

APPENDIXES

- A. Studies included in summary
- B. Preps items by study

Appendix A: Studies included in the summary

Abbreviation	Study Name Data Collection Period (Funding Source)	Contact Person/ Citation	Universe	Sample Size (n= current smokers)
AHS	Assessing the Hard Core Smoker	Gary Giovino	Smokers 25+ National sample	1000 (n=1000)
BAND	Beliefs About Nicotine Delivery Devices (RWJF)	Michael Cummings/ Andy Hyland	Smokers 18+ years National sample	approx. 1041 (approx. n=1041)
CIPREP	Consumer Interest in Potential Reduced Exposure Products: Results of a National Survey (Health Canada)	Murray Kaiserman	Smokers National sample (Canada)	537 (n=537)
CPPS	Consumer Perception of PREPs Survey 2005 (American Legacy Foundation)	Lois Biener Karen Bogen	Current and former smokers in Mass. towns with high rates of smoking. Convenience sample	200 (n = 177)
FMO 2008	Forrester's Mail Omnibus February, August 2005 (National Cancer Institute)	Article: Parascandola M, Hurd A, Augustson E. Consumer Awareness and Attitudes Related to New Potential Reduced-Exposure Tobacco Products. <i>Am J Health Behav.</i> 2008;32(4):431-437.	Convenience sample, adults	9736 (n=2044)
HAMILTON 2004	Consumer Responses to Advertisement for Light and Regular Cigarettes (Mass Dept of Public Health)	Article: Hamilton WL, Norton GD, Ouellette TK, Rhodes WM, Kling R, Connolly GN. Smokers' responses to advertisements for regular and light cigarettes and potential reduced-exposure tobacco products. <i>Nicotine & Tobacco Research.</i> December 2004; 6 (Supplement 3):353-362.	Smokers 18 - 65 Convenience sample (Massachusetts)	599 (n=599)
HINTS	Health Information National Trends Survey 2003 (National Cancer Institute)	Mark Parascandola	Adults 18+ National sample	6369 (n=1246)
HINTS II	Health Information National Trends Survey II 2005 (National Cancer Institute)	Mark Parascandola	Adults 18+ National sample	5586 (n= 1015)

Abbreviation	Study Name Data Collection Period (Funding Source)	Contact Person/ Citation	Universe	Sample Size (n= current smokers)
HUGHES 2005	Ever Users Versus Never Users of a “Less Risky” Cigarette (National Institutes of Health)	Article: Hughes JR, Keely JP, Callas PW. Ever users versus never users of a "less risky" cigarette. <i>Psychology of Addictive Behaviors.</i> 2005;19(4):439-442.	Smokers (some Eclipse users) Convenience sample from RJR	287 (n=287)
HUND 2006	American Smoking and Health Survey (American Legacy Foundation)	Article: Hund LM, Farrelly MC, Allen JC, et al. Findings and implications from a national study on potential reduced exposure products (PREPs). <i>Nicotine & Tobacco Research.</i> 2006;8(6):791- 797	Adults 18+ National sample	6977 (n=1174)
ITC (4 WAVES)	International Tobacco Control Policy Evaluation Survey (RWJF, NIH, and others)	Michael Cummings & Richard O’Connor	Smokers 18+ National sample	2028– wave 2 – cohort plus “replenishment” sample (n=2028)
MUS	Marlboro Ultra Smooth Advertising Survey	Richard O’Connor	Smokers Convenience sample (New York)	34 (n=34)
SHIFFMAN 2003	Consumer Healthcare – markets nicotine replacement meds (GlaxoSmithKline)	Article: Shiffman S, Pillitteri JL, Burton SL, Di Marino ME. Smoker and ex-smoker reactions to cigarettes claiming reduced risk. <i>Tobacco Control.</i> 2004;13:78-84.	Smokers and former smokers National sample from professional panel	1499 (n=1000)
TUS-CPS	Tobacco Use Supplement to the Current Population Survey 2003 (National Cancer Institute)	Poster: Parascandola M, Augustson E, O’Connell M. Consumer Awareness and Attitudes Related to Characteristics of PREP Use In a National Population Sample. Poster presented at: NCTOH in Minneapolis, MN; 2007.	Current and recent (past 5 year) former smokers National Sample	44,946 (n=34,644)
UMASS	UMass Tobacco Study 2005-2006 (National Cancer Institute)	Lois Biener	Adults 22+ Longitudinal study (Massachusetts)	2140 (n=1080)
YSCS (4 WAVES)	Youth Smoking Cessation Survey	Gary Giovino/ Diane Barker	Youth smokers National sample	2582 - baseline (n=2582)

