

## SECTION 1: Preliminary questions

### Q112. Browser Meta Info

*This question will not be displayed to the recipient.*

Browser: **Chrome**

Version: **67.0.3396.87**

Operating System: **Windows NT 6.1**

Screen Resolution: **1920x1200**

Flash Version: **-1**

Java Support: **0**

User Agent: **Mozilla/5.0 (Windows NT 6.1; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/67.0.3396.87 Safari/537.36**

*Intro.* This survey is part of a University research project. The survey will ask you questions about tobacco cigarettes and 'e-cigarettes'. An e-cigarette is a handheld electronic device that vaporizes a flavored liquid. The user inhales the vapor. E-cigarettes are also called, among other names, 'electronic cigarettes', 'electronic nicotine delivery systems', and 'vape pens'.

If you are taking this survey on a smartphone, please set your phone's screen to vertical for the duration of the survey. The survey questions and images are much easier to view in vertical form.

Your answers will be entirely confidential. We thank you for participating in this survey.

Q1.1. Please indicate which of the following best describes your current tobacco cigarette smoking status:

- I am a current tobacco cigarette smoker (A current tobacco cigarette smoker is someone who has smoked more than 100 tobacco cigarettes during their lifetime and who currently smokes tobacco cigarettes every day or some days).
- I am not a current tobacco cigarette smoker.

Q1.2. In which state do you currently reside?

Q1.3. How old are you?

Q1.4. What is your gender?

- Male
- Female

Q1.5. What is your highest completed level of education?

- Never attended school or only attended kindergarten
- Grades 1 through 8 (Elementary school)
- Grades 9 through 11 (Some high school)
- Grade 12 or GED (High school education)
- Some college (Some college but no degree, technical school, or Associate's degree)
- College degree (Bachelor's degree)
- Graduate degree (Master's degree, Doctorate degree, professional school degree, or other advanced degree)

**These page timer metrics will not be displayed to the recipient.**

First Click: *0 seconds*

Last Click: *0 seconds*

Page Submit: *0 seconds*

Click Count: *0 clicks*

**SECTION 2: Image 1**

INTRO1. We will next show you an image. Please look at it carefully. We will ask you several follow up questions based on this image.



**E-cigarettes** are much **safer** than tobacco cigarettes

If you switch to e-cigarettes now, you are likely to **live 5 years longer**

These page timer metrics will not be displayed to the recipient.

First Click: 0 seconds

Last Click: *0 seconds*

Page Submit: *0 seconds*

Click Count: *0 clicks*

## **SECTION 2: Image 2**

*INTRO2.* We will next show you an image. Please look at it carefully. We will ask you several follow up questions based on this image.



**Tobacco cigarettes** are much more **harmful** than e-cigarettes

If you don't switch to e-cigarettes now, you are likely to **die 5 years earlier**

These page timer metrics will not be displayed to the recipient.

First Click: 0 seconds

Last Click: 0 seconds

Page Submit: 0 seconds

Click Count: 0 clicks

## SECTION 2: Image 3

*INTRO3.* We will next show you an image. Please look at it carefully. We will ask you several follow up questions based on this image.



The image shows two hands against a black background. The top hand holds five traditional cigarettes with white filters and orange tips. The bottom hand holds one e-cigarette with a white body and a yellow tip, along with two traditional cigarettes with orange tips.

**THE  
AVE E-CIGARETTE  
VAPOR**

**E-cigarettes** are much **safer** than tobacco cigarettes

If you switch to e-cigarettes now, you are likely to **live 5 years longer**



**These page timer metrics will not be displayed to the recipient.**

First Click: *0 seconds*

Last Click: *0 seconds*

Page Submit: *0 seconds*

Click Count: *0 clicks*

## **SECTION 2: Image 4**

*INTRO4.* We will next show you an image. Please look at it carefully. We will ask you several follow up questions based on this image.



