

INTERNATIONAL TOBACCO CONTROL POLICY EVALUATION PROJECT (ITC)

Youth Tobacco and E-cigarette Survey

TECHNICAL REPORT – WAVE 1 (2017)

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INTRODUCTION

The global nicotine market is rapidly evolving due to the emergence of vaporized nicotine products (VNPs), such as e-cigarettes. Regulators are considering a broad range of policies to minimize youth uptake of VNPs, particularly with regards to restrictions on forms of promotion and product attributes that may enhance appeal among youth. The International Tobacco Control Policy Evaluation Project (ITC) Youth Tobacco and E-cigarette Survey is examining uptake of VNPs among youth in three countries with very different policy environments: the United States (US), Canada, and England. A pilot sample was also added in Scotland. Overall, the project seeks to increase the understanding of the factors that predict VNP uptake among youth and to examine policy measures that may prevent uptake among non-smokers.

The overall study consists of prospective cohorts to examine changes in VNP initiation over time in the US, England, and Canada. The baseline wave (Wave 1) was recruited in 2017, with three additional follow-up waves at 12-, 24-, and 36-months. The cohort design will allow us to test changes in VNP uptake over time in each of the countries. A sub-sample of respondents in Scotland was added to Wave 1 and Wave 2, to examine differences in e-cigarette marketing regulations between Scotland and England.

This technical report describes the methods for Wave 1 data collection from youth in the four countries.

STUDY PROTOCOL

OVERVIEW

Data were collected via a self-completed online survey conducted in July and August of 2017. Participants were youth aged 16-19 in four countries who were members of consumer panels.

SAMPLE AND RECRUITMENT

The sample was recruited from the Nielsen Consumer Insights Global Panel, which maintains panels in the US, Canada, England and Scotland, as well as their partners' panels. The Nielsen panel is recruited using both probability and non-probability sampling methods in each country. Nielsen selected random samples from the online panel(s) in each country. Recruitment targets included 4,500 respondents in each of Canada, England, and the United States, as well as approximately 500 respondents in Scotland.

Eligible respondents included youth aged 16 through 19. Respondents were recruited either directly or through their parents. Email invitations (with a unique link) were sent to a random sample of panelists (after targeting for age criteria); panelists known to be ineligible were not invited. Panelists known to be parents were also contacted; those who confirmed they had one or more children aged 16-19 living in their household were asked for permission for their child to complete the survey (if more than one child, specifically the one whose birthday was coming up next). After eligibility screening, all potential respondents were provided with information about the study and were asked to provide consent before participating. A restriction on small screen size was applied to ensure that images presented in the survey could be viewed with a minimum amount of scrolling.

PARTICIPANT REMUNERATION

Respondents received remuneration in accordance with their panel's usual incentive structure, which could include points-based or monetary rewards (redeemed for catalog items, as cash or donated) and/or chances to win monthly prizes.

ETHICS CLEARANCE

This study was reviewed and received ethics clearance through a University of Waterloo Research Ethics Committee (ORE#21847) and the King's College London Psychiatry, Nursing & Midwifery Research Ethics Subcommittee (PNM RESC).

SUPPLEMENTARY DATA COLLECTION FOR AUCTION

After the completion of the survey, it came to our attention that 10 of the 243 auction task images (6 of 81 from Canada; 3 of 81 from England; and 1 of 81 from US) had not been included in the survey programming. Supplementary data collection for the auction experiment was conducted in January/February 2018, with 1,112 respondents. This data will be used only for analysis of the auction task; the supplementary respondents are not included in the sample characteristics or weighting.

SURVEY CONTENT

Participants completed a 15-minute survey, available in English in all countries, as well as French in Canada. The survey consisted of sociodemographic measures, questions on e-cigarette and tobacco use, with additional questions on other health behaviours, including marijuana use (*see Appendix A*). In addition, after completing the main survey, participants from Canada, England, and the US were randomized to one of three conditions: 1) a 'control' condition, 2) a discrete choice experiment ('DCE'), or an auction experiment. Participants in the control condition did not participate in an experiment and only completed the background survey. The DCE and auction experiments were conducted with participants to examine the influence of five product attributes: product type, nicotine level, flavour, brand, and price. Participants from Scotland completed only the background survey.

DISCRETE CHOICE EXPERIMENT (DCE)

One-third of participants from Canada, England and the US were randomized to complete a DCE, in which they viewed images for nine sets of four tobacco products and VNPs. The experimental design of the survey randomly assigns participants to the particular set of images that they will view, which features a range of product 'attributes': product type (cigarettes, heat-not-burn cigarette, refillable VNP), nicotine level (none, medium and high), flavour (tobacco, menthol, cherry), brand (Marlboro, Blu, Freedom, and a 'constant' brand: Horizon), and Price (low, medium and high). Each participant was assigned to one of three 'blocks', each of which included nine unique sets of four tobacco product images. For each of the nine sets to which they had been randomized, participants viewed the set of four product images on the screen and responded to three questions: 1) "Which of the four options above would you be MOST LIKELY TO CHOOSE?"; 2) "Which of the four options above would you be LEAST LIKELY TO CHOOSE?"; and, 3) "Thinking seriously about the four choices above, which of these options best describes how you feel about them? (I like all of them, and so would choose any of them/I would choose some, but not others/I don't like any of them and so would choose none of them)". One of

the four products was always a 'constant' product: a 'Horizon' brand e-cigarette with medium nicotine, tobacco flavour, at a 'medium' price. The product images were altered for each country to reflect the country's health warning size/format; prices were also adjusted to reflect the country's currency and price points.

AUCTION EXPERIMENT

One-third of participants from Canada, England and the US were randomized to complete the auction experiment. Auction experiments have been used to examine 'demand' for a range of consumer products, including tobacco products, foods, and other consumer goods. After completing the baseline survey, participants who were randomized to complete the auction survey were told they had a budget of \$10 to bid on eleven products in an online experimental auction.

The following outlines the key steps in the experimental auction study:

- 1) Participants received an explanation of the auction protocol mechanism.
- 2) A hypothetical practice round was conducted, in which separate bids were collected for three magazine subscriptions. Participants were instructed that, although they were asked to bid on multiple products, only one product's bid would be recognized as binding. This helps to avoid a reduction in bids from what economists call "substitution effects". The participants were told they could place a bid of up to \$10 (£8) on each product, but would not know in advance which product would be selected to be auctioned. A 'sale price' for the selected product was randomly selected – to win the product, the participants had to place a bid that was equal to or higher than this price, and would receive any remaining change as a Gift Card. If their bid for the product was less than the 'sale price', they would not win the product, but would receive the \$10 (£8) budget as a Gift Card. The detailed instructions and the practice round demonstrated to participants that they should base their bid on the most they were comfortable paying for a product, and that bidding low would give no advantage. When the practice bidding for the magazine subscriptions ended, one magazine was selected to auction. Then, the 'sale price' was selected to determine which participant(s) would purchase the selected magazine and at what price. The practice round closely mirrored the bidding participants would undertake in the 'real' auction.
- 3) In the 'real' auction study, participants placed individual bids on each of eleven products. The first nine products were tobacco and VNPs, randomly selected from 81 possible product options (one product was selected from each of nine sets, each of which included 9 options). Participants viewed an image of each selected product on the screen when making their bids. The 10th product—always displayed 10th—was a 'Horizon' brand e-cigarette with a medium level of nicotine in tobacco flavour. The 11th product—always displayed last—was a \$10 (£8) Starbucks eGift card. Only one product was selected for auction, and participants were only informed which product was selected after they placed all 11 bids. The Starbucks eGift card was the product selected for auction in all cases, for a sale price of \$8 (£6). Participants who placed a bid equal to or higher than the \$8 (£6) 'sale price' won the eGift card, and the \$2 (£2) change remaining from their budget was added to the eGift card amount. Participants who placed a bid below the \$8 (£6) 'sale price' did not win, but got to keep the \$10 (£8) budget they were given, which was paid out as an Starbucks eGift card. The Starbucks eGift card was sent by email to the auction experiment participants after the study was complete. This accomplished three things: 1) it ensured that the auction was "real"; 2) it avoided the need to "sell" tobacco or nicotine products in any form; and, 3) it allowed the study to present "hypothetical" combinations of products in the other bids in order to systematically vary product and policy attributes in a way that maximized the experimental design.

DATA INTEGRITY CHECK

As a data integrity check, part of the way through the survey, respondents were asked to select the current month from a list. The month selected by the respondent was compared to the month when the survey was submitted. Respondents with month discrepancies were excluded from the analytic sample, unless the selected month was within two days of the date the survey was submitted (e.g., selected July but submitted on August 1st or 2nd).

QUESTIONNAIRE DEVELOPMENT

Measures were adapted from existing national benchmark surveys (e.g., Canadian Tobacco Alcohol and Drugs Survey (CTADS),¹ Canadian Student Tobacco Alcohol and Drugs Survey (CSTADS),² Population Assessment of Tobacco and Health (PATH) Study³), as well as previous versions of the ITC surveys.⁴ The same survey measures were used in all countries, with the exception of race/ethnicity, geographic region (i.e., province, state, or region), and education questions, which were based on census questions in each country (see Appendix A).

SAMPLE INFORMATION

PARTICIPATION

A total of 13,994 respondents completed the survey, although 35 later rescinded their consent, leaving 13,959 respondents (n=13,468 in Canada, England, US; n=491 in Scotland). After removing participants who provided incomplete or invalid data on smoking status, e-cigarette use, or other variables used for weighting (n=1022), as well as respondents who provided an incorrect response to a data quality check question (n=382 in Canada, England, US; n=3 in Scotland), a total of 12,552 respondents were retained for analysis (n=12,064 in Canada, England, US; n=488 in Scotland).

SUPPLEMENTARY AUCTION DATA

The supplementary data collection for the auction experiment was completed by 1,112 respondents (Canada n=671; US n=146; England n=295). After removing respondents who provided an incorrect response to a data quality check question (n=37) or incomplete or invalid data on key variables [sex (n=2), province in Canada (n=1) or region in UK (n=8 Scotland), smoking status (n=16 missing “ever” smoking; n=15 missing lifetime number), or e-cigarette use (n=10 missing “ever” use)] a total of 1,023 respondents were retained for analysis (Canada n=614; US n=136; England n=273). As noted above, this data will be used only for analysis of the auction task; the supplementary respondents are not included in the sample characteristics or weighting.

RESPONSE RATES

In total, 379,777 invitations were sent to panelists (192,736 directly to youth, 187,041 to parents), and 35,645 potential respondents (9.4%) accessed the survey link.

¹ <https://www.canada.ca/en/health-canada/services/canadian-tobacco-alcohol-drugs-survey.html>

² <https://uwaterloo.ca/canadian-student-tobacco-alcohol-drugs-survey/>

³ <https://pathstudyinfo.nih.gov/UI/HomeMobile.aspx>

⁴ <http://www.itcproject.org/>

TABLE 1: Dispositions of potential respondents who accessed the survey

Disposition	Total		Total CA/EN/US		Scotland	
	n	%	n	%	n	%
Complete	13,994 ^a	39.3	13,502	39.2	492	41.8
Screened eligible, did not consent	811	2.3	798	2.3	13	1.1
Screened eligible, parent did not consent	2,131	6.0	2,105	6.1	26	2.2
Screened ineligible ^b	11,370	31.9	10,934	31.7	436	37.0
Not screened, eligibility unknown ^c	6,670	18.7	6,476	18.8	194	16.5
Failed data quality check ^d	331	0.9	317	0.9	14	1.2
Over quota ^e	338	0.9	338	1.0	0	0
TOTAL	35,645		34,470		1,175	

^an=35 completed respondents rescinded consent at the end of the survey and were omitted

^bRespondent screened ineligible (due to ineligible age, no children of eligible age, or use of mobile device)

^cRespondent closed the survey before screening questions were completed and eligibility determined

^dRespondent failed a Nielsen data quality check (due to digital fingerprint indicating a different country; survey completion in <2 minutes; failure to answer a generic, open ended question; and/or, attempting to complete the survey more than once)

^eRespondent accessed the survey after the quota for their country was filled, and was thus unable to complete the survey

SUPPLEMENTARY AUCTION DATA

For the supplementary auction data collection, 57,934 invitations were sent directly to youth panelists, and 3,876 potential respondents (6.7%) accessed the survey link. Of these, 1,122 were completed (28.9%) [note that n=10 rescinded consent at the end of the survey and were omitted], 583 (15.0%) were screened eligible but did not consent (either for self or at parent level), 1421 (36.7%) were screened as ineligible, 680 (17.5%) did not complete screening (eligibility unknown), 48 (1.2%) failed Nielsen data quality checks, and 22 were over quota (0.6%).

ASSIGNMENT TO CONDITIONS

The table below shows the assignment to study conditions for the 12,552 respondents retained for analysis.

TABLE 2: Assignment to conditions, unweighted

	Canada		England		US		Total CA/EN/US		Scotland	
	n	%	n	%	n	%	n	%	n	%
No task	1351	33.7	1315	33.1	1348	33.0	4014	33.3	230	47.1
DCE task	1337	33.4	1348	33.9	1387	33.9	4069	33.7	235	48.2
Auction task	1320	32.9	1310	33.0	1351	33.1	3981	33.0	23*	4.7
Total	4008		3970		4086		12,064		488	

*NOTE: No respondents on record with the survey firm as in Scotland were assigned to the auction. However, for the UK, country variables were revised based on responses to geographic region (e.g., respondents on record as in England were reassigned to Scotland if they indicated that as their region in the survey). Auction data for respondents in Scotland will not be used in analyses.

SUPPLEMENTARY AUCTION DATA

As noted above, the supplementary data collection was only for the auction experiment, so all respondents were assigned to that condition (n=1023 retained for analysis: Canada n=614; US n=136; England n=273).

SAMPLE CHARACTERISTICS

Table 3 presents the characteristics of the unweighted and weighted samples.

TABLE 3: Sample characteristics, overall and by country, unweighted and weighted (n=12,064)

Characteristic	Canada (n=4008)		US (n=4086)		England (n=3970)		Total (n=12,064)	
	Unweighted %(n)	Weighted %	Unweighted %(n)	Weighted %	Unweighted %(n)	Weighted %	Unweighted %(n)	Weighted %
Sex								
Male	34.7 (1391)	51.6	39.6 (1619)	53.3	42.7 (1697)	55.3	39.0 (4707)	53.4
Female	65.3 (2617)	48.4	60.4 (2467)	46.7	57.3 (2273)	44.7	61.0 (7357)	46.6
Age								
16	15.2 (608)	19.3	21.6 (884)	22.9	15.3 (607)	19.3	17.4 (2099)	20.5
17	23.9 (959)	28.0	22.2 (909)	23.8	24.9 (987)	30.1	23.7 (2855)	27.2
18	32.5 (1140)	29.4	31.1 (1270)	29.9	35.4 (1406)	29.8	33.0 (3977)	29.7
19	28.4 (1140)	23.2	25.0 (1023)	23.4	24.4 (970)	21.1	26.0 (3133)	22.6
Race/ethnicity (2-category)								
White (only)	53.6 (2149)	58.8	65.4 (2672)	73.0	78.1 (3102)	79.0	65.7 (7923)	70.3
Other/Mixed	44.5 (1783)	39.6	33.9 (1387)	26.3	20.9 (828)	19.9	33.1 (3998)	28.6
Don't know/Refused	1.9 (76)	1.7	0.7 (27)	0.6	1.0 (40)	1.1	1.2 (143)	1.1
Student status								
Current/returning student	94.1 (3771)	91.9	91.0 (3720)	89.4	91.7 (3639)	90.5	92.3 (11,130)	90.6
Not current/returning student	5.5 (221)	7.7	8.6 (351)	10.3	7.6 (302)	8.6	7.2 (874)	8.9
Don't know/Refused	0.4 (16)	0.4	0.4 (15)	0.3	0.7 (29)	0.8	0.5 (60)	0.5

SURVEY WEIGHTS

Two sets of weights were computed for each respondent in Canada, US, and England (note: weights were not computed for the Scotland sample), using a raking algorithm. First, respondents were divided into three broad cigarette smoking categories: i) never smokers, ii) current or former smokers who had smoked at least 100 cigarettes lifetime, and iii) experimental smokers who had not smoked at least 100 cigarettes lifetime. In addition, respondents were classified based on sex, age (16-17 or 18-19), race/ethnicity (white/Caucasian, African-American, or other) in the US only, language (English or French) in Canada only, and geographic region (province, state, or region, as applicable by country).

