

UMASS TOBACCO STUDY

YOUTH BASELINE

INTRODUCTION & LIFETIME SMOKING HISTORY

>bgn1<

Hello, my name is (NAME) and I'm calling from the University of Massachusetts. We're gathering information about Massachusetts teenagers' attitudes and experiences related to smoking. You are one of about 4000 teenagers being asked to participate in this research study. We would like you to complete a 20 minute interview now, and then call you again in about 2 years. While your participation is voluntary, your cooperation is very important to the success of this study. No one will ever be told how you personally answered these questions. Your answers will be grouped with the answers of others your age. The interview may be monitored by my supervisor for quality control purposes.

I'd like you to be able to answer the questions in a private place where you feel comfortable. If you'd rather move to another room, I'll be happy to wait. Finally, you can skip any question you do not want to answer. Do you have any questions before we begin?
INTERVIEWER: ANSWER QUESTIONS AS NECESSARY, ARRANGE CB IF NEEDED.

I'm going to start by asking a few general questions about your background.

```
*****  
*                                                                 *  
*                   TACASI CASES USE BGN2                       *  
*                                                                 *  
*****
```

>bgn2<

Hello, my name is (INTERVIEWER NAME) and I'm calling from the University of Massachusetts. We're gathering information about Massachusetts teenagers' attitudes and behaviors related to smoking. You are one of about 4000 teenagers being asked to participate in this research study. We would like you to complete a 20 minute interview now, and then call you again in about 2 years. While your participation is voluntary, your cooperation is very important to the success of this study. No one will ever be told how you personally answered these questions.

Your answers will be grouped with the answers of others your age. You can skip any question you do not want to answer. The interview may be monitored by my supervisor for quality control purposes. I'd like you to be able to answer the questions in a private place where you feel comfortable. If you'd rather move to another room, I'll be happy to wait. Finally, I will be asking some of the questions while others have been pre-recorded and will be asked by a computer. You can answer the questions the computer will ask by pushing the number buttons on your phone. In order to do this, you will need a touch-tone phone. Do you have a touch-tone phone?

<1> YES
<5> NO
<7> NOT SURE

>ttver<

Could you please press the number 3 button on your phone so that I can determine whether or not it is a touch-tone phone?

<1> R HAS TOUCH-TONE

<5> R DOES NOT HAVE TOUCH-TONE

>ttconf<

Okay, your phone **is** touch-tone.

>conf2<

Okay, your phone is not touch-tone.

>ttrec<

We recommend using a phone that has the number pad separate from the part that you hold in your hand. Do you need to go to a different phone?

INTERVIEWER: WAIT IF R NEEDS TIME

Do you have any questions before we begin?

INTERVIEWER: ANSWER QUESTIONS AS NECESSARY

I'm going to start by asking a few general questions about your background.

>nott<

Since you don't have a touch-tone phone I will be asking all of the questions. Remember, the interview is strictly confidential. Do you have any questions before we begin?

INTERVIEWER: ANSWER QUESTIONS AS NECESSARY

I'm going to start by asking a few general questions about your background.

*
* **SECTION A: BACKGROUND INFORMATION** *
*

>ya5<
Could you tell me your birthdate please?

MONTH: (1-12)

DAY: (1-31)
YEAR: (82-89)

>ya10<
(IF NOT OBVIOUS) Are you male or female?

<1> MALE
<2> FEMALE
<9> NA

>townchk<
A member of your household told us that your home is in
[fill subtown]. In some questions we will be asking you about
your experiences in [TOWN]. These questions are meant to
include all the sections of [TOWN] including [fill subtown].

>ya15<
How long have you lived in [TOWN]?

<0-17> NUMBER OF YEARS
<98> ALL MY LIFE
<99> NA

*
* **SECTION B: SCHOOL, ACTIVITIES AND TV VIEWING** *
*

>yb5<
Next I'd like to ask you several things about yourself, beginning with
things you do in a typical day.

Are you currently enrolled in school (or plan to attend school in the
fall)?

<1> YES
<5> NO
<9> NA [goto tvintro]

*
* IF SCHOOL STATUS NA, SKIP OTHER SCHOOL QS *
*

>yb7<
Is your school located in [TOWN]?
Was your last school located in [TOWN]?

- <1> YES
- <5> NO
- <9> NA

*
* IF R IN SCHOOL USE FIRST TEXT BELOW, IF R NOT IN SCHOOL USE SECOND TEXT *
*

>yb10<
What grade are you in (or going into in the fall)?
What was the last grade in school or year in college that you finished?

- <1-12> GRADE
- <13> COLLEGE FRESHMAN
- <14> COLLEGE SOPHOMORE
- <99> NA

*
* IF R IN SCHOOL USE FIRST TEXT BELOW, IF R NOT IN SCHOOL USE SECOND TEXT *
*

>yb15<
How much do you like school? Would you say...
How much did you like school? Would you say...

- <1> a lot,
- <2> some,
- <3> very little, or
- <4> not at all?
- <9> NA

*
* IF R NOT IN SCHOOL SKIP AFTERSCHOOL QS *
*

>yb20<
Are you involved in any after school activities like sports teams, clubs or arts groups?

- <1> YES
- <5> NO [goto yb35]
- <9> NA [goto yb35]

>yb25<

What kind of activities are you involved in?

[bold]INTERVIEWER: TAKE UP TO 3. TO ENTER A BLANK ANSWER, ENTER 0.
(NOTE: THE FIRST ANSWER CAN'T BE '0', AS IT MUST BE ANSWERED.)

1 = SPORTS
2 = ART/DRAMA
3 = MUSIC
4 = RELIGIOUS SCHOOL OR RELIGIOUS YOUTH GROUPS
5 = FOREIGN LANGUAGE CLASSES
6 = STUDENT GOVERNMENT
7 = SCHOOL NEWSPAPER/YEARBOOK
98 = OTHER (specify)
99 = NA

FIRST MENTION:
SECOND MENTION:
THIRD MENTION:

>yb30<

How many weekdays are you involved in an afterschool activity?

<1-5>
<9> NA

>yb35<

On how many weekdays do you typically hang out with your friends after school for an hour or more?

<0-5> DAYS
<9> NA

>tvintro<

Next I have a few questions about watching television. By "watching," I mean paying attention to what is on the screen, not just having it on in the background while you do something else.

>yb36<

On an average weekday, about how many hours do you spend watching TV?

<0> NONE
<1> 1 HOUR OR LESS
<2-24> HOURS
<99> NA

>yb37<

Do you watch cable TV channels?

<1> YES
<5> NO
<9> NA

>yb40<

During a typical week, how many days out of 7 do you watch any television before 9 o'clock in the morning?

<0-7> DAYS
<9> NA

>yb45<

During a typical week, how many days out of 7 do you watch any TV in the afternoon before dinner?

<0-7> DAYS
<9> NA

>yb50<

How many days out of 7 do you watch any TV between 7 o'clock and 10 o'clock at night?

<0-7> DAYS
<9> NA

>yb55<

How many days (out of 7) do you watch any TV after 10 o'clock at night?

<0-7> DAYS
<9> NA

```
*****
*
*          ONLY TACASI RESPONDENTS GET SCREENS FROM HERE THROUGH RECONN5          *
*
*****
```

>tintro<

The next set of questions will be asked by the computer. When you have finished answering the next set of questions, the computer will reconnect you to me so we can finish up the survey. I'm going to put you on hold now for just a minute while I connect us to the computer.