**Tobacco cigarettes** are much more **harmful** than e-cigarettes

If you don't switch to e-cigarettes now, you are likely to **die 5 years earlier**

These page timer metrics will not be displayed to the recipient.

First Click: 0 seconds

Last Click: 0 seconds

Page Submit: 0 seconds

Click Count: 0 clicks



## SECTION 2: Image 5

*INTRO5.* We will next show you an image. Please look at it carefully. We will ask you several follow up questions based on this image.



**These page timer metrics will not be displayed to the recipient.**

First Click: *0 seconds*

Last Click: *0 seconds*

Page Submit: *0 seconds*

Click Count: *0 clicks*

## **SECTION 2: Image 6**

*INTRO6.* We will next show you an image. Please look at it carefully. We will ask you several follow up questions based on this image.



**Tobacco cigarettes**  
are much more  
**harmful** than e-  
cigarettes

If you don't switch  
to e-cigarettes now,  
you are likely to **die**  
**5 years earlier**

These page timer metrics will not be displayed to the recipient.

First Click: 0 seconds

Last Click: 0 seconds

Page Submit: 0 seconds

Click Count: 0 clicks

## SECTION 2: Image 7

*INTRO7.* We will next show you an image. Please look at it carefully. We will ask you several follow up questions based on this image.



**E-cigarettes** are much **safer** than tobacco cigarettes

If you switch to e-cigarettes now, you are likely to **live 5 years longer**

**These page timer metrics will not be displayed to the recipient.**

First Click: *0 seconds*

Last Click: *0 seconds*

Page Submit: *0 seconds*

Click Count: *0 clicks*

## **SECTION 2: Image 8**

*INTRO8.* We will next show you an image. Please look at it carefully. We will ask you several follow up questions based on this image.





**Tobacco cigarettes** are much more **harmful** than e-cigarettes

If you don't switch to e-cigarettes now, you are likely to **die 5 years earlier**

These page timer metrics will not be displayed to the recipient.

First Click: 0 seconds

Last Click: 0 seconds

Page Submit: 0 seconds

Click Count: 0 clicks



### SECTION 3: Follow-up questions

*Intro.* The following questions relate to the image you just viewed.

Q3.1. How trustworthy do you find the image? By trustworthy, we mean do you trust that the information in this image is accurate?

- Not trustworthy at all.
- Not very trustworthy.
- Somewhat trustworthy.
- Extremely trustworthy.

Q3.2. To what extent is the image in the interest of Americans' health?

- Not at all in the interest of Americans' health.
- Not very much in the interest of Americans' health.
- Somewhat in the interest of Americans' health.
- Extremely in the interest of Americans' health.

Q4.1. How hard did you find it to understand the image you viewed?

- Not difficult at all.
- Not very difficult.
- Somewhat difficult.
- Extremely difficult.

Q3.3. How likely are you to use an e-cigarette in the next 30 days?

- Not likely at all.
- Not very likely.

- Somewhat likely.
- Extremely likely.

Q3.4. How likely are you to try to quit smoking tobacco cigarettes in the next 30 days?

- Not likely at all.
- Not very likely.
- Somewhat likely.
- Extremely likely.

Q3.5. How concerned are you about your health?

- Not concerned at all.
- Not very concerned.
- Somewhat concerned.
- Extremely concerned.

Q3.6. How much do you agree with the following statements?

Q3.6a. E-cigarettes are healthier than tobacco cigarettes.

- Strongly disagree.
- Disagree.
- Agree.
- Strongly agree.

Q3.6b. A tobacco cigarette smoker who quits smoking tobacco cigarettes and instead uses e-cigarettes will have better health.

- Strongly disagree.

- Disagree.
- Agree.
- Strongly agree.

Q3.6c. The government should encourage tobacco cigarette smokers to switch to using e-cigarettes.

- Strongly disagree.
- Disagree.
- Agree.
- Strongly agree.

Q3.6d. The government should ban the sale of e-cigarettes.

