginia Slims
15. Winston
16. Lucky Strike
17. Other (specify _____)
18. Don't Know
19. Refused

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

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

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

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

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

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

C25. Some cigarette companies make items like sports gear, t-shirts, lighters, hats, jackets, and sunglasses that people can buy or receive free. During the past 12 months, did you buy or receive anything that has a cigarette company name or picture on it?

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

C26. Would you ever use or wear something that has a cigarette company name, picture or logo on it such as a lighter, T-shirt, hat, or sunglasses?

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

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

Would you say you:

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

(IF C27 = 4 THEN SKIP TO C29)

C28. During the past 30 days when you were at these street festivals, concerts, bars and/or clubs, how often did you see a cigarette company name, logo, or picture?

Would you say you:

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

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

Would you say you:

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

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

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

C31. In the past 30 days, what magazines did you read? (CODE UP TO 3)

_____?

D. REACTIONS TO SPECIFIC ADS

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

[RANDOMIZE the presentation of ads: [D18-D25; D26-D33; D34-D41; D157-D163; D42-D49; D164-D170; D171-D177; D178-D184; D58-D65; D66-D73; D74-D81; D82-D89; D90-D92]

Questions D1-D17 were deleted from the Spring 2001 LMTS on 6/11/01.

D1. Have you recently seen any anti-smoking or anti-tobacco ads on TV that show body bags?

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

D2. What happens in these ads? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

1. Young people unload body bags from a truck onto the street.
2. Men are throwing body bags out of a plane.
3. Body bags fall to the ground with parachutes.
4. Body bags are laying on the beach
5. Horses are running with body bags.
6. Body bags are dancing at a nightclub.
7. A young person is holding a sign that says: "What if cigarette ads told the truth?"
8. Young people are building a tobacco memorial with body bags.
9. Other, specify _____
10. Don't know
11. Refused

D3. What do you think the main message or theme of these ads was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

1. Tobacco kills 1,200 people a day
2. Tobacco kills the people you care about.
3. Cigarette ads don't show you the bad things about tobacco.
4. People need to know the truth about tobacco.

5. Truth
6. Other, specify _____
7. Don't know
8. Refused

D4. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows three teenagers driving around in a big, old car?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 7)
4. Refused

D5. What happens in this ad (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY. IF THE RESPONDENT ANSWERS WITH 'TRUTH', PROBE FOR MORE INFORMATION. IF TRUTH IS ALL THEY CAN REMEMBER, CODE IT)?

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

D6. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

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

D7. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a young people hanging around port-a-potties in a park?

1. Yes

2. Maybe, not sure
3. No (Skip to item 10)
4. Refused

D8. What happens in this ad (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY. IF THE RESPONDENT ANSWERS WITH 'TRUTH', PROBE FOR MORE INFORMATION. IF TRUTH IS ALL THEY CAN REMEMBER, CODE IT)?

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

D9. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

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

D10. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a man in a business suit talking about recalling all cigarettes?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 18)
4. Refused

D11. What happens in this ad (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY. IF THE RESPONDENT ANSWERS WITH ‘TRUTH’, PROBE FOR MORE INFORMATION. IF TRUTH IS ALL THEY CAN REMEMBER, CODE IT)?

1. April fools joke (stating the tobacco industry is pulling all cigarettes off the shelf)
2. Man is Robert Fitzgerald, the Tobacco Industry Chairman.
3. The tobacco industry wants to develop a cigarette that poses no health risk.
4. Tobacco industry cares about two things: their customer’s health and their trust.
5. Other, specify _____
6. Don’t know
7. Refused

D12. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Tobacco industry doesn’t care about their customers.
2. Tobacco industry doesn’t care about anything except profit.
3. Tobacco industry, on their own, would NEVER take cigarettes off the shelves.
4. Smoking causes things like cancer, heart disease, emphysema, etc.
5. Other, specify _____
6. Don’t know
7. Refused

D13. Tell me how much you agree or disagree with the following statement: This ad is convincing.

Would you say you:

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

D14. Tell me how much you agree or disagree with the following statement: This ad said something important to me.

Would you say you:

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

D15. Would you say the ad grabbed your attention?

1. Yes

2. No
3. Don't know

D16. Would you say the ad gave you good reasons not to smoke?

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

D17. Did you talk to your friends about this ad?

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

D18. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows two teenagers bringing a lie detector into an office building?

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

D19. What happens in this ad (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY. IF THE RESPONDENT ANSWERS WITH 'TRUTH', PROBE FOR MORE INFORMATION. IF TRUTH IS ALL THEY CAN REMEMBER, CODE IT)?

1. Tobacco company has changed their position on the addictive nature of nicotine and the teens want the truth.
2. Teens carry in a metallic briefcase with the words "LIE DETECTOR" on it.
3. Teens ask to speak with Rita.
4. People behind desk have blurred out faces.
5. People behind desk treat the teens rudely.
6. Big bouncer comes out to meet the teens.
7. Girl with big hair says, "You're not Rita" to the bouncer.
8. Girl with big hair calls Rita on the phone and is hung-up on.
9. Bouncer escorts teens out.
10. Screen message: "Truth"
11. Screen message: "Inside a major tobacco company"
12. Other, specify _____
13. Don't know
14. Refused

D20. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

1. Tobacco companies lie.
2. Nicotine is addictive.

3. Truth
4. Youth should not believe everything companies say about their products.
5. Other, specify _____
6. Don't know
7. Refused

D21. Tell me how much you agree or disagree with the following statement: This ad is convincing.

Would you say you:

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

Question D22 was deleted from the Spring 2001 LMTS on 6/11/01.

D22. Tell me how much you agree or disagree with the following statement: This ad said something important to me.

Would you say you:

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

D23. Would you say the ad grabbed your attention?

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

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

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

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

1. Yes
2. No

3. Don't know

D26. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows people yelling into megaphones outside an office building?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 34)
4. Refused

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

1. There is a paper shredder outside of a tobacco company.
2. Shredder can be used to destroy documents that show their marketing practices to youth.
3. Young people are wearing cowboy hats.
4. Man yells, "Today's teenager is tomorrow's regular customer."
5. Man yells, "Here's a report that examined the smoking patterns of 6th graders."
6. Paper shredder is called "Shredder2000".
7. Throw a file cabinet into the shredder.
8. Throw a briefcase into shredder.
9. Throw a computer into shredder.
10. Screen message: "Truth"
11. Screen message: "Outside a major tobacco company"
12. Other, specify _____
13. Don't know
14. Refused

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

1. Tobacco companies lie.
2. Tobacco companies try to conceal their findings.
3. Tobacco companies market to youth.
4. Truth
5. We know what tobacco companies are up to.
6. Other, specify _____
7. Don't know
8. Refused

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

Would you say you:

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

Question D30 was deleted from the Spring 2001 LMTS on 6/11/01.

