



FLATS, YAS, and YTS Survey Design and Sampling Plan

COTGC-R1A3 Quarter 1: FLATS, YAS, and YTS Survey Design and
Sampling Plan 1b • March 2025

Prepared for

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BTFF Deliverable Review Acknowledgment

RTI is requesting acknowledgment for the review of the FLATS, YAS, and YTS Survey Design and Sampling Plan deliverable. We ask the following Bureau of Tobacco Free Florida (BTFF) staff members to review this report and acknowledge their review by signing below.

Surveillance		
BTFF Staff Member	Check Box to Indicate Approval	Date
Meredith Hennon	<input checked="" type="checkbox"/>	3/28/2025

Survey Design and Sampling Plan

RTI conducts statewide surveillance data collection among Florida's general populations and other subpopulations to continually monitor progress on tobacco and nicotine use, related beliefs and attitudes, and the reach of various BTFF efforts. The surveillance system includes the Florida Adult Tobacco Survey (FLATS), the Young Adult Survey (YAS), and the Youth Tobacco Survey (YTS). FLATS collects data among Florida adults aged 18 and older on tobacco and nicotine use, cessation, policy support, emerging issues in the field of tobacco control, and awareness of BTFF's cessation media campaign. The YAS and YTS are designed to collect data from Florida young adults (18–24 years old) and youth (15–17 years old), respectively, on tobacco and nicotine use; knowledge, attitudes, and beliefs about tobacco and nicotine; and awareness of BTFF's prevention media campaign. Data collected from the surveillance system is used to report on key BTFF outcomes across all components of RTI's evaluation.

Surveillance Objectives: Overall, the primary objective of the surveillance data collections is to provide timely data on tobacco and nicotine use and related socioecological influences across multiple subpopulations. For each data collection, we outline a specific set of objectives.

- **FLATS:** Collect information on tobacco and nicotine use, cessation, tobacco control policy support, and awareness of BTFF's cessation media campaign among Florida adults.
- **YAS:** Collect information on tobacco and nicotine use; knowledge, attitudes, and beliefs about tobacco and nicotine; and awareness of BTFF's prevention media campaign among Florida young adults.
- **YTS:** Collect information on tobacco and nicotine use; knowledge, attitudes, and beliefs about tobacco and nicotine; and awareness of BTFF's prevention media campaign among Florida youth.

Relevant Background: Monitoring tobacco and nicotine product use behaviors and attitudes is an integral part of BTFF's comprehensive effort to reduce the negative health and economic impact of tobacco and nicotine use. Consistent with the Center for Disease Control and Prevention's (CDC's) Best Practices for Comprehensive Tobacco Control Programs—2014 (CDC's Best Practices), BTFF implemented the FLATS in 2003, while the YAS and YTS (conducted by RTI) were implemented in 2015 and have since been consistently administered. FLATS is designed to collect data from Florida adults (18 and older) on tobacco and nicotine use, cessation, policy support, emerging issues in the field of tobacco control, and awareness of BTFF's cessation media campaign. The YAS and YTS are designed to collect data from Florida young adults (18–24 years old) and youth (15–17 years old), respectively, on tobacco and nicotine use; knowledge, attitudes, and beliefs about tobacco and nicotine; and awareness of BTFF's prevention media campaign.

Primary Evaluation Questions: For each surveillance data collection, we outline a specific set of evaluation questions.

- Florida Adult Tobacco Survey
 - Among Florida adults, what is the prevalence of current use of the following tobacco and nicotine products: cigarettes, vapes, traditional cigars, little cigars/cigarillos, smokeless, and hookah?
 - How has the prevalence of current use of tobacco and nicotine products changed over time?
 - How does current tobacco and nicotine use differ by subpopulation?
 - How does current tobacco and nicotine use among Florida adults compare to national estimates?
 - To what extent are Florida smokers aware of Florida’s *Tobacco Free Florida* media campaign?
 - Is Florida’s *Tobacco Free Florida* campaign changing targeted knowledge and beliefs about tobacco and nicotine?
- YAS
 - How does current tobacco and nicotine use among Florida young adults compare to national estimates?
 - To what extent are Florida young adults aware of Florida’s *The Facts Now* campaign?
 - Is Florida’s *The Facts Now* campaign changing targeted knowledge and beliefs about tobacco and nicotine?
- YTS
 - What are the vaping product characteristics (e.g., brand, flavor, device type) used by youth?
 - What is the prevalence of ever use and current use of vaping marijuana among Florida youth and how has it changed over time?
 - To what extent are Florida youth aware of Florida’s *The Facts Now* campaign?
 - Is Florida’s *The Facts Now* campaign changing targeted knowledge and beliefs about tobacco and nicotine?

Methodology:

- Florida Adult Tobacco Survey: RTI will conduct the FLATS among 6,000 Florida adults aged 18 and older. FLATS is designed to provide reliable state-level estimates for key outcomes of interest.
 - Sample: We will collect approximately 6,000 completed surveys from March 1, 2025, to August 31, 2025, using a probability sample from an address-based

sampling (ABS) frame. The FLATS sample will be designed to obtain a minimum of approximately 150 respondents per county which will allow for granular estimation (i.e., regional and county-level) on key outcomes of interest.