Appendix B: Questions in each survey

Abbreviation PI/Sponsor Survey Name	Domains and purpose	Items	Notes
<p>AHS</p> <p>Giovino</p> <p>Assessing the Hard Core Smoker</p>	<p>Awareness; risk beliefs; trial; interest</p>	<p>Cigarette companies are making new types of cigarettes or cigarette-like products that they claim are supposed to be less harmful than ordinary cigarettes. Have you heard of such products? [Y/N]</p> <p>Can you name any of these new products? {Y/N} What are the names?</p> <p>Have you ever tried any of these products? [Y/N] Which one(s)?</p> <p>Altogether, how long did you use {product} [days, weeks, months, years]</p> <p>When was the last time you used {product}?</p> <p>Did you use {product} ...? [instead of quitting cigarettes; as a way of cutting down on cigarettes; to help you quit smoking cigarettes][Y/N]</p> <p>Do you believe that any of these products are less harmful than ordinary cigarettes? [Y/N] Which ones?</p> <p>Would you be interested in trying one of these products? [Y/N]</p> <p>Are you aware of any smokeless tobacco products, such as snuff or chewing tobacco, which are not burned or smoked, but instead, are usually put in the mouth?[Y/N]</p> <p>Did you use any of these products...[instead of quitting cigarettes; as a way of cutting down on cigarettes; to help you quit smoking cigarettes][Y/N]</p> <p>Do you believe that any of the smokeless tobacco products are less harmful than ordinary cigarettes? [Y/N]</p> <p>Do you believe that some smokeless tobacco products are less harmful than other smokeless tobacco products? [Y/N] Can you name the smokeless tobacco products that are the least harmful? [Y/N]</p> <p>What are the names?</p> <p>Have you ever tried any of these products? [Y/N]</p> <p>Which ones?</p>	

Abbreviation PI/Sponsor Survey Name	Domains and purpose	Items	Notes
BAND Cummings et al.	Awareness; trial, interest, regulation beliefs; GMO tobacco	<p>Tobacco companies have recently introduced products that look like cigarettes, but which heat the tobacco, instead of burning it. They claim that these products contain less tar and produce less environmental tobacco smoke. They also say that they give a lower concentration of cancer-causing chemicals in the smoke.</p> <p>Have you ever heard of these products? [Y/N] Do you know the names of any of these products? [SPECIFY] Have you ever tried one of these products? [Y/N] Would you be interested in trying one of these products? [Y/N]</p> <p>Do you think these products are evaluated for safety by the government before they can be sold to consumers? [Y/N]</p> <p>Do you believe that the U.S. Food and Drug Administration SHOULD be required to evaluate the safety of these products before they are sold to consumers? [Y/N]</p> <p>Does your cigarette brand contain any genetically modified tobacco? [Y/N]</p> <p>Do you think that smoking genetically modified tobacco is more dangerous than smoking tobacco that has not been genetically modified? [Y/N]</p> <p>Do you think that tobacco companies should be required to inform consumers as to whether or not any of the tobacco used in their cigarette brand has been genetically modified? [Y/N]</p> <p>Would you avoid using a cigarette brand if you found out it contained genetically modified tobacco? [Y/N]</p>	