>connect<

INTERVIEWER: FOLLOW THESE INSTRUCTIONS EXACTLY

1. HIT TRNSFR BUTTON
2. HIT SECOND BUTTON, DIAL 0678, HIT SECOND BUTTON
3. HIT TACASI SPEED DIAL BUTTON

INSTRUCTIONS CONTINUE ON NEXT SCREEN...

>conn3<

4. WHEN COMPUTER ANSWERS, ENTER CASEID [fill cnum][fill csid] THEN POUND #
5. ENTER TOWN CODE FOR [fill town]
6. WHEN COMPUTER SAYS PRESS CONFERENCE BUTTON, HIT CONF
7. BE SURE R IS ON THE LINE WITH YOU, THEN PRESS 1
8. WHEN COMPUTER TELLS YOU TO HANG UP, PRESS HOLD
9. WAIT AND WATCH THE GREEN LIGHTS ON YOUR PHONE

INSTRUCTIONS CONTINUE ON NEXT SCREEN...

```

>lights<
  WHAT'S HAPPENING WITH THE LIGHTS ON YOUR PHONE?

  <1> BOTH GREEN LIGHTS KEEP FLASHING UNTIL CALLBACK COMES IN [goto reconn]

  <5> ONE GREEN LIGHT GOES OUT

>break<
  R HAS BEEN DISCONNECTED FROM THE COMPUTER.  YOU SHOULD:

  1.  DISCONNECT ALL YOUR ACTIVE PHONE LINES

  2.  WAIT FOR COMPUTER CALLBACK

  3.  MAKE SURE THE ID THE COMPUTER GIVES YOU IS [fill cknun][fill csid]

  4.  HANG UP

  5.  CALL R BACK AT ([fill AREA]) [fill PRFX]-[fill SUFX]

  HIT ENTER TO GO TO NEXT SCREEN...

>cback<
  It looks like you weren't able to finish the portion of
  the interview that is asked by the computer.  I'm going
  to reconnect you now, and the computer will pick up where
  you left off before.  This should only take a minute.

  HIT ENTER TO GO TO NEXT SCREEN...

>reconn4<
  TO RECONNECT R TO THE COMPUTER:

  1.  HIT TRNSFR BUTTON

  2.  HIT SECOND BUTTON, DIAL 0678, HIT SECOND BUTTON

  3.  HIT TACASI SPEED DIAL BUTTON

  INSTRUCTIONS CONTINUE ON NEXT SCREEN...

>reconn5<
  4.  WHEN COMPUTER ANSWERS, ENTER CASEID [fill cknun][fill csid] THEN POUND #

  5.  WHEN COMPUTER SAYS PRESS 1 TO CONTINUE WITH CASE, HIT CONF

  6.  MAKE SURE R IS ON THE LINE WITH YOU

  7.  TELL R YOU WILL HANG UP WHEN THE QUESTIONS BEGIN

  8.  PRESS 1 THEN *5 AND THE QUESTIONS WILL BEGIN

  9.  PRESS HOLD

  10. WAIT AND WATCH THE GREEN LIGHTS ON YOUR PHONE

  HIT ENTER TO GO TO NEXT SCREEN...

[goto lights]

```

*
* TACASI RESPONDENTS SKIP TO SECTION E *
*

>yb85<

How many days out of 7 do you typically use the Internet or World Wide Web?

<0-7> DAYS
<9> NA

>yb95<

During the school year, how many nights per week, including Saturdays and Sundays, do you usually get together with friends to socialize?

<0-7> NIGHTS
<9> NA

>yb100<

How many of your friends live in [TOWN]? Would you say...

<1> very few,
<2> less than half,
<3> about half,
<4> more than half, or
<5> almost all?
<9> NO FRIENDS OR NA

*
* SECTION C: SMOKING *
*

>yc1<

The next questions I will be asking you are about cigarette smoking.

Have you smoked at least 100 cigarettes in your life? (That would be 5 packs.)

<1> YES [goto yc15]
<5> NO
<9> NA

*
* IF R IS ESTABLISHED SMOKER, SKIP NEXT 2 QS *
*

>yc5<

Have you ever experimented with cigarette smoking, even a few puffs?

<1> YES
<5> NO [goto ydsmkr]
<9> NA

>yc10<
Have you ever smoked a whole cigarette?

<1> YES
<5> NO [goto yc19]
<9> NA

>yc11<
About how many whole cigarettes do you think you've smoked in your life?

<1-99> NUMBER OF CIGARETTES
<999> NA

>yc15<
How old were you when you smoked your first whole cigarette?

<2-18> YEARS OLD
<99> NA

>yc19<
Think about the past 30 days. Did you smoke a cigarette, even a puff or two, on any of those days?

<1> YES
<5> NO [goto yc25a]
<9> NA

>yc20<
On how many of the past 30 days did you smoke a cigarette?

<0> DAYS [goto yc20ck]
<1-29> DAYS [goto yc25b]
<30> DAYS
<99> NA [goto ydsmkr]

```
*****  
*  
* IF R SMOKED EVERY DAY OF LAST 30, LET "When last smoked?" EQUAL "TODAY" *  
* AND SKIP TO YDSMKR *  
*  
*****
```

>yc25a<
When did you last smoke or puff on a cigarette?

<1> WITHIN THE PAST 6 MONTHS
<2> MORE THAN 6 MONTHS AGO - 1 YEAR AGO
<3> MORE THAN 1 YEAR AGO
<9> NA

```
*****  
*  
* IF R DID NOT SMOKE IN PAST 30 DAYS, GOTO YDSMKR *  
*  
*****
```

>yc25b<

When did you last smoke or puff on a cigarette?

- <1> TODAY
- <2> 1 - 6 DAYS AGO
- <3> 7 - 30 DAYS AGO
- <9> NA

```
*****
*
*      CREATE STRING VARIABLE YDSMKR FOR SMOKING STATUS
*
*      CREATE NUMERIC VARIABLE YDSMK6 FOR SMOKING STATUS
*
*      ASSIGN VALUES:
*
*      R HAS NOT EXPERIMENTED = NEVER SMOKER, 1
*      R EXP BUT NOT SMKD WHOLE CIG = PUFFER, 2
*      R EXP, SMKD WHOLE CIG, LAST CIG >1YR AGO = QUITTER, 3
*      R EXP, SMKD WHOLE CIG, LAST CIG >6MO-1YR AGO = EXPERIMENTER, 4
*      R EXP, SMKD WHOLE CIG, LAST CIG >1MO-6MO AGO = RECENT EXPMNR, 5
*      R EXP, SMKD WHOLE CIG, LAST CIG W/IN 30D = CURRENT SMOKER, 6
*
*****
```

```
*****
*
*      IF R IS NOT RECENT EXPERIMENTER OR CURRENT SMOKER, SKIP OTHER CIG QS
*
*      IF R IS NOT CURRENT SMOKER USE FIRST TEXT BELOW, ELSE USE SECOND TEXT
*
*****
```

>yc30<

On the days that you smoked, how many cigarettes did you usually smoke in one day?

On the days that you smoke, how many cigarettes do you usually smoke in one day?

- <1-100>
- <999> NA

>yc32<

What brand of cigarettes do you usually smoke?

- <1> MARLBORO
- <2> CAMEL
- <3> NEWPORT
- <4> SALEM
- <5> PARLIAMENT
- <6> KOOL
- <7> WINSTON
- <8> LUCKY STRIKE
- <98> OTHER (specify)
- <99> NA

>yc33<

Are the words "light" or "ultra light" on the package of the brand you usually smoke?