Calibration/target figures were obtained for geographic regions, language (Canada only), and the following cross-classifications: sex by cigarette smoking, age by cigarette smoking, and age by race/ethnicity (US only). In Canada, calibration figures were obtained from the 2015 Canadian Tobacco Alcohol and Drugs Survey (CTADS); whereas, the 2016 Opinions and Lifestyle Survey (OPN) was used for England. In the US, since no national surveys included respondents both younger and older than 18 years, the 2015 National Youth Tobacco Survey (NYTS) was used for respondents aged 16-17, and the 2013-14 National Adult Tobacco Survey (NATS) was used for respondents aged 18-19. A raking procedure was then applied to calibrate the weights on geographic region, language and the above-mentioned cross-tabs; this was done separately for each country, and for each of the three conditions (DCE, Auction and none). Finally, the weights were rescaled to sample size within each country/condition, to allow for comparisons between countries with different population sizes.

A second set of weights was computed the same way, but with e-cigarette status (ever or never tried) added to the raking algorithm. To be precise, e-cigarette status by sex was added to the raking algorithm for Canada; whereas, e-cigarette status by sex by age (16-17 vs. 18-19) was added in the US, and e-cigarette status was not crossed with any other variable for England.

COMPARISON WITH NATIONAL BENCHMARKS

CANADA

The table below compares estimates of cigarette, e-cigarette and cannabis use from Wave 1 with Canadian estimates from the Canadian Tobacco, Alcohol and Drugs Survey (CTADS), conducted from February to December of 2015.

TABLE 4: Prevalence estimates for smoking, e-cigarette and cannabis use, from 2015 CTADS and the 2017 ITC youth survey

	CTADS 2015, age 15-19 % [95% CI]	ITC 2017, age 16-19 (n=4008)	
		Unweighted %	Weighted %
Cigarette smoking			
Never smoker	88.8 [86.6-91.0]	70.6	78.4
Current smoker	9.7 [7.7-11.7]	4.2	11.5
Past-30 day use	9.8 [7.8-11.9] ¹	9.0 ²	13.2 ²
E-cigarette use			
Ever tried	25.7 [22.8-28.6]	27.7	26.2
Past-30 day use	6.3 [4.6-7.9]	7.4 ²	7.6 ²
Cannabis			
Lifetime use	28.9 [25.7-32.1]	27.6 (1.8 DK/R) ³	24.9 (1.9 DK/Ref) ³
Past-year use	20.6 [17.8-23.5]	22.0 ²	20.1 ²

¹Includes "daily" smokers, and "occasional" / "not at all" smokers who identified that they had smoked a cigarette in the past 30 days

²Derived from "last use" measure (QSLAST/QELAST/QMLAST), with "don't know" and "refuse" responses included in 'else' (i.e., had not used in past 30 days)

³Derived from "last use" measure (QMLAST), with "don't know" and "refuse" responses coded as a separate category

SOURCE

Government of Canada. 2017. Canadian Tobacco Alcohol and Drugs (CTADS): 2015 supplementary tables. Available at: <https://www.canada.ca/en/health-canada/services/canadian-tobacco-alcohol-drugs-survey/2015-supplementary-tables.html>

ENGLAND

The table below compares estimates of cigarette smoking and e-cigarette use from Wave 1 with estimates for England from the 2016 Opinions and Lifestyle Survey.

TABLE 5: Prevalence estimates for smoking and e-cigarette use, from the 2016 Opinions and Lifestyle Survey (England only) and the 2017 ITC youth survey

	2016 OLS, age 16-19	ITC 2017, age 16-19 (n=3,970)	
	Weighted % [age]	Unweighted %	Weighted %
Cigarette smoking			
Never smoker ¹	--	59.2	61.9
	Males: 56.4	Males: 59.3	Males: 56.4
	Females: 68.8	Females: 59.0	Females: 68.8
	68.0 [age 16-17]		
	56.1 [age 18-19]		
Current smoker	16.7 [age 16-24] ²	6.3	15.6
Current or ex smoker ³	--	7.2	17.5
	Males: 18.3	Males: 7.4	Males: 18.3
	Females: 16.4	Females: 7.0	Females: 16.4
	13.1 [age 16-17]		
	21.6 [age 18-19]		
Has not smoked regularly ⁴	--	33.7	20.6
	Males: 25.3	Males: 33.3	Males: 25.3
	Females: 14.8	Females: 34.0	Females: 14.8
	18.9 [age 16-17]		
	22.3 [age 18-19]		
E-cigarette use			
Never used ⁵	70.4 [age 16-19]	66.6	64.7
Ever tried ⁶	29.6 [age 16-19]	33.4	35.3

¹For OLS, refers to those who reported 'no' to ever smoking a cigarette, a cigar or a pipe; for ITC, refers to cigarettes

²As reported in: <https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/datasets/adultsmokinghabitsinengland>

³Refers to those who reported currently smoking, or those who said they smoked in the past

⁴For OLS, refers to those who reported smoking, but did not smoke regularly; for ITC, refers to "experimental smokers", who had smoked <100 cigarettes lifetime

⁵For OLS, refers to those who said they have never used an e-cigarette or those who said that they don't know what an e-cigarette is

⁶Includes 8.7% 'tried' (those who tried an e-cigarette, but did not go on to use one regularly) and 20.9% 'current and previous' (those who reported using an e-cigarette, in addition to those who reported using one in the past)

SOURCE

Office for National Statistics. Social Survey Division. (2017). *Opinions and Lifestyle Survey, Tobacco Consumption and E-Cigarettes Modules, January - February, April - May, July - August and October - November, 2016*. [data collection]. 2nd Edition. UK Data Service. SN: 8282, <http://doi.org/10.5255/UKDA-SN-8282-2> [Tables generated for DMC by UK Office of National Statistics]

US

The table below compares estimates of cigarette smoking, vaping and cannabis use from Wave 1 with US national estimates from the 2016 Monitoring the Future (MTF) survey and the 2016 National Youth Tobacco Survey (NYTS).

TABLE 6: Prevalence estimates for smoking, e-cigarette and cannabis use, from the 2016 Monitoring the Future (MTF) survey, 2016 National Youth Tobacco Survey (NYTS), and the 2017 ITC youth survey

	MTF 2016, gr. 10/12	NYTS 2016, gr. 9-12	ITC 2017, age 16-19 (n=4,086)	
	%	% (95% CI)	Unweighted %	Weighted %
Cigarette smoking¹				
Ever smoking	10 th gr.: 17.5 12 th gr.: 28.3		32.4	39.3
Past-30 day smoking	10 th gr.: 4.9 12 th gr.: 10.5	8.0 (6.7-9.6)	10.5 ²	16.3 ²
Vaping/e-cigarette use³				
Ever use	10 th gr.: 29.0 12 th gr.: 33.8		32.4	36.2
Past-30 day use	10 th gr.: 11.0 12 th gr.: 12.5	11.3 (9.9-12.9)	10.9 ²	14.0 ²
Cannabis⁴				
Ever use	10 th gr.: 29.7 12 th gr.: 44.5		27.4 (+2.2 DK/R) ⁵	29.6 (+2.6 DK/R) ⁵
Past-year use	10 th gr.: 23.9 12 th gr.: 35.6		22.6 ²	24.3 ²
Past-30 day use	10 th gr.: 14.0 12 th gr.: 22.5		12.2 ²	14.0 ²

¹MTF asks respondents: “Have you ever smoked cigarettes?” (“never,” “once or twice,” “occasionally but not regularly,” “regularly in the past,” and “regularly now.”), and “How frequently have you smoked cigarettes during the past 30 days?” (“not at all,” “less than one cigarette per day,” “one to five cigarettes per day,” and about one-half, one, one and one half, and two packs or more per day). Reported percentages indicate any use.; NYTS assessed current use with the question, “During the past 30 days, on how many days did you smoke cigarettes?” (defined as ≥1 day during the past 30 days)

²Derived from “last use” measure (QSLAST/QELAST/QMLAST), with “Don’t know” and “Refuse” responses included in ‘else’ (i.e., had not used in past 30 days)

³MTF asks respondents if they have used an “electronic vaporizer such as e-cigarettes”; NYTS assessed current use with the question, “During the past 30 days, on how many days did you use electronic cigarettes or e-cigarettes?” (defined as ≥1 day during the past 30 days)

⁴MTF asks respondents: “On how many occasions (if any) have you used marijuana... (a)...in your lifetime? (b)...during the last 12 months? (c)...during the last 30 days?” (0, 1–2, 3–5, 6–9, 10–19, 20–39, and 40 or more occasions). Reported percentages indicate any use within each timeframe.

⁵Derived from “last use” measure (QMLAST), with “Don’t know” and “Refuse” responses coded as a separate category.

SOURCES

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Jamal A, Gentzke A, Hu SS, Cullen KA, Apelberg BJ, Homa DM, King BA. Tobacco use among middle and high school students — United States, 2011–2016. *Morbidity and Mortality Weekly Report (MMWR)* 2017; 66(23):597–603. <https://www.cdc.gov/mmwr/volumes/66/wr/mm6623a1.htm>.

APPENDIX A: QUESTIONNAIRE

SURVEY INVITATION & PRE-SCREENING

VARIABLE	QUESTION
SAMPLE EMAIL INVITATION	<p>A New Survey is Available</p> <p>The latest <i>[insert panel name]</i> survey is now open and we want your opinion! <i>[insert panel info]</i></p> <p>START THE SURVEY <i>[clickable button]</i></p> <p>NOTE TO ETHICS: THIS IS AN EMAIL SENT TO PANELISTS. IF PANELISTS SELECT 'START THE SURVEY' THEY WILL BE DIRECTED TO A WEBPAGE SHOWING THE QUESTIONS BELOW. PARTNER PANELS WILL HAVE SLIGHTLY DIFFERENT TEXT SHOWN IN THEIR EMAIL INVITATIONS.</p>
AGE	<p>How old are you? _____ <i>[numeric]</i></p> <p>UNIVERSE: PARENTS (ACCORDING TO EXISTING PANEL DATA). THE FOLLOWING QUESTIONS ARE USED TO CONFIRM THE PANELISTS STILL HAVE CHILDREN IN HOUSEHOLD. IF 16-19 YEAR OLDS MISTAKENLY RECEIVE THIS QUESTION, THEY WILL SKIP TO 'INTRO'.</p> <p>PROGRAMMER NOTE: If 16-19, skip to 'INTRO'. If <16 show: "Thank you for your interest, unfortunately you do not qualify for this study. We appreciate your participation and thank you for your time. <i>[insert panel info]</i>."</p>
CHILD	<p>Do you have any children age 19 or younger living in your household?</p> <p>Yes No</p> <p>UNIVERSE: RESPONDENTS AGE 20 OR OLDER (AGE>19)</p> <p>PROGRAMMER NOTE: If 'No' (CHILD=2) show: "Thank you for your interest, unfortunately you do not qualify for this study. We appreciate your participation and thank you for your time. <i>[insert panel info]</i>."</p>
CHILD AGE	<p>What age(s) are the child(ren) living in your household?</p> <p>SELECT ALL THAT APPLY</p> <p>Age(s) 0-10 Age(s) 11-15 Age(s) 16-19 Age(s) 20 or older</p> <p>UNIVERSE: RESPONDENTS WITH CHILDREN AGE 19 OR YOUNGER (CHILD=1)</p> <p>PROGRAMMER NOTE: If children <16 or >19 (CHILD AGE≠3) show: "Thank you for your interest, unfortunately you do not qualify for this study. We appreciate your participation and thank you for your time. <i>[insert panel info]</i>."</p>
CHILD NUMBER	<p>How many children BETWEEN THE AGES OF 16-19 live in your household?</p> <p>1 2 3 or more</p> <p>UNIVERSE: RESPONDENTS WITH CHILDREN AGE 16-19 (CHILD AGE=3)</p>
PARENT INFO	<p>[IF RESPONDENT ONLY HAS ONE CHILD AGE 16-19 (CHILD NUMBER=1):]</p> <p>We would like to conduct a survey with your child who is age 16-19.</p> <p>[IF RESPONDENT HAS MORE THAN ONE CHILD AGE 16-19 (CHILD NUMBER=2 OR 3):]</p>

You indicated that you have more than one child aged 16-19. We would like to conduct a survey with the child aged 16-19 whose birthday is coming up next.

[ALL RESPONDENTS WITH CHILDREN AGE 16-19 (CHILD AGE=3):]

The purpose of this study is to examine behaviours related to the use of cigarettes, e-cigarettes/vaping devices, and marijuana among youth in Canada, England, Scotland, and the United States. We are interested in the opinions of ALL youth, NOT just those who use these products. Your child's participation will help researchers examine the potential impact of different health policies.

The study is being led by Professor David Hammond at the University of Waterloo, Canada, with partners from King's College London, United Kingdom.

This survey will take about 20 minutes to complete.

As a thank you for your child's participation, the survey firm will provide you with your usual compensation.

Your child's participation is voluntary. Your child can refuse to answer any question he/she does not wish to answer, and can withdraw participation at any time. The risks associated with this study are no greater than what he/she might experience in day-to-day life.

We will make every effort to keep your child's information strictly confidential. All results will be kept anonymous and will be used in aggregate form only. Your child will not be asked to provide their name, address, or telephone number, but may be asked to provide an email address. The data will be stored for a minimum of 7 years on a secure University of Waterloo server. Researchers will not collect or use internet protocol (IP) addresses or other information which could link your child's participation to your computer or electronic device. When information is transmitted over the internet, privacy cannot be guaranteed. There is always a risk your child's responses may be intercepted by a third party (e.g., government agencies, hackers). The questions you have answered up to this point are for the survey firm, and will not be shared with the researchers.

This study has been reviewed and received ethics clearance through a University of Waterloo Research Ethics Committee (ORE#21847) and the King's College London Psychiatry, Nursing & Midwifery Research Ethics Subcommittee (PNM RESC). If you have questions for the University of Waterloo Research Ethics Committee, contact the Chief Ethics Officer, Office of Research Ethics at 1-519-888-4567, ext. 36005 or ore-ceo@uwaterloo.ca. If you have questions for the King's College London PNM RESC, please contact rec@kcl.ac.uk. For all other questions about the study, please contact Professor David Hammond of the University of Waterloo, at 519-888-4567 ext. 36462 or dhammond@uwaterloo.ca.

UNIVERSITY OF
WATERLOO



Would you be willing to allow your child to participate in this survey?

[IF RESPONDENT HAS MORE THAN ONE CHILD AGE 16-19 (CHILD NUMBER=2 OR 3):]

Remember, we would like to conduct the survey with the child aged 16-19 whose birthday is coming up next.

[ALL RESPONDENTS WITH CHILDREN AGE 16-19 (CHILD AGE=3):]



Please note, your child does not need to be available right now to participate, they can come back and complete the survey at a later time. If your child is not currently available to participate, but you are willing to allow them to, please select yes below and we will give you instructions on the next screen for having your child participate when they are free.