Abbreviation PI/Sponsor Survey Name	Domains and purpose	Items	Notes
CIPREP Health Canada Consumer Interest in Potential Reduced Exposure Products: Results of a National Survey	awareness, risk, interest in trial	<p>Have you seen or heard of any new types of cigarettes or cigarette-like products that tobacco companies are developing which they claim are safer or less harmful than ordinary cigarettes? [Y/N]</p> <p>Can you name any new cigarette products that you think are less harmful? What are they? (FIELD CODED ALL THAT APPLY)[Accord; Eclipse; Omni; Ariva; Advance; Exult; Cigarettes without any additives; Other (SPECIFY) ; None are less harmful; No, can't name/DK/NA]</p> <p>As far as you know, what is it about any of these products that might make them safer or less harmful? (FIELD CODED ALL THAT APPLY)[Less tar/lower tar; Less nicotine; Fewer chemicals/toxics/carcinogens; Less second-hand smoke; Less harmful ingredients in general; Burn at lower temperature; Less additives; Other (SPECIFY); Not less harmful; DK/NA]</p> <p>If a safer or less harmful cigarette product were available, how important would each of the following qualities be for you in considering whether to switch to such a product? Using a scale from 1 to 7, where 1 is not at all important and 7 is extremely important, and the mid-point 4 is neither, how important would each of the following be? [the taste of the new product; the ability to easily inhale the new product; the extent to which the new product was less harmful to a smoker's health; the extent to which the new product was less harmful to the health of non-smokers from second-hand smoke; the extent to which the new product was similar in price to cigarettes now on the market; the extent to which the new product looks like an ordinary cigarette]</p> <p>How likely would you be to switch to a safer or less harmful cigarette product if it were available? Would you be very, somewhat, not very or not at all likely?</p> <p>Would you be willing to pay a lot more, somewhat more, or no more than you are paying now, for a safer or less harmful cigarette product?</p> <p>How likely would you be to switch to a safer or less harmful cigarette product instead of trying to quit smoking? Would you be very, somewhat, not very or not at all likely?</p>	

Abbreviation PI/Sponsor Survey Name	Domains and purpose	Items	Notes
<p>CPPS</p> <p>Biener, Bogen, Connolly UMass, HSPH</p> <p>Consumer Perceptions of PREPs survey</p>	<p>Awareness; Risk beliefs; Interest</p>	<p>Next I would like to ask you some questions about two new brands of cigarettes on the market, called Eclipse and Advance, which will soon be available everywhere. They contain far less of many of the chemical compounds or toxins found in cigarettes that are believed to contribute to the risk of cancer and other illnesses.</p> <p>Have you heard of either of these brands? [Y/N] Which have you heard of? [Eclipse/accord/Both]</p> <p>Have you ever tried either of them? [Y/N] Which have you tried? [Eclipse/accord/Both]</p> <p>Have you used either of these new products in the past 6 months? [Y/N] Which have you used? [Eclipse/accord/Both]</p> <p>What I'd like you to do now is to read this ad for {Advance/Eclipse}. Please take your time.</p> <p>This chart shows the results of chemical testing of {Advance/Eclipse} in comparison to light cigarettes. These three chemicals—Aldehyde, NNN, and NNK – are three of the major cancer-causing toxins in cigarettes. You can see that in the testing that has been carried out, {Advance/Eclipse} is much lower in these three chemicals compared to light cigarettes.</p> <p>Now think again about the earlier ladder for the amount of cancer-causing chemical compounds or toxins in cigarettes, where a rating of 0 means no chemicals or toxins that cause cancer and a 10 stands for the amount of chemicals or toxins in a regular, full flavor cigarettes like Marlboro or Salem or Camel. Please tell me where you would put {Advance/ Eclipse} to indicate its level of cancer-causing chemicals compounds or toxins. [1-10]</p> <p>Now think about the overall health risk ladder where 0 means no health risk and a 10 means the health risk of smoking regular, full-flavor cigarettes. Please tell me where you would put {Advance/Eclipse} on the health risk ladder? [1-10]</p> <p>If a smoker switched to {Advance/Eclipse} instead of continuing to smoke their regular cigarettes, do you think they would be exposed to fewer cancer causing chemicals? [Y/N]</p> <p>Given your understanding of the materials about {Advance/Eclipse}, how many of the cancer causing chemicals found in regular cigarettes have been reduced in {Advance/Eclipse} – would you say...? [All, Most, Some, None]</p> <p>What is your best guess as to how many cancer-causing chemicals are in regular cigarettes?</p> <p>Which of these do you think is closest? Would you say...? [3, 10, 20, 90, more than 100]</p>	<p>Shown 4 ads, two with added disclaimer boxes</p>