D30. Tell me how much you agree or disagree with the following statement: This ad said something important to me.

Would you say you:

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

D31. Would you say the ad grabbed your attention?

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

D32. Would you say the ad gave you good reasons not to smoke?

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

D33. Did you talk to your friends about this ad?

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

D34. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a young man in a record store doing a strange dance, wearing headphones?

1. Yes
2. Maybe, not sure

3. No (SKIP TO ITEM 42)
4. Refused

D35. What happens in this advertisement? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY. IF THE RESPONDENT ANSWERS WITH 'TRUTH', PROBE FOR MORE INFORMATION. IF TRUTH IS ALL THEY CAN REMEMBER, CODE IT)?

1. Everyone else stares at the boy dancing.
2. Dancing teen leaves and another puts on the headphones and begins dancing.
3. After dancing, the kid leaves the store and gets in an orange "Truth" truck.
4. Screen message: "Truth. It's spreading"
5. Other, specify _____
6. Don't know
7. Refused

D36. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Kids are receiving the truth about tobacco
2. The truth is cool
3. More kids should listen to the "Truth"
4. "Truth"
5. Other, specify _____
6. Don't know
7. Refused

D37. Tell me how much you agree or disagree with the following statement: This ad is convincing?

Would you say you:

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

Question D38 was deleted from the Spring 2001 LMTS on 6/11/01.

D38. Tell me how much you agree or disagree with the following statement: This ad said something important to me.

Would you say you:

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

- 5. No opinion
- 6. Don't know

D39. Would you say the ad grabbed your attention?

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

D40. Would you say the ad gave you good reasons not to smoke?

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

D41. Did you talk to your friends about this ad?

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

Questions D157-D163 were added to the Spring 2001 LMTS on 6/11/01.

D157. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a young man talking about memorials in Washington, D.C.?

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

D158. What happens in this ad (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY. IF THE RESPONDENT ANSWERS WITH 'TRUTH', PROBE FOR MORE INFORMATION. IF TRUTH IS ALL THEY CAN REMEMBER, CODE IT)?

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

15. Refused

D159. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

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

D160. Tell me how much you agree or disagree with the following statement: This ad is convincing or believable?

Would you say you:

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

D161. Would you say the ad grabbed your attention?

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

D162. Would you say the ad gave you good reasons not to smoke?

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

D163. Did you talk to your friends about this ad?

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

D42. Have you recently seen any anti-smoking or anti-tobacco ads on TV that shows African-American youth talking to African-American men about lung cancer?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 50)
4. Refused

D43. What happens in these ads (DO NOT READ RESPONSE CATEGORIES AND CODE ALL THAT APPLY. IF THE RESPONDENT ANSWERS WITH 'TRUTH', PROBE FOR MORE INFORMATION. IF TRUTH IS ALL THEY CAN REMEMBER, CODE IT)?

1. Youth are informing the men that tobacco gives black men 50% more lung cancer than white men
2. Youth are offering 50 percent more stuff that doesn't cause lung cancer
3. Youth give the man 50 percent more bass
4. Youth offer to buy the man 50 percent more records
5. Youth offer to buy the man 50 percent more food
6. Youth offer 50 percent more game to a group of youth playing basketball
7. "Bass!!"
8. Youth are talking to an African-American man in a record store
9. Man tells youth that his father is in the hospital because of throat cancer from tobacco use
10. Young man says, "Vinyls do not cause lung cancer."
11. Youth are talking to an African-American man in a grocery store
12. Youth play basketball with a professional basketball player (John Wallace)
13. Young man says, "Wallace is just a gesture. If you're mad about lung cancer, bring it up with Big Tobacco."
14. Screen message: "Tobacco gives black men 50% more lung cancer than white men."
15. Screen message: "truth"
16. Other, specify _____
17. Don't know
18. Refused

D44. What do you think the main message of these ads was? (DO NOT READ RESPONSE CATEGORIES. CODE ONLY ONE)

1. Tobacco gives black men 50 percent more lung cancer than white men
2. Tobacco causes lung cancer
3. Lung cancer is bad
4. There are other products you can buy that don't cause lung cancer
5. Free products are better than using a product that causes lung cancer
6. Blacks are victims of a legal product that kills
7. People need to know the truth about tobacco
8. Don't smoke/don't use tobacco
9. Youth should fight back against tobacco companies
10. Tobacco is bad for your health
11. Other, specify _____
12. Don't know
13. Refused

D45. Tell me how much you agree or disagree with the following statement: This ad is convincing?

Would you say you:

7. Strongly agree
8. Agree
9. Disagree
10. Strongly disagree
11. No opinion
12. Don't know

Question D46 was deleted from the Spring 2001 LMTS on 6/11/01.

D46. Tell me how much you agree or disagree with the following statement: This ad said something important to me.

Would you say you:

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

D47. Would you say the ad grabbed your attention?

4. Yes
5. No
6. Don't know

D48. Would you say the ad gave you good reasons not to smoke?

4. Yes
5. No
6. Don't know

D49. Did you talk to your friends about this ad?

4. Yes
5. No
6. Don't know

Questions D50-D57 were deleted from the Spring 2001 LMTS on 6/11/01.

D50. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a young man walking into a dark alley and through a doorway into a body-piercing parlor?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 58)
4. Refused

D51. What happens in this advertisement (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)?

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

D52. What do you think the main message of this advertisement was (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)?

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

D53. Tell me how much you agree or disagree with the following statement: This ad is convincing?

Would you say you:

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

D54. Tell me how much you agree or disagree with the following statement: This ad said something important to me.

Would you say you:

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

D55. Would you say the ad grabbed your attention?

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

D56. Would you say the ad gave you good reasons not to smoke?

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

D57. Did you talk to your friends about this ad?

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

Questions D164-D184 were added to the Spring 2001 LMTS on 6/11/01.

D164. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a girl sneaking out of her house at night?

