

SUPPLEMENTARY DATA

Survey Instrument

INTRODUCTION

Base: all respondents

Thank you for participating in this national survey on current tobacco-related issues. It should take about 10 minutes to complete. As with all KnowledgePanel® surveys, your response to this survey, or any individual question on the survey, is completely voluntary. You will not be individually identified and your responses will be used for analyses only.

Base: all respondents

S1. Have you smoked at least 100 cigarettes in your entire life? (100 cigarettes = 5 packs)

1. Yes
2. No
3. Not sure

Base: if s1=1

S2. Do you now smoke cigarettes every day, some days, or not at all?

1. Every day
2. Some days
3. Not at all

Create DATA ONLY VARIABLE: Smoker [S]

If s1=1 and s2=1 or 2 , dov_smoker=1; else smoker=2.

Create DATA ONLY VARIABLE: Assign [S]

LOGIC: Randomly assign a value of 1 or 2 with equal probability.

1=Show Q1 to Q8 first (law and policies), Q9-Q14 second (statements and findings)

2=Show Q9 to Q14 first (statements and findings), Q1-Q8 second (law and policies)

LAWS AND POLICIES

Base: All respondents

Script: Randomize; split items across two screens

Q1. Listed below are some examples of existing or proposed tobacco-related laws and policies. How much do you favor or oppose each one?

Statements per row:

1. Fund programs to help prevent youth from smoking and to help smokers quit
2. Prohibit menthol flavorings in cigarettes to make it harder to start smoking
3. Require large graphic warning labels on cigarette packs to better convey the health risks of smoking
4. Reduce nicotine in cigarettes to a level that is not addictive
5. Increase taxes on cigarettes
6. Prohibit price promotions on cigarettes such as coupons or 2-for-1 deals
7. Ban smoking inside all public places and workplaces including restaurants and bars
8. Prohibit pharmacies from selling tobacco products
9. Raise the minimum age to purchase cigarettes to 21
10. Ban smoking in cars with children in them
11. Require stores that sell tobacco products to post a tobacco quitline sign
12. Ban smoking inside multi-unit housing such as apartments or condominiums

Statements per column:

1. Strongly favor
2. Somewhat favor
3. Somewhat oppose
4. Strongly oppose
5. Not sure

Base: All respondents

Script: Randomize

Q2. Listed below are questions about how you think lawmakers should or should not interact with tobacco companies or tobacco company lobbyists. (A tobacco company lobbyist is a person who is paid by a tobacco company to influence lawmakers.) How much do you agree or disagree with each statement?

Statements per row:

1. Lawmakers should trust tobacco companies as much as they trust other companies
2. Lawmakers should trust tobacco company lobbyists to provide accurate information on tobacco issues
3. Lawmakers should refuse campaign contributions from tobacco companies
4. Lawmakers should refuse campaign contributions from tobacco company lobbyists
5. Lawmakers should refuse meals or other gifts from tobacco company lobbyists
6. Lawmakers should allow tobacco companies or tobacco company lobbyists to help write laws
7. Lawmakers should refuse to meet with tobacco company lobbyists

Statements per column:

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree
5. Not sure

Programming instructions: Randomize and record order of Q3 through Q8

Base: All respondents

On the next screen there are a few more questions about tobacco companies, tobacco company lobbyists or related issues. (A tobacco company lobbyist is a person who is paid by a tobacco company to influence lawmakers.)

Base: All respondents

Q3. What is your best guess of how many tobacco company lobbyists have registered to lobby lawmakers in your state this year?

[Numberbox)

Q4. If a tobacco-related law was written or influenced by a tobacco company or tobacco company lobbyist, what do you think lawmakers should do?

1. Leave the law as it is
2. Revise the law
3. Remove the law and start over
4. Not sure

Base: All respondents

Q5. In general, which of the following types of lawmakers do you think are least likely to be influenced by a tobacco company lobbyist?

1. Local-level lawmakers (like members of a city council or town board)
2. State-level lawmakers (like State Representatives or State Senators)
3. National-level lawmakers (like United States Representatives or United States Senators)
4. Not sure

Base: All respondents

Q6. Would you be more or less likely to vote for a lawmaker who accepts a campaign contribution or meal from a tobacco company or tobacco company lobbyist?

1. Much more likely
2. Somewhat more likely
3. Neutral
4. Somewhat less likely
5. Much less likely

Base: All respondents

Q7. Would you approve of having any of your current or future retirement savings invested in tobacco company stocks?