- Strongly disagree.
- Disagree.
- Agree.
- Strongly agree.

Q3.6NEW. How much do you agree with the following statements?

	Strongly disagree.	Disagree.	Agree.	Strongly agree.
	1	2	3	4
E-cigarettes are <u>healthier</u> than tobacco cigarettes.				

A tobacco cigarette smoker who quits smoking tobacco cigarettes and instead uses e-cigarettes will have better health.

The government should encourage tobacco cigarette smokers to switch to using e-cigarettes.

The government should ban the sale of e-cigarettes.

**These page timer metrics will not be displayed to the recipient.**

First Click: *0 seconds*

Last Click: *0 seconds*

Page Submit: *0 seconds*

Click Count: *0 clicks*

#### **SECTION 4: Follow-up questions**

Q4.2a. How hard did you find it to answer the questions related to the image you viewed?

- Not difficult at all.
- Not very difficult.
- Somewhat difficult.
- Extremely difficult.

Q4.2b. Which question? Check as many as apply

- How trustworthy did you find the image?

To what extent is the image in the interest of Americans' health?

Q4.3a. Did you find any part of the survey hard to understand/answer?

Yes

No

Q4.3b. What part?

**These page timer metrics will not be displayed to the recipient.**

First Click: *0 seconds*

Last Click: *0 seconds*

Page Submit: *0 seconds*

Click Count: *0 clicks*

## **SECTION 5: Respondent knowledge of and beliefs about organizations**

Q5.1. Have you heard of the following organizations and companies before taking this survey?

Q5.1a. Food and Drug Administration (FDA)?

Yes, I have heard of the FDA.

No, I have not heard of the FDA.

Q5.1b. The Ave e-cigarette company?

- Yes, I have heard of the Ave e-cigarette company.
- No, I have not heard of the Ave e-cigarette company.

Q5.2. Do you have at least one person you think of as your personal doctor or healthcare provider?

- Yes.
- No.

**These page timer metrics will not be displayed to the recipient.**

First Click: *0 seconds*

Last Click: *0 seconds*

Page Submit: *0 seconds*

Click Count: *0 clicks*

Q5.3. When making decisions about your health, how important are these organizations and people to you?

Q5.3a. The Food and Drug Administration (FDA).

- Not important at all.
- Not very important.
- Somewhat important.
- Extremely important.

Q5.3b. Personal doctors and/or healthcare professionals

- Not important at all.
- Not very important.
- Somewhat important.



Extremely important.

Q5.3c. E-cigarette companies such as the Ave e-cigarette company.

Not important at all.

Not very important.

Somewhat important.

Extremely important.

Q5.3d. Media sources such as the Internet, television, magazines, or newspapers

Not important at all.

Not very important.

Somewhat important.

Extremely important.

Q5.3e. Your friends and family.

Not important at all.

Not very important.

Somewhat important.

Extremely important.

Q5.3NEW. When making decisions about your health, how important are these organizations and people to you?

	Not important at all.	Not very important.	Somewhat important.	Extremely important.
1		2	3	4

The Food and Drug Administration (FDA)

Personal doctors and/or healthcare professionals

E-cigarette companies such as the Ave e-cigarette company.

Media sources such as the Internet, television, magazines, or newspapers

Your friends and family.

Q5.3f. I do not use any organizations or people in making my health decisions, I make my own decisions by myself.

Yes.

No.

**These page timer metrics will not be displayed to the recipient.**

First Click: *0 seconds*

Last Click: *0 seconds*

Page Submit: *0 seconds*

Click Count: *0 clicks*

Q5.4. Please rate how trustworthy you find the following organizations or people.

By trustworthy, we mean do you trust that the information provided by these organizations or people is accurate?

Q5.4a. The Food and Drug Administration (FDA).

- Not trustworthy at all.
- Not very trustworthy.
- Somewhat trustworthy.
- Extremely trustworthy.