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

4. Refused

D165. What happens in this advertisement? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Girl tiptoes by her parent's bedroom while they sleep.
2. The floor creeks when she tiptoes across it.
3. The girl's father is snoring as she walks by his room.
4. When the girl is outside the house she takes off her nightgown revealing party clothes underneath.
5. The girl grabs keys off the counter and peels out in a car.
6. The girl goes to a party
7. Someone asks the girl if she smokes.
8. The girl responds, "No" when she is asked if she smokes.
9. Girl says, "Besides, my parents would freak."
10. SCREEN MESSAGE: "Tobacco is Whacko...if you're a teen"
11. Other, specify _____
12. Don't know
13. Refused

D166. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Teenagers shouldn't smoke
2. Smoking will get a teenager in trouble with his or her parents
3. Sneaking out of the house isn't as bad as smoking
4. Tobacco is whacko if you're a teen
5. Other, specify _____
6. Don't know
7. Refused

D167. Tell me how much you agree or disagree with the following statement: This ad is convincing.

Would you say you:

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

D168. Would you say the ad grabbed your attention?

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

D169. Would you say the ad gave you good reasons not to smoke?

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

D170. Did you talk to your friends about this ad?

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

D171. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a group of American-American teens rapping?

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

D172. What happens in this advertisement? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Teens are standing around in an urban setting.
2. Teens rap about reasons not to smoke.
3. Rap: "If I smoke, I might be broke..."
4. Rap: "Who said its cool?"
5. Rap: "I'm my own man"
6. Rap: "Tobacco is whack yo!"
7. SCREEN MESSAGE: "Tobacco is Whacko...if you're a teen"
8. Other, specify _____
9. Don't know
10. Refused

D173. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Teenagers shouldn't smoke
2. Smoking is not cool just because someone says it is.
3. Smoking is expensive
4. It's cool to do your own thing and not follow the crowd
5. Tobacco is whacko if you're a teen
6. Other, specify _____
7. Don't know
8. Refused

D174. Tell me how much you agree or disagree with the following statement: This ad is convincing.

Would you say you:

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

D175. Would you say the ad grabbed your attention?

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

D176. Would you say the ad gave you good reasons not to smoke?

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

D177. Did you talk to your friends about this ad?

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

D178. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows three young people living in a filthy apartment?

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

D179. What happens in this advertisement? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. A guy uses old coffee grounds to make coffee
2. Guy with long hair throws an egg in a pot
3. Guy with long hair takes a slice of luncheon meat out of the garbage and throws it into a pot
4. Guy with long hair wipes his hand on his butt
5. Someone pours lumpy milk into their coffee
6. Three guys sit at the table having breakfast amongst filth

7. One guy pulls out a pack of cigarettes and another says, “Dude...that’s gross”
8. SCREEN MESSAGE: “Tobacco is Whacko...if you’re a teen”
9. Other, specify _____
10. Don’t know
11. Refused

D180. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Teenagers shouldn’t smoke
2. Smoking is gross
3. Smoking is more disgusting than living in filth
4. Tobacco is whacko if you’re a teen
5. Other, specify _____
6. Don’t know
7. Refused

D181. Tell me how much you agree or disagree with the following statement: This ad is convincing.

Would you say you:

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

D182. Would you say the ad grabbed your attention?

1. Yes
2. No
3. Don’t know

D183. Would you say the ad gave you good reasons not to smoke?

1. Yes
2. No
3. Don’t know

D184. Did you talk to your friends about this ad?

1. Yes
2. No
3. Don’t know

D58. Have you recently seen an anti-smoking or anti-tobacco ad that shows a girl talking to two boys before a karate class?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 66)
4. Refused

D59. What happens in this ad? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

1. Boy offers the girl a cigarette
2. Girl refuses cigarette
3. Girl does well in the karate class, but the boy doesn't
4. Boy has a hard time in class because he smokes
5. Girl earns black belt in karate, but the boy doesn't
6. Voice says, "To get what you want, you can't let cigarettes or anything else get in the way"
7. Other, specify _____
8. Don't Know
9. Refused

D60. What do you think the main message or theme of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

1. Think, Don't Smoke
2. Smoking makes it hard for you to breathe
3. Smoking is not good for your health
4. Smoking gets in the way of getting what you want
5. Don't smoke/don't use tobacco
6. Youth should fight back against tobacco companies
7. Tobacco is bad for your health
8. Smoking is unappealing/young people who smoke are less attractive
9. Other, specify _____
10. Don't know
11. Refused

D61. Tell me how much you agree or disagree with the following statement: This ad is convincing.

Would you say you:

7. Strongly agree
8. Agree
9. Disagree
10. Strongly disagree
11. No opinion
12. Don't know

Question D62 was deleted from the Spring 2001 LMTS on 6/11/01.

D62. Tell me how much you agree or disagree with the following statement: This ad said something important to me.

Would you say you:

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

D63. Would you say the ad grabbed your attention?

4. Yes
5. No
6. Don't know

D64. Would you say the ad gave you good reasons not to smoke?

4. Yes
5. No
6. Don't know

D65. Did you talk to your friends about this ad?

4. Yes
5. No
6. Don't know

D66. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a young man riding a skateboard?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 74)
4. Refused

D67. What happens in this ad? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

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

1. Screen message: "Ready, set, go"
2. Young man talks about how much he likes skateboarding

3. Boy says that his little brother is the reason he never picked up smoking
4. Talks about setting an example for his little brother by not smoking
5. Boy asks, "Do you have someone that looks up to you?"
6. Boy says, "forget smoking"
7. Other, Specify _____
8. Don't know
9. Refused

D68. What do you think the main message or theme of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

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

D69. Tell me how much you agree or disagree with the following statement: This ad is convincing?

Would you say you:

7. Strongly agree
8. Agree
9. Disagree
10. Strongly disagree
11. No opinion
12. Don't know

Question D70 was deleted from the Spring 2001 LMTS on 6/11/01.

D70. Tell me how much you agree or disagree with the following statement: This ad said something important to me.

Would you say you:

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

- 5. No opinion
- 6. Don't know

D71. Would you say the ad grabbed your attention?

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

D72. Would you say the ad gave you good reasons not to smoke?

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

D73. Did you talk to your friends about this ad?

- 4. Yes
- 5. No
- 6. Don't know

D74. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a boy and a girl looking at each other from across the room at a party?

- 1. Yes
- 2. Maybe, not sure
- 3. No (SKIP TO ITEM 82)
- 4. Refused

D75. What happens in this ad? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

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

D76. What do you think the main message or theme of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

- 1. Think, don't smoke
- 2. Smoking isn't cool
- 3. Smoking makes you look stupid
- 4. Smoking makes you unattractive/ugly
- 5. Smoking is disgusting
- 6. Don't smoke/don't use tobacco

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

D77. Tell me how much you agree or disagree with the following statement: This ad is convincing?