Abbreviation PI/Sponsor Survey Name	Domains and purpose	Items	Notes
		<p>If a smoker switched to { Advance/Eclipse } instead of continuing to smoke their regular cigarette, do you think that their chance of getting cancer would...? [increase, decrease, or not change]. Would you say it would { increase/decrease } a...? [large amount, moderate amount, small amount]</p> <p>In light of these materials, how much research do you think there is about whether smoking { Advance/Eclipse } reduced the risk of getting cancer compared to other cigarettes—would you say...? [a lot, some, a little, none]</p> <p>Do you think if new smokers started out smoking { Advance/Eclipse }, they could smoke for more years before endangering their health? [definitely yes, probably yes, probably not, definitely not]</p> <p>Do you think switching to { Advance/Eclipse } would be a useful step for someone who wants to quit smoking? [Y/N]</p> <p>FORMER SMOKERS If they were priced right and tasted good, how likely is it that you would resume smoking again with either of these advertised cigarettes.—would you say...? [very likely, somewhat likely, not very likely, not at all likely]</p> <p>Would you have a preference for one brand over the other? [Y/N] Which of the two brands would you prefer? [Advance/Eclipse] Why would you prefer that one? [verbatim]</p> <p>Do you think your friends and family would be less concerned about your smoking if you were smoking { Advance/Eclipse } instead of your old brand of cigarettes? [Y/N/FF not concerned]</p> <p>CURRENT SMOKERS If they were priced right and tasted good, how likely is it that you would switch to Advance or Eclipse.—would you say...? [very likely, somewhat likely, not very likely, not at all likely]</p> <p>Would you have a preference for one brand over the other? [Y/N] Which of the two brands would you prefer? [Advance/Eclipse] Why would you prefer that one? [verbatim]</p> <p>Do you think your friends and family would be less concerned about your smoking if you switched to { Advance/Eclipse }? [Y/N/FF not concerned]</p>	

Abbreviation PI/Sponsor Survey Name	Domains and purpose	Items	Notes
FMO Forrester Forrester's Mail Omnibus	interest in trial, awareness and trial	<p>If a new cigarette were advertised as less harmful than current cigarettes, how interested would you be in trying it? (Not at all interested, Somewhat interested, Interested, Very interested, Extremely interested)</p> <p>New types of tobacco products have been recently introduced. Please indicate below whether you have ever tried or heard of the product. (Not heard of product, Heard of product but never tried, Have tried product for EACH...Eclipse, Quest, Marboro UltraSmooth, Ariva, Revel, Accord, Advance, Omni, Exalt, Stonewall)</p>	

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<p>HAMILTON 2004</p> <p>Hamilton et al. ABT Assoc. for MDPH</p> <p>Consumer Responses to Advertisement for Light and Regular Cigarettes</p>	<p>Awareness; risk beliefs; regulatory beliefs</p>	<p>Show respondent ad for Advance/Eclipse/Omni along with ads for regular and light cigarettes (3 shown together, 72 possible combinations of ads) Now I'm going to show three cigarette advertisements that have appeared in magazines. Please look at each of them. Look for about as long as you would if you came upon the ad for the first time in a magazine.</p> <p>Have you ever seen ads for these particular cigarette brands before? [Y/N] Which brands have you seen advertised previously? [reg, light, prep]</p> <p>Have you ever smoked any of the three cigarette brands? [Y/N] Which brands have you smoked? [reg, light, prep]</p> <p>This card has three health risk ladders that go from 1 to 10. The bottom rung of the ladder means very low health risk, which implies that even if you smoked the cigarette regularly for a long time, like 20 or 30 years, you probably wouldn't get a serious health problem. The top rung of the ladder means very high health risk, which implies that if you smoked the cigarette regularly for a long time you'd be very likely to get a serious health problem. Please tell me where you would put each of the three cigarettes on the health risk ladder. [1-10]</p> <p>Looking at these ladders again, please consider these three ads again—this time rating them from 1-10 with respect to the amount of tar you think each product contains. A rating of 10 would mean you see the product as having a high tar content and a rating of 1 means you think this cigarette has a low tar content. [1-10]</p> <p>Looking at these ladders again, please consider these three ads again—this time rating them from 1-10 with respect to the level of things that might cause cancer you think each product contains. A rating of 10 would mean you see this cigarette as having a high content of things that might cause cancer and a rating of 1 means you think the product has a low content of things that might cause cancer. [1-10]</p> <p>Now I'd like you to think about the three advertisements that you saw. I want to know what message you think each ad is trying to give you. Look at the ad for {brand} while I read off some possible messages. For each possible message, tell me whether you think this is what the ad is trying to say. This cigarette tastes better than others. [Y/N] This cigarette is safer or healthier than others. [Y/N] This cigarette is a good one to smoke when you're with friends. [Y/N] This cigarette will help someone quit smoking. [Y/N] If an advertisement claims that a cigarette has less dangerous substances, do you think that a government agency has to approve the claim? [Y/N]</p>	