- <1> YES
- <5> NO
- <9> NA

>yc35<

How did you get the last cigarette that you smoked? Did you buy it for yourself, did you give someone money to buy it for you, did you take it from a store, did you take it from someone without their knowing or did someone give it to you?

- <1> BOUGHT FOR SELF
- <2> OTHER PEOPLE BOUGHT
- <3> TOOK FROM STORE
- <4> TOOK FROM PERSON
- <5> OTHERS GAVE
- <8> OTHER (specify)
- <9> NA

```
*****
*
*           IF R DID NOT TAKE LAST CIG FROM PERSON, SKIP NEXT Q
*
*****
```

>yc35a<

Did you take it from a relative or from some other person?

- <1> RELATIVE
- <2> OTHER PERSON
- <9> NA

>yc37<

In the past 6 months has someone over 18 bought cigarettes for you?

- <1> YES
- <5> NO
- <9> NA

>yc39<

In the past 6 months has someone under 18 bought cigarettes for you?

- <1> YES
- <5> NO
- <9> NA

>yc45<

Have you bought or tried to buy cigarettes from a store or gas station in [TOWN] in the past 6 months?

- <1> YES
- <5> NO
- <9> NA

*
* IF R HAS NOT BOUGHT, SKIP NEXT Q *
*

>yc50<

In the past 6 months, how often has a sales clerk in [TOWN] asked you to show proof of age when you tried to buy cigarettes? Would you say...

- <1> never,
- <2> some of the time, or
- <3> all of the time?
- <9> NA

>yc57<

In [TOWN], how hard or easy is it for people under 18 to buy cigarettes from a salesperson at a store? Would you say...

- <1> very easy
- <2> easy
- <3> difficult, or
- <4> very difficult?
- <9> NA

>yc60<

How many different places in [TOWN] do you know about where kids under 18 can buy cigarettes?

- <0-50>
- <99> NA

>yc65<

How easy or difficult would it be for [TOWN] teens to get adults they don't know to buy cigarettes for them? Would you say...

- <1> very easy,
- <2> easy,
- <3> difficult, or
- <4> very difficult?
- <9> NA

>bgnc<

Now I have a few questions about the future.

*
* ONLY NEVER SMOKERS AND PUFFERS GET NEXT Q *
*

>yc70<

Do you think that you will try a cigarette soon?

- <1> YES
- <5> NO
- <9> NA

>yc75<

If one of your best friends were to offer you a cigarette, would you smoke it? Would you say...

- <1> definitely yes,
- <2> probably yes,
- <3> probably not, or
- <4> definitely not?
- <9> NA

>yc80<

At any time during the next year do you think you will smoke a cigarette? Would you say...

- <1> definitely yes,
- <2> probably yes,
- <3> probably not, or
- <4> definitely not?
- <9> NA

>yc82<

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

- <1> definitely yes,
- <2> probably yes,
- <3> probably not, or
- <4> definitely not?
- <9> NA

```
*****
*
*           IF R IS NOT CURRENT SMOKER, SKIP NEXT 3 QS           *
*
*****
```

>yc85<

What is your best guess about how much you will be smoking a year from now? Do you think....

- <1> you will be smoking about as much as you do now,
- <2> you will be smoking less than you do now, or
- <3> you will be smoking more than you do now?
- <9> NA

>yc90<

How sure are you that you could stay off cigarettes for at least one month if you wanted to? Would you say...

- <1> very sure,
- <2> somewhat sure, or
- <3> not sure at all?
- <9> NA

>yc100<

Do your parents know that you smoke?

- <1> YES
- <5> NO
- <9> NA

```
*****
*
*           IF PARENTS KNOW R SMOKES, SKIP NEXT Q
*
*****
```

>yc105<

How would your parents feel if they found out that you smoked?
(NONSMOKERS: If you did smoke) Do you think they...

<1> wouldn't mind,
<2> would disapprove a little, or
<3> would disapprove a lot?
<9> NA

```
*****
*
*           IF NOT CURRENT SMOKER, SKIP NEXT Q
*
*****
```

>yc106<

How do your parents feel about your smoking? Do you think they...

<1> don't mind,
<2> disapprove a little, or
<3> disapprove a lot?
<9> NA

```
*****
*
*           SECTION D: OTHER TOBACCO USE
*
*****
```

>yd5<

Some people use other forms of tobacco.
Have you ever tried smoking a cigar, even a puff?

<1> YES
<5> NO
<9> NA

```
*****
*
*           IF R HAS NOT TRIED CIGAR OR NA, SKIP NEXT Q
*
*****
```

>yd10<

On how many of the past 30 days did you smoke a cigar?

<0> NONE
<1-30> DAYS
<99> NA

>ydl5<
In the past 30 days have you smoked a bidi?
<1> YES
<5> NO
<9> NA

>ydl20<
In the past 30 days have you smoked blacks, kreteks or clove
cigarettes?
<1> YES
<5> NO
<9> NA

```
*****  
*                                                                 *  
*              SECTION E: ETS EXPOSURE                          *  
*                                                                 *  
*              TACASI RECONNECTS HERE, OTHERS SKIP RECONN      *  
*                                                                 *  
*                                                                 *  
*****
```

>reconn<
PRESS ENTER TO CONTINUE THE INTERVIEW

>ye5<
Next, I have some questions about your exposure to second-hand smoke.
Do any of your close friends smoke cigarettes?
<1> YES
<5> NO [goto ye10]
<9> NA [goto ye10]

>ye7<
How many of your close friends smoke cigarettes?
<0-96>
<99> NA

```
*****  
*                                                                 *  
*              IF NOT IN SCHOOL OR NA, SKIP NEXT Q              *  
*                                                                 *  
*****
```

>ye10<
How many kids your age at your school smoke cigarettes? Would you
say...
<1> very few,
<2> less than half,
<3> about half,
<4> more than half, or
<5> almost all?
<9> NA

```
*****
*
*           RESPONDENTS RANDOMIZED TO GET EITHER YE15 OR YE15A
*
*****
```

>ye15<

Think about older kids you look up to. How many of them smoke cigarettes? Would you say...

- <1> very few,
- <2> less than half,
- <3> about half,
- <4> more than half, or
- <5> almost all?
- <9> NA

>ye15a<

Think about older kids you look up to. How many of them smoke cigarettes? Would you say...

- <1> almost all,
- <2> more than half,
- <3> about half,
- <4> less than half, or
- <5> very few?
- <9> NA

>ye30<

How many students who smoke at your school smoke where it is not permitted? Would you say...

How many students who smoked at your school smoked where it was not permitted? Would you say...

- <1> very few,
- <2> less than half,
- <3> about half,
- <4> more than half, or
- <5> almost all?
- <7> DON'T KNOW
- <9> NA

```
*****
*
*           IF R NOT IN SCHOOL OR NA, SKIP NEXT Q
*
*****
```

>ye37<

During the last typical school week, about how many minutes or hours altogether were you exposed to other people's tobacco smoke in or around your school?

HOURS: @h

MINUTES: @m

- 997) DON'T KNOW
- 999) NA

>ye40<

Do you have a parent or guardian who smokes cigarettes?

- <1> YES
- <5> NO
- <9> NA

>ye45<

Does anyone else who lives with you smoke cigarettes?

- <1> YES
- <5> NO
- <8> NO ONE ELSE LIVES WITH R
- <9> NA

>ye50<

Some households have rules about when and where people may smoke. When you have visitors who smoke, are they allowed to smoke inside your home?