Would you say you:

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

Question D78 was deleted from the Spring 2001 LMTS on 6/11/01.

D78. Tell me how much you agree or disagree with the following statement: This ad said something important to me.

Would you say you:

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

D79. Would you say the ad grabbed your attention?

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

D80. Would you say the ad gave you good reasons not to smoke?

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

D81. Did you talk to your friends about this ad?

1. Yes
2. No

3. Don't know

D82. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a young man walking on a bus and sitting down with his friends?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 90)
4. Refused

D83. What happens in this ad? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

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

D84. What do you think the main message or theme of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

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

D85. Tell me how much you agree or disagree with the following statement: This ad is convincing?

Would you say you:

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

Question D86 was deleted from the Spring 2001 LMTS on 6/11/01.

D86. Tell me how much you agree or disagree with the following statement: This ad said something important to me.

Would you say you:

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

D87. Would you say the ad grabbed your attention?

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

D88. Would you say the ad gave you good reasons not to smoke?

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

D89. Did you talk to your friends about this ad?

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

D90. Have you recently seen any anti-smoking or anti-tobacco ads on TV that show young people talking about smoking?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 93)
4. Refused

D91. What happens in these ads? (OPEN ENDED)

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

D92. What do you think the main message or theme of these ads was? (CODE UP TO 3 RESPONSES IF RESPONDENT HAS SEEN MORE THAN ONE AD)

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

[For residents of AK ask D93-D95]:

D93. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a young woman listing things that guys should know?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 147)
4. Refused

D94. What happens in this advertisement? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Young woman is barefoot and dressed in blue, standing in a large empty room of a warehouse.

2. Guys shouldn't change into something different while they're around their friends.
3. Shows a cartoon donkey.
4. Guys should ring the doorbell and not honk their horns.
5. Young woman screams into a megaphone while standing on a chair, "Hold the onions!"
6. Shows a dog's open mouth.
7. Guys should make use of an invention called the telephone.
8. Guys should "Nix the smoking".
9. Shows an old black and white movie with a guy who looks "blown up" with a cigar in his mouth.
10. Young woman states that yellow teeth and that cigarette stench thing is not working.
11. Screen message: "Smoking, what's to like?"
12. Other, specify _____
13. Don't know
14. Refused

D95. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Smoking cigarettes is ugly.
2. Girls don't want to date guys that smoke.
3. Other, specify _____
4. Don't know.
5. Refused

[For residents of CA ask D96-D98]:

D96. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a military funeral?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 141)
4. Refused

D97. What happens in this advertisement? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Man's father survived war, but was killed by cigarettes.
2. Man feels that a lot of people know his pain.
3. Free cigarettes were given to soldiers during the war.
4. For this man's father, the real price of cigarettes was death.
5. Bugle is blowing the song "Taps".
6. 400,000 people per year die of cigarette-related illness.
7. Man visits his father in a hospital bed.
8. Man throws dirt into the grave of his father.
9. Other, specify _____
10. Don't know
11. Refused

D98. What do you think the main message of this ad was? (DO NOT READ RESPONSE

CATEGORIES AND CODE ONLY ONE)

1. Smoking kills.
2. Smoking can kill anyone (even a war hero).
3. Smoking leaves loved ones behind.
4. Tobacco companies gave away free cigarettes to the military to get soldiers addicted and become new customers.
5. Other, specify _____
6. Don't know
7. Refused

[For residents of DE ask D99-D101]:

D99. Have you recently seen an anti-smoking or anti-tobacco ad on TV that lists the names of different health and research groups?

5. Yes
6. Maybe, not sure
7. No (SKIP TO ITEM 150)
8. Refused

D100. What happens in this advertisement? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

14. Lists many groups that state that second hand smoke kills and only one group that says it doesn't.
15. Tobacco Industry is the only group that says second hand smoke doesn't kill.
16. Smoke lingers in the background
17. Screen message: "Second hand smoke kills"
18. Screen message: "Second hand smoke doesn't kill"
19. Any of the following screen messages: "American Cancer Society", "American Health Association", "National Cancer Institute", "American Medical Association", "Center for Disease Control and Prevention", "American Lung Association", "Office of the Surgeon General".
20. Screen message: "Tobacco Industry"
21. Screen message: "Who are you going to believe?"
22. Other, specify _____
23. Don't know
24. Refused

D101. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

8. Tobacco industry lies.
9. Don't believe the tobacco industry.
10. Second hand smoke kills
11. Don't smoke.
12. Other, specify _____
13. Don't know
14. Refused

[For residents of FL ask D102-D107]:

D102. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a man searching for a carrot?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 105)
4. Refused

D103. What happens in this advertisement? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Man wearing a tie walks out of a building searching for something in his pockets.
2. Man asks various people, "Can I bum a carrot?"
3. Screen message: "The makers of Camel cigarettes have said that cigarettes are no more addictive than carrots."
4. Man picks carrot off the ground, looks around, and brushes it off.
5. Sound effect: "crunch!"
6. Voice-over: "The makers of Camel cigarettes have said that cigarettes are no more addictive than carrots."
7. Voice-over: "Yeah, right."
8. Screen message: Truth logo.
9. Screen message: "wholetruth.com"
10. Other, specify _____
11. Don't know
12. Refused

D104. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Smoking is addictive.
2. Cigarette companies lie.
3. Addiction makes people do pathetic things.
4. Bumming cigarettes is just as ridiculous as bumming carrots.
5. Other, specify _____
6. Don't know
7. Refused

D105. Have you recently seen a cartoon anti-smoking or anti-tobacco ad on TV that shows a boy on a scooter?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 150)
4. Refused

D106. What happens in this advertisement? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Boy on scooter throws eyeballs.
2. People with no eyes pick up eyeballs.
3. People put eyeballs onto their faces.
4. Boy on scooter is wearing a “Truth” backpack.
5. Screen message: “wholetruth.com”
6. Other, specify _____
7. Don’t know
8. Refused

D107. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Open your eyes to the truth.
2. “Truth” provides knowledge.
3. “Truth” offers people the truth about cigarettes.
4. Other, specify _____
5. Don’t know
6. Refused

[For residents of IA ask D108-D113]:

D108. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a windmill, running horses, a desert scene, and a man talking?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 111)
4. Refused

D109. What happens in this advertisement? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Voice says, “I used to love cigarette ads: the cowboy on his horse”.
2. Ad shows horses running.
3. Man describes the tobacco ad’s cowboy as “rugged, independent.”
4. Close up of a man with a moustache.
5. Man says, “And then the cowboy died. Got lung cancer from smoking”.
6. Shot of the cowboy.
7. Cowboy was his brother.
8. Man says, “The tobacco industry used my brother to create an image that smoking makes you independent”.
9. Man says, “Don’t believe it. Lying there with all the tubes in you, how independent can you really be?”
10. Shot of man in bed with no hair and tubes up his nose.
11. Screen message: “Smoking, what’s to like?”
12. Other, specify _____
13. Don’t know
14. Refused

D110. What do you think the main message of this ad was? (DO NOT READ RESPONSE

CATEGORIES AND CODE ONLY ONE)

1. Smoking cigarettes does not make one independent.
2. Smoking cigarettes makes you needy.
3. Tobacco industry uses lies to sell their cigarettes.
4. Other, specify _____
5. Don't know.
6. Refused

D111. Have you recently seen an anti-smoking or anti-tobacco ad on TV that looks like a preview for a movie?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 141)
4. Refused

D112. What happens in this advertisement? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Preview is for a movie about a cover-up.
2. Preview is for a movie about tobacco killing people.
3. Black background with an animated building is shown with the words, "Evil Empire" beneath it.
4. "Movie narrator-voice" is heard.
5. Voice asks, "What if there was a deadly, toxic substance harvested by man?"
6. Man is shown in hospital being operated upon.
7. Bodies in bags are being pushed around the morgue.
8. Twenty something year old male tells his friend, "In the last 24 hours, 8,000 people just got 6 feet shorter."
9. Boardroom full of company executives are shown trying to hide what they know about systematically killing their customers.
10. Twenty something year old male tells his friend he watches too many movies.
11. Twenty something year old male replies to his friend, "This is not a movie".
12. Screen message: "Tobacco"
13. Screen message: "3,000,000 deaths a year and counting"
14. Other, specify _____
15. Don't know
16. Refused

D113. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Cigarettes are deadly
2. Tobacco companies cover up the truth about their product.
3. Tobacco companies will do anything to make a profit.
4. Tobacco companies are responsible for killing millions of people.
5. Other, specify _____
6. Don't know
7. Refused

Idaho questions D114-D116 were deleted from the Spring 2001 LMTS on 6/11/01.

[For residents of ID ask D114-D116]:

D114. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a young man under water?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 141)
4. Refused

D115. What happens in this advertisement? ? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Fully dressed young man belly-flops into the water and slowly sinks.
2. Voice is whispering.
3. Voice whispers, "Eventually you'll have to breathe".
4. Voice whispers, "It has nothing to do with will power or choice. It's about need".
5. Voice whispers, "Once you start smoking, you might not be able to stop".
6. Young man panics for air and comes up for a breath.
7. Voice audibly states, "You'll need your next cigarette like you'll need your next breath".
8. Other, specify _____
9. Don't know
10. Refused

D116. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Quitting smoking is difficult.
2. Once you begin smoking, you lose the option of not smoking.
3. Cigarettes are addictive.
4. Addiction feels like being trapped under water.
5. Quitting smoking takes more than just wanting to quit.
6. Other, specify _____
7. Don't know.
8. Refused

[For residents of MN as D117-D122]:

D117. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a group of teenagers sticking pages of magazines to the wall?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 120)
4. Refused

D118. What happens in this ad? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

1. Teens rip tobacco ads out of magazines.
2. Tobacco industry is putting more and more money into advertisements in magazines read by teens.
3. Tobacco industry say they don't advertise to teens.
4. Screen message: "tm"
5. Voice over: "target market: you target us, we target you"
6. Other, specify _____
7. Don't know
8. Refused

D119. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

1. Tobacco companies lie
2. Tobacco companies target youth
3. Teens know what tobacco companies are up to.
4. Teens are doing something to fight tobacco companies
5. The youth will not be deceived by big tobacco because they know the truth
6. Target market
7. Other, specify _____
8. Don't know
9. Refused

D120. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows teenagers in the snow?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 150)
4. Refused

D121. What happens in this ad? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

1. Teens build a giant from tobacco ads
2. Teens burn the giant.
3. Voice over: "tobacco companies spend millions on ads in magazines we read. Why?"
4. Screen message: "to get us to light up"
5. Screen message: "they're still targeting us"
6. Screen message: "tm"
7. Voice over: "target market"
8. Other, specify _____
9. Don't know
10. Refused

D122. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

1. Tobacco companies lie

2. Tobacco companies target youth
3. Teens know what tobacco companies are up to.
4. Teens are doing something to fight tobacco companies
5. The youth will not be deceived by big tobacco because they know the truth
6. Target market
7. Other, specify _____
8. Don't know
9. Refused

MS questions D123-D125 were deleted from the Spring 2001 LMTS on 6/11/01.

[For residents of MS ask D123-D128]:

D123. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a young man getting his hair cut at a barbershop?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 126)
4. Refused

D124. What happens in this advertisement? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Young man has curly red hair.
2. Old men are sitting around the barbershop.
3. Barber shaves the top of the young man's head.
4. Old men are straightening their hair.
5. Young man ends up with a comb-over just like the old people.
6. Screen message: "Question It"
7. Voice-over states, "You wouldn't want their hair. Why would you want their lungs?"
8. Screen message: "18-year-old smokers have 50-year-old lungs".
9. Screen message: "Question It"
10. Other, specify _____
11. Don't know
12. Refused

D125. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Tobacco companies are after kids.
2. Smoking isn't cool.
3. Smoking is as bad for your health.
4. Question the popular images associated with smoking.
5. Don't smoke.
6. Other, specify _____
7. Don't know
8. Refused

[For residents of MS, ask questions D126-D129 & D188-D193]

D126. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a teenage boy getting his driver's license?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 129)
4. Refused

D127. What happens in this ad ? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

1. A teenage boy has his driver's license picture taken
2. Teenage boy is showing off his license to people in the office
3. Teenager says, "yeah, who's your daddy" and unlocks his car
4. A little boy watches while he sits on his bike and eats an ice cream cone
5. Teenager rolls down his window and sneers at the little boy
6. Teenager peels out of the parking space and crashes into a police car
7. Police officer scowls at the teenage boy
8. Voice says, "this is one way to screw up your life – smoking's another"
9. Message on screen: 9 out of 10 people killed by tobacco start smoking in high school
10. Message on screen: question it
11. Other, specify _____
12. Don't know
13. Refused

D128. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

1. Smoking is stupid
2. Smoking is a good way to ruin your life
3. Smoking kills
4. Most smokers that die from tobacco start smoking in high school
5. Question it
6. Other, specify _____
7. Don't know
8. Refused

Questions D185-D196 were added to the Spring 2001 LMTS on 6/11/01.