- Data Collection Methods: RTI will use a Choice+ recruitment protocol for all sampled households, such that households are provided the choice of completing the survey online or a paper and pencil instrument (PAPI). We encourage participation in the online survey by offering a higher incentive (\$20 incentive) than the PAPI (\$10 incentive). The online survey provides the opportunity to implement skip patterns, ask more questions than the PAPI, and show video files or play audio files of advertisements (ads) to capture information on awareness of BTFF's cessation media campaign. The Choice+ recruitment protocol that we will use to recruit sampled households is as follows:
 - Mailing 1 (Day 1): Prenotification postcard
 - Mailing 2 (Day 7): Survey invitation packet with \$5 cash incentive, PAPI booklet and business reply envelope, and a letter containing information to access the online survey
 - Mailing 3 (Day 14): Reminder postcard with information to access the online survey
 - Mailing 4 (Day 39): Replacement survey invitation packet, PAPI booklet and business reply envelope, and a letter containing information to access the online survey
 - Mailing 5 (Day 46): Final reminder postcard with information to access the online survey
- Key Variables
 - Tobacco and nicotine product use
 - Quit behaviors and intentions
 - Cessation strategies
 - Support for tobacco control policies
 - Awareness of BTFF cessation media campaign (Tobacco Free Florida)
 - Demographic characteristics
- Analysis Approach: Data from FLATS will be reported in the Annual Independent Evaluation Report (IER), used across evaluation components, and available in a surveillance dashboard.

- **YAS:** RTI will conduct ongoing data collection of the YAS, an online survey of Florida young adults aged 18 to 24 and at least 800 respondents will be captured from March 1, 2025, to August 31, 2025. Using online surveys allows us to show video files or play audio files of ads and capture information on awareness of BTFF's prevention media campaign. The timing of data collection and the inclusion of ads will be based on BTFF's media flight schedule to ensure that we are collecting timely data to inform the media evaluation.
 - Sample: A convenience sample for this survey will be drawn from social media platforms (e.g., Facebook and Instagram).
 - Data Collection Methods: We will place ads on the specified social media platforms. Individuals who click on the ads will enter a secure site and answer a few screening questions to assess their eligibility for the survey. To be eligible, individuals must be 18 to 24 years old, a Florida resident, provide an email address, and have not completed another survey from RTI in the past year. Eligible individuals are presented with a brief introduction summarizing the purpose of the survey, the voluntary nature of the survey, the survey sponsor, the token of appreciation for completing the survey, and survey confidentiality. Following this brief introduction, eligible individuals will be presented with the options of consenting or declining to participate in the survey. The survey is approximately 20 minutes in length and those who complete the survey will be provided a \$15 Amazon gift card.
 - Key Variables
 - Tobacco and nicotine product use
 - Tobacco and nicotine knowledge, attitudes, and beliefs
 - Awareness of BTFF prevention media campaign (The Facts Now)
 - Demographic characteristics
 - Analysis Approach: Data from the YAS will be reported in the Annual IER, used across evaluation components, and available in a media-focused dashboard.
- **YTS:** RTI will conduct ongoing data collection of the YTS, an online survey of Florida youth aged 15 to 17 and approximately 150 respondents will be captured from March 1, 2025, to August 31, 2025. Using online surveys allows us to show video files or play audio files of ads and capture information on awareness of BTFF's prevention media campaign. The timing of data collection and the inclusion of ads will be based on BTFF's media flight schedule to ensure that we are collecting timely data to inform the media evaluation.

- Sample: We will use two approaches for drawing sample for the YTS: (1) A probability-based sample for this survey will be drawn from eligible households that complete the FLATS and report having a child between 15 and 17 years old; and (2) a convenience sample will be drawn from social media platforms (e.g., Instagram) for youth 15 to 17 years of age.
- Data Collection Methods: Our data collection methods vary by sampling approach. For the probability-based sampling approach, we will include questions on the FLATS to identify qualified households for the YTS. To be qualified for the YTS, the adult completing the FLATS must (1) indicate they are the parent or guardian of at least one child aged 15 to 17 that lives in the household; (2) provide parental consent for us to invite the child to participate in the YTS; and (3) provide the child's contact information. If the criteria are met, we will send a unique survey link to the child via email. Individuals who click on the link will enter a secure site and answer a few screening questions to assess their eligibility for the survey. To be eligible, individuals must be 15 to 17 years old, a Florida resident, and not have completed another survey from RTI in the past year. Eligible individuals will be presented with a brief introduction summarizing the purpose of the survey, the voluntary nature of the survey, the survey sponsor, the token of appreciation for completing the survey, and survey confidentiality. Following this brief introduction, eligible individuals will be presented with the options of consenting or declining to participate in the survey. The survey is approximately 20 minutes in length and those who complete the survey will be provided a \$20 Amazon gift card.

For social media recruitment, we will place ads on social media platforms and individuals who click on the ads will enter a secure site and answer a few screening questions to assess their eligibility for the survey. To be eligible, individuals must be 15 to 17 years old, a Florida resident, provide an email address, and have not completed another survey from RTI in the past year. Eligible individuals will be presented with a brief introduction summarizing the purpose of the survey, the voluntary nature of the survey, the survey sponsor, the token of appreciation for completing the survey, and survey confidentiality. Following this brief introduction, eligible individuals will be presented with the options of consenting or declining to participate in the survey. The survey is approximately 20 minutes in length and those who complete the survey will be provided a \$15 Amazon gift card.

- Key Variables
 - Tobacco and nicotine product use

- Tobacco and nicotine knowledge, attitudes, and beliefs
 - