

INTERNATIONAL TOBACCO CONTROL POLICY EVALUATION PROJECT (ITC)

Youth Tobacco and E-cigarette Survey

WAVE 1 SURVEY(2017)

JULY 24, 2017



UNIVERSITY OF WATERLOO
FACULTY OF APPLIED HEALTH SCIENCES
School of Public Health and Health Systems

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SUGGESTED CITATION

HAMMOND D, REID JL, WHITE CM, ET AL. ITC YOUTH TOBACCO AND E-CIGARETTE SURVEY: WAVE 1 SURVEY (2017). UNIVERSITY OF WATERLOO. JULY 2017.

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SURVEY INVITATION & PRE-SCREENING

VARIABLE	QUESTION
SAMPLE EMAIL INVITATION	<p>A New Survey is Available</p> <p>The latest Harris Panel survey is now open and we want your opinion! Complete the survey to earn points and trade them in for items in our catalog.</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. You have earned an entry into the Harris Panel Sweepstakes."</p>
CHILD	<p>Do you have any children age 19 or younger living in your household?</p> <ol style="list-style-type: none"> 1. Yes 2. No <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. You have earned an entry into the Harris Panel Sweepstakes."</p>
CHILD AGE	<p>What age(s) are the child(ren) living in your household?</p> <p>SELECT ALL THAT APPLY</p> <ol style="list-style-type: none"> 1. Age(s) 0-10 2. Age(s) 11-15 3. Age(s) 16-19 4. Age(s) 20 or older <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. You have earned an entry into the Harris Panel Sweepstakes."</p>
CHILD NUMBER	<p>How many children BETWEEN THE AGES OF 16-19 live in your household?</p> <ol style="list-style-type: none"> 1. 1 2. 2 3. 3 or more <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>

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

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.



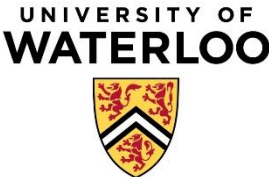

Would you be willing to allow your child to participate in this survey?

	<p>[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 <u>whose birthday is coming up next</u>.</p> <p>[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> <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</p> <p>1. English 2. 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.</p>

	<p>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>
AGE	<p>How old are you? _____ [numeric]</p> <p>AGE</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. You have earned an entry into the Harris Panel Sweepstakes."</p>
COUNTRY	<p>COUNTRY</p> <ol style="list-style-type: none"> 1. Canada 2. England 3. United States of America 4. Scotland <p>PROGRAMMING NOTE: RECRUIT 4,500 RESPONDENTS IN CANADA, ENGLAND, AND USA. RECRUIT AS MANY RESPONDENTS AS POSSIBLE IN SCOTLAND (MAX 500 EXPECTED).</p>
CONDITION	<p>COND</p> <ol style="list-style-type: none"> 1. Discrete Choice Experiment (DCE) Condition 2. Auction Condition 3. No Auction or DCE Condition <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>
INFO	<p>Before you start the survey, please read the following information and let us know if you agree to participate.</p> <ul style="list-style-type: none"> - 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. - 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.] - The study is being led by Professor David Hammond at the University of Waterloo, Canada, with partners from King's College London, United Kingdom. - 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. - You must be between 16 and 19 years of age to participate in the study. - 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

	<p>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> <ul style="list-style-type: none"> - 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. 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). - 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. <div style="display: flex; justify-content: space-around; align-items: center;"> <div data-bbox="493 940 760 1115" style="text-align: center;">  <p>UNIVERSITY OF WATERLOO</p> </div> <div data-bbox="888 926 1140 1119" style="text-align: center;">  <p>KING'S <i>College</i> LONDON</p> </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] 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</p> <p>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</p> <p>PATH</p>	<p>How old were you when you first tried cigarette smoking, even one or two puffs?</p>

S_AGE	<p>1 __ __ [RANGE 0 – 19] -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO EVER TRIED SMOKING (S_EVER=1)</p>
SMOKING LIFETIME USE PATH ADAPTED S_LIFE	<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>
SMOKING LAST USE PATH S_LAST	<p>When was the last time you smoked a cigarette, even one or two puffs?</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>
SMOKING STATUS (DERIVED) S_STAT_DV	<p>Respondent smoking status (derived variable – not shown)</p> <ol style="list-style-type: none"> 1. Current smoker: Smoked 100+ cigarettes in life and smoked in past 30 days (S_LIFE=7 and S_LAST=1-3) 2. Former smoker: Smoked 100+ cigarettes in life, but did not smoke in past 30 days (S_LIFE=7 and S_LAST=4-7) 3. Never smoker: Never tried cigarette smoking (S_EVER=2) 4. Experimental smoker: Tried cigarette smoking, but did not smoke 100+ cigarettes in life (S_EVER=1 AND S_LIFE=1-6) <p>UNIVERSE: ALL</p>
SMOKING FREQUENCY (DAYS) PATH S_FREQ	<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>
SMOKING DAILY USE PATH S_DAILY	<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</p>

	<p>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 ITC ADAPTED</p> <p>S_RYO</p>	<p>Do you smoke factory-made cigarettes, roll-your-own cigarettes, or both?</p> <ol style="list-style-type: none"> 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 <p>-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 PATH ADAPTED</p> <p>S_FLAV</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> <ol style="list-style-type: none"> 1 Yes 2 No <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO SMOKED IN THE PAST 30 DAYS (S_LAST=1-3)</p>
<p>SMOKING QUIT INTENTIONS ITC</p> <p>SQ_PLAN</p>	<p>Are you planning to quit smoking . . .</p> <ol style="list-style-type: none"> 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] <p>-88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO SMOKED IN THE PAST 30 DAYS (S_LAST=1-3)</p>
<p>SMOKING QUIT ATTEMPT - EVER PATH ADAPTED</p> <p>SQ_EVER</p>	<p>Have you ever tried to completely stop smoking cigarettes?</p> <ol style="list-style-type: none"> 1 Yes 2 No <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: CURRENT SMOKERS (S_STAT_DV=1)</p>
<p>SMOKING QUIT ATTEMPT - PAST YEAR</p> <p>SQ_YR</p>	<p>Have you tried to stop smoking cigarettes IN THE LAST 12 MONTHS?</p> <ol style="list-style-type: none"> 1 Yes 2 No <p>-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>

<p>SMOKING QUIT METHODS ITC ADAPTED</p> <p>SQ_HOW_YR</p>	<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> <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: 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) PROGRAMMER NOTE: RANDOMIZE ORDER OF RESPONSE OPTIONS, EXCEPT OTHER, DK, REFUSE.</p>
<p>SMOKING QUIT METHOD FUTURE CANADA ONLINE ECIG SURVEY</p> <p>SQ_HOW_FUTR</p>	<p>If you were to try to stop smoking IN THE FUTURE, would you consider using any of the following to help you quit? 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>
<p>SMOKING URGES MONTH ITC ADAPTED</p> <p>S_URGE</p>	<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>

<p>SMOKING WEIGHT GAIN ITC ADAPTED</p> <p>SP_GAIN</p>	<p>Does smoking help people avoid gaining weight?</p> <ol style="list-style-type: none"> 1. No 2. Maybe 3. Yes <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>SMOKING SOCIAL NORMS ITC ADAPTED</p> <p>SP_NORM</p>	<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>
<p>SMOKING ADDICTIVE PERCEPTION PATH</p> <p>SP_ADDICT</p>	<p>How likely is someone to become addicted to smoking cigarettes?</p> <ol style="list-style-type: none"> 1 Very unlikely 2 Somewhat unlikely 3 Neither likely nor unlikely 4 Somewhat likely 5 Very likely <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>SMOKING ADDICTIVE SELF ITC</p> <p>S_ADDICTED</p>	<p>Do you consider yourself addicted to cigarettes?</p> <ol style="list-style-type: none"> 1 Not at all 2 Yes, a little addicted 3 Yes, very addicted <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO SMOKED IN THE PAST 30 DAYS (S_LAST=1-3)</p>
<p>SMOKING SUSCEPTIBILITY - CURIOUS PATH</p> <p>SSU_CUR</p>	<p>Have you ever been curious about smoking cigarettes?</p> <ol style="list-style-type: none"> 1. Definitely not 2. Probably not 3. Probably yes 4. Definitely yes <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: NEVER SMOKERS (S_STAT_DV=3)</p>
<p>SMOKING SUSCEPTIBILITY - YEAR PATH</p>	<p>Do you think that you will smoke a cigarette IN THE NEXT 12 MONTHS?</p> <ol style="list-style-type: none"> 1. Definitely not 2. Probably not 3. Probably yes

SSU_YR	<p>4. 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>1. Definitely not 2. Probably not 3. Probably yes 4. Definitely yes -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
SMOKING SUSCEPTIBILITY - FUTURE PATH SSU_FUTR	<p>Do you think you will be smoking cigarettes 5 YEARS FROM NOW?</p> <p>1. Definitely not 2. Probably not 3. Probably yes 4. Definitely yes -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
SMOKING HARM - AMOUNT PATH SPH_AMT	<p>How much do you think people harm themselves when they smoke cigarettes?</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>
SMOKING HARM - TIME PATH SPH_TIME	<p>How long do you think someone has to smoke cigarettes 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>
SMOKING HARM - WORRY ITC SPH_WORRY	<p>Are you worried that smoking cigarettes will damage your health in the future?</p> <p>1. Not at all worried 2. A little worried 3. Moderately worried 4. Very worried -77 Don't know</p>

-88 Refused

UNIVERSE: RESPONDENTS WHO SMOKED IN THE PAST 30 DAYS (S_LAST=1-3)

BRAND APPEAL

S_APPEAL

How APPEALING would this brand of cigarettes be to try?

0 1 2 3 4 5 6 7 8 9

Not at all appealing Very appealing

-77 Don't know

-88 Refused

[PROGRAMMING NOTE: RANDOMIZE PARTICIPANTS TO SEE ONE OF TWO PACKS ACCORDING TO THEIR COUNTRY (E.G., IF COUNTRY=CANADA, SHOW EITHER CANADA ROOFTOP OR ACTIVATE).

Country	Pack 1 (Rooftop/Marlboro)	Pack 2 (Activate)
Canada		
UK		
US		

UNIVERSE: ALL

OTHER PRODUCTS - EVER USE


CSTADS ADAPTED

O_EVER

Have you EVER tried any of the following?
[YES/NO CHECKLIST]


1. Little cigars or cigarillos (plain or flavoured)
2. Cigars (not including little cigars or cigarillos, plain or flavoured)
3. Bidis (little cigarettes hand-rolled in leaves)
4. Smokeless tobacco (chewing tobacco, pinch, snuff, or snus)

	<p>5. Nicotine patches, nicotine gum, or nicotine lozenges 6. 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 CSTADS ADAPTED</p> <p>O_MONTH</p>	<p>In the past 30 DAYS, have you used any of the following? [YES/NO CHECKLIST]</p> <ol style="list-style-type: none"> 1. Little cigars or cigarillos (plain or flavoured) 2. Cigars (not including little cigars or cigarillos, plain or flavoured) 3. Bidis (little cigarettes hand-rolled in leaves) 4. Smokeless tobacco (chewing tobacco, pinch, snuff, or snus) 5. Nicotine patches, nicotine gum, or nicotine lozenges 6. A waterpipe to smoke shisha (herbal or tobacco) <p>-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</p> <p>I_KNOW</p>	<p>Have you heard of a product called IQOS, which heats a stick of tobacco instead of burning it?</p> <ol style="list-style-type: none"> 1 Yes 2 No <p>-77 Don't know -88 Refused</p> <div data-bbox="354 1073 940 1461" data-label="Image"> <p>The image shows a white pack of HEETS tobacco sticks with a yellow top flap. In front of the pack lies a black, pen-shaped IQOS heated tobacco device with a white tip and a small green light. The HEETS logo is printed on the pack, and the IQOS logo is on the device.</p> </div> <p>UNIVERSE: ALL</p>
<p>IQOS INTEREST</p> <p>I_INTER</p>	<p>Would you be interested in trying this product?</p> <ol style="list-style-type: none"> 1. Definitely not 2. Probably not 3. Probably yes 4. Definitely yes <p>-77 Don't know -88 Refused</p>

	 <p>UNIVERSE: ALL</p>
<p>IQOS FRIEND</p> <p>I_FRIEND</p>	<p>If one of your best friends were to offer you this product, would you try it?</p> <ol style="list-style-type: none"> 1. Definitely not 2. Probably not 3. Probably yes 4. Definitely yes <p>-77 Don't know -88 Refused</p>  <p>UNIVERSE: ALL</p>

E-CIGARETTES: EVER & CURRENT USE

<p>ECIG PREAMBLE</p> <p>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>
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	 <p>UNIVERSE: ALL</p>
<p>ECIG EVER USE <u>ITC ADAPTED</u></p> <p>E_EVER</p>	<p>Have you ever tried an e-cigarette/vaped, even one or two puffs?</p> <ol style="list-style-type: none"> 1 Yes 2 No <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>ECIG AGE OF INITIATION <u>PATH ADAPTED</u></p> <p>E_AGE</p>	<p>How old were you when you first tried an e-cigarette/vaped?</p> <ol style="list-style-type: none"> 1 __ __ [RANGE 0 – 19] <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO EVER TRIED ECIGS (E_EVER=1)</p>
<p>INITIATION ORDER <u>PATH ADAPTED</u></p> <p>O_ORDER</p>	<p>You mentioned that you have used the products below. Which product did you try first?</p> <ol style="list-style-type: none"> 1. Cigarettes 2. E-cigarettes/vaping 3. Little cigars or cigarillos (plain or flavoured) 4. Cigars (not including little cigars or cigarillos, plain or flavoured) 5. Bidis (little cigarettes hand-rolled in leaves, tied with string at the ends, and may come in different flavours) 6. Smokeless tobacco (chewing tobacco, pinch, snuff, or snus) 7. Nicotine patches, nicotine gum, or nicotine lozenges 8. A waterpipe to smoke shisha (herbal or tobacco) <p>-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> <p>UNIVERSE: RESPONDENTS WHO USED ECIGS IN PAST 30 DAYS (E_LAST=1-3)</p>
<p>E-CIG DAILY USE PATH ADAPTED</p> <p>E_DAILY</p>	<p>In the past 30 days, on the days you used an e-cigarette/vaped, how many times did you use it each day?</p> <p>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</p> <p>UNIVERSE: RESPONDENTS WHO USED ECIGS IN PAST 30 DAYS (E_LAST=1-3)</p>
<p>DUAL USE FREQUENCY (DAYS IN WEEK) ITC</p> <p>E_DUAL</p>	<p>In a typical week, on how many days do you BOTH vape e-cigarettes and smoke cigarettes on the same day?</p> <p>1 None 2 1-2 days a week 3 3-4 days a week 4 5-6 days a week</p>

	<p>5 7 days a week (every day) 6 Can't say, there's no consistent pattern -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO SMOKED CIGARETTES AND USED ECIGS IN PAST 7 DAYS (S_LAST=1-2 AND E_LAST=1-2)</p>
<p>ECIG FLAVOUR - EVER USE ITC ADAPTED</p> <p>E_FLAV_EVER</p>	<p>Which of the following flavours of e-cigarettes or e-liquid have you EVER USED? [YES/NO CHECKLIST]</p> <ol style="list-style-type: none"> 1. Tobacco flavour 2. Mix of tobacco and menthol 3. Menthol or mint 4. Fruit flavour 5. Candy, chocolate, desserts, sweets 6. Clove or other spice 7. Coffee 8. A non-alcoholic drink (soda, energy drinks, or other beverages) 9. An alcoholic drink (wine, whisky, cognac, margarita, or other cocktails) 10. Other flavour 11. Unflavoured e-liquid <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO USED ECIGS IN PAST 30 DAYS (E_LAST=1-3)</p>
<p>E_FLAV_EVER_FOLLO WUP</p>	<p>Which other flavours of e-cigarettes or e-liquid have you EVER USED?</p> <p>1. _____</p> <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO USED ANOTHER FLAVOUR IN PAST 30 DAYS (E_FLAV_EVER_10=YES)</p>
<p>ECIG FLAVOUR - CURRENT USE ITC ADAPTED</p> <p>E_FLAV_CURR</p>	<p>In the LAST 30 DAYS, which of these flavours did you use MOST OFTEN?</p> <ol style="list-style-type: none"> 1. Tobacco flavour 2. Mix of tobacco and menthol 3. Menthol or mint 4. Fruit flavour 5. Candy, chocolate, desserts, sweets 6. Clove or other spice 7. Coffee 8. A non-alcoholic drink (soda, energy drinks, or other beverages) 9. An alcoholic drink (wine, whisky, cognac, margarita, or other cocktails) 10. [Insert other flavour from E_FLAV_EVER_FOLLOWUP] 11. Unflavoured e-liquid <p>-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</p> <p>E_BUY</p>	<p>Have you bought an e-cigarette/vaping device, cartridge, or e-liquid in the past 12 months?</p> <p>1 Yes</p>

	<p>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</p> <p>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</p> <p>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?</p> <p>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</p> <p>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.)] 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>1. Someone offered them to me 2. I bought them from a store 3. I bought them over the internet/online 4. I gave someone else money to buy them for me 5. I bought them from another person 6. I took them from a store or another person 7. I got a free sample</p>

	<p>8. 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> <ol style="list-style-type: none"> 1. Curiosity / to try something new 2. For fun / I like it 3. For the flavour 4. For the nicotine 5. I can vape in places where I can't smoke 6. To cut down the number of cigarettes I smoke 7. To help me quit smoking cigarettes 8. To help me stay quit 9. To vape cannabis/marijuana or other drugs 10. Vaping is less expensive than smoking 11. Vaping may be less harmful to me than smoking 12. Vaping may be less harmful to people around me than smoking 13. Vaping is more acceptable to people around me than smoking 14. Other (please specify): _____ <p>-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> <ol style="list-style-type: none"> 1 Yes 2 No <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO USED ECIGS IN PAST 30 DAYS (E_LAST=1-3)</p>
<p>SOCIAL CONTEXT</p> <p>E_SOCIAL</p>	<p>In the past 30 days, have you used e-cigarettes/vaped when you are...? [YES/NO CHECKLIST]</p> <ol style="list-style-type: none"> 1 Alone 2 With friends 3 With family <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO USED ECIGS IN PAST 30 DAYS (E_LAST=1-3)</p>
<p>QUITTING - EFFECTIVENESS ITC</p> <p>EP_QUIT</p>	<p>Do you think using e-cigarettes/vaping makes it easier or harder to PERMANENTLY QUIT smoking cigarettes?</p> <ol style="list-style-type: none"> 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

	<p>6 Don't know [VALID RESPONSE] -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>INITIATION</p> <p>EP_START</p>	<p>Do you think using e-cigarettes/vaping makes people your age more likely or less likely to START SMOKING cigarettes?</p> <p>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</p> <p>UNIVERSE: ALL</p>
<p>ECIG QUIT INTENTIONS</p> <p>EQ_PLAN</p>	<p>Are you planning to quit using e-cigarettes/vaping . . .</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 use e-cigarettes 6 Don't know [VALID RESPONSE] -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO USED ECIGS IN PAST 30 DAYS (E_LAST=1-3)</p>
<p>ECIG QUIT ATTEMPT - EVER</p> <p>PATH</p> <p>EQ_EVER</p>	<p>Have you ever tried to completely stop using e-cigarettes/vaping?</p> <p>1 Yes 2 No -77 Don't know -88 Refused</p> <p>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)</p>
<p>ECIG QUIT ATTEMPT - PAST YEAR</p> <p>PATH</p> <p>EQ_YR</p>	<p>Have you tried to completely stop using e-cigarettes/vaping in the LAST 12 MONTHS?</p> <p>1 Yes 2 No -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO USED ECIGS IN PAST 30 DAYS AND EVER TRIED TO QUIT ECIGS (E_LAST=1-3 AND EQ_EVER=1)</p>
<p>ECIG QUITTING REASONS</p> <p>ITC ADAPTED</p> <p>EQ_REASON_TRY</p>	<p>Which of the following are reasons you tried to stop using e-cigarettes/vaping in the LAST 12 MONTHS? SELECT ALL THAT APPLY</p> <ol style="list-style-type: none"> 1. Only tried e-cigarette/vaping to see what it was like 2. Concerned about addiction to e-cigarettes/vaping 3. Cost too much 4. Concerned about possible health risks or side-effects 5. Uncomfortable using in public 6. Did not like the taste

	<p>7. Did not help me quit smoking 8. Did not help me cut back on cigarettes 9. No longer needed e-cigarettes/vaping to keep from smoking 10. Other (please specify): _____</p> <p>-77 Don't know -88 Refused</p> <p>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.</p>
<p>ECIG QUITTING REASONS ITC ADAPTED</p> <p>EQ_REASON_YR</p>	<p>Which of the following are reasons you stopped using e-cigarettes/vaping in the LAST 12 MONTHS? SELECT ALL THAT APPLY</p> <p>1. Only tried e-cigarette/vaping to see what it was like 2. Concerned about addiction to e-cigarettes/vaping 3. Cost too much 4. Concerned about possible health risks or side-effects 5. Uncomfortable using in public 6. Did not like the taste 7. Did not help me quit smoking 8. Did not help me cut back on cigarettes 9. No longer needed e-cigarettes/vaping to keep from smoking 10. Other (please specify): _____</p> <p>-77 Don't know -88 Refused</p> <p>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)</p>
<p>ECIG QUITTING REASONS ITC ADAPTED</p> <p>EQ_REASON_STOP</p>	<p>Which of the following are reasons you did NOT continue using e-cigarettes/vaping? SELECT ALL THAT APPLY</p> <p>1. Only tried e-cigarette/vaping to see what it was like 2. Concerned about addiction to e-cigarettes/vaping 3. Cost too much 4. Concerned about possible health risks or side-effects 5. Uncomfortable using in public 6. Did not like the taste 7. Did not help me quit smoking 8. Did not help me cut back on cigarettes 9. No longer needed e-cigarettes/vaping to keep from smoking 10. Other (please specify): _____</p> <p>-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 ITC ADAPTED</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>

	UNIVERSE: RESPONDENTS WHO EVER TRIED ECIGS (E_EVER=1)
ECIG SIDE EFFECTS - TYPE ITC ESE_TYPE	What negative side effects did you experience? SELECT ALL THAT APPLY 1. Mouth irritation 2. Throat irritation 3. Chest irritation 4. Cough 5. Headache 6. Nausea 7. Light-headedness 8. Losing my sense of taste 9. Other negative side effects (please specify): _____ -77 Don't know -88 Refused UNIVERSE: RESPONDENTS WHO EXPERIENCED SIDE EFFECTS FROM ECIGS (ESE_EVER=1) PROGRAMMER NOTE: RANDOMIZE ORDER OF RESPONSE OPTIONS, EXCEPT OTHER, DK, REFUSE.
ECIG MEDICAL HELP ESE_HELP	Did you seek medical help or talk to a health professional about any of these side effects? 1 Yes 2 No -77 Don't know -88 Refuse to answer UNIVERSE: RESPONDENTS WHO EXPERIENCED SIDE EFFECTS (ESE_EVER=1)
ECIG MEDICAL HELP - CONSIDER ESE_HELP_CONS	Did you CONSIDER seeking medical help or talking to a health professional? 1 Yes 2 No -77 Don't know -88 Refuse to answer UNIVERSE: RESPONDENTS WHO DID NOT SEEK MEDICAL HELP FOR SIDE EFFECTS FROM ECIGS (ESE_HELP=2)
ECIG SUSCEPTIBILITY - CURIOUS PATH ESU_CUR	Have you ever been curious about using e-cigarettes/vaping? 1. Definitely not 2. Probably not 3. Probably yes 4. Definitely yes -77 Don't know -88 Refused UNIVERSE: RESPONDENTS WHO NEVER TRIED ECIGS (E_EVER=2)
ECIG SUSCEPTIBILITY - YEAR PATH ESU_YR	Do you think that you will use e-cigarettes/vape IN THE NEXT 12 MONTHS? 1. Definitely not 2. Probably not 3. Probably yes 4. Definitely yes -77 Don't know -88 Refused

	UNIVERSE: ALL
ECIG SUSCEPTIBILITY - FRIEND PATH ESU_FRIEND	If one of your best friends were to offer you an e-cigarette/vaping device, would you use it? 1. Definitely not 2. Probably not 3. Probably yes 4. Definitely yes -77 Don't know -88 Refused UNIVERSE: ALL
ECIG SUSCEPTIBILITY - FUTURE PATH ESU_FUTR	Do you think you will be using e-cigarettes/vaping 5 YEARS FROM NOW? 1. Definitely not 2. Probably not 3. Probably yes 4. Definitely yes -77 Don't know -88 Refused UNIVERSE: ALL
ECIG WEIGHT GAIN EP_GAIN	Does using e-cigarettes/vaping help people avoid gaining weight? 1. No 2. Maybe 3. Yes -77 Don't know -88 Refused UNIVERSE: ALL
ECIG SUSCEPTIBILITY - FAMILY/FRIEND USE ESU_SOCIAL	Who, if anyone... SELECT ALL THAT APPLY [ROWS] a. Uses e-cigarettes/vapes b. Smokes cigarettes c. Uses other tobacco products (cigars, chewing tobacco, etc.) [COLUMNS] 1. Your friend(s) 2. Your parent(s)/guardian(s) 3. Your sibling(s) 4. None of these people -77 Don't know -88 Refused UNIVERSE: ALL PROGRAMMER NOTE: USE CHECKLIST FORMAT COMBINED IN ONE TABLE
ECIG HARM - AMOUNT PATH	How much do you think people harm themselves when they use e-cigarettes/vape? 1 No harm 2 Little harm

EPH_AMT	<p>3 Some harm 4 A lot of harm -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
ECIG HARM - TIME PATH EPH_TIME	<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>
ECIG HARM - RELATIVE PATH EPH_REL	<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>
ECIG HARM - WORRY ITC EPH_WORRY	<p>Are you worried that using e-cigarettes/vaping will damage your health in the future?</p> <p>1. Not at all worried 2. A little worried 3. Moderately worried 4. Very worried -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO USED ECIGS IN PAST 30 DAYS (E_LAST=1-3)</p>

BRAND AND TYPE OF PRODUCT

PRODUCT TYPE - EVER TRIED ITC ADAPTED ET_EVER	<p>Which of the following TYPES of e-cigarettes/ vaping devices have you ever tried?</p> <p>SELECT ALL THAT APPLY</p> <p>1. Disposable (not refillable or rechargeable) e-cigarette/vaping device 2. E-cigarette/vaping device with replaceable pre-filled cartridges 3. 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>
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<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> <ol style="list-style-type: none"> 1. Disposable (not refillable or rechargeable) e-cigarette/vaping device 2. E-cigarette/vaping device with replaceable pre-filled cartridges 3. E-cigarette/vaping device with a tank that you fill with liquid <p>-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> <ol style="list-style-type: none"> 34. Other brand (please specify): _____ 35. I don't have a usual brand <p>-77 Don't know -88 Refused</p> <p>Canada Checklist (10 options)</p> <ol style="list-style-type: none"> 1. Aspire 2. Blu 3. eGo 4. Eleaf 5. EVOD 6. Joyetech 7. Kanger Tech 8. Smoke NV 9. V2 <p>UK Checklist (13 options)</p> <ol style="list-style-type: none"> 10. Aspire 11. Blu 12. Ego 13. E-Lites 14. Gamucci 15. Kangertech 16. Nicocig 17. Nicolites 18. Smok 19. VIP 20. Vivid 21. Vype 22. 10 (Ten) Motives <p>US Checklist (11 options)</p> <ol style="list-style-type: none"> 23. Apollo 24. Blu 25. Fin 26. GreenSmoke 27. Juul

	<p>28. KangerTech 29. Logic 30. MarkTen 31. VaporFi 32. V2 33. 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>
ECIG NICOTINE - EVER USE ITC ET_NIC_EVER	<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>
ECIG NICOTINE - CURRENT USE ITC ADAPTED ET_NIC_CURR	<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>
ECIG DRIPPING ET_DRIP	<p>Have you ever dripped e-liquid directly into an atomizer when vaping?</p> <p>1 Yes 2 No 3 I don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO EVER TRIED ECIGS (E_EVER=1)</p>

PERCEPTIONS AND BELIEFS

ECIG URGES - MONTH NEW E_URGE	<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>
ECIG AD EXPOSURE - FREQUENCY ITC EAD_FREQ	<p>In the last 30 days, how often have you noticed things that promote e-cigarettes/vaping?</p> <p>1. Never 2. Rarely 3. Sometimes</p>

	<p>4. Often 5. Very often -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>ECIG AD EXPOSURE - LOCATION ITC 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> <ol style="list-style-type: none"> 1. In regular postal mail? 2. On websites or social media, like Facebook, Twitter, YouTube, Instagram or Snapchat? 3. In email or text messages? 4. In bars or pubs? 5. In shops/stores that sell CIGARETTES? 6. Outside shops/stores that sell CIGARETTES? 7. At a [chemist (UK)/ pharmacy (CA, US)]? 8. At events like fairs, markets, festivals, sporting events, or music concerts? 9. At kiosk or temporary sales locations (in shopping centres, parked in the street, other places, but not at specific events)? 10. On television or radio? 11. On billboards or posters? 12. In print newspapers or magazines? 13. At the [UK=cinema / CA-US=movies]? 14. Taxis or buses/public transit? 15. In [UK=leaflets, CA,US=flyers]? <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 EAD_APPEAL</p>	<p>Thinking about the ads you've seen for e-cigarettes, do you think they make e-cigarettes/vaping seem...</p> <ol style="list-style-type: none"> 1 Very unappealing 2 Unappealing 3 Neither unappealing or appealing 4 Appealing 5 Very appealing <p>-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 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> <ol style="list-style-type: none"> 1 People who smoke 2 People who don't smoke 3 People who use e-cigarettes 4 People who don't use e-cigarettes <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 WARNINGS - NOTICE ITC 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 ITC 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: _____</p> <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO NOTICED HEALTH WARNINGS ON ECIGS (EW_NOTICE=1)</p>
<p>ECIG NEWS EXPOSURE ITC ADAPTED 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>1. Never 2. Rarely 3. Sometimes 4. Often 5. Very often -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>ECIG NEWS TYPE E_NEWS_TYPE</p>	<p>Were the majority of news stories you saw or heard about e-cigarettes...</p> <p>1. Mostly negative about e-cigarettes 2. Mostly positive about e-cigarettes 3. 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 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</p>

	<p>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>1 None or very little 2 Some, but well under half 3 Around half 4 Much more than half 5 Nearly all 6 Don't know [VALID RESPONSE] -88 Refused</p> <p>UNIVERSE: ALL</p>

DISCRETE CHOICE EXPERIMENT (DCE)

DCE INSTRUCTIONS	In the next part of the survey, we would like your opinion of different products.
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	<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</p> <p>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</p> <p>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>1. I like all of them, and so would choose any of them. 2. I would try some, but not others. 3. 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>DCE2_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 2 WITH THE PRICE BELOW EACH</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
<p>LEAST LIKELY CHOICE</p> <p>DCE2_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 2 WITH THE PRICE BELOW EACH</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
<p>PRODUCT FEELINGS</p> <p>DCE2_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 2 WITH THE PRICE BELOW EACH</p> <p>1. I like all of them, and so would choose any of them. 2. I would try some, but not others. 3. 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>DCE3_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 3 WITH THE PRICE BELOW EACH</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
<p>LEAST LIKELY CHOICE</p> <p>DCE3_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 3 WITH THE PRICE BELOW EACH</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
<p>PRODUCT FEELINGS</p> <p>DCE3_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 3 WITH THE PRICE BELOW EACH</p> <p>1. I like all of them, and so would choose any of them. 2. I would try some, but not others. 3. 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>DCE4_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 4 WITH THE PRICE BELOW EACH</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
<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</p> <p>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>1. I like all of them, and so would choose any of them. 2. I would try some, but not others. 3. 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</p> <p>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</p> <p>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>1. I like all of them, and so would choose any of them. 2. I would try some, but not others. 3. 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</p> <p>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</p> <p>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>1. I like all of them, and so would choose any of them. 2. I would try some, but not others. 3. 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>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</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
<p>LEAST LIKELY CHOICE</p> <p>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</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>

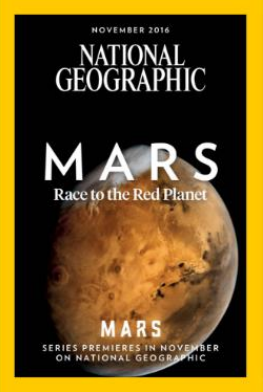
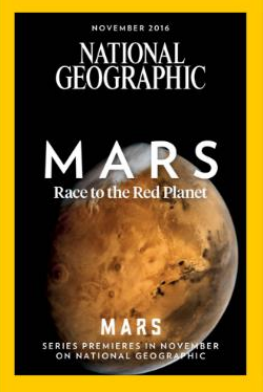
<p>PRODUCT FEELINGS</p> <p>DCE7_OVERALL</p>	<p>Thinking seriously about the four products below, which of these statements best describes how you feel about them as a group?</p> <p>PROGRAMMER NOTE: INSERT IMAGES OF EACH OF THE 4 PRODUCTS IN SET 7 WITH THE PRICE BELOW EACH</p> <ol style="list-style-type: none"> 1. I like all of them, and so would choose any of them. 2. I would try some, but not others. 3. I don't like any of them, and so would try none of them. <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
<p>MOST LIKELY CHOICE</p> <p>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</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
<p>LEAST LIKELY CHOICE</p> <p>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</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
<p>PRODUCT FEELINGS</p> <p>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> <ol style="list-style-type: none"> 1. I like all of them, and so would choose any of them. 2. I would try some, but not others. 3. I don't like any of them, and so would try none of them. <p>-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</p> <p>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</p> <p>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> <ol style="list-style-type: none"> 1. I like all of them, and so would choose any of them.



	<p>2. I would try some, but not others.</p> <p>3. I don't like any of them, and so would try none of them.</p> <p>-77 Don't know</p> <p>-88 Refused</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO DCE CONDITION (COND=1)</p>
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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.</p> <p>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.</p> <p>Step 3: You will repeat Steps 1 and 2 for ten other products.</p> <p>Step 4: The computer will randomly choose one of the 11 products to be auctioned.</p> <p>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)].</p> <p>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> <ul style="list-style-type: none"> • 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. • 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. • The product and any remaining 'change' from your [\$10 (CA, US) / £8 (UK)] budget will be sent to you within approximately 2 weeks. <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</p> <p>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> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>PRACTICE AUCTION 1 CONFIRM</p> <p>AUC_PB1C</p>	<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> 

	<ol style="list-style-type: none"> 1. Yes 2. No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_PB1] <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>PRACTICE AUCTION 2</p> <p>AUC_PB2</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 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>
<p>PRACTICE AUCTION 2 CONFIRM</p> <p>AUC_PB2C</p>	<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>  <ol style="list-style-type: none"> 1. Yes 2. No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_PB2] <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>PRACTICE AUCTION 3</p> <p>AUC_PB3</p>	<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>  <ol style="list-style-type: none"> 1. Yes 2. No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_PB3] <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>

	UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)
PRACTICE AUCTION RESULTS - WIN	<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>
AUCTION INTRO AUC_SKIP	<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> <ol style="list-style-type: none"> 1. Continue to the real auction. 2. 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>PROGRAMMER NOTE: RANDOMLY SELECT 10 PRODUCT IMAGES FROM LIST OF 135 IMAGE OPTIONS. THE 10 IMAGES WILL BE SHOWN IN THE FOLLOWING QUESTIONS – SHOW THE 10 IMAGES IN RANDOMIZED ORDER.</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
AUCTION 1 AUC_B1	<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 FIRST RANDOMLY SELECTED PRODUCT IMAGE FROM 10 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>
AUCTION 1 CONFIRM AUC_B1C	<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_B1</p> <p>PROGRAMMER NOTE: SHOW FIRST RANDOMLY SELECTED PRODUCT IMAGE FROM 10 OPTIONS.</p> <ol style="list-style-type: none"> 1. Yes 2. No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_B1] <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
AUCTION 2 AUC_B2	<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 SECOND RANDOMLY SELECTED PRODUCT IMAGE FROM 10 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>
AUCTION 2 CONFIRM	Are you sure you want to bid [\$XX.XX (CA, US) / £XX.XX (UK)] on this product?

AUC_B2C	<p>PROGRAMMER NOTE: INSERT BID FROM AUC_B2 PROGRAMMER NOTE: SHOW SECOND RANDOMLY SELECTED PRODUCT IMAGE FROM 10 OPTIONS.</p> <ol style="list-style-type: none"> 1. Yes 2. No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_B2] <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>AUCTION 3</p> <p>AUC_B3</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 THIRD RANDOMLY SELECTED PRODUCT IMAGE FROM 10 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 3 CONFIRM</p> <p>AUC_B3C</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_B3 PROGRAMMER NOTE: SHOW THIRD RANDOMLY SELECTED PRODUCT IMAGE FROM 10 OPTIONS.</p> <ol style="list-style-type: none"> 1. Yes 2. No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_B3] <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>AUCTION 4</p> <p>AUC_B4</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 FOURTH RANDOMLY SELECTED PRODUCT IMAGE FROM 10 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 4 CONFIRM</p> <p>AUC_B4C</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_B4 PROGRAMMER NOTE: SHOW FOURTH RANDOMLY SELECTED PRODUCT IMAGE FROM 10 OPTIONS.</p> <ol style="list-style-type: none"> 1. Yes 2. No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_B4] <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>AUCTION 5</p> <p>AUC_B5</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 FIFTH RANDOMLY SELECTED PRODUCT IMAGE FROM 10 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 5 CONFIRM</p> <p>AUC_B5C</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_B5 PROGRAMMER NOTE: SHOW FIFTH RANDOMLY SELECTED PRODUCT IMAGE FROM 10 OPTIONS.</p> <ol style="list-style-type: none"> 1. Yes 2. No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_B5] <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>

<p>AUCTION 6</p> <p>AUC_B6</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 SIXTH RANDOMLY SELECTED PRODUCT IMAGE FROM 10 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 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? PROGRAMMER NOTE: INSERT BID FROM AUC_B6 PROGRAMMER NOTE: SHOW SIXTH RANDOMLY SELECTED PRODUCT IMAGE FROM 10 OPTIONS.</p> <ol style="list-style-type: none"> 1. Yes 2. No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_B6] <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. PROGRAMMER NOTE: SHOW SEVENTH RANDOMLY SELECTED PRODUCT IMAGE FROM 10 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 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? PROGRAMMER NOTE: INSERT BID FROM AUC_B7 PROGRAMMER NOTE: SHOW SEVENTH RANDOMLY SELECTED PRODUCT IMAGE FROM 10 OPTIONS.</p> <ol style="list-style-type: none"> 1. Yes 2. No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_B7] <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. PROGRAMMER NOTE: SHOW EIGHTH RANDOMLY SELECTED PRODUCT IMAGE FROM 10 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 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? PROGRAMMER NOTE: INSERT BID FROM AUC_B8 PROGRAMMER NOTE: SHOW EIGHTH RANDOMLY SELECTED PRODUCT IMAGE FROM 10 OPTIONS.</p> <ol style="list-style-type: none"> 1. Yes 2. No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_B8] <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. PROGRAMMER NOTE: SHOW NINTH RANDOMLY SELECTED PRODUCT IMAGE FROM 10 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>AUC_B9C</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_B9</p> <p>PROGRAMMER NOTE: SHOW NINTH RANDOMLY SELECTED PRODUCT IMAGE FROM 10 OPTIONS.</p> <ol style="list-style-type: none"> 1. Yes 2. No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_B9] <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>AUCTION 10</p> <p>AUC_B10</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 TENTH RANDOMLY SELECTED PRODUCT IMAGE FROM 10 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 10 CONFIRM</p> <p>AUC_B10C</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_B10</p> <p>PROGRAMMER NOTE: SHOW TENTH RANDOMLY SELECTED PRODUCT IMAGE FROM 10 OPTIONS.</p> <ol style="list-style-type: none"> 1. Yes 2. No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_B10] <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>AUCTION 11</p> <p>AUC_B11</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 STARBUCKS CARD.</p> <div data-bbox="354 1150 857 1470" data-label="Image"> </div> <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)]."</p> <p>UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)</p>
<p>AUCTION 11 CONFIRM</p> <p>AUC_B11C</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_B11</p> <p>PROGRAMMER NOTE: SHOW STARBUCKS CARD.</p>



\$10 Starbucks Card (CA) / \$10 Starbucks Card (US) / £8 Starbucks Card (UK)

1. Yes
2. No, I would like to change my bid [PROGRAMMER NOTE: RETURN TO AUC_B11]

UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2)

AUCTION RESULTS - WIN

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)].

The computer chose the Starbucks Card as the product to be auctioned.

The sale price was [\$8.00 (CA, US) / £6.00 (UK)].

Your bid was [\$XX.XX (CA, US) / £X.XX (UK)].

PROGRAMMER NOTE: INSERT AMOUNT OF AUC_B11 BID.

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!

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!**

You will receive the Starbucks Card by e-mail within approximately 2 weeks.

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.

UNIVERSE: RESPONDENTS ASSIGNED TO AUCTION CONDITION (COND=2) AND AUC_B11 ≥ SALE PRICE.

AUCTION RESULTS - LOSE

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)].

The computer chose the Starbucks Card as the product to be auctioned.

The sale price was [\$8.00 (CA, US) / £6.00 (UK)].

Your bid was [\$XX.XX (CA, US) / £X.XX (UK)].

PROGRAMMER NOTE: INSERT AMOUNT OF AUC_B11 BID.

Since your bid was less than the sale price, you did NOT win the [\$10.00 (CA, US) / £8.00 (UK)] Starbucks Card.

	<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? <ol style="list-style-type: none"> 1. January 2. February 3. March 4. April 5. May 6. June 7. July 8. August 9. September 10. October 11. November 12. December -77 Don't know -88 Refuse to answer <p>UNIVERSE: ALL</p>
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. <p>When was the last time you used marijuana/cannabis?</p> <ol style="list-style-type: none"> 1. I have never used marijuana/cannabis 2. Earlier today 3. Not today but sometime in the past 7 days 4. Not in the past 7 days but sometime in the past 30 days 5. Not in the past 30 days but sometime in the past 6 months 6. Not in the past 6 months but sometime in the past 12 months 7. 1 to 4 years ago 8. 5 or more years ago -77 Don't know -88 Refused <p>UNIVERSE: ALL</p>
MARIJUANA FREQUENCY CSTADS	In the last 30 days, how often did you use marijuana/cannabis? <ol style="list-style-type: none"> 1. Once or twice 2. Once or twice a week

M_FREQ	<p>3. 3 or 4 times a week 4. 5 to 6 times a week 5. 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>
MARIJUANA MODE ITC ADAPTED M_MODE	<p>In the last 30 days, did you... [YES/NO CHECKLIST]</p> <ol style="list-style-type: none"> 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>-77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO USED MARIJUANA IN THE PAST 30 DAYS (M_LAST=2-4)</p>
M_MODE_FOLLOWUP	<p>In the last 30 days, what other form of marijuana/cannabis did you use?</p> <ol style="list-style-type: none"> _____ <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>
MARIJUANA HARM - SELF PATH MPH_SELF	<p>How much do you think people harm themselves when they SMOKE marijuana/cannabis?</p> <ol style="list-style-type: none"> No harm Little harm Some harm A lot of harm <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
MARIJUANA HARM - WORRY ITC MPH_WORRY	<p>Are you worried that using marijuana/cannabis will damage your health in the future?</p> <ol style="list-style-type: none"> Not at all worried A little worried Moderately worried Very worried <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO USED MARIJUANA IN THE PAST 30 DAYS (M_LAST=2-4)</p>
MARIJUANA MENTAL HEALTH RISK CSTADS MPH_MENTAL	<p>How much do you think people risk harming their MENTAL HEALTH when they use marijuana/cannabis on a regular basis?</p> <ol style="list-style-type: none"> No risk Slight risk

	<p>3. Moderate risk 4. 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>1. No, never 2. Yes, in the last 30 days 3. 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>1. No, never 2. Yes, in the last 30 days 3. 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>1. Not at all 2. A little 3. Somewhat 4. 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>1. Not at all 2. A little 3. Somewhat 4. 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>1. Yes 2. 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? 1. I did not drink alcohol in the last 12 months 2. Less than once a month 3. Once a month 4. 2 or 3 times a month 5. Once a week 6. 2 or 3 times a week 7. 4 to 6 times a week 8. 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] a. Cigarettes b. E-cigarette/vaping device/cartridge/e-liquid c. Alcohol d. Marijuana or cannabis e. Ecstasy/MDMA f. Hallucinogens (LSD, acid, PCP, magic mushrooms, mesc) g. Prescription pain killers/opiates (oxycodone/oxycontin, codeine) [COLUMNS] 1. Very difficult 2. Fairly difficult 3. Fairly easy 4. 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? 1. Man 2. Woman 3. Trans male/trans man 4. Trans female/trans woman 5. Gender queer/gender non-conforming 6. Different identity (please specify): _____ -77 Don't know -88 Refused UNIVERSE: ALL
SEX AT BIRTH	What sex were you assigned at birth, meaning on your original birth certificate?

<p>CIHR SUGGESTED METHOD (GRETA BAUER, WESTERN)</p> <p>SEX</p>	<p>1. Male 2. Female -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
<p>PROVINCE CANADA</p> <p>REG_CA</p>	<p>What province or territory do you live in?</p> <p>1. Alberta 2. British Columbia 3. Manitoba 4. New Brunswick 5. Newfoundland and Labrador 6. Northwest Territories 7. Nova Scotia 8. Nunavut 9. Ontario 10. Prince Edward Island 11. Quebec 12. Saskatchewan 13. Yukon 14. Other -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS FROM CANADA (COUNTRY=1)</p>
<p>REGION UK ASH YOUTH SURVEY ADAPTED</p> <p>REG_UK</p>	<p>What region do you live in?</p> <p>1. North East 2. North West 3. Yorkshire and the Humber 4. East Midlands 5. West Midlands 6. East of England 7. London 8. South East 9. South West 10. Scotland 11. Other -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS FROM ENGLAND AND SCOTLAND (COUNTRY=2 OR 4)</p>
<p>STATE US</p> <p>REG_US</p>	<p>What state do you live in?</p> <p>[Insert drop-down list of US states]</p> <p>1. Alabama (AL) 2. Alaska (AK) 3. Arizona (AZ) 4. Arkansas (AR) 5. California (CA)</p>

6. Colorado (CO)
7. Connecticut (CT)
8. Delaware (DE)
9. District of Columbia (DC)
10. Florida (FL)
11. Georgia (GA)
12. Hawaii (HI)
13. Idaho (ID)
14. Illinois (IL)
15. Indiana (IN)
16. Iowa (IA)
17. Kansas (KS)
18. Kentucky (KY)
19. Louisiana (LA)
20. Maine (ME)
21. Maryland (MD)
22. Massachusetts (MA)
23. Michigan (MI)
24. Minnesota (MN)
25. Mississippi (MS)
26. Missouri (MO)
27. Montana (MT)
28. Nebraska (NE)
29. Nevada (NV)
30. New Hampshire (NH)
31. New Jersey (NJ)
32. New Mexico (NM)
33. New York (NY)
34. North Carolina (NC)
35. North Dakota (ND)
36. Ohio (OH)
37. Oklahoma (OK)
38. Oregon (OR)
39. Pennsylvania (PA)
40. Rhode Island (RI)
41. South Carolina (SC)
42. South Dakota (SD)
43. Tennessee (TN)
44. Texas (TX)
45. Utah (UT)
46. Vermont (VT)
47. Virginia (VA)
48. Washington (WA)
49. West Virginia (WV)
50. Wisconsin (WI)
51. Wyoming (WY)
52. Other

-77 Don't know

-88 Refused

UNIVERSE: RESPONDENTS FROM USA (COUNTRY=3)

STUDENT ED_STUD	Are you currently a student? 1. Yes 2. No -77 Don't know -88 Refused UNIVERSE: ALL
STUDENT RETURNING ED_STUD_RET	Will you be returning as a student for the upcoming school year? 1. Yes 2. No -77 Don't know -88 Refused UNIVERSE: RESPONDENTS WHO ARE NOT CURRENTLY A STUDENT (ED_STUD=NO)
CURRENT EDUCATION - CANADA (not Quebec) ED_CURR_CA	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... 1. Grade 8 or lower 2. Grade 9 3. Grade 10 4. Grade 11 5. Grade 12 6. College or trade school 7. University 8. 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, BUT NOT QUEBEC ((ED_STUD=1 OR ED_STUD_RET=1) AND COUNTRY=1 AND PROV#11)
HIGHEST EDUCATION - CANADA (not Quebec) ED_COMP_CA	What is the highest level of formal education that you have completed? 1. Grade 8 or lower 2. Grade 9 3. Grade 10 4. Grade 11 5. Grade 12 / high school diploma or equivalent 6. College diploma or trade school certificate 7. University degree 8. Other (please specify): _____ -77 Don't know -88 Refused 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...