D185. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a monkey being taken out of a cage?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 131)
4. Refused

D186. What happens in this ad (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)?

1. The ad is entitled: “Frances the lonely lab monkey”
2. Doctors test levels of nicotine on the monkey/perform tests on monkey
3. Men from tobacco companies watch while doctors hook the monkey up to machines
4. Voice says that tobacco kills eleven thousand (11,000) people every day
5. Message on screen: “in the 1960’s and 1970’s tobacco companies tested nicotine levels on lab animals”
6. Message on screen: “today nicotine is proven to be as addictive as crack or heroin”
7. Other, specify _____
8. Don’t know
9. Refused

D187. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

1. Tobacco companies want people to get addicted to cigarettes
2. Tobacco companies have known since the 1960’s and 1970’s how addictive nicotine is
3. Tobacco companies lie
4. Tobacco companies only care about making money
5. Tobacco is as addictive as crack or heroin
6. Don’t smoke/don’t use tobacco
7. Youth should fight back against tobacco companies
8. Tobacco is bad for your health
9. Smoking is unappealing/young people who smoke are less attractive
10. Other, specify _____
11. Don’t know
12. Refused

D188. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a man being led into a prison?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 137)
4. Refused

D189. What happens in this ad (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)?

1. Message on screen: “leavenworth maximum security prison: 2070 AD”
2. Guard leads lawyer into the prison
3. Guard says, “you’re a lawyer; he always wants to see lawyers.”
4. Guard says that prisoner killed 11,000 people everyday
5. Guard says that prisoner sold kids poison loaded with an addictive drug
6. Screen shows pictures of deformed faces

7. Guard says that when the kids got too old or died that the prisoner went after more kids
8. Guard says he got away with it by running a tobacco company
9. Message on screen: “tobacco killed 11,000 today”
10. Other, specify _____
11. Don’t know
12. Refused

D190. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

1. Question it
2. Tobacco kills (11,000 per day)
3. Tobacco companies target young people
4. People who work for tobacco companies should be put in prison
5. Tobacco companies don’t care what happens to people that smoke their cigarettes
6. Tobacco companies only care about making money
7. Don’t smoke/don’t use tobacco
8. Youth should fight back against tobacco companies
9. Tobacco is bad for your health
10. Smoking is unappealing/young people who smoke are less attractive
11. Other, specify _____
12. Don’t know
13. Refused

[For residents of NH, ask D194-D199]

D191. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a kid holding a jar full of black tar?

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

D192. What happens in this advertisement? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE)

1. Kids are in a school science lab.
2. Boy says, “this is tar. Want some?”
3. Girl says, “it’ll make you glamorous and popular.”
4. Girl says, “it’ll bring you adventure and romance.”
5. Boy says, “don’t believe them.”
6. Girl: “cigarette companies spend millions telling you that smoking will make your life better
7. Girl: “if you smoke a pack a day, this much tar will end up in your lungs in just one year”

8. Voice overlay: "join the crowd. The smoke free crowd."
9. Different kids are shown smiling
10. a kid wears a shirt reading, "smoke free new hampshire."
11. Other, specify _____
12. Don't know
13. Refused

D193. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Cigarette companies try to manipulate kids
2. Smoking is not glamorous
3. Smoking is disgusting
4. Kids don't need to smoke to be cool.
5. Cigarettes contain a high amount of toxic tar
6. Smoking is the bad for one's health
7. Other, specify _____
8. Don't know
9. Refused

D194. Have you recently seen a black and white anti-smoking or anti-tobacco ad on TV that shows a girl sitting on a stool talking about why she started smoking?

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

D195. What happens in this advertisement? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Girl says, "i thought i was smart"
2. Girl says, "i thought i could smoke and quit anytime i wanted"
3. Girl says, "i started smoking to be cool, but i got addicted"
4. Girl says, "cigarettes controlled me. I was trapped"
5. Girl says, "smoking kills more than 400 dozen people a year. That's' more than aids, murder, and suicide combined."
6. The girl doesn't smoke any more
7. The dumbest thing the girl ever did was start smoking.
8. Quitting smoking was the hardest thing the girl ever did.
9. Girl says "smoking is stupid"
10. Screen message: "smoke free new hampshire"
11. Other, specify _____
12. Don't know
13. Refused

D196. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Smoking controls your life

2. Quitting smoking is one of the hardest things to do in life
3. Smoking kills
4. Smoking is stupid
5. Smoking is addictive
6. Other, specify _____
7. Don't know
8. Refused

[For residents of NJ ask D129-D131]:

D129. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows high school kids saying they're on to what cigarette companies are up to?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 150)
4. Refused

D130. What happens in this advertisement? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Whispered voices.
2. Swirling smoke forms words.
3. Kids say, "Tell Big Tobacco"
4. Kids say, "Stay out"
5. Kids say, "Don't let them in"
6. Kids say, "Not for sale"
7. Kids know they are seen as targets of the tobacco industry.
8. Screen message: "Not for sale"
9. Screen message: "www.njrebel.com"
10. Other, specify _____
11. Don't know
12. Refused

D131. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Don't smoke.
2. Tobacco companies are after kids.
3. Tobacco companies will tell kids anything to sell their product.
4. Do not let tobacco into your life.
5. Other, specify _____
6. Don't know
7. Refused

[For residents of OR ask D132-D137]:

D132. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a kid sitting on his bed talking about his dad?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 135)
4. Refused

D133. What happens in this advertisement? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Screen message: "Zack, Brian and their mom lost Rick from lung cancer caused by smoking."
2. Brian doesn't want his mom to know he is having problems with his dad's death.
3. When Zack expresses he misses his dad, his mom starts to cry.
4. Screen message: "each year, 400,000 families lose a loved one due to smoking."
5. Screen message: "It's the truth. It's an outrage."
6. Other, specify _____
7. Don't know
8. Refused

D134. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Smoking leaves loved ones behind.
2. Smoking causes premature death.
3. Smoking has detrimental effects on those around you.
4. Other, specify _____
5. Don't know
6. Refused

D135. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a young girl watching television with her father?