Q5.4b. Personal doctors and healthcare professionals

- Not trustworthy at all.
- Not very trustworthy.
- Somewhat trustworthy.
- Extremely trustworthy.

Q5.4c. E-cigarette companies such as the Ave e-cigarette company.

- Not trustworthy at all.
- Not very trustworthy.
- Somewhat trustworthy.
- Extremely trustworthy.

Q5.4NEW. Please rate how trustworthy you find the following organizations or people. By trustworthy, we mean do you trust that the information provided by these organizations or people is accurate?

	Not trustworthy at all.	Not very trustworthy.	Somewhat trustworthy.	Extremely trustworthy.
	1	2	3	4

The Food and Drug  
Administration (FDA)

Personal doctors  
and healthcare

professionals

E-cigarette companies such as the Ave e-cigarette company.

**These page timer metrics will not be displayed to the recipient.**

First Click: *0 seconds*

Last Click: *0 seconds*

Page Submit: *0 seconds*

Click Count: *0 clicks*

Q5.5. Please rate how interested in the health of Americans you find the following organizations or people.

Q5.5a. The Food and Drug Administration (FDA)

- Not interested at all.
- Not very interested.
- Somewhat interested.
- Extremely interested.

Q5.5b. Personal doctors and healthcare professionals

- Not interested at all.
- Not very interested.
- Somewhat interested.
- Extremely interested.

Q5.5c. E-cigarette companies such as the Ave e-cigarette company.

- Not interested at all.

- Not very interested.
- Somewhat interested.
- Extremely interested.

**Q5.5NEW.** Please rate how interested in the health of Americans you find the following organizations or people.

	Not interested at all.	Not very interested.	Somewhat interested.	Extremely interested.
	1	2	3	4
<u>The Food and Drug Administration (FDA)</u>				
<u>Personal doctors and healthcare professionals</u>				
E-cigarette companies such as the <u>Ave e-cigarette company.</u>				

**These page timer metrics will not be displayed to the recipient.**

First Click: *0 seconds*

Last Click: *0 seconds*

Page Submit: *0 seconds*

Click Count: *0 clicks*

## **SECTION 6a: Questions about yourself**

**These page timer metrics will not be displayed to the recipient.**

First Click: *0 seconds*

Last Click: *0 seconds*

Page Submit: *0 seconds*

Click Count: *0 clicks*

Q6.1. How often do you smoke tobacco cigarettes?

- Every day.
- Some days.
- I do not smoke tobacco cigarettes.

Q6.1a. How many days did you smoke tobacco cigarettes in the last 30 days?

Q6.2. On the days that you smoke tobacco cigarettes, how many tobacco cigarettes do you usually smoke per day?

Q6.3. How soon after waking do you usually smoke your first tobacco cigarette?

- Within 5 minutes
- 6-30 minutes
- 31-60 minutes
- More than 60 minutes

Q6.4. Have you tried to quit smoking tobacco cigarettes in the last year?

- No
- Yes, once
- Yes, 2-3 times
- Yes, more than 3 times

**These page timer metrics will not be displayed to the recipient.**

First Click: 0 seconds



Last Click: *0 seconds*

Page Submit: *0 seconds*

Click Count: *0 clicks*

Q6.5a. Had you heard of e-cigarettes before taking this survey?

- Yes
- No

**These page timer metrics will not be displayed to the recipient.**

First Click: *0 seconds*

Last Click: *0 seconds*

Page Submit: *0 seconds*

Click Count: *0 clicks*

Q6.5b. Do you currently use any type of e-cigarette?

- Yes
- No

Q6.6. Do you usually use an e-cigarette that uses cartridges or do you use disposable e-cigarettes? If you use both types of e-cigarettes, please just select your preferred e-cigarette type for your response.

An e-cigarette cartridge is one complete refill of the e-cigarette or one complete disposable e-cigarette. This is usually the equivalent of 30 tobacco cigarettes.

- E-cigarette that uses cartridges.
- Disposable e-cigarettes.