	<p>(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... 1. Sec II or lower 2. Sec III 3. Sec IV 4. Sec V 5. Vocational school 6. CEGEP 7. University 8. 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, AND FROM QUEBEC ((ED_STUD=1 OR ED_STUD_RET=1) AND COUNTRY=1 AND PROV=11)</p>
<p>HIGHEST EDUCATION - CANADA (Quebec) ED_COMP_QC</p>	<p>What is the highest level of formal education that you have completed? 1. Sec II or lower 2. Sec III 3. Sec IV 4. Sec V / secondary diploma 5. Vocational school (AEP / DEP / ASP) 6. CEGEP diploma 7. University degree 8. Other (please specify): _____ -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO ARE NON-STUDENTS AND ARE FROM CANADA, AND FROM QUEBEC (ED_STUD_RET=2 AND COUNTRY=1 AND PROV=11)</p>
<p>CURRENT EDUCATION – UK ED_CURR_UK</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... 1. Year 9 or lower 2. Year 10 3. Year 11 4. Year 12 (6th Form / College/ Vocational School) 5. Year 13 (6th Form / College/ Vocational School) 6. University 7. 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 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> <ol style="list-style-type: none"> 1. Year 9 or lower 2. Year 10 3. Year 11 4. Year 12 (6th Form / College/ Vocational School) 5. Year 13 (6th Form / College/ Vocational School) 6. University degree 7. Other (please specify): _____ <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> <ol style="list-style-type: none"> 1. 8th Grade or lower 2. 9th Grade 3. 10th Grade 4. 11th Grade 5. 12th Grade 6. Community / junior college or vocational/technical school 7. University 8. Other (please specify): _____ <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> <ol style="list-style-type: none"> 1. 8th Grade or lower 2. 9th Grade 3. 10th Grade 4. 11th Grade 5. 12th Grade / high school diploma 6. Associate's degree or vocational / technical certificate 7. Bachelor's degree 8. Other (please specify): _____ <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS WHO ARE NON-STUDENTS AND ARE FROM USA (ED_STUD_RET=2 AND COUNTRY=3)</p>
<p>SCHOOL GRADES</p> <p>CANADA</p> <p>ENERGY DRINK STUDY</p>	<p>On average, what grades do you, or did you, usually get in high school?</p> <ol style="list-style-type: none"> 1. Below 50% (Mostly Fs) 2. 50-59% (Mostly Ds)

ED_GRD_CA	<p>3. 60-69% (Mostly Cs) 4. 70-79% (Mostly Bs) 5. 80-89% (Mostly As or A+s) 6. 90-100% (Mostly A+s) -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS FROM CANADA (COUNTRY=1)</p>
SCHOOL GRADES UK ED_GRD_UK	<p>On average, what grades do you, or did you, usually get in secondary school?</p> <p>1. 0-19% (Mostly Us) 2. 20-29% (Mostly Gs) 3. 30-39% (Mostly Fs) 4. 40-49% (Mostly Es) 5. 50-59% (Mostly Ds) 6. 60-69% (Mostly Cs) 7. 70-79% (Mostly Bs) 8. 80-89% (Mostly As) 9. 90-100% (Mostly A*s) -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS FROM ENGLAND OR SCOTLAND (COUNTRY=2 OR 4)</p>
SCHOOL GRADES USA ED_GRD_US	<p>On average, what grades do you, or did you, usually get in high school?</p> <p>1. Below 60% (Mostly Fs) 2. 60-69% (Mostly Ds) 3. 70-79% (Mostly Cs) 4. 80-89% (Mostly Bs) 5. 90-100% (Mostly As) -77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS FROM USA (COUNTRY=3)</p>
STRESS CHMS H_STRESS	<p>Thinking about the amount of stress in your life, would you say that most days are...?</p> <p>1. Not at all stressful 2. Not very stressful 3. A bit stressful 4. Quite a bit stressful 5. Extremely stressful -77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
ADHD PATH ADAPTED H_ADHD	<p>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> <p>1. Yes 2. No -77 Don't know -88 Refused</p>

	UNIVERSE: ALL
DEPRESSION STOP-D (Young et al, 2015) H_DEPRESS	<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>
ANXIETY STOP-D (Young et al, 2015) H_ANXIETY	<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>
WEIGHT BEHAVIOUR ADAPTED FROM NHANES, 2009-2010 H_WEIGHT	<p>Which of the following are you trying to do about your weight:</p> <ol style="list-style-type: none"> 1. Lose weight 2. Gain weight 3. Stay the same weight 4. Not trying to do anything about your weight <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>
ETHNICITY CANADA CCHS ADAPTED ETH_CA	<p>People living in Canada come from many different cultural and racial backgrounds. Are you...</p> <p>SELECT ALL THAT APPLY</p> <ol style="list-style-type: none"> 1. White 2. Chinese 3. South Asian (e.g., East Indian, Pakistani, Sri Lankan) 4. Black 5. Filipino 6. Latin American 7. Southeast Asian (e.g., Cambodian, Indonesian, Laotian, Vietnamese) 8. Arab 9. West Asian (e.g., Afghan, Iranian) 10. Japanese 11. Korean 12. Aboriginal (e.g., First Nations/North American Indian, Métis, Inuk/Inuit) 13. Other (please specify): _____ <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS FROM CANADA (COUNTRY=1)</p>
ETHNICITY UK ONS	<p>Which of the following best describes your ethnic or racial background?</p> <p>WHITE</p>

<p>ETH_UK</p>	<ol style="list-style-type: none"> 1. English / Welsh / Scottish / Northern Irish / British 2. Irish 3. Gypsy or Irish Traveller 4. Any other White background (please specify): _____ <p>MIXED / MULTIPLE ETHNIC GROUPS</p> <ol style="list-style-type: none"> 5. White and Black Caribbean 6. White and Black African 7. White and Asian 8. Any other Mixed / Multiple ethnic background (please specify): _____ <p>ASIAN / ASIAN BRITISH</p> <ol style="list-style-type: none"> 9. Indian 10. Pakistani 11. Bangladeshi 12. Chinese 13. Any other Asian background (please specify): _____ <p>BLACK / AFRICAN / CARIBBEAN / BLACK BRITISH</p> <ol style="list-style-type: none"> 14. African 15. Caribbean 16. Any other Black / African / Caribbean background (please specify): _____ <p>OTHER ETHNIC GROUP</p> <ol style="list-style-type: none"> 17. Arab 18. Any other ethnic group (please specify): _____ <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS FROM ENGLAND OR SCOTLAND (COUNTRY=2 OR 4)</p>
<p>ETHNICITY US <u>ITC ADAPTED</u></p> <p>ETH_US</p>	<p>People living in the United States come from many different cultural and racial backgrounds. Are you... SELECT ALL THAT APPLY</p> <ol style="list-style-type: none"> 1. White 2. Black or African-American 3. Hispanic or Latino 4. Asian or Pacific Islander 5. Native American Indian 6. Other (please specify): _____ <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: RESPONDENTS FROM USA (COUNTRY=3)</p>
<p>BATHROOMS IN HOME <u>FAS III ADAPTED</u></p> <p>FAS_BATH</p>	<p>How many bathrooms (room with a bath or shower) are in your <u>family home</u>?</p> <ol style="list-style-type: none"> 1. None 2. One 3. Two 4. More than two <p>-77 Don't know -88 Refused</p>

	UNIVERSE: ALL
COMPUTERS IN HOME FAS III ADAPTED FAS_COMP	<p>How many computers (including laptops and tablets, NOT INCLUDING game consoles and smartphones) are in your <u>family home</u>?</p> <ol style="list-style-type: none"> 1. None 2. One 3. Two 4. Three 5. Four 6. Five 7. More than five <p>-77 Don't know -88 Refused</p> <p>UNIVERSE: ALL</p>

DEBRIEFING

DEBRIEF	<p>Please take a moment to read the following information.</p> <ul style="list-style-type: none"> - 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. <p>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> <ol style="list-style-type: none"> 1. Yes 2. No <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> <ol style="list-style-type: none"> 1. Yes 2. No <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> <ol style="list-style-type: none"> 1. E-mail address: _____ 2. Confirm e-mail: _____ 3. I do not wish to provide an e-mail address. I understand that I will NOT receive the Starbucks Card. <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 SCREEN

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. You have earned 100 Hlpoints and an entry into the Harris Panel Sweepstakes.</p> <p>UNIVERSE: ALL</p>

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