- <1> YES
- <5> NO
- <9> NA

```
*****
*
*           IF NO SMOKERS IN HH, SKIP NEXT 2 QS
*
*****
```

>ye55<

Do the smokers who live with you smoke inside your home?

- <0> NO SMOKERS IN HOUSEHOLD [goto ye65]
- <1> YES
- <5> NO [goto ye65]
- <9> NA [goto ye65]

>ye60<

Do they smoke only in certain rooms or do they smoke wherever they want?

- <1> ONLY IN CERTAIN ROOMS
- <2> WHEREVER THEY WANT
- <9> NA

>ye65<

Thinking about the past 7 days, about how many minutes or hours altogether were you exposed to other people's tobacco smoke at home?

HOURS: @h

MINUTES: @m

- 997) DON'T KNOW
- 999) NA

>ye70<

Next I have a few questions about smoking at work.
First could you please tell me...

Are you currently working at a job for pay outside of your home?

- <1> YES
- <5> NO
- <9> NA

```
*****
*
*           IF R DOES NOT WORK OR NA, SKIP WORK QS
*
*****
```

>ye75<

How many hours do you work in a typical week? Would you say between 1 and 10 hours, between 11 and 20 hours, between 21 and 30 hours, or more than 30 hours per week?

- <1> 1 TO 10
- <2> 11 TO 20
- <3> 21 TO 30
- <4> MORE THAN 30
- <9> NA

>ye95<

As far as you know, do any of the people you work with smoke cigarettes?

- <1> YES
- <5> NO
- <9> NA

>ye110<

Thinking about the past 7 days, about how many minutes or hours altogether were you exposed to other people's tobacco smoke at work?

HOURS: @h

MINUTES: @m

- 997) DON'T KNOW
- 999) NA

>ye115<

Now I'd like you to think about how much cigarette smoking you notice in [TOWN].

About how many of the [TOWN] adults that you know smoke cigarettes? Would you say...

- <1> very few,
- <2> less than half,
- <3> about half,
- <4> more than half, or
- <5> almost all?
- <9> NA

>yel120<

How do most [TOWN] adults that you know feel about other adults smoking? Would you say most of them...

- <1> don't mind,
- <2> disapprove a little, or
- <3> disapprove a lot?
- <9> NA

>yel125<

How do most [TOWN] adults that you know feel about teenagers smoking? Would you say most of them...

- <1> don't mind,
- <2> disapprove a little, or
- <3> disapprove a lot?
- <9> NA

>yel130<

In the past 12 months, about how often have you eaten out at a restaurant anywhere? Would you say...
(INTERVIEWER: DOES NOT INCLUDE TAKE-OUT)

- <1> more than once a week,
- <2> about once a week,
- <3> about once or twice a month,
- <4> less often than once a month, or
- <5> never? [goto yel145]
- <9> NA

>yel135<

When you go out to eat, how often do you go to restaurants in [TOWN]? Would you say...

- <1> never, [goto yel145]
- <2> rarely,
- <3> sometimes,
- <4> often, or
- <5> always?
- <9> NA

>yel140<

In the past 12 months, when you were eating in a restaurant in [TOWN], how often did you see someone smoking? Would you say...

- <1> never,
- <2> rarely,
- <3> sometimes,
- <4> often, or
- <5> always?
- <9> NA

```
*****
*
*           IR R IS UNDER AGE 16, SKIP CLUB QS           *
*
*****
```

>ye145<

In the past 12 months, about how often have you gone out to a dance club or nightclub anywhere? Would you say...

- <1> more than once a week,
- <2> about once a week,
- <3> about once or twice a month,
- <4> less often than once a month, or
- <5> never? [goto clubgoer]
- <9> NA

>ye150<

When you go out to dance clubs or nightclubs, how often do you go to clubs in [TOWN]?

- <1> never, [goto clubgoer]
- <2> rarely,
- <3> sometimes,
- <4> often, or
- <5> always?
- <9> NA

>ye155<

In the past 12 months, when you were out at a club either in [TOWN] or in some other town, how often did you see someone smoking? Would you say...

- <1> never,
- <2> rarely,
- <3> sometimes,
- <4> often, or
- <5> always?
- <9> NA

```
*****
*
*      COMPUTE NUMERIC VARIABLE CLUBGOER WHERE 1 = YES, 5 = NO, 9 = NA      *
*
*****
```

>ye160<

During the past 7 days, not including exposure at home, school or at work, how many minutes or hours altogether were you exposed to other people's tobacco smoke in [TOWN]?

- HOURS: @h
- MINUTES: @m
- 997) DON'T KNOW
- 999) NA

>ye165<

How bothered are you when you are exposed to other peoples cigarette smoke? Would you say...

- <1> a lot,
- <2> some,
- <3> only a little, or
- <4> not at all?
- <9> NA

>ye170<

Next I would like to know how you feel about allowing or not allowing smoking in restaurants in [TOWN].

In [TOWN] restaurants, do you think smoking should be allowed throughout the restaurant, only in special smoking areas, or not at all?

- <1> ALLOWED THROUGHOUT THE RESTAURANT
- <2> ONLY IN SPECIAL SMOKING AREAS
- <3> NOT AT ALL
- <9> NA

>ye175<

How do most adults that you know in [TOWN] feel about other people smoking in restaurants? Would you say that most of them...

- <1> don't mind,
- <2> disapprove a little, or
- <3> disapprove a lot?
- <9> NA

```
*****
*
*                SECTION F: PROMOTIONS                *
*
*****
```

>yf3<

Some cigarette companies make catalogs that advertise items like clothing, hats, bags or other things that you can get in exchange for coupons or proofs of purchase from cigarette packs. Do you have any catalogs like that?

- <1> YES
- <5> NO
- <9> NA

>yf5<

Some cigarette companies make clothing, hats, bags, or other things with their brand on it. Do you have a piece of clothing or other item that has a cigarette brand name or logo on it?

- <1> YES
- <5> NO
- <9> NA

```
*****
*
*                IF R DOES NOT OWN ITEM OR NA, SKIP OTHER ITEM QS                *
*
*****
```

>yf7<

Think about the item you got most recently. Did you get it within the past 12 months?

- <1> YES
- <5> NO
- <9> NA

```
*****
*
*   IF R DID NOT GET LOGO ITEM WITHIN PAST 12 MOS OR NA, SKIP OTHER ITEM QS
*
*****
```

>yf10<

Could you please describe it to me, tell me what the item is and what brand it is promoting?

ITEMS:

BRANDS:

1)	SHIRT	1)	MARLBORO
2)	HAT	2)	CAMEL
3)	JACKET	3)	NEWPORT
4)	BAG/BACKPACK	4)	SALEM
5)	LIGHTER	5)	PARLIAMENT
6)	WATER BOTTLE	6)	KOOL
7)	PEN	7)	WINSTON
8)	RADIO	8)	LUCKY STRIKE
98)	OTHER (specify)	98)	OTHER (specify)
99)	NA	99)	NA

ITEM:

BRAND:

>yf10a<

Now I'm going to read you a list of ways that people obtain items like this. For each one, please tell me whether or not you got your item this way.

Did you get the item by sending in coupons that come on cigarette packs (e.g. Camel Cash or Marlboro Miles)?

<1> YES [goto yf10f]
 <5> NO
 <9> NA

>yf10c<

Did you get the item at a sporting event, a concert, or some other special event?

<1> YES [goto yf10f]
 <5> NO
 <9> NA

>yf10d<

Did you get the item as part of a cigarette purchase?