1. Yes
2. No
3. Not sure

Base: All respondents

Q8. Do you think tobacco companies are now taking responsibility for the harm caused by smoking?

1. Yes
2. No
3. Not sure

STATEMENTS AND FINDINGS

Programming instructions: Randomize and record order of Q9 through Q13

Base: All respondents

Q9. Shown below is one of five court-ordered statements that will soon be published in newspapers, on television, and on the internet. Please read this statement:

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

- Smoking kills, on average, 1200 Americans. Every day.
- More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, **combined**.
- Smoking causes heart disease, emphysema, acute myeloid leukemia and cancer of the mouth, esophagus, larynx, lung, stomach, kidney, bladder, and pancreas.
- Smoking also causes reduced fertility, low birth weight in newborns, and cancer of the cervix.

Before you took this survey today, were you aware of the following information about the health effects of smoking?

Statements in row:

1. Smoking kills, on average, 1,200 Americans. Every day.
2. More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, **combined**.
3. Smoking causes heart disease, emphysema, acute myeloid leukemia, and cancer of the mouth, esophagus, larynx, lung, stomach, kidney, bladder, and pancreas.
4. Smoking also causes reduced fertility, low birth weight in newborns, and cancer of the cervix.

Statements in column:

1. Yes
2. No
3. Not sure

Base: All respondents

Q10. Shown below is one of five court-ordered statements that will soon be published in newspapers, on television and on the internet. Please read this statement:

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the addictiveness of smoking and nicotine.

- Smoking is highly addictive. Nicotine is the addictive drug in tobacco.
- Cigarette companies intentionally designed cigarettes with enough nicotine to create and sustain addiction.
- It's not easy to quit.
- When you smoke, the nicotine actually changes the brain – that's why quitting is so hard.

Before you took this survey today, were you aware of the following information about the addictiveness of smoking and nicotine?

Statements in row:

1. Smoking is highly addictive. Nicotine is the addictive drug in tobacco.
2. Cigarette companies intentionally designed cigarettes with enough nicotine to create and sustain addiction.
3. It's not easy to quit.
4. When you smoke, the nicotine actually changes the brain – that's why quitting is so hard.

Statements in column:

1. Yes
2. No
3. Not sure

Base: All respondents

Q11. Shown below is one of five court-ordered statements that will soon be published in newspapers, on television, and on the internet. Please read this statement:

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about low tar and light cigarettes being as harmful as regular cigarettes.

- Many smokers switch to low tar and light cigarettes rather than quitting because they think low tar and light cigarettes are less harmful. They are **not**.
- “Low tar” and “light” cigarette smokers inhale essentially the same amount of tar and nicotine as they would from regular cigarettes.
- **All** cigarettes cause cancer, lung disease, heart attacks, and premature death – lights, low tar, ultra lights, and naturals. There is no safe cigarette.

Before you took this survey today, were you aware of the following information about low tar and light cigarettes being as harmful as regular cigarettes?

Statements in row:

1. Many smokers switch to low tar and light cigarettes rather than quitting because they think low tar and light cigarettes are less harmful. They are **not**.
2. “Low tar” and “light” cigarette smokers inhale essentially the same amount of tar and nicotine as they would from regular cigarettes.
3. **All** cigarettes cause cancer, lung disease, heart attacks, and premature death – lights, low tar, ultra lights, and naturals. There is no safe cigarette.

Statements in column:

1. Yes
2. No
3. Not sure

Base: All respondents

Q12. Shown below is one of five court-ordered statements that will soon be published in newspapers, on television, and on the internet. Please read this statement:

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about designing cigarettes to enhance the delivery of nicotine.

- Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA intentionally designed cigarettes to make them more addictive.
- Cigarette companies control the impact and delivery of nicotine in many ways, including designing filters and selecting cigarette paper to maximize the ingestion of nicotine, adding ammonia to make the cigarette taste less harsh, and controlling the physical and chemical makeup of the tobacco blend.
- When you smoke, the nicotine actually changes the brain – that's why quitting is so hard.

Before you took this survey today, were you aware of the following information about designing cigarettes to enhance the delivery of nicotine?