1. Yes
2. Maybe, not sure
3. Non (SKIP TO ITEM 150)
4. Refused

D136. What happens in this advertisement? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Father and daughter are sitting on a sofa in the living room.
2. Man is smoking a cigarette.
3. Smoke is filling up room.
4. Girl is gagging on the smoke.
5. Father is oblivious to what he is doing to his daughter.
6. Screen message: "Smokers aren't the only ones who smoke".
9. Other, specify _____
10. Don't know
11. Refused

D137. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Smoking has detrimental effects on those around you.
2. You should think about others when you smoke.
3. Second hand smoke harms those close to you.
4. Other, specify _____
5. Don't know
6. Refused

[For residents of WA ask D138-D140]:

D138. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows the face of a young woman who says she got hooked on smoking when she was 10 years old?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 141)
4. Refused

D139. What happens in this advertisement? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Woman is riding up an escalator.
2. She started smoking to look older, and it worked.
3. Shows photos of a very pretty young girl.
4. She got emphysema and had a lung removed at age 24.
5. She is now 26 and looks nothing like the pretty girl in the photos.
6. Woman talks about medicines she will take the rest of her life.
7. Medication she has to take for the rest of her life gave her a fat face and a hump on her neck.
8. Other, specify _____
9. Don't know
10. Refused

D140. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Smoking changes your physical appearance.
2. Smoking does not make you look cool; it makes you look old.
3. The decision to smoke affects the rest of your life.
4. Other, specify _____
5. Don't know
6. Refused

Residents of ID were removed from qualification for Questions D141-D143 in the Spring 2001 LMITS on 6/11/01. These three questions are now asked only of residents in CA, IA, and WA.

[For residents of CA, IA, and WA ask D141-D143]:

D141. Have you recently seen an anti-tobacco or anti-smoking ad on TV that shows a woman with a hole in her throat?

1. Yes
2. Maybe, not sure
3. No (SKIP TO ITEM 144)
4. Refused

D142. What happens in this advertisement? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Woman's name is Debi
2. Woman quit smoking for her 7-year-old niece.
3. Woman had her first cigarette at age 13.
4. She tried to quit but couldn't.
5. Tobacco companies say nicotine isn't addictive.
6. Woman takes a puff from the hole in her throat.
7. Screen message: "Nicotine is as addictive as cocaine."
8. Screen message: "It's the truth. It's an outrage."
9. Screen message: "The tobacco Industry denies that nicotine is addictive."
10. Screen message: "Quit for someone you love"
11. Screen message: "1-800-NO-BUTTS"
12. Other, specify _____
13. Don't know
14. Refused

D143. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Smoking is difficult to quit, even if you want to.
2. Smoking causes physical deformities.
3. Tobacco companies don't care about their customers.
4. Tobacco companies lie and deceive to sell their product.
5. Tobacco companies don't want you to quit, but those who love you do.
6. Other, specify _____
7. Don't know
8. Refused

[For residents of ID and NY ask D144-D146]:

D144. Have you recently seen a black and white, anti-smoking or anti-tobacco ad on TV that shows the famous model, Christy Turlington?

1. Yes

2. Maybe, not sure
3. No (SKIP TO ITEM 147)
4. Refused

D145. What happens in this advertisement? ? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Ad shows photo of a man next to a small plane.
2. Christy is walking around an airport next to several small planes.
3. Magazine cover with Christy's face and name is shown.
4. Two people in Christy's family have given up smoking: herself and her father.
5. It took seven years for Christy to quit smoking.
6. Quitting smoking was the biggest accomplishment of Christy's life.
7. Christy's father quit smoking 6 months before he died of lung cancer.
8. Christy begins crying.
9. Screen message: "1-800-CDC-1311"
10. Other, specify _____
11. Don't know
12. Refused

D146. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. Smoking kills
2. Smoking cuts life short
3. Smoking affects others
4. Smoking leaves loved ones behind
5. Other, specify _____
6. Don't know
7. Refused

[For residents of AK, NM, and NY ask D147-D149]:

D147. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a close-up of a man talking about his wife?

5. Yes
6. Maybe, not sure
7. No (SKIP TO ITEM 150)
8. Refused

D148. What happens in this advertisement? ? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

1. The husband and wife are named rick and marie
2. Marie died from smoking cigarettes
3. Marie was 46 years old when she died
4. He never thought of 23 years old as middle aged
5. Marie got cancer from smoking cigarettes

6. Marie suffered from seizures
7. Man saw a heart in the sky
8. Man starts to cry
9. Man had to light his wife's cigarettes for her
10. The lighter he used to light his wife's cigarettes had a happy face on it.
11. Shows pictures of Rick and his wife together
12. Marie's seizures were so bad she lost the use of her right arm and hand.
13. Man says his wife was lying on the bed breathing like a fish out of water.
1. Screen message: "Cigarettes killed Marie"
2. Screen message: "Cigarettes don't care. We do."
3. Screen message: "American Legacy Foundation"
4. Screen message: "Make smoking history"
5. Screen message: "1-800-try-to-stop"
6. Screen message: "trytostop.org"
7. Screen message: "Cigarettes take everything"
8. Screen message: "She was 46"
9. Other, specify _____
10. Don't know
11. Refused

D149. What do you think the main message of this ad was? (DO NOT READ RESPONSE CATEGORIES AND CODE ONLY ONE)

8. Smoking kills
9. Cigarettes control the people who smoke them
10. Smoking hurts those you love.
11. Cigarettes are addictive
12. The realities of smoking are frightening.
13. Cigarettes take everything away from you.
14. Other, specify _____
15. Don't know
16. Refused

D150. Have you seen or heard any anti-smoking advertising or campaigns with the following themes or slogans?

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

[FOR THOSE WHO REPORT RESPONSE 1 IN D150 ABOVE, ASK D151:]

D151. Where have you seen or heard about truth?

	1	2	3
1. On TV?	Yes	No	Don't know
2. On radio?	Yes	No	Don't know

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

D152. Have you ever visited the truth website, “the truth dot com”?

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

[FOR THOSE WHO REPORT “YES” TO RESPONSE 1 IN D150 OR “YES” TO D152 ASK D153. IF RESPONDENT ANSWERS “NO” TO D150 AND D152, SKIP TO D197]

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

D153. Do you think truth is about:

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

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

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

(RANDOMIZE ORDER OF D197-D212)

D197. I'd like to help truth get the word out.