<1> YES [goto yf10f]
 <5> NO
 <9> NA

>yf10e<

Did you get the item in some other way that I have not mentioned?

<1> YES (specify)
 <5> NO
 <99> NA

>yf10f<

In the past 12 months, have you seen any cigarette brands advertised at special events, concerts, bars, or clubs?

- <1> YES
- <5> NO
- <9> NA

>yf11<

Some cigarette companies have toll-free or 800 numbers which you can call to find out more about the company, its products or sponsored events. Have you ever called a number like that?

- <1> YES
- <5> NO [goto yf14]
- <9> NA [goto yf14]

```
*****
*
*                IF R HAS NOT CALLED OR NA, SKIP NEXT Q                *
*
*****
```

>yf13<

Could you please tell me which cigarette companies' numbers you called?

INTERVIEWER: TAKE UP TO 3. TO ENTER A BLANK ANSWER, ENTER 0.
(NOTE: THE FIRST ANSWER CAN'T BE '0', AS IT MUST BE ANSWERED.)

- 1 = PHILLIP MORRIS
- 2 = RJ REYNOLDS
- 3 = BROWN AND WILLIAMSON
- 4 = MARLBORO
- 5 = SALEM
- 6 = CAMEL
- 7 = DON'T KNOW
- 98 = OTHER (specify)
- 99 = NA

FIRST MENTION:
SECOND MENTION:
THIRD MENTION:

>yf14<

Have you ever received something in the mail from a cigarette company?

- <1> YES (specify)
- <5> NO
- <9> NA

>yf15<

Sometimes free cigarettes are made available by bartenders and other people working in bars, nightclubs, or at concerts. Have you ever been to a place like that when free samples of cigarettes were available?

- <1> YES
- <5> NO [goto yf37]
- <9> NA [goto yf37]

```
*****
*
*           IF R HAS NOT BEEN TO EVENT OR NA, SKIP OTHER EVENT QS
*
*****
```

>yf20<

Would you please describe the place or concert and tell me what brand of cigarettes was available?

>yf25<

Did anyone working there offer cigarettes to you?

<1> YES
<5> NO
<9> NA

>yf37<

Do you believe cigarette companies use advertising and promotional campaigns to try to get kids to start smoking, or do you believe cigarette companies do not do this?

<1> BELIEVE THEY DO THIS
<5> BELIEVE THEY DO NOT DO THIS
<9> NA

```
*****
*
*           SECTION G: ANTISMOKING MEDIA EXPOSURE
*
*****
```

>yg5<

Over the past few years different sorts of advertising messages have appeared against smoking. I'm referring to messages that try to discourage people from smoking or to help smokers to quit. I'm going to read you a list of places where you may have heard, seen or read anti-smoking information.

In the past 12 months, have you seen any anti-smoking messages or ads on television?

<1> YES
<5> NO [goto yg7]
<9> NA [goto yg7]

>yg5a<

About how often have you seen anti-smoking ads on TV? Would you say...

<1> several times a week,
<2> about once a week,
<3> about once or twice a month, or
<4> less than that?
<9> NA

>yg7<

In the past 12 months, have you heard any anti-smoking messages or ads on the radio?

- <1> YES
- <5> NO [goto yg11]
- <9> NA [goto yg11]

>yg10<

About how often have you heard anti-smoking messages on the radio? Would you say...

- <1> several times a week
- <2> about once a week
- <3> about once or twice a week, or
- <4> less than that?
- <9> NA

>yg11<

Do you think anti-smoking ads on TV and radio exaggerate the dangers of smoking?

- <1> YES
- <5> NO
- <9> NA

>yg12<

In the past 12 months, have you seen any anti-smoking messages or ads on the internet or the World Wide Web?

- <1> YES
- <5> NO
- <9> NA

>yg14<

In the past 12 months, have you seen any anti-smoking messages on billboards or big outdoor signs?

- <1> YES
- <5> NO
- <9> NA

```
*****
*
*                IF R NOT IN SCHOOL OR NA, SKIP NEXT Q                *
*
*****
```

>yg16<

In the past 12 months, have you seen or heard any anti-smoking information at school?

- <1> YES
- <5> NO
- <9> NA

>yg17<

In the past 12 months, have you been to any events or public places in [TOWN] where someone was providing anti-smoking information?

- <1> YES
- <5> NO
- <9> NA

```
*****
*
*                               IF R SAW NO ADS, SKIP NEXT Q
*
*****
```

>yg20<

You mentioned that you have seen anti-smoking ads on TV. Could you please describe one that you have seen recently?

- <1> YES (specify)
- <5> NO
- <9> NA

>yg21<

How would you rate the ad on a scale from 0 to 10, where 0 means it is not a good anti-smoking ad at all and 10 means it is a very good ad?

- <0-10>
- <99> NA

```
*****
*
*                               ONLY CURRENT SMOKERS GET NEXT Q
*
*****
```

>yg22<

How did the ad affect your feelings about stopping smoking? On a scale from 0 to 10, where 0 means the ad did not make you want to stop smoking at all and 10 means it made you want very much to stop smoking, which number would you use?

- <0-10>
- <99> NA

>yadintro<

Now I'm going to describe some anti-smoking ads that may have appeared on television in your area. For each one, I'd like you to tell me whether you recall having ever seen or heard it, and if so how you felt about it.

>yad1a<

One series of ads shows a man talking about his wife Marie who died. Have you seen any ads like that?

- <1> YES
- <5> NO
- <8> THIS IS THE AD R DESCRIBED EARLIER
- <9> NA

>yad1b<

Would you please tell me more about one of those ads, for example,
who appeared in the ad and what was said or shown?
(Would you please tell me more about one of those ads?)

INTERVIEWER: DO NOT READ RESPONSE CATEGORIES. CODE ONE ONLY.
PROBE FOR MORE IF YOU DON'T GET ANYTHING SIMILAR TO THE LISTED OPTIONS
AND RECORD VERBATIM.

- <1> The husband and wife are named Rick and Marie Stoddard.
- <2> Marie died from smoking cigarettes.
- <3> She was (about) 46 when she died. Died young.
- <4> He never thought of (about) 23 as being middle aged.
- <5> Marie got cancer from smoking cigarettes.
- <6> She suffered from seizures.
- <7> He had to light her cigarettes for her because she was too weak.
- <8> The man starts to cry.
- <9> Shows pictures of Rick and his wife and their son.
- <10> He saw a heart in the sky that he knew was for him.
- <11> Happy face on lighter.
- <98> Other (specify)
- <99> NA

>yad1c<

How would you rate the ad on a scale from 0 to 10, where 0 means it is
not a good anti-smoking ad at all and 10 means it is a very good ad?
(How good was the ad on a scale from 0 to 10?)

- <0-10>
- <99> NA

>yad1d<

Did the ad make smoking seem worse to you than before, better than
before, or did it not change your feelings either way?
(Did the ad make smoking seem worse, better, or no different?)

- <1> WORSE
- <2> BETTER
- <3> NO CHANGE
- <9> NA

```
*****
*
*                ONLY CURRENT SMOKERS GET NEXT Q                *
*
*****
```

>yad1e<

How did the ad affect your feelings about stopping smoking? On a
scale from 0 to 10, where 0 means the ad did not make you want to
stop smoking at all and 10 means it made you want very much to stop
smoking, which number would you use?
(How much did it make you want to stop smoking on a scale from 0 to 10?)

- <0-10>
- <99> NA

>yad1f1<

Did you talk about the ad with your family, friends, or anyone else?