Statements in row:

1. Altria, R.J. Reynolds Tobacco, Lorillard, and Phillip Morris USA intentionally designed cigarettes to make them more addictive.
2. Cigarette companies control the impact and delivery of nicotine in many ways, including designing filters and selecting cigarette paper to maximize the ingestion of nicotine, adding ammonia to make the cigarette taste less harsh, and controlling the physical and chemical make-up of the tobacco blend.
3. When you smoke, the nicotine actually changes the brain – that's why quitting is so hard.

Statements in column:

1. Yes
2. No
3. Not sure

Base: All respondents

Q13. Shown below is one of five court-ordered statements that will soon be published in newspapers, on television, and on the internet. Please read this statement:

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of secondhand smoke.

- Secondhand smoke kills over 38,000 Americans each year.
- Secondhand smoke causes lung cancer and coronary heart disease in adults who do **not** smoke.
- Children exposed to secondhand smoke are at an increased risk for sudden infant death syndrome (SIDS), acute respiratory infections, ear problems, severe asthma, and reduced lung function.
- There is no safe level of exposure to secondhand smoke.

Before you took this survey today, were you aware of the following information about the health effects of secondhand smoke?

Statements in row:

1. Secondhand smoke kills over 38,000 Americans each year.
2. Secondhand smoke causes lung cancer and coronary heart disease in adults who do not smoke.
3. Children exposed to secondhand smoke are at an increased risk for sudden infant death syndrome (SIDS), acute respiratory infections, ear problems, severe asthma, and reduced lung function.
4. There is no safe level of exposure to secondhand smoke.

Statements in column:

1. Yes
2. No
3. Not sure

Base: All respondents

Script: Randomize

Q14. A United States federal court found that major tobacco companies (including Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA) have violated civil racketeering laws, that is, they have engaged in an organized conspiracy to commit fraud. As part of the racketeering verdict, the federal court ruled that these tobacco companies have marketed cigarettes to young people to replace smokers who die or quit smoking, have suppressed and concealed scientific research, have denied facts they knew to be true, have committed fraud, and are likely to continue to commit fraud.

Before you took this survey today, were you aware of the following federal court findings about these tobacco companies?

Statements in row:

1. Committed fraud
2. Are likely to continue to commit fraud
3. Violated civil racketeering laws (engaged in an organized conspiracy to commit fraud)
4. Suppressed and concealed scientific research
5. Denied that secondhand smoke harms nonsmokers
6. Marketed cigarettes to young people to replace smokers who die or quit smoking
7. Marketed low tar and light cigarettes as less harmful though they knew they were not
8. Denied that they control the level of nicotine to create and sustain addiction
9. Denied that smoking is addictive
10. Denied the health consequences of smoking

Statements in column:

1. Yes
2. No
3. Not sure

END OF STATEMENTS AND FINDINGS

BASE: all respondents

You have almost completed the survey. There are only a few more questions.

BASE: if smoker=1

Q15. Which of the following most applies to you?

1. I still smoke, but I have begun to change, like cutting back on the number of cigarettes I smoke. I am ready to set a quit date.
2. I definitely plan to quit smoking within the next 30 days.
3. I definitely plan to quit smoking within the next 6 months.
4. I often think about quitting smoking, but I have no plans to quit.
5. I sometimes think about quitting smoking, but I have no plans to quit.
6. I rarely think about quitting smoking, and I have no plans to quit.
7. I never think about quitting smoking, and I have no plans to quit.
8. I enjoy smoking and have decided not to quit smoking for my lifetime. I have no interest in quitting.

Base: if smoker=1

Q16. During the past 12 months, have you stopped smoking for one day or longer because you were trying to quit smoking?

1. Yes
2. No
3. Not sure

Base: All respondents

Q17. In the past 30 days, which of these other tobacco products have you used?

1. Cigars
2. Cigarillos (little cigars)
3. Roll-your-own cigarettes
4. Smoking tobacco from a hookah or water pipe
5. Electronic cigarettes or vapor devices (includes any form of electronic cigarette, tank system, vapor pen or other similar device)

6. Chewing tobacco
7. Dip
8. Snuff
9. Snus
10. None. I have not used any of these tobacco products in the past 30 days.

Base: All respondents

Q18. Before you took this survey today, have you taken any smoking-related surveys in the past 12 months?

1. No
2. Yes

Base: if Q18=2

Q18A. How many smoking-related surveys have you taken in the past 12 months?

____ **[INSERT NUMBER BOX]**

END OF QUESTIONNAIRE