Abbreviation PI/Sponsor Survey Name	Domains and purpose	Items	Notes
HINTS NCI Health Information National Trends Survey	Interest, trial	<p>If a new cigarette were advertised as less harmful than current cigarettes, how interested would you be in trying it? Would you say... [Very interested, Somewhat interested, Not interested].</p> <p>Tobacco companies have recently introduced new types of cigarettes that are claimed to have fewer harmful chemicals or carcinogens. These have names like Eclipse, Accord, Advance, and Omni. Have you ever tried one of these products? [Y/N]</p> <p>Tobacco companies have also recently introduced new types of smokeless tobacco products. These have names like Ariva, Exalt, and Revel. Have you ever tried one of these products? [Y/N]</p>	

Abbreviation PI/Sponsor Survey Name	Domains and purpose	Items	Notes
HINTS II NCI Health Information National Trends Survey	Interest, awareness, trial, adoption, reasons for use, relative risk beliefs	<p>If a new cigarette were advertised as less harmful than current cigarettes, how interested would you be in trying it? Would you say... [Very interested, Somewhat interested, Not interested].</p> <p>Next are some questions about new types of tobacco products that have been recently introduced Have you ever heard of a tobacco product called... {Eclipse, Quest, MUS, Ariva, Revel, each asked individually} How did you hear about {product} [From doctor or health care provider; from family or friends; in a news paper; in a magazine; on the radio; on the internet; on television; saw it in a store; other]</p> <p>Have you heard of any other types of new tobacco products. These would include products like Accord, Advance, Omni, Exalt, and Stonewall. [Y/N] What other products have you heard of? [Accord, Advance, Omni, Exalt, Stonewall]</p> <p>You said that you have heard of {brand(s)}. Have you ever tried this product/any of these products? Which ones? [Accord, advance, ariva, eclipse, exalt, MUS, omni, quest, revel, stonewall] Do you now use {brand} ...? [Every day; some days; not at all]</p> <p>Now that you are using / When you tried or used {brand}, did you smoke ...? [less of your usual brand of cigarettes; about the same number of your usual brand of cigarettes; more of your usual brand of cigarettes; I did not smoke my usual brand of cigarettes at all / I completely switched to this brand]</p> <p>What is the main reason you use/tried/used {brand}? [Instead of quitting as a way to reduce health risks; as a way of cutting down the number of cigarettes smoked; to help quit smoking; because of the taste; because lower costs; out of curiosity; because not as strong/less nicotine/lighter/less tar; because less harmful to use around family/friends/children; because can use in places where can't smoke]</p> <p>As far as you know, is {brand}? [Less harmful than conventional cigarettes; equally harmful; more harmful than conventional cigarettes]</p>	

Abbreviation PI/Sponsor Survey Name	Domains and purpose	Items	Notes
HUGHES 2005 Hughes et al./National Institutes of Health Ever Users Versus Never Users of a “Less Risky” Cigarette	Risk, tool for quitting		
HUND 2006 American Legacy Foundation American Smoking and Health Survey	Awareness, recall of names, trial, interest in trial, regulatory beliefs	<p>In the past few years, tobacco companies in the United States have introduced new cigarette brands that claim to produce lower levels of cancer causing chemicals in the smoke when compared to conventional light cigarettes. Please answer the following questions about these new products.</p> <p>Have you ever heard of these products? [Y/N]</p> <p>Please tell me the names that you recall of any of these new products [accept multiple responses]</p> <p>Have you heard of any of the following cigarette products [Accord, Eclipse, Advance, Omni]</p> <p>Have you tried any of those products? [Y/N] What was your main reason for trying these products? [verbatim]</p> <p>Would you be interested in trying one of these products? [Y/N] Why would you be interested in trying one of these products? [verbatim] Why would you not be interested in trying one of these products? [verbatim]</p> <p>Do you think these products are evaluated for safety by the government before they can be sold to consumers? [Y/N]</p> <p>Do you believe that a governmental agency SHOULD be required to evaluate the safety of these products before they are sold to consumers? [Y/N]</p> <p>Have you ever heard of a cigarette brand that comes in low nicotine, ultra low nicotine, and nicotine free cigarettes? [Y/N]</p>	