- <1> YES
- <5> NO
- <9> NA

>yad2a<

One ad shows young people unloading white body bags from a truck onto a city sidewalk. Have you seen this ad?

- <1> YES
- <5> NO
- <8> THIS IS THE AD R DESCRIBED EARLIER
- <9> NA

>yad2b<

Would you please tell me more about the ad, for example, who appeared in the ad and what was said or shown?
 (Would you please tell me more about the ad?)
 INTERVIEWER: DO NOT READ RESPONSE CATEGORIES. CODE ONE ONLY.
 PROBE FOR MORE IF YOU DON'T GET ANYTHING SIMILAR TO THE LISTED OPTIONS AND RECORD VERBATIM.

- <1> The bags were supposed to be people who died from smoking cigarettes.
- <2> Message on the screen: Outside a major tobacco company.
- <3> One of the young people is using a megaphone to speak to the people in the building (Tobacco Executives).
- <4> Young person asks if the tobacco executives know how many people tobacco kills every day.
- <5> They say they will leave the body bags around the building so that the executives will know what 1200 dead people look like.
- <6> They hang "Truth" signs on the posts around the building.
- <98> Other (specify)
- <99> NA

>yad2c<

How would you rate the ad on a scale from 0 to 10, where 0 means it is not a good anti-smoking ad at all and 10 means it is a very good ad?
 (How good was the ad on a scale from 0 to 10?)

- <0-10>
- <99> NA

>yad2d<

Did the ad make smoking seem worse to you than before, better than before, or did it not change your feelings either way?
 (Did the ad make smoking seem worse, better, or no different?)

- <1> WORSE
- <2> BETTER
- <3> NO CHANGE
- <9> NA

```
*****
*
*                ONLY CURRENT SMOKERS GET NEXT Q                *
*
*****
```

>yad2e<

How did the ad affect your feelings about stopping smoking? On a scale from 0 to 10, where 0 means the ad did not make you want to stop smoking at all and 10 means it made you want very much to stop smoking, which number would you use?
 (How much did it make you want to stop smoking on a scale from 0 to 10?)

- <0-10>
- <99> NA

>yad2f1<

Did you talk about the ad with your family, friends, or anyone else?

- <1> YES
- <5> NO
- <9> NA

>yad5a<

A series of ads features a man with a hole in his throat who talks about how his condition has limited his activities. Have you seen any ads like that?

- <1> YES
- <5> NO
- <8> THIS IS THE AD R DESCRIBED EARLIER
- <9> NA

>yad5b<

Would you please tell me more about the ad, for example, who appeared in the ad and what was said or shown?
(Would you please tell me more about the ad?)

INTERVIEWER: DO NOT READ RESPONSE CATEGORIES. CODE ONE ONLY.
PROBE FOR MORE IF YOU DON'T GET ANYTHING SIMILAR TO THE LISTED OPTIONS
AND RECORD VERBATIM.

- <1> He loves baseball--could have been a major league umpire.
- <2> He loves swimming but can't anymore.
- <3> He has no voice box/larynx--talks with a voice synthesizer
(sounds weird)
- <4> Has to be careful in the shower not to get water in.
- <5> Cleans out the hole in his neck with a q-tip.
- <6> He has to go to the doctor a lot to see if the cancer came back.
- <7> He got throat cancer from smoking cigarettes.
- <8> Hispanic man. (English subtitles).
- <9> Loved sports. Now he can't do them.
- <99> NA

>yad5c<

How would you rate the ad on a scale from 0 to 10, where 0 means it is not a good anti-smoking ad at all and 10 means it is a very good ad?
(How good was the ad on a scale from 0 to 10?)

- <0-10>
- <99> NA

>yad5d<

Did the ad make smoking seem worse to you than before, better than before, or did it not change your feelings either way?
(Did the ad make smoking seem worse, better, or no different?)

- <1> WORSE
- <2> BETTER
- <3> NO CHANGE
- <9> NA

```
*****
*
*                ONLY CURRENT SMOKERS GET NEXT Q                *
*
*****
```

>yad5e<

How did the ad affect your feelings about stopping smoking? On a scale from 0 to 10, where 0 means the ad did not make you want to stop smoking at all and 10 means it made you want very much to stop smoking, which number would you use?
(How much did it make you want to stop smoking on a scale from 0 to 10?)

<0-10>
<99> NA

>yad5f1<

Did you talk about the ad with your family, friends, or anyone else?

<1> YES
<5> NO
<9> NA

>yad6a<

One ad features a man who used to make advertisements for menthol (Newport) cigarettes. Have you seen this ad?

<1> YES
<5> NO
<8> THIS IS THE AD R DESCRIBED EARLIER
<9> NA

>yad6b<

Would you please tell me more about the ad, for example, who appeared in the ad and what was said or shown?
(Would you please tell me more about the ad?)

INTERVIEWER: DO NOT READ RESPONSE CATEGORIES. CODE ONE ONLY.
PROBE FOR MORE IF YOU DON'T GET ANYTHING SIMILAR TO THE LISTED OPTIONS AND RECORD VERBATIM.

<1> Man who created Newport ads name is Norman Black.
<2> He knew what kinds of clothes and music kids liked; used information to sell menthol cigarettes.
<3> Newport targeted inner cities by advertising in African American magazines.
<4> Newport targeted inner cities by giving out free samples.
<5> His ideas helped menthol sales rise.
<6> He's sorry.
<98> Other (specify)
<99> NA

>yad6c<

How would you rate the ad on a scale from 0 to 10, where 0 means it is not a good anti-smoking ad at all and 10 means it is a very good ad?
(How good was the ad on a scale from 0 to 10?)

<0-10>
<99> NA

>yad6d<

Did the ad make smoking seem worse to you than before, better than before, or did it not change your feelings either way?
(Did it make smoking seem worse, better, or no different?)

- <1> WORSE
- <2> BETTER
- <3> NO CHANGE
- <9> NA

```
*****
*
*                ONLY CURRENT SMOKERS GET NEXT Q                *
*
*****
```

>yad6e<

How did the ad affect your feelings about stopping smoking? On a scale from 0 to 10, where 0 means the ad did not make you want to stop smoking at all and 10 means it made you want very much to stop smoking, which number would you use?
(How much did it make you want to stop smoking on a scale from 0 to 10?)

- <0-10>
- <99> NA

>yad6f1<

Did you talk about the ad with your family, friends, or anyone else?

- <1> YES
- <5> NO
- <9> NA

>yad7a<

One ad shows a baby monitor on the screen and you can hear the baby coughing. Have you seen this ad?

- <1> YES
- <5> NO
- <8> THIS IS THE AD R DESCRIBED EARLIER
- <9> NA

>yad7b<

Would you please tell me more about the ad, for example, who appeared in the ad and what was said or shown?
(Would you please tell me more about the ad?)

INTERVIEWER: DO NOT READ RESPONSE CATEGORIES. CODE ONE ONLY.
PROBE FOR MORE IF YOU DON'T GET ANYTHING SIMILAR TO THE LISTED OPTIONS AND RECORD VERBATIM.

- <1> Hear baby crying over a baby monitor.
- <2> Hear baby coughing relentlessly due to second-hand smoke. The coughing causes the lights on the monitor to flash.
- <3> The ad does not show any people in it. It only shows the monitor and a hand. No words spoken, just written.
- <4> Words on screen: "Every year 300,000 babies get sick from second-hand smoke."
- <5> An adult hand shuts off the monitor and words on screen "But the tobacco industry doesn't want to hear it."
- <98> Other (specify)
- <99> NA

>yad7c<

How would you rate the ad on a scale from 0 to 10, where 0 means it is not a good anti-smoking ad at all and 10 means it is a very good ad? (How good was the ad on a scale from 0 to 10?)