	<p>1. Yes 2. No</p> <p>UNIVERSE: RESPONDENTS WITH CHILDREN AGE 16-19 (CHILD AGE=3)</p>
PASS-OFF	<p>If your child is available to complete the survey <u>now</u>, please select "Continue" and have your child complete the remaining questions.</p> <p>If your child is <u>not</u> currently available, he/she may come back and complete the survey at a later time. Please note that the link in your original survey invitation will <u>not</u> bring you back to this survey. To access the survey at a later time, select "Resume later" and then <u>copy and save the link shown on the next screen</u>, and paste it into your browser when your child is ready to access the survey.</p> <p>1. Continue [<i>proceed to main survey</i>] 2. Resume later [<i>next screen show link from suspend page</i>]</p> <p>UNIVERSE: PARENTS WHO ARE WILLING TO ALLOW THEIR CHILD TO PARTICIPATE (PARENT INFO=1)</p>
LINK	<p>To re-enter the survey at a later time, please copy and save the link below, and paste it into your browser when your child is ready to access the survey.</p> <p>[link]</p> <p>UNIVERSE: IF SELECTED RESUME LATER (PASS-OFF=2)</p>

INTRODUCTION

INTRO	<p>During the survey, please do not use your browser's FORWARD and BACK buttons. Instead, please always use the button below to move through the survey. Please be aware that once you've answered a question, you might not be able to back and change your answer.</p> <p>Select your language and click on the forward arrow below to continue.</p> <p>Please select the language English Français (Canadien)</p>
WELCOME	<p>STOP HERE IF YOU ARE USING A SMARTPHONE!</p> <p>The survey will only work on a laptop, desktop computer or tablet. Do NOT click the forward arrow if you are using a smartphone: you will be locked out of the survey. Close your browser and reopen the link on a laptop, desktop computer or tablet.</p> <p>Click the forward arrow to continue ONLY if you are using a laptop, desktop computer or tablet.</p> <p>PROGRAMMER NOTE: If device is too small, show: "Sorry, you must be using a laptop, desktop computer, or tablet to take this survey."</p>
EMAIL CLIENT	<p>Thank you for your interest. Should you choose to participate, you agree that we can disclose your email address to our end-client in order to facilitate providing you with the incentives you may earn for your participation in the study. If you consent to our sharing of your email address, please click on the arrow below to continue.</p>

<p>AGE</p> <p>AGE</p>	<p>How old are you? _____ [numeric]</p> <p>PROGRAMMER NOTE: If <16 or >19 show: "Thank you for your interest, unfortunately you do not qualify for this study. We appreciate your participation and thank you for your time. [insert panel info]."</p>
<p>COUNTRY</p> <p>COUNTRY</p>	<p>Canada England United States of America Scotland</p> <p>PROGRAMMING NOTE: RECRUIT 4,500 RESPONDENTS IN CANADA, ENGLAND, AND USA. RECRUIT AS MANY RESPONDENTS AS POSSIBLE IN SCOTLAND (MAX 500 EXPECTED).</p>
<p>CONDITION</p> <p>COND</p>	<p>Discrete Choice Experiment (DCE) Condition Auction Condition No Auction or DCE Condition</p> <p>PROGRAMMING NOTE: RANDOMLY ASSIGN EACH RESPONDENT FROM CANADA, ENGLAND, AND USA TO ONE OF THREE STUDY CONDITIONS. RANDOMLY ASSIGN EACH RESPONDENT FROM SCOTLAND TO CONDITION 1 OR 3 (NO SCOTTISH PARTICIPANTS COMPLETE THE AUCTION).</p>
<p>INFO</p>	<p>Before you start the survey, please read the following information and let us know if you agree to participate. The purpose of this study is to examine behaviours related to the use of cigarettes, e-cigarettes/vaping devices, and marijuana among youth in Canada, England, Scotland, and the United States. Your participation will help researchers examine the potential impact of different health policies.</p> <p>You will be asked questions about smoking behaviour, demographics, and beliefs about smoking. [COND=1: You will also be asked to view and rate a series of nicotine products. / COND=2: You will also be invited to participate in an online auction where you may bid on and potentially win a product.]</p> <p>The study is being led by Professor David Hammond at the University of Waterloo, Canada, with partners from King's College London, United Kingdom.</p> <p>As a thank you for participating, the survey firm will provide their usual compensation to the panel member. The survey will take about 20 minutes to complete.</p> <p>You must be between 16 and 19 years of age to participate in the study.</p> <p>Participation is voluntary. You can click 'refuse to answer' to any question you do not wish to answer, and the panel member will still receive remuneration. You can withdraw your participation at any time by not submitting your responses (e.g., by closing your browser); however, the panel member will not receive remuneration. If you complete the survey, but later wish to have your data deleted, you must contact the researcher or Nielsen with your request within 3 months. The risks associated with this study are no greater than what you might experience in day-to-day life.</p> <p>We will make every effort to keep your information strictly confidential. All results will be kept anonymous and will be used in aggregate form only. [COND=1 or COND=3: You will not be asked to provide your name, address, or telephone number.] [COND=2: If you participate in the auction, you will be asked to provide your email address. Your email address will only be used to send you incentives or products you win in the auction.] The data will be stored for a minimum of 7 years on a secure University of Waterloo server.</p> <p>Researchers will not collect or use internet protocol (IP) addresses or other information which could link your participation to your computer or electronic device. When information is transmitted over the internet, privacy cannot be guaranteed. There is always a risk your responses may be intercepted by a third party (e.g., government agencies, hackers).</p> <p>This study has been reviewed and received ethics clearance through a University of Waterloo Research Ethics Committee (ORE#21847) and the King's College London Psychiatry, Nursing & Midwifery Research Ethics Subcommittee (PNM RESC). If you have questions for the University of Waterloo Research Ethics Committee, contact the Chief Ethics Officer, Office of Research Ethics at 1-519-888-4567, ext. 36005 or ore-ceo@uwaterloo.ca. If you have questions for the King's College London PNM RESC, please contact rec@kcl.ac.uk.</p>

	<p>For all other questions about the study, please contact Professor David Hammond of the University of Waterloo, at 519-888-4567 ext. 36462 or dhammond@uwaterloo.ca.</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div>
<p>CONSENT</p> <p>CONSENT</p>	<p>Based on the information you received, do you agree to take part in this research study being conducted by Professor David Hammond of the University of Waterloo?</p> <p>Yes → [Continue to survey]</p> <p>No → Thank you for your time. [TERMINATE]</p>

SMOKING & OTHER TOBACCO PRODUCT USE







<p>CIGARETTE DEFINITION</p>	<p>The next questions ask about cigarettes. By “cigarettes” we mean both factory-made cigarettes and roll-your-own tobacco.</p>
<p>SMOKING EVER USE PATH</p> <p>S_EVER</p>	<p>Have you ever tried cigarette smoking, even one or two puffs?</p> <p>1 Yes 2 No -77 Don’t know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>SMOKING AGE OF INITIATION PATH</p> <p>S_AGE</p>	<p>How old were you when you first tried cigarette smoking, even one or two puffs?</p> <p>1 __ __ [RANGE 0 – 19] -77 Don’t know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO EVER TRIED SMOKING (S_EVER=1)</p>
<p>SMOKING LIFETIME USE PATH ADAPTED</p> <p>S_LIFE</p>	<p>How many cigarettes have you smoked in your entire life?</p> <p>1 1 or more puffs but never a whole cigarette 2 1 cigarette 3 2 to 10 cigarettes 4 11 to 20 cigarettes 5 21 to 50 cigarettes 6 51 to 99 cigarettes 7 100 or more cigarettes -77 Don’t know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO EVER TRIED SMOKING (S_EVER=1)</p>
<p>SMOKING LAST USE</p>	<p>When was the last time you smoked a cigarette, even one or two puffs?</p>



<p>PATH</p> <p>S_LAST</p>	<p>1 Earlier today 2 Not today but sometime in the past 7 days 3 Not in the past 7 days but sometime in the past 30 days 4 Not in the past 30 days but sometime in the past 6 months 5 Not in the past 6 months but sometime in the past 12 months 6 1 to 4 years ago 7 5 or more years ago -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO EVER TRIED SMOKING (S_EVER=1)</p>
<p>SMOKING STATUS (DERIVED)</p> <p>S_STAT_DV</p>	<p>Respondent smoking status (derived variable – not shown)</p> <p>Current smoker: Smoked 100+ cigarettes in life and smoked in past 30 days (S_LIFE=7 and S_LAST=1-3) Former smoker: Smoked 100+ cigarettes in life, but did not smoke in past 30 days (S_LIFE=7 and S_LAST=4-7) Never smoker: Never tried cigarette smoking (S_EVER=2) Experimental smoker: Tried cigarette smoking, but did not smoke 100+ cigarettes in life (S_EVER=1 AND S_LIFE=1-6)</p> <p>UNIVERSE: ALL</p>
<p>SMOKING FREQUENCY (DAYS)</p> <p>PATH</p> <p>S_FREQ</p>	<p>In the past 30 days, on how many days did you smoke cigarettes?</p> <p>1 __ __ [RANGE 0–30] -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO SMOKED IN THE PAST 30 DAYS (S_LAST=1-3)</p>
<p>SMOKING DAILY USE</p> <p>PATH</p> <p>S_DAILY</p>	<p>In the past 30 days, on the days you smoked, how many cigarettes did you smoke per day?</p> <p>1 Less than 1 cigarette per day 2 1 cigarette per day 3 2 to 5 cigarettes per day 4 6 to 10 cigarettes per day 5 11 to 20 cigarettes per day 6 More than 20 cigarettes per day -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO SMOKED IN THE PAST 30 DAYS (S_LAST=1-3)</p>
<p>RYO</p> <p>ITC ADAPTED</p> <p>S_RYO</p>	<p>Do you smoke factory-made cigarettes, roll-your-own cigarettes, or both?</p> <p>1 Only factory-made cigarettes 2 Mainly factory-made cigarettes 3 About the same amount of each 4 Mainly roll-your-own cigarettes 5 Only roll-your-own cigarettes -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO SMOKED IN THE PAST 30 DAYS (S_LAST=1-3)</p>
<p>FLAVOURED CIGARETTES</p> <p>PATH ADAPTED</p>	<p>In the past 30 days, were any of the cigarettes you smoked flavoured to taste like menthol or mint, including cigarettes with a filter that you squeeze or crush for flavour?</p>

S_FLAV	<p>1 Yes 2 No -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO SMOKED IN THE PAST 30 DAYS (S_LAST=1-3)</p>
SMOKING QUIT INTENTIONS ITC SQ_PLAN	<p>Are you planning to quit smoking . . .</p> <p>1 Within the next month 2 Between 1-6 months from now 3 Sometime in the future, beyond 6 months 4 Not planning to quit 5 I don't currently smoke 6 Don't know [VALID RESPONSE] -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO SMOKED IN THE PAST 30 DAYS (S_LAST=1-3)</p>
SMOKING QUIT ATTEMPT - EVER PATH ADAPTED SQ_EVER	<p>Have you ever tried to completely stop smoking cigarettes?</p> <p>1 Yes 2 No -77 Don't know -88 Refused</p> <p>UNIVERSE: CURRENT SMOKERS (S_STAT_DV=1)</p>
SMOKING QUIT ATTEMPT - PAST YEAR SQ_YR	<p>Have you tried to stop smoking cigarettes IN THE LAST 12 MONTHS?</p> <p>1 Yes 2 No -77 Don't know -88 Refused</p> <p>UNIVERSE: CURRENT SMOKERS WHO HAVE EVER TRIED TO STOP SMOKING (S_STAT_DV=1 AND SQ_EVER=1)</p>
SMOKING QUIT METHODS ITC ADAPTED SQ_HOW_YR	<p>In the last 12 months, which of the following, if any, have you used to help you quit smoking? SELECT ALL THAT APPLY</p> <p>1. Nicotine patches, nicotine gum, or nicotine lozenges 2. E-cigarette/vaping device 3. Prescription medication (e.g., Zyban, Wellbutrin, Champix/Chantix) 4. Telephone quitline service 5. Internet or website 6. Smartphone app or automated service 7. Book, pamphlet or brochure 8. Cutting back 9. [UK] Local stop smoking service [CA/US] Clinic, individual or group counselling 10. Quit cold turkey 11. Other (please specify): _____ -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO SMOKED IN THE PAST 30 DAYS AND TRIED TO STOP SMOKING IN THE PAST 12 MONTHS (S_LAST=1-3 AND SQ_YR=1)</p>

	PROGRAMMER NOTE: RANDOMIZE ORDER OF RESPONSE OPTIONS, EXCEPT OTHER, DK, REFUSE.
SMOKING QUIT METHOD FUTURE CANADA ONLINE ECIG SURVEY SQ_HOW_FUTR	<p>If you were to try to stop smoking IN THE FUTURE, would you consider using any of the following to help you quit?</p> <p>SELECT ALL THAT APPLY</p> <ol style="list-style-type: none"> 1. Nicotine patches, nicotine gum, or nicotine lozenges 2. E-cigarette/vaping device 3. Prescription medication (e.g., Zyban, Wellbutrin, Champix/Chantix) 4. Telephone quitline service 5. Internet or website 6. Smartphone app or automated service 7. Book, pamphlet or brochure 8. Cutting back 9. [UK] Local stop smoking service [CA/US] Clinic, individual or group counselling 10. Quit cold turkey 11. Other (please specify): _____ <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: CURRENT SMOKERS (S_STAT_DV=1) PROGRAMMER NOTE: RANDOMIZE ORDER OF RESPONSE OPTIONS, EXCEPT OTHER, DK, REFUSE.</p>
SMOKING URGES MONTH ITC ADAPTED S_URGE	<p>In the past 30 days, how often did you have a strong urge to smoke a cigarette?</p> <ol style="list-style-type: none"> 1. Several times a day 2. Every day or most days 3. At least once a week 4. Less than once a week 5. Never <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: FORMER SMOKERS AND RESPONDENTS WHO SMOKED IN THE PAST 30 DAYS (S_STAT_DV=2 OR S_LAST=1-3)</p>
SMOKING WEIGHT GAIN ITC ADAPTED SP_GAIN	<p>Does smoking help people avoid gaining weight?</p> <p>No Maybe Yes</p> <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
SMOKING SOCIAL NORMS ITC ADAPTED SP_NORM	<p>Do people your age approve or disapprove of smoking cigarettes?</p> <ol style="list-style-type: none"> 1 Strongly approve 2 Somewhat approve 3 Neither approve nor disapprove 4 Somewhat disapprove 5 Strongly disapprove <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>


SMOKING ADDICTIVE PERCEPTION PATH SP_ADDICT	<p>How likely is someone to become addicted to smoking cigarettes?</p> <p>1 Very unlikely 2 Somewhat unlikely 3 Neither likely nor unlikely 4 Somewhat likely 5 Very likely -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
SMOKING ADDICTIVE SELF ITC S_ADDICTED	<p>Do you consider yourself addicted to cigarettes?</p> <p>1 Not at all 2 Yes, a little addicted 3 Yes, very addicted -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO SMOKED IN THE PAST 30 DAYS (S_LAST=1-3)</p>
SMOKING SUSCEPTIBILITY - CURIOUS PATH SSU_CUR	<p>Have you ever been curious about smoking cigarettes?</p> <p>Definitely not Probably not Probably yes Definitely yes -77 Don't know -88 Refused</p> <p>UNIVERSE: NEVER SMOKERS (S_STAT_DV=3)</p>
SMOKING SUSCEPTIBILITY - YEAR PATH SSU_YR	<p>Do you think that you will smoke a cigarette IN THE NEXT 12 MONTHS?</p> <p>Definitely not Probably not Probably yes Definitely yes -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
SMOKING SUSCEPTIBILITY - FRIEND PATH SSU_FRIEND	<p>If one of your best friends were to offer you a cigarette, would you smoke it?</p> <p>Definitely not Probably not Probably yes Definitely yes -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
SMOKING SUSCEPTIBILITY - FUTURE	<p>Do you think you will be smoking cigarettes 5 YEARS FROM NOW?</p> <p>Definitely not</p>

	<p>Canada</p>   <p>UK</p>   <p>US</p>   <p>UNIVERSE: ALL</p>
<p>OTHER PRODUCTS - EVER USE <u>CSTADS ADAPTED</u> O_EVER</p>	<p>Have you EVER tried any of the following? [YES/NO CHECKLIST]</p> <p>Little cigars or cigarillos (plain or flavoured) Cigars (not including little cigars or cigarillos, plain or flavoured) Bidis (little cigarettes hand-rolled in leaves) Smokeless tobacco (chewing tobacco, pinch, snuff, or snus) Nicotine patches, nicotine gum, or nicotine lozenges A waterpipe to smoke shisha (herbal or tobacco) -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>OTHER PRODUCTS - PAST 30 DAYS <u>CSTADS ADAPTED</u> O_MONTH</p>	<p>In the past 30 DAYS, have you used any of the following? [YES/NO CHECKLIST]</p> <p>Little cigars or cigarillos (plain or flavoured) Cigars (not including little cigars or cigarillos, plain or flavoured) Bidis (little cigarettes hand-rolled in leaves) Smokeless tobacco (chewing tobacco, pinch, snuff, or snus) Nicotine patches, nicotine gum, or nicotine lozenges</p>

	<p>A waterpipe to smoke shisha (herbal or tobacco) -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO USED ANY 'OTHER PRODUCTS' (O_EVER=1-6). PROGRAMMING NOTE: ONLY INCLUDE OPTIONS IN LIST IF EVER USED (O_EVER=1-6)</p>
<p>IQOS KNOW I_KNOW</p>	<p>Have you heard of a product called IQOS, which heats a stick of tobacco instead of burning it? 1 Yes 2 No -77 Don't know -88 Refused</p>  <p>UNIVERSE: ALL</p>
<p>IQOS INTEREST I_INTER</p>	<p>Would you be interested in trying this product? Definitely not Probably not Probably yes Definitely yes -77 Don't know -88 Refused</p>  <p>UNIVERSE: ALL</p>
<p>IQOS FRIEND I_FRIEND</p>	<p>If one of your best friends were to offer you this product, would you try it? Definitely not Probably not Probably yes Definitely yes -77 Don't know -88 Refused</p>

		
UNIVERSE: ALL		

E-CIGARETTES: EVER & CURRENT USE

<p>ECIG PREAMBLE PATH</p>	<p>The next questions are about vaping or use of electronic cigarettes, often called e-cigarettes. These are products where you inhale vapour instead of smoke.</p> <p>E-cigarettes or vaping devices can be bought as one-time, disposable products, or as re-usable kits with a cartridge or tank. Some people refill their own cartridges or tanks with nicotine fluid, sometimes called “e-juice” or “e-liquid”.</p> <p>The amount of nicotine can vary and some may not contain any nicotine at all.</p>  <p>UNIVERSE: ALL</p>
<p>ECIG EVER USE ITC ADAPTED</p> <p>E_EVER</p>	<p>Have you ever tried an e-cigarette/vaped, even one or two puffs?</p> <p>1 Yes 2 No -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>ECIG AGE OF INITIATION PATH ADAPTED</p>	<p>How old were you when you first tried an e-cigarette/vaped?</p> <p>1 __ __ [RANGE 0 – 19] -77 Don't know</p>

E_AGE	<p>-88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO EVER TRIED ECIGS (E_EVER=1)</p>
<p>INITIATION ORDER PATH ADAPTED</p> <p>O_ORDER</p>	<p>You mentioned that you have used the products below. Which product did you try first?</p> <p>Cigarettes E-cigarettes/vaping Little cigars or cigarillos (plain or flavoured) Cigars (not including little cigars or cigarillos, plain or flavoured) Bidis (little cigarettes hand-rolled in leaves, tied with string at the ends, and may come in different flavours) Smokeless tobacco (chewing tobacco, pinch, snuff, or snus) Nicotine patches, nicotine gum, or nicotine lozenges A waterpipe to smoke shisha (herbal or tobacco) -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO EVER TRIED ECIGS AND EITHER EVER SMOKED OR EVER TRIED OTHER PRODUCTS ((E_EVER=1) AND (S_EVER=1 AND/OR O_EVER=1-6))</p> <p>PROGRAMMER NOTE: ONLY DISPLAY PRODUCT #1 IF S_EVER=1. ONLY DISPLAY PRODUCTS #3-8 IF SELECTED IN 'O_EVER'.</p>
<p>ECIG LIFETIME USE NEW</p> <p>E_LIFE</p>	<p>On how many days have you used an e-cigarette/vaped in your entire life?</p> <p>1 One day 3 2 to 10 days 4 11 to 20 days 5 21 to 50 days 6 51 to 99 days 7 100 days or more -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO EVER TRIED ECIGS (E_EVER=1)</p>
<p>E-CIG LAST USE PATH ADAPTED</p> <p>E_LAST</p>	<p>When was the last time you used an e-cigarette/vaped?</p> <p>1 Earlier today 2 Not today but sometime in the past 7 days 3 Not in the past 7 days but sometime in the past 30 days 4 Not in the past 30 days but sometime in the past 6 months 5 Not in the past 6 months but sometime in the past year 6 1 to 4 years ago 7 5 or more years ago -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO EVER TRIED ECIGS (E_EVER=1)</p>
<p>E-CIG FREQUENCY (DAYS IN MONTH)</p> <p>E_FREQ</p>	<p>In the past 30 days, on how many days did you use e-cigarettes/vape?</p> <p>1 __ __ days [RANGE 0 – 30] -77 Don't know -88 Refused</p>

	UNIVERSE: RESPONDENTS WHO USED ECIGS IN PAST 30 DAYS (E_LAST=1-3)
E-CIG DAILY USE PATH ADAPTED E_DAILY	In the past 30 days, on the days you used an e-cigarette/vaped, how many times did you use it each day? 1 1 time per day 2 2 to 5 times per day 3 6 to 10 times per day 4 11 to 20 times per day 5 More than 20 times per day -77 Don't know -88 Refused UNIVERSE: RESPONDENTS WHO USED ECIGS IN PAST 30 DAYS (E_LAST=1-3)
DUAL USE FREQUENCY (DAYS IN WEEK) ITC E_DUAL	In a typical week, on how many days do you BOTH vape e-cigarettes and smoke cigarettes on the same day? 1 None 2 1-2 days a week 3 3-4 days a week 4 5-6 days a week 5 7 days a week (every day) 6 Can't say, there's no consistent pattern -77 Don't know -88 Refused UNIVERSE: RESPONDENTS WHO SMOKED CIGARETTES AND USED ECIGS IN PAST 7 DAYS (S_LAST=1-2 AND E_LAST=1-2)
ECIG FLAVOUR - EVER USE ITC ADAPTED E_FLAV_EVER	Which of the following flavours of e-cigarettes or e-liquid have you EVER USED? [YES/NO CHECKLIST] Tobacco flavour Mix of tobacco and menthol Menthol or mint Fruit flavour Candy, chocolate, desserts, sweets Clove or other spice Coffee A non-alcoholic drink (soda, energy drinks, or other beverages) An alcoholic drink (wine, whisky, cognac, margarita, or other cocktails) Other flavour Unflavoured e-liquid -77 Don't know -88 Refused UNIVERSE: RESPONDENTS WHO USED ECIGS IN PAST 30 DAYS (E_LAST=1-3)
E_FLAV_EVER_FOLLO WUP	Which other flavours of e-cigarettes or e-liquid have you EVER USED? 1. _____ -77 Don't know -88 Refused UNIVERSE: RESPONDENTS WHO USED ANOTHER FLAVOUR IN PAST 30 DAYS (E_FLAV_EVER_10=YES)
ECIG FLAVOUR - CURRENT USE ITC ADAPTED	In the LAST 30 DAYS, which of these flavours did you use MOST OFTEN?

<p>E_FLAV_CURR</p>	<p>Tobacco flavour Mix of tobacco and menthol Menthol or mint Fruit flavour Candy, chocolate, desserts, sweets Clove or other spice Coffee A non-alcoholic drink (soda, energy drinks, or other beverages) An alcoholic drink (wine, whisky, cognac, margarita, or other cocktails) [Insert other flavour from E_FLAV_EVER_FOLLOWUP] Unflavoured e-liquid -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO USED ECIGS IN PAST 30 DAYS (E_LAST=1-3) PROGRAMMER NOTE: ONLY DISPLAY FLAVOURS SELECTED IN E_FLAV_EVER. ALLOW PARTICIPANTS TO SELECT MULTIPLE RESPONSES.</p>
<p>ECIG PURCHASE E_BUY</p>	<p>Have you bought an e-cigarette/vaping device, cartridge, or e-liquid in the past 12 months? 1 Yes 2 No -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO USED ECIGS IN PAST YEAR (E_LAST=1-5)</p>
<p>ECIG PURCHASE LOCATION E_BUY_LOC</p>	<p>Where have you bought an e-cigarette/vaping device, cartridge, or e-liquid in the past 12 months? SELECT ALL THAT APPLY</p> <p>1 From a vape shop 2. From a regular [UK=shop (convenience, newsagents, supermarket, etc.) / CA,US= store (convenience/gas station, supermarket, etc.)] 3 From a [UK=chemist/ CA,US=pharmacy] 4 From the internet 5 Some other place (please specify): _____ -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO PURCHASED ECIGS IN PAST YEAR (E_BUY=1)</p>
<p>ECIG REFUSAL PATH E_REF</p>	<p>In the past 12 months, did anyone refuse to sell you an e-cigarette/vaping device, cartridge, or e-liquid because of your age? 1 Yes 2 No -77 Don't know -88 Refused</p> <p>UNIVERSE: USED ECIGS IN PAST YEAR (E_LAST=1-5)</p>
<p>ECIG REFUSAL LOCATION PATH E_REF_LOC</p>	<p>Where did someone refuse to sell you an e-cigarette/vaping device, cartridge, or e-liquid because of your age? SELECT ALL THAT APPLY</p> <p>1 From a vape shop 2. From a regular [UK=shop (convenience, newsagents, supermarket, etc.) / CA,US= store (convenience/gas station, supermarket, etc.)]</p>

	<p>3 From a [chemist (UK)/ pharmacy (CA,US)] 4 From the internet 5 Some other place (please specify): _____ -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO WERE NOT ALLOWED TO PURCHASE ECIG IN PAST YEAR (E_REF=1)</p>
<p>ECIG SOURCE PATH ADAPTED</p> <p>E_SOURCE</p>	<p>In the PAST 30 DAYS, how did you get the e-cigarette(s)/vaping device(s), cartridge(s), or e-liquid(s) that you used for vaping? SELECT ALL THAT APPLY</p> <p>Someone offered them to me I bought them from a store I bought them over the internet/online I gave someone else money to buy them for me I bought them from another person I took them from a store or another person I got a free sample I got them some other way (please specify): _____ -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO USED ECIGS IN PAST 30 DAYS (E_LAST=1-3)</p>
<p>E-CIG GENERAL REASONS</p> <p>E_REASON</p>	<p>Have you used e-cigarettes/vaped for any of the following reasons? SELECT ALL THAT APPLY</p> <p>Curiosity / to try something new For fun / I like it For the flavour For the nicotine I can vape in places where I can't smoke To cut down the number of cigarettes I smoke To help me quit smoking cigarettes To help me stay quit To vape cannabis/marijuana or other drugs Vaping is less expensive than smoking Vaping may be less harmful to me than smoking Vaping may be less harmful to people around me than smoking Vaping is more acceptable to people around me than smoking Other (please specify): _____ -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO USED ECIGS IN PAST 30 DAYS (E_LAST=1-3) PROGRAMMER NOTE: RANDOMIZE ORDER OF RESPONSE OPTIONS, EXCEPT OTHER, DK, REFUSE.</p>
<p>ECIG OWNERSHIP</p> <p>E_OWN</p>	<p>Do you own an e-cigarette / vaping device?</p> <p>1 Yes 2 No -77 Don't know -88 Refused</p>

	UNIVERSE: RESPONDENTS WHO USED ECIGS IN PAST 30 DAYS (E_LAST=1-3)
SOCIAL CONTEXT E_SOCIAL	In the past 30 days, have you used e-cigarettes/vaped when you are...? [YES/NO CHECKLIST] 1 Alone 2 With friends 3 With family -77 Don't know -88 Refused UNIVERSE: RESPONDENTS WHO USED ECIGS IN PAST 30 DAYS (E_LAST=1-3)
QUITTING - EFFECTIVENESS ITC EP_QUIT	Do you think using e-cigarettes/vaping makes it easier or harder to PERMANENTLY QUIT smoking cigarettes? 1 A lot easier to quit 2 A bit easier to quit 3 No effect 4 A bit harder to quit 5 A lot harder to quit 6 Don't know [VALID RESPONSE] -88 Refused UNIVERSE: ALL
INITIATION EP_START	Do you think using e-cigarettes/vaping makes people your age more likely or less likely to START SMOKING cigarettes? 1 A lot more likely to smoke 2 A little more likely to smoke 3 No effect 4 A little less likely to smoke 5 A lot less likely to smoke 6 Don't know [VALID RESPONSE] -88 Refused UNIVERSE: ALL
ECIG QUIT INTENTIONS EQ_PLAN	Are you planning to quit using e-cigarettes/vaping . . . 1 Within the next month 2 Between 1-6 months from now 3 Sometime in the future, beyond 6 months 4 Not planning to quit 5 I don't currently use e-cigarettes 6 Don't know [VALID RESPONSE] -88 Refused UNIVERSE: RESPONDENTS WHO USED ECIGS IN PAST 30 DAYS (E_LAST=1-3)
ECIG QUIT ATTEMPT - EVER PATH EQ_EVER	Have you ever tried to completely stop using e-cigarettes/vaping? 1 Yes 2 No -77 Don't know -88 Refused

	UNIVERSE: RESPONDENTS WHO USED ECIGS IN PAST 30 DAYS; EXCLUDE IF STATE THEY DON'T CURRENTLY USE E-CIGS (E_LAST=1-3 AND EQ_PLAN ≠ 5)
ECIG QUIT ATTEMPT – PAST YEAR PATH EQ_YR	Have you tried to completely stop using e-cigarettes/vaping in the LAST 12 MONTHS? 1 Yes 2 No -77 Don't know -88 Refused UNIVERSE: RESPONDENTS WHO USED ECIGS IN PAST 30 DAYS AND EVER TRIED TO QUIT ECIGS (E_LAST=1-3 AND EQ_EVER=1)
ECIG QUITTING REASONS ITC ADAPTED EQ_REASON_TRY	Which of the following are reasons you tried to stop using e-cigarettes/vaping in the LAST 12 MONTHS? SELECT ALL THAT APPLY Only tried e-cigarette/vaping to see what it was like Concerned about addiction to e-cigarettes/vaping Cost too much Concerned about possible health risks or side-effects Uncomfortable using in public Did not like the taste Did not help me quit smoking Did not help me cut back on cigarettes No longer needed e-cigarettes/vaping to keep from smoking Other (please specify): _____ -77 Don't know -88 Refused UNIVERSE: RESPONDENTS WHO USED ECIGS IN PAST 30 DAYS AND TRIED TO QUIT ECIGS IN PAST 12 MONTHS (E_LAST=1-3 AND EQ_YR=1) PROGRAMMER NOTE: ONLY SHOW OPTIONS 7-9 IF CURRENT OR FORMER SMOKER (S_STAT_DV=1 or 2) PROGRAMMER NOTE: RANDOMIZE ORDER OF RESPONSE OPTIONS, EXCEPT OTHER, DK, REFUSE.
ECIG QUITTING REASONS ITC ADAPTED EQ_REASON_YR	Which of the following are reasons you stopped using e-cigarettes/vaping in the LAST 12 MONTHS? SELECT ALL THAT APPLY Only tried e-cigarette/vaping to see what it was like Concerned about addiction to e-cigarettes/vaping Cost too much Concerned about possible health risks or side-effects Uncomfortable using in public Did not like the taste Did not help me quit smoking Did not help me cut back on cigarettes No longer needed e-cigarettes/vaping to keep from smoking Other (please specify): _____ -77 Don't know -88 Refused UNIVERSE: USED ECIGS IN PAST YEAR BUT NOT PAST 30 DAYS (E_LAST=4-5) PROGRAMMER NOTE: ONLY SHOW OPTIONS 7-9 IF CURRENT OR FORMER SMOKER (S_STAT_DV=1 or 2)
ECIG QUITTING REASONS	Which of the following are reasons you did NOT continue using e-cigarettes/vaping? SELECT ALL THAT APPLY

<p><u>ITC ADAPTED</u></p> <p>EQ_REASON_STOP</p>	<p>Only tried e-cigarette/vaping to see what it was like Concerned about addiction to e-cigarettes/vaping Cost too much Concerned about possible health risks or side-effects Uncomfortable using in public Did not like the taste Did not help me quit smoking Did not help me cut back on cigarettes No longer needed e-cigarettes/vaping to keep from smoking Other (please specify): _____ -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO EVER USED ECIGS BUT NOT IN PAST 12 MONTHS (E_EVER=1 AND E_LAST=6-7) PROGRAMMER NOTE: ONLY SHOW OPTIONS 7-9 IF CURRENT OR FORMER SMOKER (S_STAT_DV=1 or 2)</p>
<p>ECIG SIDE EFFECTS - ANY <u>ITC ADAPTED</u></p> <p>ESE_EVER</p>	<p>Have you experienced any negative side effects from using e-cigarettes/vaping?</p> <p>1 Yes 2 No -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO EVER TRIED ECIGS (E_EVER=1)</p>
<p>ECIG SIDE EFFECTS - TYPE <u>ITC</u></p> <p>ESE_TYPE</p>	<p>What negative side effects did you experience? SELECT ALL THAT APPLY</p> <p>Mouth irritation Throat irritation Chest irritation Cough Headache Nausea Light-headedness Losing my sense of taste Other negative side effects (please specify): _____ -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO EXPERIENCED SIDE EFFECTS FROM ECIGS (ESE_EVER=1) PROGRAMMER NOTE: RANDOMIZE ORDER OF RESPONSE OPTIONS, EXCEPT OTHER, DK, REFUSE.</p>
<p>ECIG MEDICAL HELP</p> <p>ESE_HELP</p>	<p>Did you seek medical help or talk to a health professional about any of these side effects?</p> <p>1 Yes 2 No -77 Don't know -88 Refuse to answer</p> <p>UNIVERSE: RESPONDENTS WHO EXPERIENCED SIDE EFFECTS (ESE_EVER=1)</p>
<p>ECIG MEDICAL HELP - CONSIDER</p>	<p>Did you CONSIDER seeking medical help or talking to a health professional?</p> <p>1 Yes</p>

ESE_HELP_CONS	<p>2 No -77 Don't know -88 Refuse to answer</p> <p>UNIVERSE: RESPONDENTS WHO DID NOT SEEK MEDICAL HELP FOR SIDE EFFECTS FROM ECIGS (ESE_HELP=2)</p>
<p>ECIG SUSCEPTIBILITY - CURIOUS PATH</p> <p>ESU_CUR</p>	<p>Have you ever been curious about using e-cigarettes/vaping?</p> <p>Definitely not Probably not Probably yes Definitely yes -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO NEVER TRIED ECIGS (E_EVER=2)</p>
<p>ECIG SUSCEPTIBILITY - YEAR PATH</p> <p>ESU_YR</p>	<p>Do you think that you will use e-cigarettes/vape IN THE NEXT 12 MONTHS?</p> <p>Definitely not Probably not Probably yes Definitely yes -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>ECIG SUSCEPTIBILITY - FRIEND PATH</p> <p>ESU_FRIEND</p>	<p>If one of your best friends were to offer you an e-cigarette/vaping device, would you use it?</p> <p>Definitely not Probably not Probably yes Definitely yes -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>ECIG SUSCEPTIBILITY - FUTURE PATH</p> <p>ESU_FUTR</p>	<p>Do you think you will be using e-cigarettes/vaping 5 YEARS FROM NOW?</p> <p>Definitely not Probably not Probably yes Definitely yes -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>ECIG WEIGHT GAIN</p> <p>EP_GAIN</p>	<p>Does using e-cigarettes/vaping help people avoid gaining weight?</p> <p>No Maybe Yes -77 Don't know -88 Refused</p>

	UNIVERSE: ALL
<p>ECIG SUSCEPTIBILITY - FAMILY/FRIEND USE</p> <p>ESU_SOCIAL</p>	<p>Who, if anyone... SELECT ALL THAT APPLY</p> <p>[ROWS] Uses e-cigarettes/vapes Smokes cigarettes Uses other tobacco products (cigars, chewing tobacco, etc.)</p> <p>[COLUMNS] Your friend(s) Your parent(s)/guardian(s) Your sibling(s) None of these people -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL PROGRAMMER NOTE: USE CHECKLIST FORMAT COMBINED IN ONE TABLE</p>
<p>ECIG HARM - AMOUNT</p> <p>PATH</p> <p>EPH_AMT</p>	<p>How much do you think people harm themselves when they use e-cigarettes/vape?</p> <p>1 No harm 2 Little harm 3 Some harm 4 A lot of harm -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>ECIG HARM - TIME</p> <p>PATH</p> <p>EPH_TIME</p>	<p>How long do you think someone has to use e-cigarettes/vape before it harms their health?</p> <p>1 It will never harm their health 2 Less than a year 3 1 year 4 5 years 5 10 years 6 20 years or more -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>ECIG HARM - RELATIVE</p> <p>PATH</p> <p>EPH_REL</p>	<p>Is using e-cigarettes/vaping less harmful, about the same, or more harmful than smoking cigarettes?</p> <p>1. A lot more harmful than "regular" tobacco cigarettes 2. A little more harmful than "regular" tobacco cigarettes 3. As harmful as "regular" tobacco cigarettes 4. A little less harmful than "regular" tobacco cigarettes 5. A lot less harmful than "regular" tobacco cigarettes -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>

<p>ECIG HARM - WORRY ITC</p> <p>EPH_WORRY</p>	<p>Are you worried that using e-cigarettes/vaping will damage your health in the future?</p> <p>Not at all worried A little worried Moderately worried Very worried -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO USED ECIGS IN PAST 30 DAYS (E_LAST=1-3)</p>
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BRAND AND TYPE OF PRODUCT

<p>PRODUCT TYPE - EVER TRIED ITC ADAPTED</p> <p>ET_EVER</p>	<p>Which of the following TYPES of e-cigarettes/ vaping devices have you ever tried?</p> <p>SELECT ALL THAT APPLY</p> <p>Disposable (not refillable or rechargeable) e-cigarette/vaping device E-cigarette/vaping device with replaceable pre-filled cartridges E-cigarette/vaping device with a tank that you fill with liquid -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO EVER TRIED ECIGS (E_EVER=1)</p>
<p>PRODUCT TYPE - USUAL ITC</p> <p>ET_USUAL</p>	<p>Which of the following TYPES of e-cigarettes/ vaping devices do you currently use MOST OFTEN?</p> <p>Disposable (not refillable or rechargeable) e-cigarette/vaping device E-cigarette/vaping device with replaceable pre-filled cartridges E-cigarette/vaping device with a tank that you fill with liquid -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO USED ECIGS IN PAST 30 DAYS AND HAVE TRIED MORE THAN ONE ECIG TYPE (E_LAST=1-3 AND ET_EVER =1,2 OR 1,3 OR 2,3) PROGRAMMER NOTE: ONLY DISPLAY OPTIONS SELECTED IN ET_EVER. ALLOW PARTICIPANTS TO SELECT MULTIPLE RESPONSES.</p>
<p>PRODUCT TYPE -- USUAL BRAND ITC</p> <p>ET_BRAND</p>	<p>What specific brand of e-cigarette/vaping device do you currently use most often?</p> <p>[INSERT COUNTRY SPECIFIC CHECKLIST]</p> <p>Other brand (please specify): _____</p> <p>I don't have a usual brand -77 Don't know -88 Refused</p> <p>Canada Checklist (10 options)</p> <p>Aspire Blu eGo Eleaf EVOD Joyetech</p>

	<p>Kanger Tech Smoke NV V2</p> <p>UK Checklist (13 options) Aspire Blu Ego E-Lites Gamucci Kangertech Nicocig Nicolites Smok VIP Vivid Vype 10 (Ten) Motives</p> <p>US Checklist (11 options) Apollo Blu Fin GreenSmoke Juul KangerTech Logic MarkTen VaporFi V2 Vuse</p> <p>UNIVERSE: RESPONDENTS WHO USED ECIGS IN PAST 30 DAYS (E_LAST=1-3) PROGRAMMING NOTE: SHOW CANADA CHECKLIST IF COUNTRY=1; UK CHECKLIST IF COUNTRY=2 or 4; US CHECKLIST IF COUNTRY=3.</p>
<p>ECIG NICOTINE - EVER USE ITC</p> <p>ET_NIC_EVER</p>	<p>Have you ever used an e-cigarette or e-liquid that contained nicotine?</p> <p>1 Yes 2 No 3 I don't know if they contained nicotine or not -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO EVER TRIED ECIGS (E_EVER=1)</p>
<p>ECIG NICOTINE - CURRENT USE ITC ADAPTED</p> <p>ET_NIC_CURR</p>	<p>Do the e-cigarettes or e-liquids you currently use contain nicotine?</p> <p>1 Yes 2 No 3 Some have nicotine, some do not 4 I don't know if they contain nicotine or not -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO USED ECIGS IN PAST 30 DAYS AND EVER USED ECIG WITH NICOTINE (E_LAST=1-3 AND ET_NIC_EVER=1)</p>
<p>ECIG DRIPPING</p>	<p>Have you ever dripped e-liquid directly into an atomizer when vaping?</p>

ET_DRIP	<p>1 Yes 2 No 3 I don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO EVER TRIED ECIGS (E_EVER=1)</p>
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PERCEPTIONS AND BELIEFS

<p>ECIG URGES - MONTH NEW</p> <p>E_URGE</p>	<p>In the past 30 days, how often did you have a strong urge to use an e-cigarette/vape?</p> <p>1. Several times a day 2. Every day or most days 3. At least once a week 4. Less than once a week 5. Never -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO EVER TRIED ECIGS (E_EVER=1)</p>
<p>ECIG AD EXPOSURE - FREQUENCY ITC</p> <p>EAD_FREQ</p>	<p>In the last 30 days, how often have you noticed things that promote e-cigarettes/vaping?</p> <p>Never Rarely Sometimes Often Very often -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>ECIG AD EXPOSURE - LOCATION ITC</p> <p>EAD_LOC</p>	<p>In the last 30 days, have you noticed e-cigarettes/vaping devices or e-liquid being advertised in any of the following places... [YES/NO CHECKLIST]</p> <p>In regular postal mail? On websites or social media, like Facebook, Twitter, YouTube, Instagram or Snapchat? In email or text messages? In bars or pubs? In shops/stores that sell CIGARETTES? Outside shops/stores that sell CIGARETTES? At a [chemist (UK)/ pharmacy (CA, US)]? At events like fairs, markets, festivals, sporting events, or music concerts? At kiosk or temporary sales locations (in shopping centres, parked in the street, other places, but not at specific events)? On television or radio? On billboards or posters? In print newspapers or magazines? At the [UK=cinema / CA-US=movies]? Taxis or buses/public transit? In [UK=leaflets, CA,US=flyers]?</p>

	<p>-77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO NOTICED ECIG ADS IN PAST 30 DAYS (EAD_FREQ=2-5) PROGRAMMER NOTE: RANDOMIZE ORDER OF RESPONSE OPTIONS, EXCEPT DK, REFUSE.</p>
<p>ECIG AD – APPEAL</p> <p>EAD_APPEAL</p>	<p>Thinking about the ads you've seen for e-cigarettes, do you think they make e-cigarettes/vaping seem...</p> <p>1 Very unappealing 2 Unappealing 3 Neither unappealing or appealing 4 Appealing 5 Very appealing -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO NOTICED ECIG ADS IN PAST 30 DAYS (EAD_FREQ=2-5)</p>
<p>ECIG AD – TARGET AUDIENCE</p> <p>EAD_AUD</p>	<p>Thinking about the ads you've seen for e-cigarettes, would you say they are meant for... [YES/NO CHECKLIST]</p> <p>1 People who smoke 2 People who don't smoke 3 People who use e-cigarettes 4 People who don't use e-cigarettes -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO NOTICED ECIG ADS IN PAST 30 DAYS (EAD_FREQ=2-5) PROGRAMMER NOTE: RANDOMIZE ORDER OF RESPONSE OPTIONS, EXCEPT DK, REFUSE.</p>
<p>ECIG WARNINGS - NOTICE</p> <p>ITC</p> <p>EW_NOTICE</p>	<p>In the last 30 days, have you noticed any health warnings on the packaging of e-cigarettes/vaping devices, cartridges or e-liquids?</p> <p>1 Yes 2 No -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>ECIG WARNINGS - RECALL</p> <p>ITC</p> <p>EW_RECALL</p>	<p>We'd like to know what warnings you have seen on the packaging of e-cigarettes/vaping devices, cartridges or e-liquids.</p> <p>Please describe as many different warnings as you can, and provide as much detail as possible for each one.</p> <p>Warning 1: _____ Warning 2: _____ Warning 3: _____ Warning 4: _____ Warning 5: _____ -77 Don't know -88 Refused</p>

	UNIVERSE: RESPONDENTS WHO NOTICED HEALTH WARNINGS ON ECIGS (EW_NOTICE=1)
<p>ECIG NEWS EXPOSURE ITC ADAPTED</p> <p>E_NEWS</p>	<p>In the last 30 days, about how often, if at all, have you seen or heard a NEWS story about e-cigarettes/vaping?</p> <p>Never Rarely Sometimes Often Very often -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>ECIG NEWS TYPE</p> <p>E_NEWS_TYPE</p>	<p>Were the majority of news stories you saw or heard about e-cigarettes...</p> <p>Mostly negative about e-cigarettes Mostly positive about e-cigarettes About the same number of positive and negative stories -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO EVER HEARD OR READ ABOUT E-CIGS IN NEWS (E_NEWS=2-5)</p>
<p>ECIG ADDICTIVE PERCEPTION PATH</p> <p>EP_ADDICT</p>	<p>How likely is someone to become addicted to e-cigarettes/vaping?</p> <p>1 Very unlikely 2 Somewhat unlikely 3 Neither likely nor unlikely 4 Somewhat likely 5 Very likely -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>ECIG ADDICTIVE SELF ITC ADAPTED</p> <p>E_ADDICTED</p>	<p>Do you consider yourself addicted to using e-cigarettes/vaping?</p> <p>1 Not at all 2 Yes, a little addicted 3 Yes, very addicted -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO USED ECIGS IN PAST 30 DAYS (E_LAST=1-3)</p>
<p>ECIGS SOCIAL NORMS ITC ADAPTED</p> <p>EP_NORM</p>	<p>Do people your age approve or disapprove of using e-cigarettes/vaping?</p> <p>1 Strongly approve 2 Somewhat approve 3 Neither approve nor disapprove 4 Somewhat disapprove 5 Strongly disapprove -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>

<p>ECIGS HOME EXPOSURE ITC</p> <p>EP_HOME</p>	<p>Which of the following best describes the rules for using an e-cigarette/vaping <u>inside your home</u>? If necessary, imagine if someone wanted to use an e-cigarette or vaping device inside your home.</p> <p>1 Using e-cigarettes/vaping is allowed anywhere 2 Using e-cigarettes/vaping is allowed in some rooms 3 Using e-cigarettes/vaping is never allowed anywhere -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>ECIGS HARM NICOTINE</p> <p>EPH_NIC</p>	<p>According to what you know or believe, how much of the harm from smoking cigarettes comes from nicotine?</p> <p>None or very little Some, but well under half Around half Much more than half Nearly all Don't know [VALID RESPONSE] -88 Refused</p> <p>UNIVERSE: ALL</p>

DISCRETE CHOICE EXPERIMENT (DCE)

<p>DCE INSTRUCTIONS</p>	<p>In the next part of the survey, we would like your opinion of different products.</p> <p>You will see pictures of 4 products on each screen.</p> <p>Please look at each image carefully before making your choice.</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
<p>MOST LIKELY CHOICE</p> <p>DCE1_MOST</p>	<p>Which of the four products below would you be MOST LIKELY TO TRY?</p> <p>PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 4 PRODUCTS IN SET 1 WITH THE PRICE BELOW EACH UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
<p>LEAST LIKELY CHOICE</p> <p>DCE1_LEAST</p>	<p>Which of the three products below would you be LEAST LIKELY TO TRY?</p> <p>PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 3 REMAINING PRODUCTS IN SET 1 WITH THE PRICE BELOW EACH UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
<p>PRODUCT FEELINGS</p> <p>DCE1_OVERALL</p>	<p>Thinking seriously about the four products below, which of these statements best describes how you feel about them as a group?</p> <p>PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 4 PRODUCTS IN SET 1 WITH THE PRICE BELOW EACH</p> <p>I like all of them, and so would choose any of them. I would try some, but not others. I don't like any of them, and so would try none of them. -77 Don't know</p>

	-88 Refused UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)
MOST LIKELY CHOICE DCE2_MOST	Which of the four products below would you be MOST LIKELY TO TRY? PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 4 PRODUCTS IN SET 2 WITH THE PRICE BELOW EACH UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)
LEAST LIKELY CHOICE DCE2_LEAST	Which of the three products below would you be LEAST LIKELY TO TRY? PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 3 REMAINING PRODUCTS IN SET 2 WITH THE PRICE BELOW EACH UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)
PRODUCT FEELINGS DCE2_OVERALL	Thinking seriously about the four products below, which of these statements best describes how you feel about them as a group? PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 4 PRODUCTS IN SET 2 WITH THE PRICE BELOW EACH I like all of them, and so would choose any of them. I would try some, but not others. I don't like any of them, and so would try none of them. -77 Don't know -88 Refused UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)
MOST LIKELY CHOICE DCE3_MOST	Which of the four products below would you be MOST LIKELY TO TRY? PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 4 PRODUCTS IN SET 3 WITH THE PRICE BELOW EACH UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)
LEAST LIKELY CHOICE DCE3_LEAST	Which of the three products below would you be LEAST LIKELY TO TRY? PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 3 REMAINING PRODUCTS IN SET 3 WITH THE PRICE BELOW EACH UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)
PRODUCT FEELINGS DCE3_OVERALL	Thinking seriously about the four products below, which of these statements best describes how you feel about them as a group? PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 4 PRODUCTS IN SET 3 WITH THE PRICE BELOW EACH I like all of them, and so would choose any of them. I would try some, but not others. I don't like any of them, and so would try none of them. -77 Don't know -88 Refused UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)
MOST LIKELY CHOICE DCE4_MOST	Which of the four products below would you be MOST LIKELY TO TRY? PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 4 PRODUCTS IN SET 4 WITH THE PRICE BELOW EACH UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)