Abbreviation PI/Sponsor Survey Name	Domains and purpose	Items	Notes
		<p>What is the brand name of this product?</p> <p>Have you ever tried this product? [Y/N] What was your main reason for trying this product?</p> <p>Would you be interested in trying a cigarette brand that comes in low nicotine, ultra low nicotine, or nicotine free cigarettes? [Y/N] Why would you be interested in trying one of these products? Why would you not be interested in trying one of these products?</p>	
<p>ITC</p> <p>Fong, Cummings</p> <p>International Tobacco Control Policy Evaluation Survey –Wave 1</p>	<p>Awareness, recall of names, trial, relative risk beliefs</p>	<p>WAVE 1</p> <p>Tobacco companies are developing new types of cigarettes or cigarette-like products that are supposed to be less harmful than ordinary cigarettes. Have you heard of such products? [Y/N]</p> <p>Can you name any of these new products? [Y/N] What are the names?</p> <p>Have you ever tried any of these products? [Y/N] Which products have you ever tried? Which products have you tried in the last 6 months?</p> <p>As far as you know, are any of these new products less harmful than ordinary cigarettes? [Y/N]</p> <p>WAVE 2</p> <p>Tobacco companies are developing new types of cigarettes or cigarette-like products that are supposed to be less harmful than ordinary cigarettes. Have you heard of such products? [Y/N]</p> <p>Can you name any of these new products? [Y/N] What are the names?</p> <p>Have you tried any of these products in the last 6 months? [Y/N] Are you still using any of these products? [Y/N] How often do you currently use {product named}? Would that be: [Daily; Less than Daily but at least once a week; Less than weekly, but at least once a month; Less than monthly; Or have you stopped using such products altogether?]</p> <p>Did you use these products as an alternative to quitting? [Y/N]</p> <p>In the past six months, did you use any of these products as a way of cutting down on your cigarette smoking? [Y/N]</p>	

Abbreviation PI/Sponsor Survey Name	Domains and purpose	Items	Notes
		<p>Did you use these products to help you quit? [Y/N]</p> <p>As far as you know, are any of these new products less harmful than ordinary cigarettes? [Y/N]</p> <p>Are you aware of any smokeless tobacco products, such as snuff or chewing tobacco, which are not burned or smoked but instead are usually put in the mouth? [Y/N]</p> <p>As far as you know, are any smokeless tobacco products less harmful than ordinary cigarettes? [Y/N]</p> <p>WAVES 3 & 4 Tobacco companies are developing new types of cigarettes or cigarette-like products that are supposed to be less harmful than ordinary cigarettes. Have you heard of such products outside of these surveys? [Y/N]</p> <p>Can you name any of these new products? [Y/N] What are the names?</p> <p>Have you tried any of these products in the last 6 months? [Y/N] Are you still using any of these products? [Y/N] How often do you currently use {product named}? Would that be: [Daily; Less than Daily but at least once a week; Less than weekly, but at least once a month; Less than monthly; Or have you stopped using such products altogether?]</p> <p>Did you use these products as an alternative to quitting? [Y/N]</p> <p>In the past six months, did you use any of these products as a way of cutting down on your cigarette smoking? [Y/N]</p> <p>Did you use these products to help you quit? [Y/N]</p> <p>Compared with ordinary cigarettes, are any of these new products less harmful? [Y/N] Are they a little or a lot less harmful than ordinary cigarettes? [A little less, A lot less] Are they more harmful or the same as ordinary cigarettes? [More harmful, The same]</p>	