<0-10>
<99> NA

>yad7d<

Did the ad make smoking seem worse to you than before, better than before, or did it not change your feelings either way? (Did the ad make smoking seem worse, better, or no different?)

<1> WORSE
<2> BETTER
<3> NO CHANGE
<9> NA

*
* ONLY CURRENT SMOKERS GET NEXT Q *
*

>yad7e<

How did the ad affect your feelings about stopping smoking? On a scale from 0 to 10, where 0 means the ad did not make you want to stop smoking at all and 10 means it made you want very much to stop smoking, which number would you use? (How much did it make you want to stop smoking on a scale from 0 to 10?)

<0-10>
<99> NA

>yad7f1<

Did you talk about the ad with your family, friends, or anyone else?

<1> YES
<5> NO
<9> NA

>yad8a<

One series of ads show a young person holding a long, narrow sign with flashing electronic numbers. Have you seen these ads?

<1> YES
<5> NO
<8> THIS IS THE AD R DESCRIBED EARLIER
<9> NA

>yad8b<

Would you please tell me more about the ad, for example, who appeared in the ad and what was said or shown?(Please tell me more about the ad) DO NOT READ RESPONSE CATEGORIES. CODE ONE ONLY. PROBE FOR MORE IF YOU DON'T GET ANYTHING SIMILAR TO THE LISTED OPTIONS AND RECORD VERBATIM.

ILLNESS MESSAGES

- <1> Tobacco kills more people than suicide, traffic accidents, drugs, etc.
- <2> Cigarette smoke is more poisonous than rat poison.
- <3> Menthol cigarettes kill African Americans.
- <4> Addiction can start after only two weeks of smoking.
- <5> Cigarette smoke kills people who don't even smoke.
- <6> 1 out of three friends, smoking will kill one of them.
- <7> Cigarettes kill 5 African Americans an hour.

ANTI-INDUSTRY MESSAGES

- <8> Every 8 seconds, tobacco companies lose another customer--they die.
- <9> Tobacco advertising is like peer pressure with a big budget.
- <10> Tobacco companies earn money from people dying.
- <11> Our generation is smart enough to see through tobacco companies.
- <12> Number of chemicals in cigarettes.
- <98> Other (specify)
- <99> NA

>yad8c<

How would you rate the ad on a scale from 0 to 10, where 0 means it is not a good anti-smoking ad at all and 10 means it is a very good ad? (How good was the ad on a scale from 0 to 10?)

- <0-10>
- <99> NA

>yad8d<

Did the ad make smoking seem worse to you than before, better than before, or did it not change your feelings either way? (Did the ad make smoking seem worse, better, or no different?)

- <1> WORSE
- <2> BETTER
- <3> NO CHANGE
- <9> NA

```
*****
*
*                ONLY CURRENT SMOKERS GET NEXT Q                *
*
*****
```

>yad8e<

How did the ad affect your feelings about stopping smoking? On a scale from 0 to 10, where 0 means the ad did not make you want to stop smoking at all and 10 means it made you want very much to stop smoking, which number would you use? (How much did it make you want to stop smoking on a scale from 0 to 10?)

- <0-10>
- <99> NA

>yad8f1<

Did you talk about the ad with your family, friends, or anyone else?

- <1> YES
- <5> NO
- <9> NA

>yad9a<

One ad features young people listing the reasons they don't smoke.
Have you seen this ad?

- <1> YES
- <5> NO
- <8> THIS IS THE AD R DESCRIBED EARLIER
- <9> NA

>yad9b<

Would you please tell me more about the ad, for example, who appeared
in the ad and what was said or shown?
(Would you please tell me more about the ad?)

INTERVIEWER: DO NOT READ RESPONSE CATEGORIES. CODE ONE ONLY.
PROBE FOR MORE IF YOU DON'T GET ANYTHING SIMILAR TO THE LISTED OPTIONS
AND RECORD VERBATIM.

- <1> Reasons kids gave for not smoking: my style, my obligations, my strength, my mom, my future, my knowledge, my life.
- <2> Shows various kids in different settings who are smiling/confident about their choice not to smoke.
- <3> Shows a girl at the beach, a girl in her bedroom, several boys with their skateboards.
- <4> Words on screen and voice saying "What's your reason for not smoking?"
- <5> Words on screen: "Think. Don't smoke."
- <6> The ad is made by the Philip Morris tobacco company.
- <98> Other (specify)
- <99> NA

>yad9c<

How would you rate the ad on a scale from 0 to 10, where 0 means it is
not a good anti-smoking ad at all and 10 means it is a very good ad?
(How good was the ad on a scale from 0 to 10?)

- <0-10>
- <99> NA

>yad9d<

Did the ad make smoking seem worse to you than before, better than
before, or did it not change your feelings either way?
(Did the ad make smoking seem worse, better, or no different?)

- <1> WORSE
- <2> BETTER
- <3> NO CHANGE
- <9> NA

```
*****
*
*                ONLY CURRENT SMOKERS GET NEXT Q                *
*
*****
```

>yad9e<

How did the ad affect your feelings about stopping smoking? On a
scale from 0 to 10, where 0 means the ad did not make you want to
stop smoking at all and 10 means it made you want very much to stop
smoking, which number would you use?
(How much did it make you want to stop smoking on a scale from 0 to 10?)

- <0-10>
- <99> NA

>yad9f1<
Did you talk about the ad with your family, friends, or anyone else?

<1> YES
<5> NO
<9> NA

>yad10a<
One ad features a young person on a skateboard.
Have you seen this ad?

<1> YES
<5> NO
<8> THIS IS THE AD R DESCRIBED EARLIER
<9> NA

>yad10b<
Would you please tell me more about the ad, for example, who appeared
in the ad and what was said or shown?
(Would you please tell me more about the ad?)

INTERVIEWER: DO NOT READ RESPONSE CATEGORIES. CODE ONE ONLY.
PROBE FOR MORE IF YOU DON'T GET ANYTHING SIMILAR TO THE LISTED OPTIONS
AND RECORD VERBATIM.

<1> Message on the screen says "ready, set, go".
<2> Young man talks about how much he likes skateboarding.
<3> He says his little brother is the reason he never started to smoke.
<4> He wants to set an example for little brother by not smoking.
<5> He says if you have someone who looks up to you, "forget smoking."
<98> Other specify
<99> NA

>yad10c<
How would you rate the ad on a scale from 0 to 10, where 0 means it is
not a good anti-smoking ad at all and 10 means it is a very good ad?
(How good was the ad on a scale from 0 to 10?)

<0-10>
<99> NA

>yad10d<
Did the ad make smoking seem worse to you than before, better than
before, or did it not change your feelings either way?
(Did the ad make smoking seem worse, better or no different?)

<1> WORSE
<2> BETTER
<3> NO CHANGE
<9> NA

```
*****
*
*           ONLY CURRENT SMOKERS GET NEXT Q           *
*
*****
```

>yad10e<

How did the ad affect your feelings about stopping smoking? On a scale from 0 to 10, where 0 means the ad did not make you want to stop smoking at all and 10 means it made you want very much to stop smoking, which number would you use?
(How much did it make you want to stop smoking on a scale from 0 to 10?)

<0-10>
<99> NA

>yad10f1<

Did you talk about the ad with your family, friends, or anyone else?