<p>LEAST LIKELY CHOICE</p> <p>DCE4_LEAST</p>	<p>Which of the three products below would you be LEAST LIKELY TO TRY?</p> <p>PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 3 REMAINING PRODUCTS IN SET 4 WITH THE PRICE BELOW EACH UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
<p>PRODUCT FEELINGS</p> <p>DCE4_OVERALL</p>	<p>Thinking seriously about the four products below, which of these statements best describes how you feel about them as a group?</p> <p>PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 4 PRODUCTS IN SET 4 WITH THE PRICE BELOW EACH</p> <p>I like all of them, and so would choose any of them. I would try some, but not others. I don't like any of them, and so would try none of them. -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
<p>MOST LIKELY CHOICE</p> <p>DCE5_MOST</p>	<p>Which of the four products below would you be MOST LIKELY TO TRY?</p> <p>PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 4 PRODUCTS IN SET 5 WITH THE PRICE BELOW EACH UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
<p>LEAST LIKELY CHOICE</p> <p>DCE5_LEAST</p>	<p>Which of the three products below would you be LEAST LIKELY TO TRY?</p> <p>PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 3 REMAINING PRODUCTS IN SET 5 WITH THE PRICE BELOW EACH UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
<p>PRODUCT FEELINGS</p> <p>DCE5_OVERALL</p>	<p>Thinking seriously about the four products below, which of these statements best describes how you feel about them as a group?</p> <p>PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 4 PRODUCTS IN SET 5 WITH THE PRICE BELOW EACH</p> <p>I like all of them, and so would choose any of them. I would try some, but not others. I don't like any of them, and so would try none of them. -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
<p>MOST LIKELY CHOICE</p> <p>DCE6_MOST</p>	<p>Which of the four products below would you be MOST LIKELY TO TRY?</p> <p>PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 4 PRODUCTS IN SET 6 WITH THE PRICE BELOW EACH UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
<p>LEAST LIKELY CHOICE</p> <p>DCE6_LEAST</p>	<p>Which of the three products below would you be LEAST LIKELY TO TRY?</p> <p>PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 3 REMAINING PRODUCTS IN SET 6 WITH THE PRICE BELOW EACH UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
<p>PRODUCT FEELINGS</p> <p>DCE6_OVERALL</p>	<p>Thinking seriously about the four products below, which of these statements best describes how you feel about them as a group?</p> <p>PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 4 PRODUCTS IN SET 6 WITH THE PRICE BELOW EACH</p>


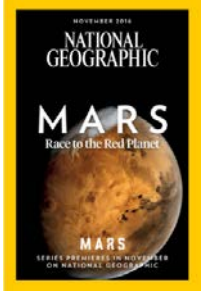
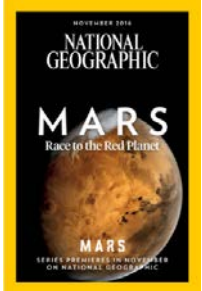
	<p>I like all of them, and so would choose any of them. I would try some, but not others. I don't like any of them, and so would try none of them. -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
<p>MOST LIKELY CHOICE DCE7_MOST</p>	<p>Which of the four products below would you be MOST LIKELY TO TRY?</p> <p>PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 4 PRODUCTS IN SET 7 WITH THE PRICE BELOW EACH UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
<p>LEAST LIKELY CHOICE DCE7_LEAST</p>	<p>Which of the three products below would you be LEAST LIKELY TO TRY?</p> <p>PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 3 REMAINING PRODUCTS IN SET 7 WITH THE PRICE BELOW EACH UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
<p>PRODUCT FEELINGS DCE7_OVERALL</p>	<p>Thinking seriously about the four products below, which of these statements best describes how you feel about them as a group?</p> <p>PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 4 PRODUCTS IN SET 7 WITH THE PRICE BELOW EACH</p> <p>I like all of them, and so would choose any of them. I would try some, but not others. I don't like any of them, and so would try none of them. -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
<p>MOST LIKELY CHOICE DCE8_MOST</p>	<p>Which of the four products below would you be MOST LIKELY TO TRY?</p> <p>PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 4 PRODUCTS IN SET 8 WITH THE PRICE BELOW EACH UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
<p>LEAST LIKELY CHOICE DCE8_LEAST</p>	<p>Which of the three products below would you be LEAST LIKELY TO TRY?</p> <p>PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 3 REMAINING PRODUCTS IN SET 8 WITH THE PRICE BELOW EACH UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
<p>PRODUCT FEELINGS DCE8_OVERALL</p>	<p>Thinking seriously about the four products below, which of these statements best describes how you feel about them as a group?</p> <p>PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 4 PRODUCTS IN SET 8 WITH THE PRICE BELOW EACH</p> <p>I like all of them, and so would choose any of them. I would try some, but not others. I don't like any of them, and so would try none of them. -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>



<p>MOST LIKELY CHOICE</p> <p>DCE9_MOST</p>	<p>Which of the four products below would you be MOST LIKELY TO TRY?</p> <p>PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 4 PRODUCTS IN SET 9 WITH THE PRICE BELOW EACH UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
<p>LEAST LIKELY CHOICE</p> <p>DCE9_LEAST</p>	<p>Which of the three products below would you be LEAST LIKELY TO TRY?</p> <p>PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 3 REMAINING PRODUCTS IN SET 9 WITH THE PRICE BELOW EACH UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
<p>PRODUCT FEELINGS</p> <p>DCE9_OVERALL</p>	<p>Thinking seriously about the four products below, which of these statements best describes how you feel about them as a group?</p> <p>PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 4 PRODUCTS IN SET 9 WITH THE PRICE BELOW EACH</p> <p>I like all of them, and so would choose any of them. I would try some, but not others. I don't like any of them, and so would try none of them. -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>

AUCTION STUDY

<p>AUCTION INSTRUCTIONS 1</p>	<p>Next, we would like you to participate in an auction.</p> <p>We are holding an auction for 11 different products to determine how much you value each product.</p> <p>Although you are bidding on 11 products, you can only win one. After all 11 bids are collected, we'll do a random draw to see which product you might win. If you win the auction, you will be expected to buy the product.</p> <p>We will provide you with a budget of [\$10 (CA, US) / £8 (UK)].</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>AUCTION INSTRUCTIONS 2</p>	<p>Here's how the auction will work:</p> <p>Step 1: You will examine the first product. Step 2: You will enter a bid between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)] for the first product. Step 3: You will repeat Steps 1 and 2 for ten other products. Step 4: The computer will randomly choose one of the 11 products to be auctioned. Step 5: The computer will randomly select a "sale price" between [\$0.10 and \$10.00 (in 10-cent increments) (CA, US) / 10p and £8.00 (in 10-pence increments) (UK)]. Step 6: The computer will compare the sale price with your bid for the chosen product. If your bid is equal to or higher than the sale price, you win and purchase the product for the sale price.</p> <p>Remember, we will provide you with a [\$10 (CA, US) / £8 (UK)] budget - the maximum that you can bid on each product.</p>

	<p>If your bid for the chosen product is LESS THAN THE SALE PRICE, you will NOT win. For example, if you bid [\$5 (CA, US) / £5 (UK)] and the sale price was [\$6 (CA, US) / £6 (UK)] you will not win the product. You will only receive the [\$10 (CA, US) / £8 (UK)] budget as a Gift Card.</p> <p>If your bid for the chosen product is EQUAL TO OR HIGHER THAN THE SALE PRICE, you will win the product. For example, if you bid [\$10 (CA, US) / £8 (UK)] and the sale price was [\$6 (CA, US) / £6 (UK)], you will pay the [\$6 (CA, US) / £6 (UK)] from your budget. You will receive the product and [\$4 (CA, US) / £2 (UK)] in change as a Gift Card.</p> <p>The product and any remaining ‘change’ from your [\$10 (CA, US) / £8 (UK)] budget will be sent to you within approximately 2 weeks.</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>AUCTION INSTRUCTIONS 3</p>	<p>In this type of auction, you are not bidding against anyone else. Whether you win a product depends only on your bid and the randomly selected sale price.</p> <p>Because you do not know which product will be chosen for auction, you should base the amount of each bid on how much you want the product.</p> <p>Your best strategy is to think about the most you are comfortable paying for a product and bid that amount. In many auctions, it is smart to bid lower than the amount you want to pay, to try to get a good deal. However, with this auction, your price is not based on your bid, but the randomly selected sale price, so bidding low gives you no advantage.</p> <p>Remember, only ONE product will be chosen for auction so you do not need to spread out your [\$10 (CA, US) / £8 (UK)] across all your bids. You can bid up to [\$10 (CA, US) / £8 (UK)] on EACH product.</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>PRACTICE AUCTION INTRO</p>	<p><u>Let’s start with a PRACTICE AUCTION.</u></p> <p>You will not receive any of the products in the practice round: it is only to help you understand how the real auction will work.</p> <p>In the practice, we will pretend to auction 6-month subscriptions to three different magazines. Remember, you have a [\$10 (CA, US) / £8.00 (UK)] budget to spend on each magazine subscription and only one will be auctioned.</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>PRACTICE AUCTION 1 AUC_PB1</p>	<p>Place a bid between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)] on a 6-month subscription to Vogue.</p>  <p>Enter your bid amount: [\$XX.XX (CA, US) / £X.XX (UK)]</p> <p>PROGRAMMER NOTE: IF BID OUTSIDE RANGE: “Your bid must be between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)].”</p>




	UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)
PRACTICE AUCTION 1 CONFIRM AUC_PB1C	<p>Are you sure you want to bid [\$XX.XX (CA, US) / £XX.XX (UK)] on the 6-month subscription to Vogue?</p> <p>PROGRAMMER NOTE: INSERT BID FROM AUC_PB1</p>  <p>Yes No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_PB1]</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
PRACTICE AUCTION 2 AUC_PB2	<p>Place a bid between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)] on a 6-month subscription to National Geographic.</p>  <p>Enter your bid amount: [\$XX.XX (CA, US) / £X.XX (UK)]</p> <p>PROGRAMMER NOTE: IF BID OUTSIDE RANGE: "Your bid must be between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)]."</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
PRACTICE AUCTION 2 CONFIRM AUC_PB2C	<p>Are you sure you want to bid [\$XX.XX (CA, US) / £XX.XX (UK)] on the 6-month subscription to National Geographic?</p> <p>PROGRAMMER NOTE: INSERT BID FROM AUC_PB2</p>  <p>Yes No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_PB2]</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
PRACTICE AUCTION 3 AUC_PB3	<p>Place a bid between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)] on the 6-month subscription to Sports Illustrated.</p>


	 <p>Enter your bid amount: [\$XX.XX (CA, US) / £X.XX (UK)]</p> <p>PROGRAMMER NOTE: IF BID OUTSIDE RANGE: "Your bid must be between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)]." UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>PRACTICE AUCTION 3 CONFIRM</p> <p>AUC_PB3C</p>	<p>Are you sure you want to bid [\$XX.XX (CA, US) / £XX.XX (UK)] on the 6-month subscription to Sports Illustrated?</p> <p>PROGRAMMER NOTE: INSERT BID FROM AUC_PB3</p>  <p>Yes</p> <p>No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_PB3]</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>PRACTICE AUCTION ITEM</p>	<p>Now that you've finished bidding, the computer will randomly choose one product to be auctioned.</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>PRACTICE AUCTION PRICE</p>	<p>The product chosen is: the Vogue subscription.</p> <p>Next, the computer will randomly choose a sale price.</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>PRACTICE AUCTION RESULTS - LOSE</p>	<p>PROGRAMMER NOTE: IF AUC_PB1 BID < [\$7 (CA, US) / £7 (UK)]:</p> <p>The sale price for the Vogue subscription is: [\$7 (CA, US) / £7 (UK)].</p> <p>Because your bid was lower than the sale price of [\$7 (CA, US) / £7 (UK)], you would NOT have won the Vogue subscription. You would have only received your [\$10 (CA, US) / £8 (UK)] budget, sent as a Gift Card.</p> <p>If you had bid [\$7 (CA, US) / £7 (UK)] or higher and this was the real auction, you would have received the subscription and [\$3 (CA, US) / £1 (UK)] in change, sent as a Gift Card.</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>PRACTICE AUCTION RESULTS - WIN</p>	<p>PROGRAMMER NOTE: IF AUC_PB1 BID = or > [\$7 (CA, US) / £7 (UK)]:</p> <p>The sale price for the Vogue subscription is: [\$7 (CA, US) / £7 (UK)].</p>

	<p>Because your bid was the same or higher than the sale price of [\$7 (CA, US) / £7 (UK)], you would have WON the Vogue subscription if this was the real auction. You would have also received your [\$3 (CA, US) / £1 (UK)] in change, sent as a Gift Card.</p> <p>If you had bid less than [\$7 (CA, US) / £7 (UK)], you would not have won the subscription. You would only receive your [\$10 (CA, US) / £8 (UK)] budget sent, as a Gift Card.</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>AUCTION INTRO AUC_SKIP</p>	<p><u>THIS IS THE REAL AUCTION.</u> In this auction, you will place separate bids on 11 different products. You can only win one product. If you win this auction, you will be expected to pay for the product out of your [\$10 (CA, US) / £8 (UK)] budget. Keep in mind that the amount you bid should be based on the most you'd feel comfortable paying for the product.</p> <p>Continue to the real auction. I DO NOT WANT to participate in the auction. I understand that I will NOT receive the \$10 budget to bid on the products or have the opportunity to win the auction products. [Skip to 'Other Health Behaviours']</p> <p>PROGRAMMER NOTE: RANDOMLY SELECT 9 PRODUCT IMAGES FROM 81 COUNTRY-SPECIFIC IMAGES (ONE FROM EACH OF 9 SETS WITH DIFFERENT COMBINATIONS OF PRODUCT ATTRIBUTES, AND COUNTRY-SPECIFIC WARNING). THE 9 IMAGES WILL BE SHOWN IN THE FOLLOWING QUESTIONS – SHOW THE 9 IMAGES IN RANDOMIZED ORDER. UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>AUCTION 1 AUC_B1</p>	<p>Place a bid between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)] on this product. PROGRAMMER NOTE: SHOW FIRST RANDOMLY SELECTED PRODUCT IMAGE FROM 9 OPTIONS.</p> <p>Enter your bid amount: [\$XX.XX (CA, US) / £X.XX (UK)]</p> <p>PROGRAMMER NOTE: IF BID OUTSIDE RANGE: "Your bid must be between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)]." UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>AUCTION 1 CONFIRM AUC_B1C</p>	<p>Are you sure you want to bid [\$XX.XX (CA, US) / £XX.XX (UK)] on this product? PROGRAMMER NOTE: INSERT BID FROM AUC_B1 PROGRAMMER NOTE: SHOW FIRST RANDOMLY SELECTED PRODUCT IMAGE FROM 9 OPTIONS.</p> <p>Yes No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_B1]</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>AUCTION 2 AUC_B2</p>	<p>Place a bid between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)] on this product. PROGRAMMER NOTE: SHOW SECOND RANDOMLY SELECTED PRODUCT IMAGE FROM 9 OPTIONS.</p> <p>Enter your bid amount: [\$XX.XX (CA, US) / £X.XX (UK)]</p> <p>PROGRAMMER NOTE: IF BID OUTSIDE RANGE: "Your bid must be between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)]." UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>AUCTION 2 CONFIRM AUC_B2C</p>	<p>Are you sure you want to bid [\$XX.XX (CA, US) / £XX.XX (UK)] on this product? PROGRAMMER NOTE: INSERT BID FROM AUC_B2 PROGRAMMER NOTE: SHOW SECOND RANDOMLY SELECTED PRODUCT IMAGE FROM 9 OPTIONS.</p> <p>Yes No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_B2]</p>

	UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)
AUCTION 3 AUC_B3	Place a bid between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)] on this product. PROGRAMMER NOTE: SHOW THIRD RANDOMLY SELECTED PRODUCT IMAGE FROM 9 OPTIONS. Enter your bid amount: [\$XX.XX (CA, US) / £X.XX (UK)] PROGRAMMER NOTE: IF BID OUTSIDE RANGE: "Your bid must be between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)]." UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)
AUCTION 3 CONFIRM AUC_B3C	Are you sure you want to bid [\$XX.XX (CA, US) / £XX.XX (UK)] on this product? PROGRAMMER NOTE: INSERT BID FROM AUC_B3 PROGRAMMER NOTE: SHOW THIRD RANDOMLY SELECTED PRODUCT IMAGE FROM 9 OPTIONS. Yes No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_B3] UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)
AUCTION 4 AUC_B4	Place a bid between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)] on this product. PROGRAMMER NOTE: SHOW FOURTH RANDOMLY SELECTED PRODUCT IMAGE FROM 9 OPTIONS. Enter your bid amount: [\$XX.XX (CA, US) / £X.XX (UK)] PROGRAMMER NOTE: IF BID OUTSIDE RANGE: "Your bid must be between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)]." UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)
AUCTION 4 CONFIRM AUC_B4C	Are you sure you want to bid [\$XX.XX (CA, US) / £XX.XX (UK)] on this product? PROGRAMMER NOTE: INSERT BID FROM AUC_B4 PROGRAMMER NOTE: SHOW FOURTH RANDOMLY SELECTED PRODUCT IMAGE FROM 9 OPTIONS. Yes No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_B4] UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)
AUCTION 5 AUC_B5	Place a bid between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)] on this product. PROGRAMMER NOTE: SHOW FIFTH RANDOMLY SELECTED PRODUCT IMAGE FROM 9 OPTIONS. Enter your bid amount: [\$XX.XX (CA, US) / £X.XX (UK)] PROGRAMMER NOTE: IF BID OUTSIDE RANGE: "Your bid must be between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)]." UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)
AUCTION 5 CONFIRM AUC_B5C	Are you sure you want to bid [\$XX.XX (CA, US) / £XX.XX (UK)] on this product? PROGRAMMER NOTE: INSERT BID FROM AUC_B5 PROGRAMMER NOTE: SHOW FIFTH RANDOMLY SELECTED PRODUCT IMAGE FROM 9 OPTIONS. Yes No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_B5] UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)
AUCTION 6 AUC_B6	Place a bid between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)] on this product. PROGRAMMER NOTE: SHOW SIXTH RANDOMLY SELECTED PRODUCT IMAGE FROM 9 OPTIONS.