**These page timer metrics will not be displayed to the recipient.**

First Click: 0 seconds

Last Click: 0 seconds

Page Submit: 0 seconds

Click Count: 0 clicks

## Attn\_Check

Q6.7. Please select option 2 to show you are paying attention to the survey.

- 1
- 2

## SECTION 6b: Questions about yourself

Q6.7. How many e-cigarette cartridges do you usually use each day?

- Less than half a cartridge
- Between half a cartridge and one cartridge
- One cartridge
- Between one and two cartridges
- Two or more cartridges

Q6.8. On how many of the past 30 days did you use e-cigarettes?

Q6.9. What concentration of nicotine do you usually use in your e-cigarette cartridge?

- 0 mg or 0.0%.
- 1-12 mg or 0.1-0.6%.
- 13-18 mg or 0.7-1.2%

- 19-24 mg or 1.3-1.8%
- 25+ mg or 1.9%+
- Varies
- Don't know

**These page timer metrics will not be displayed to the recipient.**

First Click: *0 seconds*

Last Click: *0 seconds*

Page Submit: *0 seconds*

Click Count: *0 clicks*

### **SECTION 6c: Questions about yourself**

Q6.10. How many disposable e-cigarettes do you usually use each day?

Q6.11. On how many of the past 30 days did you use disposable e-cigarettes?

Q6.12. What concentration of nicotine do you usually use in your disposable e-cigarettes?

- 0 mg or 0.0%.
- 1-12 mg or 0.1-0.6%.
- 13-18 mg or 0.7-1.2%
- 19-24 mg or 1.3-1.8%
- Varies
- Don't know

**These page timer metrics will not be displayed to the recipient.**

First Click: *0 seconds*

Last Click: *0 seconds*

Page Submit: *0 seconds*

Click Count: *0 clicks*

## **SECTION 6d: Questions about yourself**

Q6.13. Why do you use e-cigarettes? Please check all that apply.

- I can use them in public places (e.g., restaurants, bars) where tobacco cigarettes are not allowed.
- They are less expensive than tobacco cigarettes.
- They are healthier than tobacco cigarettes.
- They can help me quit smoking tobacco cigarettes.
- They do not expose others to second-hand smoke.
- They can help me lose weight.
- They have many flavors.
- They are fun to use.
- Other.

Q6.14. Are you Hispanic, Latino, and/or Spanish in origin?

- Yes
- No
- I prefer not to answer

Q6.15. Which one or more of the following would you say is your race? Please check all that apply.

- White



Q6.20. Out of 100 tobacco cigarette smokers, how many of them do you think will die from lung cancer, heart disease, throat cancer, or any other illness because they smoke tobacco cigarettes?

0 10 20 30 40 50 60 70 80 90 100 Not Applicable

0

**These page timer metrics will not be displayed to the recipient.**

First Click: *0 seconds*

Last Click: *0 seconds*

Page Submit: *0 seconds*

Click Count: *0 clicks*

Q6.22. Out of 100 e-cigarette users, how many of them do you think will die from lung cancer, heart disease, throat cancer, or any other illness because they use e-cigarettes?

0 10 20 30 40 50 60 70 80 90 100 Not Applicable

0

Q6.23a. In politics, as of today, do you consider yourself a:

- Republican
- Democrat
- Independent
- Other
- I prefer not to answer
- I don't know

Q6.23b. As of today, do you lean more to the Democratic Party or the Republican Party?



- Democratic Party.
- Republication Party.

Q6.24. Have you ever had any medical training or public health education?

- Yes
- No

Q6.25. How accurately have you answered questions throughout this survey?

- Not accurately at all.
- Not very accurately.
- Somewhat accurately.
- Extremely accurately.

Q6.26. What do you think this survey is about?

**These page timer metrics will not be displayed to the recipient.**

First Click: *0 seconds*

Last Click: *0 seconds*

Page Submit: *0 seconds*

Click Count: *0 clicks*