Abbreviation PI/Sponsor Survey Name	Domains and purpose	Items	Notes
<p>MUS</p> <p>O'Connor</p> <p>MUS advertising survey</p>	<p>Prior exposure to ads, interest, intention to buy, positive & negative expectancies, perceived risk</p>	<p>What does the word/term {light, smooth, ultra} mean to you?</p> <p>Have you ever seen advertisements for {brand = Marlboro Reds, Lights, UltraLights, UltraSmooth, random order} before?</p> <p>I'd like you to give me your impression of {brand} on a variety fo characteristics using a scale of -3 (completely unlikely) to +3 (completely likely). Based on the advertisement you looked at, tell me how closely you believe {brand} fit each characteristic listed below. Taste good; Interesting; Low tar; Addictive; Worth trying; Fun; Smell good; Exciting; Friends would like; Make me nauseated; Good with a drink; Dangerous; Stimulating; Satisfying; Mild; Stupid; Hard to quit; Mature; Cause cancer; Sophisticated; Harsh; Strong; Make me cough</p> <p>Which of the following best describes your experience with {brand}? [I have never seen or heard of them before; I have seen or heard of them before, but I have never tried them; I have taken one or more puffs but never smoked a whole one; I have smoked 1-99 of them; I have smoked 100 (5 packs) or more of them]</p> <p>If offered a {brand} cigarette, how likely would you be to try it? [I definitely will; I probably will; I probably will not; I definitely will not]</p> <p>How likely are you to purchase a pack of {brand} in the next year? [I definitely will; I probably will; I probably will not; I definitely will not]</p> <p>Below is a health risk scale that goes from 1 to 10. A 1 means that even if you smoked the cigarette regularly for a long time, like 20 or 30 years, you probably wouldn't get a serious health problem. A 10 means that if you smoked the cigarette regularly for a long time, you'd be very likely to get a serious health problem. Please tell me where you think {brand} fit on the scale. [1-10]</p> <p>Below is a tar content scale that goes from 1-10. A 1 means that the cigarette delivers very little tar. A 10 means that the cigarette delivers a lot of tar. Please tell me where you think {brand} fit on the scale. [1-10]</p>	

Abbreviation PI/Sponsor Survey Name	Domains and purpose	Items	Notes
SHIFFMAN 2003 Shiffman et al.	Risk, interest, interest in quitting/resuming smoking before and after exposure to Eclipse health claims	<p>(NOTE: cited from article, we don't have the survey questions) "I would like to ask you a few questions about a new brand of cigarettes on the market called Eclipse, which will soon be available everywhere. Eclipse contains far less of many of the compounds found in cigarette smoke that are believed to contribute to the risk of cancer and other illnesses. The makers of Eclipse say that the best choice for smokers is to quit, but that Eclipse is the next best choice." The interviewer then exposed respondents to both health and aesthetic claims about Eclipse similar to those found in Eclipse advertising— for example, "may present less risk of cancer," "contains far less of many of the compounds found in cigarette smoke that are believed to contribute to the risk of cancer and other illnesses", "reduces secondhand smoke by 80%", "leaves no messy ashes".</p> <p>Respondents were then asked about: (1) the perceived risk of Eclipse, evaluated by rating its risk on a 0–10 scale, where 0 referred to "not smoking—all health risk eliminated" and 10 referred to the risk of smoking regular cigarettes; (2) the perceived risk of Light and Ultra Light cigarettes, evaluated similarly; (3) how likely participants would be to buy Eclipse; and (4) how participants perceived the effect of Eclipse on future quitting (for smokers) or the resumption of smoking (for ex-smokers). Finally, smokers' interest in quitting was re-assessed.</p>	
TUS-CPS NCI Tobacco Use Supplement to the Current Population Survey 2003	Trial	Now I'm going to ask about your use of new tobacco products that are sometimes claimed to have fewer harmful chemicals. Have you ever tried a product called...[Eclipse / Accord / Arriva / Exalt / Revel / Omni / Advance] [Y/N]	

Abbreviation PI/Sponsor Survey Name	Domains and purpose	Items	Notes
UMASS Biener/ UMB CSR UMass Tobacco Study		<p>Tobacco companies are developing new types of cigarettes and other tobacco products that are supposed to be less harmful. Have you heard of such products? [Y/N]</p> <p>Can you name any of these new products? [Y/N]</p> <p>Please tell me the names of one or two of these products.</p> <p>Have you ever tried any of these products? [Y/N] Which ones have you tried?</p> <p>Have you used any of these products in the past month? [Y/N]</p>	
YSCS Giovino / Barker Youth Smoking Cessation Survey	Current use; trial (24m only)	<p>BASELINE, 6 MO, 12 MO FOLLOWUP (Did you use any other tobacco products during the last 30 days was a screening question for following question - taken from baseline survey) What other tobacco products did you use? Did you use... {product = Ariva, Revel, or Exalt; SCoR; OMNI or Advance; Eclipse or Accord; Quest} [Y/N]</p> <p>24 MO FOLLOWUP Have you ever tried {product = MUS; Ariva, Revel, or Exalt; Omni Or Advance; Eclipse or Accord; Quest}, even a puff? [Y/N]</p> <p>Have you smoked {product} in the last 30 days? [Y/N] During the last 30 days, on how many days did you smoke {product}?</p>	