	<p>Enter your bid amount: [\$XX.XX (CA, US) / £X.XX (UK)]</p> <p>PROGRAMMER NOTE: IF BID OUTSIDE RANGE: "Your bid must be between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)]."</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>AUCTION 6 CONFIRM</p> <p>AUC_B6C</p>	<p>Are you sure you want to bid [\$XX.XX (CA, US) / £XX.XX (UK)] on this product?</p> <p>PROGRAMMER NOTE: INSERT BID FROM AUC_B6</p> <p>PROGRAMMER NOTE: SHOW SIXTH RANDOMLY SELECTED PRODUCT IMAGE FROM 9 OPTIONS.</p> <p>Yes</p> <p>No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_B6]</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>AUCTION 7</p> <p>AUC_B7</p>	<p>Place a bid between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)] on this product.</p> <p>PROGRAMMER NOTE: SHOW SEVENTH RANDOMLY SELECTED PRODUCT IMAGE FROM 9 OPTIONS.</p> <p>Enter your bid amount: [\$XX.XX (CA, US) / £X.XX (UK)]</p> <p>PROGRAMMER NOTE: IF BID OUTSIDE RANGE: "Your bid must be between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)]."</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>AUCTION 7 CONFIRM</p> <p>AUC_B7C</p>	<p>Are you sure you want to bid [\$XX.XX (CA, US) / £XX.XX (UK)] on this product?</p> <p>PROGRAMMER NOTE: INSERT BID FROM AUC_B7</p> <p>PROGRAMMER NOTE: SHOW SEVENTH RANDOMLY SELECTED PRODUCT IMAGE FROM 9 OPTIONS.</p> <p>Yes</p> <p>No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_B7]</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>AUCTION 8</p> <p>AUC_B8</p>	<p>Place a bid between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)] on this product.</p> <p>PROGRAMMER NOTE: SHOW EIGHTH RANDOMLY SELECTED PRODUCT IMAGE FROM 9 OPTIONS.</p> <p>Enter your bid amount: [\$XX.XX (CA, US) / £X.XX (UK)]</p> <p>PROGRAMMER NOTE: IF BID OUTSIDE RANGE: "Your bid must be between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)]."</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>AUCTION 8 CONFIRM</p> <p>AUC_B8C</p>	<p>Are you sure you want to bid [\$XX.XX (CA, US) / £XX.XX (UK)] on this product?</p> <p>PROGRAMMER NOTE: INSERT BID FROM AUC_B8</p> <p>PROGRAMMER NOTE: SHOW EIGHTH RANDOMLY SELECTED PRODUCT IMAGE FROM 9 OPTIONS.</p> <p>Yes</p> <p>No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_B8]</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>AUCTION 9</p> <p>AUC_B9</p>	<p>Place a bid between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)] on this product.</p> <p>PROGRAMMER NOTE: SHOW NINTH RANDOMLY SELECTED PRODUCT IMAGE FROM 9 OPTIONS.</p> <p>Enter your bid amount: [\$XX.XX (CA, US) / £X.XX (UK)]</p> <p>PROGRAMMER NOTE: IF BID OUTSIDE RANGE: "Your bid must be between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)]."</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>AUCTION 9 CONFIRM</p>	<p>Are you sure you want to bid [\$XX.XX (CA, US) / £XX.XX (UK)] on this product?</p>

<p>AUC_B9C</p>	<p>PROGRAMMER NOTE: INSERT BID FROM AUC_B9 PROGRAMMER NOTE: SHOW NINTH RANDOMLY SELECTED PRODUCT IMAGE FROM 9 OPTIONS.</p> <p>Yes No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_B9]</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>AUCTION 10 AUC_B10</p>	<p>Place a bid between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)] on this product. PROGRAMMER NOTE: SHOW CONTROL PRODUCT IMAGE.</p>  <p>Enter your bid amount: [\$XX.XX (CA, US) / £X.XX (UK)]</p> <p>PROGRAMMER NOTE: IF BID OUTSIDE RANGE: "Your bid must be between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)]." UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>AUCTION 10 CONFIRM AUC_B10C</p>	<p>Are you sure you want to bid [\$XX.XX (CA, US) / £XX.XX (UK)] on this product? PROGRAMMER NOTE: INSERT BID FROM AUC_B10 PROGRAMMER NOTE: SHOW CONTROL PRODUCT IMAGE.</p>  <p>Yes No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_B10]</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>AUCTION 11 AUC_B11</p>	<p>Place a bid between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)] on this product. PROGRAMMER NOTE: SHOW STARBUCKS CARD.</p>  <p>\$10 Starbucks Card (CA) / \$10 Starbucks Card (US) / £8 Starbucks Card (UK)</p> <p>Enter your bid amount: [\$XX.XX (CA, US) / £X.XX (UK)]</p> <p>PROGRAMMER NOTE: IF BID OUTSIDE RANGE: "Your bid must be between [\$0.00 and \$10.00 (CA, US) / £0.00 and £8.00 (UK)]." UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>AUCTION 11 CONFIRM</p>	<p>Are you sure you want to bid [\$XX.XX (CA, US) / £XX.XX (UK)] on this product?</p>

<p>AUC_B11C</p>	<p>PROGRAMMER NOTE: INSERT BID FROM AUC_B11</p> <p>PROGRAMMER NOTE: SHOW STARBUCKS CARD.</p>  <p>\$10 Starbucks Card (CA) / \$10 Starbucks Card (US) / £8 Starbucks Card (UK)</p> <p>Yes No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_B11]</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>AUCTION RESULTS - WIN</p>	<p>PROGRAMMER NOTE: THE CHOSEN PRODUCT WILL ALWAYS BE THE STARBUCKS CARD (THE LAST/11TH PRODUCT). THE SALE PRICE FOR THE STARBUCKS CARD WILL ALWAYS BE [\$8.00 (CA, US) / £6.00 (UK)].</p> <p>The computer chose the Starbucks Card as the product to be auctioned.</p> <p>The sale price was [\$8.00 (CA, US) / £6.00 (UK)].</p> <p>Your bid was [\$XX.XX (CA, US) / £X.XX (UK)]. PROGRAMMER NOTE: INSERT AMOUNT OF AUC_B11 BID.</p> <p>Congratulations - since your bid was equal or higher than the sale price, you have won the [\$10.00 (CA, US) / £8.00 (UK)] Starbucks Card!</p> <p>You will also receive [\$2.00 (CA, US) / £2.00 (UK)] as 'change' from your [\$10.00 (CA, US) / £8.00 (UK)] budget. This amount will be added to the [\$10.00 (CA, US) / £8.00 (UK)] Starbucks Card that you won. In total, you will receive a [\$12.00 (CA, US) / £10.00 (UK)] Starbucks Card!</p> <p>You will receive the Starbucks Card by e-mail within approximately 2 weeks.</p> <p>PROGRAMMER NOTE: SHOW STARBUCKS DISCLAIMER IN SMALL FONT. The Starbucks wordmark and the Starbucks logo are registered trademarks of Starbucks Corporation. Starbucks is also the owner of the copyrights in the Starbucks logo and the Starbucks Card designs. All rights reserved. Starbucks is not a participating partner or sponsor in this offer.</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2) AND AUC_B11 ≥ SALE PRICE.</p>
<p>AUCTION RESULTS - LOSE</p>	<p>PROGRAMMER NOTE: THE CHOSEN PRODUCT WILL ALWAYS BE THE STARBUCKS CARD (THE FOURTH PRODUCT). THE SALE PRICE FOR THE STARBUCKS CARD WILL ALWAYS BE [\$8.00 (CA, US) / £6.00 (UK)].</p> <p>The computer chose the Starbucks Card as the product to be auctioned.</p> <p>The sale price was [\$8.00 (CA, US) / £6.00 (UK)].</p> <p>Your bid was [\$XX.XX (CA, US) / £X.XX (UK)]. PROGRAMMER NOTE: INSERT AMOUNT OF AUC_B11 BID.</p> <p>Since your bid was less than the sale price, you did NOT win the [\$10.00 (CA, US) / £8.00 (UK)] Starbucks Card.</p> <p>However, you get to keep the [\$10.00 (CA, US) / £8.00 (UK)] budget, which will be sent to you as a [\$10.00 (CA, US) / £8.00 (UK)] Starbucks Card by e-mail within approximately 2 weeks.</p>

	<p>PROGRAMMER NOTE: SHOW STARBUCKS DISCLAIMER IN SMALL FONT. The Starbucks wordmark and the Starbucks logo are registered trademarks of Starbucks Corporation. Starbucks is also the owner of the copyrights in the Starbucks logo and the Starbucks Card designs. All rights reserved. Starbucks is not a participating partner or sponsor in this offer.</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2) AND AUC_B11 < SALE PRICE.</p>
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OTHER HEALTH BEHAVIOURS

OTHER PREAMBLE	A few more questions before we finish...
DATA QUALITY CHECK -MONTH DQ_MONTH	What is the current month? January February March April May June July August September October November December -77 Don't know -88 Refuse to answer UNIVERSE: ALL
MARIJUANA LAST USE CSTADS M_LAST	For the next few questions, we would like to ask you about marijuana/cannabis, which includes a joint, pot, weed, hash, or oil. When was the last time you used marijuana/cannabis? I have never used marijuana/cannabis Earlier today Not today but sometime in the past 7 days Not in the past 7 days but sometime in the past 30 days Not in the past 30 days but sometime in the past 6 months Not in the past 6 months but sometime in the past 12 months 1 to 4 years ago 5 or more years ago -77 Don't know -88 Refused UNIVERSE: ALL
MARIJUANA FREQUENCY CSTADS M_FREQ	In the last 30 days, how often did you use marijuana/cannabis? Once or twice Once or twice a week 3 or 4 times a week

	<p>5 to 6 times a week Every day -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO USED MARIJUANA IN THE PAST 30 DAYS (M_LAST=2-4)</p>
<p>MARIJUANA MODE ITC ADAPTED</p> <p>M_MODE</p>	<p>In the last 30 days, did you... [YES/NO CHECKLIST]</p> <p>Smoke marijuana/cannabis WITHOUT tobacco Smoke marijuana/cannabis WITH tobacco in a joint or blunt Use a waterpipe/bong to smoke marijuana/cannabis Use a vapourizer to heat dried marijuana/cannabis leaves or herb Use an e-cigarette to vape marijuana/cannabis oil or liquid Eat or drink marijuana/cannabis in a food or a beverage Use marijuana/cannabis extracts, including oil, wax or shatter Use another form of marijuana/cannabis (please specify): _____</p> <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO USED MARIJUANA IN THE PAST 30 DAYS (M_LAST=2-4)</p>
<p>M_MODE_FOLLOWUP</p>	<p>In the last 30 days, what other form of marijuana/cannabis did you use?</p> <p>1. _____</p> <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO USED ANOTHER FORM IN THE PAST 30 DAYS (M_MODE_8=Yes)</p>
<p>MARIJUANA HARM - SELF PATH</p> <p>MPH_SELF</p>	<p>How much do you think people harm themselves when they SMOKE marijuana/cannabis?</p> <p>No harm Little harm Some harm A lot of harm -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>MARIJUANA HARM - WORRY ITC</p> <p>MPH_WORRY</p>	<p>Are you worried that using marijuana/cannabis will damage your health in the future?</p> <p>Not at all worried A little worried Moderately worried Very worried -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO USED MARIJUANA IN THE PAST 30 DAYS (M_LAST=2-4)</p>
<p>MARIJUANA MENTAL HEALTH RISK CSTADS</p> <p>MPH_MENTAL</p>	<p>How much do you think people risk harming their MENTAL HEALTH when they use marijuana/cannabis on a regular basis?</p> <p>No risk Slight risk</p>

	<p>Moderate risk Great risk -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>MARIJUANA DRIVE CSTADS ADAPTED</p> <p>M_DRIVE</p>	<p>Have you ever <u>driven</u> a car or other vehicle within 2 hours of using marijuana/cannabis?</p> <p>No, never Yes, in the last 30 days Yes, more than 30 days ago -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO EVER TRIED MARIJUANA (M_LAST=2-8)</p>
<p>MARIJUANA PASSENGER CSTADS ADAPTED</p> <p>M_PASS</p>	<p>To your knowledge, have you ever been a <u>passenger</u> in a car or other vehicle driven by someone who had been using marijuana/cannabis in the last 2 hours?</p> <p>No, never Yes, in the last 30 days Yes, more than 30 days ago -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>MARIJUANA ACCIDENT RISK</p> <p>MP_ACCIDENT</p>	<p>Do you think driving a car or other vehicle within 2 hours of using marijuana/cannabis increases the risk of getting into an accident?</p> <p>Not at all A little Somewhat A lot -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>MARIJUANA POLICE RISK</p> <p>MP_POLICE</p>	<p>If someone drives a car or other vehicle within 2 hours of using marijuana/cannabis, how likely are they to get caught by the police?</p> <p>Not at all A little Somewhat A lot -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>ALCOHOL USE - EVER</p> <p>ALC_EVER</p>	<p>Have you ever had a drink of alcohol that was more than just a sip?</p> <p>Yes No -77 Don't know -88 Refuse to answer</p>

	UNIVERSE: ALL
ALCOHOL USE - FREQUENCY CSTADS ADAPTED ALC_FREQ	In the last 12 months, how often did you have a drink of alcohol that was more than just a sip? I did not drink alcohol in the last 12 months Less than once a month Once a month 2 or 3 times a month Once a week 2 or 3 times a week 4 to 6 times a week Every day -77 Don't know -88 Refuse to answer UNIVERSE: RESPONDENTS WHO HAVE EVER HAD MORE THAN A SIP OF ALCOHOL (ALC_EVER=1)
YOUTH ACCESS DIFFICULTY CSTADS ADAPTED ACS_CIG ACS_ECIG ACS_ALC ACS_MJ ACS_ECS ACS_HAL ACS_RX	How difficult do you think it would be for you to get the following types of substances, if you wanted? [ROWS] Cigarettes E-cigarette/vaping device/cartridge/e-liquid Alcohol Marijuana or cannabis Ecstasy/MDMA Hallucinogens (LSD, acid, PCP, magic mushrooms, mesc) Prescription pain killers/opiates (oxycodone/oxycontin, codeine) [COLUMNS] Very difficult Fairly difficult Fairly easy Very easy -77 Don't know -88 Refused UNIVERSE: ALL PROGRAMMER NOTE: USE TABLE FORMAT WITH SUBSTANCES IN ROWS, DIFFICULTY IN COLUMNS