<1> YES
<5> NO
<9> NA

>yad11a<

One ad shows a young man walking into a dark alley, through a doorway and into a body-piercing parlor. Have you seen this ad?

<1> YES
<5> NO
<8> THIS IS THE AD R DESCRIBED EARLIER
<9> NA

>yad11b<

Would you please tell me more about the ad, for example, who appeared in the ad and what was said or shown?
(Would you please tell me more about the ad?)

INTERVIEWER: DO NOT READ RESPONSE CATEGORIES. CODE ONE ONLY.
PROBE FOR MORE IF YOU DON'T GET ANYTHING SIMILAR TO THE LISTED OPTIONS AND RECORD VERBATIM.

<1> Young guy sees pictures of different body piercings on a wall.
<2> Piercing man (creepy looking) leans over young man and pulls his tongue out.
<3> Man pierces young guy's tongue.
<4> Piercing man says, "join me in a cigarette" and holds out a pack.
<5> Young man says "Do you think I'm crazy?" and walks away.
<6> Words on screen: "Leaders, not followers."
<7> Words on screen: "Tobacco is whacko if you're a teen."
<8> Piercing man smokes.
<98> Other (specify)
<99> NA

>yad11c<

How would you rate the ad on a scale from 0 to 10, where 0 means it is not a good anti-smoking ad at all and 10 means it is a very good ad?
(How good was the ad on a scale from 0 to 10?)

<0-10>
<99> NA

>yad11d<

Did the ad make smoking seem worse to you than before, better than before, or did it not change your feelings either way?
(Did the ad make smoking seem worse, better, or no different?)

- <1> WORSE
- <2> BETTER
- <3> NO CHANGE
- <9> NA

```
*****
*
*                ONLY CURRENT SMOKERS GET NEXT Q                *
*
*****
```

>yad11e<

How did the ad affect your feelings about stopping smoking? On a scale from 0 to 10, where 0 means the ad did not make you want to stop smoking at all and 10 means it made you want very much to stop smoking, which number would you use?
(How much did the ad make you want to stop smoking on a scale from 0 to 10?)

- <0-10>
- <99> NA

>yad11f1<

Did you talk about the ad with your family, friends, or anyone else?

- <1> YES
- <5> NO
- <9> NA

```
*****
*
*                SECTION H: ATTITUDES AND SOCIAL PERCEPTIONS                *
*
*****
```

>yh5<

Now I have a few questions about some of the costs and benefits of smoking.

Do you think that smoking cigarettes makes it harder to do well at sports, makes it easier to do well, or do you think smoking doesn't have an effect on how people do at sports?

- <1> HARDER
- <2> EASIER
- <3> NO EFFECT
- <9> NA

>yh25<

Do you think smoking at parties has a good effect on how kids look, a bad effect on how kids look, or do you think smoking at parties doesn't affect their looks one way or the other?

- <1> GOOD EFFECT
- <2> BAD EFFECT
- <3> NO EFFECT
- <9> NA

>yh30<

Among people your age that you know, who is more popular - mainly people who smoke, mainly those who don't smoke, or is it about equal?

<1> SMOKE
<2> DON'T SMOKE
<3> EQUAL
<9> NA

>yh35<

Among people your age that you know, do you think those who smoke are more mature than those who don't, less mature, or is it about equal?

<1> MORE MATURE
<2> LESS MATURE
<3> EQUAL
<9> NA

>yh45<

Among people your age that you know, do you think those who smoke are more independent than those who don't, less independent, or is it about equal?

<1> MORE INDEPENDENT
<2> LESS INDEPENDENT
<3> EQUAL
<9> NA

>yh46<

Among people your age that you know, do you think those who smoke are more intelligent than those who don't, less intelligent, or is it about equal?

<1> MORE INTELLIGENT
<2> LESS INTELLIGENT
<3> EQUAL
<9> NA

>yh47<

On a scale where 0 means not at all dangerous and 10 means extremely dangerous, how dangerous do you think cigarette smoking is for people's health?

<0-10>
<99> NA

>yh50<

Do you believe there is any harm for teenagers in having an occasional cigarette?

<1> YES
<5> NO
<9> NA

>yh55<

Do you believe cigarette smoking helps reduce stress?

<1> YES
<5> NO
<9> NA

>yh60<

Do you believe smoking helps people keep their weight down?

- <1> YES
- <5> NO
- <9> NA

>yh65<

Do you believe your friends are bothered by cigarette smoke?

- <1> YES
- <5> NO
- <9> NA

 *
 * **SECTION I: SENSATION SEEKING AND REBELLIOUSNESS** *
 *

>yi5<

Now I'm going to read a list of statements. After I read each one, please tell me whether you agree or disagree.

I get a kick out of doing things every now and then that are a little risky or dangerous.

- <1> AGREE
- <5> DISAGREE
- <9> NA

>yi10<

My family looks for things to nag me about.

- <1> AGREE
- <5> DISAGREE
- <9> NA

>yi15<

I have a lot of arguments with my family.

- <1> AGREE
- <5> DISAGREE
- <9> NA

>yi20<

If anyone upsets me I usually try to get revenge.

- <1> AGREE
- <5> DISAGREE
- <9> NA

>yi25<

I don't mind getting into trouble or telling lies if it helps my friends.

- <1> AGREE
- <5> DISAGREE
- <9> NA

>yi30<
I don't mind lying to keep my friends out of trouble with the authorities.

<1> AGREE
<5> DISAGREE
<9> NA

>yi35<
I like to do scary things.

<1> AGREE
<5> DISAGREE
<9> NA

>yi40<
I like new and exciting experiences, even if I have to break the rules.

<1> AGREE
<5> DISAGREE
<9> NA

>yi45<
I would like to explore strange places.

<1> AGREE
<5> DISAGREE
<9> NA

>yi50<
I prefer friends who are exciting and unpredictable.

<1> AGREE
<5> DISAGREE
<9> NA

*
* SECTION J: THANK YOU AND CONTACT INFO *
*

>port<
I just need to ask a few final questions about your background.
Are you of Portuguese origin?

<1> YES [goto race]
<5> NO
<9> NA

>latino<
Are you of Latino or Hispanic origin?

<1> YES [goto info]
<5> NO
<9> NA

>race<
Which of the following categories best describes your racial background?

<1> White,
<2> Black,
<3> Asian or Pacific Islander,
<5> Native American, or
<8> Other or multiracial
<9> NA

*
* IF PARENT DID NOT GIVE PERMISSION TO GET TEEN CONTACT INFO, SKIP NEXT Q *
*

>info<
We really appreciate your taking the time to be a part of this study.
We may want to talk with you again in two years.

Your parent or guardian gave me permission to ask you for your name and address. It will be kept confidential.

We will use it to send you a small thank-you gift for participating in the study.

Would you please give me your name and address?

<1> R IS WILLING TO GIVE CONTACT INFO [goto name]
<5> R IS UNWILLING TO GIVE CONTACT INFO [goto yout]

*
* IF R NOT WILLING TO GIVE PERSONAL CONTACT INFO, SKIP TO THANK YOU *
*
* IF R WILLING TO GIVE PERSONAL CONTACT INFO, SKIP TO INFO SCREEN *
*

>end<
We really appreciate your taking the time to be a part of this study.
We may want to talk with you again in two years about your opinions about smoking and about whether things have changed in your town or with your friends.

[goto yout]

>name< What is your name and address?

NAME:

STREET:

CITY:
STATE:
ZIP:

>yout<
Thank you for speaking with me today.