Would you say you:

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

D198. I'd defend truth if someone were putting it down.

Would you say you:

1. Strongly agree
2. Agree

3. Disagree
4. Strongly disagree
5. No opinion

D199. I'd wear a truth t-shirt.

Would you say you:

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

D200. If I had the chance, I would tell other people my age to watch the truth ads.

Would you say you:

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

D201. I pay more attention to truth ads than other anti-tobacco ads.

Would you say you:

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

D202. Truth ads are better than other anti-tobacco ads.

Would you say you:

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

D203. Truth ads are better than ads for cigarettes and other tobacco products.

Would you say you:

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

D204. Truth ads are becoming more popular with people like me.

Would you say you:

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

D205. Truth ads are for people like me.

Would you say you:

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

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

D206. Would you say that the young people in truth ads generally :

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

- a.) take control of their lives
- b.) take risks
- c.) rebel against authority
- d.) act independently

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

D207. The people in truth ads are just like me.

Would you say you:

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

D208. The people in truth ads are like the people I hang out with.

Would you say you:

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

D209. When I see anti-smoking ads on TV, I can always tell which ones are truth ads.

Would you say you:

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

D210. The truth ads are always honest.

Would you say you:

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

D211. Other anti-smoking ads on TV are always honest.

Would you say you:

1. Strongly agree
2. Agree

3. Disagree
4. Strongly disagree
5. No opinion

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

D212. When you think of the truth ads, you think :

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

- a.) it's dumb to smoke cigarettes
- b.) cigarette companies are trying to get young people to smoke
- c.) smoking is not cool
- d.) young people have better things to do than smoke
- e.) young people can take action against cigarette companies

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

(RANDOMIZE ORDER OF D154-D156)

D154. I feel angry with cigarette companies.

Would you say you:

6. Strongly agree
7. Agree
8. Disagree
9. Strongly disagree
10. No opinion

D155. I don't want to be influenced by cigarette ads.

Would you say you:

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

D156. I want to fight back against the cigarette companies.

Would you say you:

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

E. BACKGROUND VARIABLES

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

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

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

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

_____ OUT OF EVERY 10

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

_____ OUT OF EVERY 10

Questions E4 and E5 were deleted from the Spring 2001 LMTS on 6/11/01.

E4. On a scale of 0 to 10, where 0 means “absolutely no chance” and 10 means “absolutely certain,” what do you think are the chances that you will be smoking cigarettes one year from now? _____ (IF NECESSARY, PROMPT WITH: “PLEASE JUST GIVE US YOUR BEST GUESS”)

E5. On a scale of 0 to 10, where 0 means “absolutely no chance” and 10 means “absolutely certain,” what do you think are the chances that you will be smoking cigarettes five years from now? _____ (IF NECESSARY, PROMPT WITH: “PLEASE JUST GIVE US YOUR BEST GUESS”)

E6. During the past 7 days, on how many days were you in the same room with someone who was smoking cigarettes?

ENTER NUMBER _____

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

- 1. 0 days
- 2. 1 or 2 days
- 3. 3 or 4 days
- 4. 5 or 6 days
- 5. 7 days
- 6. Don’t know/NA

E7. During the past 7 days, on how many days were you in a car with someone who was smoking cigarettes?

ENTER NUMBER _____

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

1. 0 days
2. 1 or 2 days
3. 3 or 4 days
4. 5 or 6 days
5. 7 days
6. Don't know/NA

E8. [12-17] Do you live with one or both of your parents?

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

E9. [18-24 only] Where are you living now? Would you say:

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

E10. What is the highest grade or year of school you have completed?

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

E11. How well would you say you have done in school?

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

E12. How far do you think you will go in school?

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

E13. Other than yourself, does anyone who lives in your home smoke cigarettes now?

1. Yes
2. No [SKIP TO E15]

E14. Who is this? _____ (READ ALL CATEGORIES AND CODE ALL RESPONSES)

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

E15. What are the rules, if any about smoking in your home? Would you say:

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

E16. [12-17] [IF E8=1 or E8=2:] During the past 6 months, how many times did your mother or someone like a mother to you talk to you about what you can or cannot do when it comes to tobacco?

1. None
2. 1 time
3. 2 times
4. 3 or more times
5. Don't know
6. Refused

E17. [12-17] [IF E8=1 or E8=3:] During the past 6 months, how many times did your father or someone like a father to you talk to you about what you can or cannot do when it comes to tobacco?

1. None
2. 1 time
3. 2 times
4. 3 or more times
5. Don't know
6. Refused

E18. [12-17] Do you have to be home by a certain time on school nights?

1. Yes
2. No
3. You are never away from home on school nights
4. Don't know
5. Refused

E19. [12-17] Do you have to be home by a certain time on weekend nights?

1. Yes
2. No
3. You are never away from home on weekend nights
4. Don't know
5. Refused

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

E20. You feel close to your mother or stepmother.

Would you say you:

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

E21. You feel close to your father or stepfather.

Would you say you:

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

E22. Has anyone in your family, including aunts, uncles and grandparents, died from smoking or smoking-related diseases?

1. Yes
2. No (SKIP TO E24)
3. Don't know (SKIP TO E24)
4. Refused (SKIP TO E24)

E23. Who was this (DO NOT READ RESPONSE CATEGORIES AND CODE ALL THAT APPLY)?

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

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

E24. Do you currently have a full time or a part-time job for pay?

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

E25. During an average week, how much money do you get from a job or other work? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

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

E26. During an average week, how much money do you get from other sources (allowance, etc.)? (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY)

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

E27. Now I am going to read to you a short list of things that some people your age have. I want you to just say “yes” if you have the thing I mention and “no” if you do not have it. In each case, I am referring to things that are yours, not things that you share with other people in your household.

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

E28. In past 30 days, how often did you go to church, synagogue, or religious services?

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

INTERVIEWER

E29. INTERVIEWER — DO YOU SUSPECT THAT SOMEONE WAS LISTENING IN AT THE RESPONDENT'S HOUSEHOLD DURING THE INTERVIEW?

1. Yes
2. No [SKIP TO END]

E30. HOW SURE ARE YOU THAT SOMEONE MAY HAVE BEEN LISTENING IN?

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

E31. DO YOU THINK THE RESPONDENT'S RESPONSES WERE BIASED BECAUSE SOMEONE WAS LISTENING IN?

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