SOCIODEMOGRAPHIC MEASURES

GENDER CIHR SUGGESTED METHOD (GRETA BAUER, WESTERN) GENDER	What is your current gender identity? Man Woman Trans male/trans man Trans female/trans woman Gender queer/gender non-conforming Different identity (please specify): _____ -77 Don't know -88 Refused
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	UNIVERSE: ALL
SEX AT BIRTH CIHR SUGGESTED METHOD (GRETA BAUER, WESTERN) SEX	What sex were you assigned at birth, meaning on your original birth certificate? Male Female -77 Don't know -88 Refused UNIVERSE: ALL
PROVINCE CANADA REG_CA	What province or territory do you live in? Alberta British Columbia Manitoba New Brunswick Newfoundland and Labrador Northwest Territories Nova Scotia Nunavut Ontario Prince Edward Island Quebec Saskatchewan Yukon Other -77 Don't know -88 Refused UNIVERSE: RESPONDENTS FROM CANADA (COUNTRY=1)
REGION UK ASH YOUTH SURVEY ADAPTED REG_UK	What region do you live in? North East North West Yorkshire and the Humber East Midlands West Midlands East of England London South East South West Scotland Other -77 Don't know -88 Refused UNIVERSE: RESPONDENTS FROM ENGLAND AND SCOTLAND (COUNTRY=2 OR 4)
STATE US REG_US	What state do you live in? [Insert drop-down list of US states] Alabama (AL)

	Alaska (AK) Arizona (AZ) Arkansas (AR) California (CA) Colorado (CO) Connecticut (CT) Delaware (DE) District of Columbia (DC) Florida (FL) Georgia (GA) Hawaii (HI) Idaho (ID) Illinois (IL) Indiana (IN) Iowa (IA) Kansas (KS) Kentucky (KY) Louisiana (LA) Maine (ME) Maryland (MD) Massachusetts (MA) Michigan (MI) Minnesota (MN) Mississippi (MS) Missouri (MO) Montana (MT) Nebraska (NE) Nevada (NV) New Hampshire (NH) New Jersey (NJ) New Mexico (NM) New York (NY) North Carolina (NC) North Dakota (ND) Ohio (OH) Oklahoma (OK) Oregon (OR) Pennsylvania (PA) Rhode Island (RI) South Carolina (SC) South Dakota (SD) Tennessee (TN) Texas (TX) Utah (UT) Vermont (VT) Virginia (VA) Washington (WA) West Virginia (WV) Wisconsin (WI) Wyoming (WY) Other
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	<p>-77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS FROM USA (COUNTRY=3)</p>
<p>STUDENT ED_STUD</p>	<p>Are you currently a student? Yes No -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>STUDENT RETURNING ED_STUD_RET</p>	<p>Will you be returning as a student for the upcoming school year? Yes No -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO ARE NOT CURRENTLY A STUDENT (ED_STUD=NO)</p>
<p>CURRENT EDUCATION - CANADA (not Quebec) ED_CURR_CA</p>	<p>PROGRAMMING NOTE, IF ED_STUD=1, SHOW: Are you in... (Note: If you are not currently enrolled, select the grade/level you will be returning to in the upcoming school year.)</p> <p>PROGRAMMING NOTE, IF ED_STUD_RET=1, SHOW: Will you be in... Grade 8 or lower Grade 9 Grade 10 Grade 11 Grade 12 College or trade school University Other (please specify): _____ -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO ARE STUDENTS OR WILL BE RETURNING IN THE UPCOMING YEAR, AND ARE FROM CANADA, BUT NOT QUEBEC ((ED_STUD=1 OR ED_STUD_RET=1) AND COUNTRY=1 AND PROV#11)</p>
<p>HIGHEST EDUCATION - CANADA (not Quebec) ED_COMP_CA</p>	<p>What is the highest level of formal education that you have completed? Grade 8 or lower Grade 9 Grade 10 Grade 11 Grade 12 / high school diploma or equivalent College diploma or trade school certificate University degree Other (please specify): _____ -77 Don't know -88 Refused</p>

	UNIVERSE: RESPONDENTS WHO ARE NON-STUDENTS AND ARE FROM CANADA, BUT NOT QUEBEC (ED_STUD_RET=2 AND COUNTRY=1 AND PROV≠11)
CURRENT EDUCATION - CANADA (Quebec) ED_CURR_QC	PROGRAMMING NOTE, IF ED_STUD=1, SHOW: Are you in... (Note: If you are not currently enrolled, select the grade/level you will be returning to in the upcoming school year.) PROGRAMMING NOTE, IF ED_STUD_RET=1, SHOW: Will you be in... Sec II or lower Sec III Sec IV Sec V Vocational school CEGEP University Other (please specify): _____ -77 Don't know -88 Refused UNIVERSE: RESPONDENTS WHO ARE STUDENTS OR WILL BE RETURNING IN THE UPCOMING YEAR AND ARE FROM CANADA, AND FROM QUEBEC ((ED_STUD=1 OR ED_STUD_RET=1) AND COUNTRY=1 AND PROV=11)
HIGHEST EDUCATION - CANADA (Quebec) ED_COMP_QC	What is the highest level of formal education that you have completed? Sec II or lower Sec III Sec IV Sec V / secondary diploma Vocational school (AEP / DEP / ASP) CEGEP diploma University degree Other (please specify): _____ -77 Don't know -88 Refused UNIVERSE: RESPONDENTS WHO ARE NON-STUDENTS AND ARE FROM CANADA, AND FROM QUEBEC (ED_STUD_RET=2 AND COUNTRY=1 AND PROV=11)
CURRENT EDUCATION – UK ED_CURR_UK	PROGRAMMING NOTE, IF ED_STUD=1, SHOW: Are you in... (Note: If you are not currently enrolled, select the grade/level you will be returning to in the upcoming school year.) PROGRAMMING NOTE, IF ED_STUD_RET=1, SHOW: Will you be in... Year 9 or lower Year 10 Year 11 Year 12 (6 th Form / College/ Vocational School) Year 13 (6 th Form / College/ Vocational School) University Other (please specify): _____ -77 Don't know

	<p>-88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO ARE STUDENTS OR WILL BE RETURNING IN THE UPCOMING YEAR AND ARE FROM ENGLAND OR SCOTLAND (ED_STUD=1 OR ED_STUD_RET=1) AND COUNTRY=2 OR 4)</p>
<p>HIGHEST EDUCATION – UK</p> <p>ED_COMP_UK</p>	<p>What is the highest level of formal education that you have completed?</p> <p>Year 9 or lower Year 10 Year 11 Year 12 (6th Form / College/ Vocational School) Year 13 (6th Form / College/ Vocational School) University degree Other (please specify): _____</p> <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO ARE NON-STUDENTS AND ARE FROM ENGLAND OR SCOTLAND (ED_STUD_RET=2 AND COUNTRY=2 OR 4)</p>
<p>CURRENT EDUCATION – US</p> <p>ED_CURR_US</p>	<p>PROGRAMMING NOTE, IF ED_STUD=1, SHOW:</p> <p>Are you in... (Note: If you are not currently enrolled, select the grade/level you will be returning to in the upcoming school year.)</p> <p>PROGRAMMING NOTE, IF ED_STUD_RET=1, SHOW:</p> <p>Will you be in...</p> <p>8th Grade or lower 9th Grade 10th Grade 11th Grade 12th Grade Community / junior college or vocational/technical school University Other (please specify): _____</p> <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO ARE STUDENTS OR WILL BE RETURNING IN THE UPCOMING YEAR AND ARE FROM USA (ED_STUD=1 OR ED_STUD_RET=1) AND COUNTRY=3)</p>
<p>HIGHEST EDUCATION – US</p> <p>ITC ADAPTED</p> <p>ED_COMP_US</p>	<p>What is the highest level of formal education that you have completed?</p> <p>8th Grade or lower 9th Grade 10th Grade 11th Grade 12th Grade / high school diploma Associate's degree or vocational / technical certificate Bachelor's degree Other (please specify): _____</p> <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO ARE NON-STUDENTS AND ARE FROM USA</p>

	(ED_STUD_RET=2 AND COUNTRY=3)
SCHOOL GRADES CANADA ENERGY DRINK STUDY ED_GRD_CA	On average, what grades do you, or did you, usually get in high school? Below 50% (Mostly Fs) 50-59% (Mostly Ds) 60-69% (Mostly Cs) 70-79% (Mostly Bs) 80-89% (Mostly As or A+s) 90-100% (Mostly A+s) -77 Don't know -88 Refused UNIVERSE: RESPONDENTS FROM CANADA (COUNTRY=1)
SCHOOL GRADES UK ED_GRD_UK	On average, what grades do you, or did you, usually get in secondary school? 0-19% (Mostly Us) 20-29% (Mostly Gs) 30-39% (Mostly Fs) 40-49% (Mostly Es) 50-59% (Mostly Ds) 60-69% (Mostly Cs) 70-79% (Mostly Bs) 80-89% (Mostly As) 90-100% (Mostly A*s) -77 Don't know -88 Refused UNIVERSE: RESPONDENTS FROM ENGLAND OR SCOTLAND (COUNTRY=2 OR 4)
SCHOOL GRADES USA ED_GRD_US	On average, what grades do you, or did you, usually get in high school? Below 60% (Mostly Fs) 60-69% (Mostly Ds) 70-79% (Mostly Cs) 80-89% (Mostly Bs) 90-100% (Mostly As) -77 Don't know -88 Refused UNIVERSE: RESPONDENTS FROM USA (COUNTRY=3)
STRESS CHMS H_STRESS	Thinking about the amount of stress in your life, would you say that most days are...? Not at all stressful Not very stressful A bit stressful Quite a bit stressful Extremely stressful -77 Don't know -88 Refused UNIVERSE: ALL
ADHD PATH ADAPTED	Have you ever been told by a doctor or other health professional that you have ADHD or ADD (Attention Deficit Hyperactivity Disorder or Attention Deficit Disorder)?

<p>H_ADHD</p>	<p>Yes No -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>DEPRESSION STOP-D (Young et al, 2015)</p> <p>H_DEPRESS</p>	<p>In the last month, how much have you been bothered by feeling sad, down, or uninterested in life?</p> <p>0 1 2 3 4 5 6 7 8 9</p> <p>Not at all A little Moderately Severely</p> <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>ANXIETY STOP-D (Young et al, 2015)</p> <p>H_ANXIETY</p>	<p>In the last month, how much have you been bothered by feeling anxious or nervous?</p> <p>0 1 2 3 4 5 6 7 8 9</p> <p>Not at all A little Moderately Severely</p> <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>WEIGHT BEHAVIOUR ADAPTED FROM NHANES, 2009-2010</p> <p>H_WEIGHT</p>	<p>Which of the following are you trying to do about your weight:</p> <p>Lose weight Gain weight Stay the same weight Not trying to do anything about your weight -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>ETHNICITY CANADA CCHS ADAPTED</p> <p>ETH_CA</p>	<p>People living in Canada come from many different cultural and racial backgrounds. Are you...</p> <p>SELECT ALL THAT APPLY</p> <p>White Chinese South Asian (e.g., East Indian, Pakistani, Sri Lankan) Black Filipino Latin American Southeast Asian (e.g., Cambodian, Indonesian, Laotian, Vietnamese) Arab West Asian (e.g., Afghan, Iranian) Japanese Korean Aboriginal (e.g., First Nations/North American Indian, Métis, Inuk/Inuit) Other (please specify): _____ -77 Don't know -88 Refused</p>

	UNIVERSE: RESPONDENTS FROM CANADA (COUNTRY=1)
<p>ETHNICITY UK ONS</p> <p>ETH_UK</p>	<p>Which of the following best describes your ethnic or racial background?</p> <p>WHITE English / Welsh / Scottish / Northern Irish / British Irish Gypsy or Irish Traveller Any other White background (please specify): _____</p> <p>MIXED / MULTIPLE ETHNIC GROUPS White and Black Caribbean White and Black African White and Asian Any other Mixed / Multiple ethnic background (please specify): _____</p> <p>ASIAN / ASIAN BRITISH Indian Pakistani Bangladeshi Chinese Any other Asian background (please specify): _____</p> <p>BLACK / AFRICAN / CARIBBEAN / BLACK BRITISH African Caribbean Any other Black / African / Caribbean background (please specify): _____</p> <p>OTHER ETHNIC GROUP Arab Any other ethnic group (please specify): _____</p> <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS FROM ENGLAND OR SCOTLAND (COUNTRY=2 OR 4)</p>
<p>ETHNICITY US ITC ADAPTED</p> <p>ETH_US</p>	<p>People living in the United States come from many different cultural and racial backgrounds. Are you...</p> <p>SELECT ALL THAT APPLY</p> <p>White Black or African-American Hispanic or Latino Asian or Pacific Islander Native American Indian Other (please specify): _____</p> <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS FROM USA (COUNTRY=3)</p>
BATHROOMS IN HOME	How many bathrooms (room with a bath or shower) are in your family home?

<p>FAS III ADAPTED</p> <p>FAS_BATH</p>	<p>None One Two More than two -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>COMPUTERS IN HOME FAS III ADAPTED</p> <p>FAS_COMP</p>	<p>How many computers (including laptops and tablets, NOT INCLUDING game consoles and smartphones) are in your <u>family home</u>?</p> <p>None One Two Three Four Five More than five -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>

DEBRIEFING

<p>DEBRIEF</p>	<p>Please take a moment to read the following information.</p> <p>Thank you for participating in our study – we appreciate your help. Your [AUC_AMT] Starbucks Card will be sent to you by email within approximately 2 weeks. The survey firm will provide their usual compensation to the panel member. When you were invited to participate in the auction, you were told that you would bid on a range of products and that a product would be chosen at random which you could 'win'. However, the product was not chosen at random: only the Starbucks Card was selected. We will NOT be sending any participants any of the tobacco products, mainly because we do not want to promote or endorse smoking or nicotine use in any way. The reason why we led you to believe you could win a tobacco product was to create more of a "real" decision about your preferences for tobacco products, including price and product type. In some cases, people may answer differently if they do not believe the situations is 'real'. We apologize for any confusion or disappointment that this may have caused. Most research studies do not involve deception. Since some elements of the study are different from what was originally explained, we have some additional points for you to read and provide consent for if you are willing to allow us to use the information that you have provided. This consent is also a record that the full purpose of the study was explained to you. Please click the forward arrow to answer a few final questions, and enter information about receiving the Starbucks Card.</p> <p>PROGRAMMER NOTE: AUC_AMT= \$12.00 (CA, US) / £10.00 (UK) IF AUC_B11 ≥ SALE PRICE (WON AUCTION); OR \$10.00 (CA, US) / £8.00 (UK) IF AUC_B11 < SALE PRICE (LOST AUCTION). UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2) WHO PARTICIPATED IN THE AUCTION TASK (AUC_SKIP=1)</p>
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DB_CONSENT	<p>I give my permission for the researchers to use the data I provided in this online survey.</p> <p>Yes No</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2) WHO PARTICIPATED IN THE AUCTION TASK (AUC_SKIP=1)</p>
DB_CONTACT	<p>I have questions about the use of deception in this study and would like to contact the researchers to discuss these.</p> <p>Yes No</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2) WHO PARTICIPATED IN THE AUCTION TASK (AUC_SKIP=1)</p>
DB_CONTACT_INFO	<p>Please contact Professor David Hammond at 1-519-888-4567 ext. 36462 or dhammond@uwaterloo.ca to discuss your questions about the use of deception in this study</p> <p>Click on the forward arrow below to continue.</p> <p>UNIVERSE: RESPONDENTS WHO INDICATED THEY HAD QUESTIONS ABOUT THE USE OF DECEPTION (DB_CONTACT=1)</p>
DB_EMAIL	<p>Please enter the e-mail address where you would like the Starbucks Card sent.</p> <p>E-mail address: _____ Confirm e-mail: _____ I do not wish to provide an e-mail address. I understand that I will NOT receive the Starbucks Card.</p> <p>PROGRAMMER NOTE: If e-mail addresses entered do not match, show "The email addresses you entered do not match. Please correct the email addresses." If text entered is not in e-mail format, show "Please ensure you have entered the email in proper format."</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2) WHO PARTICIPATED IN THE AUCTION TASK (AUC_SKIP=1)</p>

END

END SCREEN	<p>You're finished—thank you!</p> <p>As a reminder, this study has been reviewed by and received ethics clearance through a University of Waterloo Research Ethics Committee (ORE#21847) and the King's College London Psychiatry, Nursing & Midwifery Research Ethics Subcommittee (PNM RESC). If you have questions for the University of Waterloo Research Ethics Committee contact the Chief Ethics Officer, Office of Research Ethics at 1-519-888-4567, ext. 36005 or ore-ceo@uwaterloo.ca. If you have questions for the King's College London PNM RESC, please contact rec@kcl.ac.uk. For all other questions about the study, please contact Professor David Hammond at 1-519-888-4567 ext. 36462 or dhammond@uwaterloo.ca.</p> <p>Please click the forward arrow to complete the survey.</p> <p>UNIVERSE: ALL</p>
NIelsen END SCREEN	<p>Thank you for your participation in this survey! We appreciate your time and thank you for your opinions. <i>[insert sentence regarding panel rewards/remuneration]</i></p> <p>UNIVERSE: ALL</p>

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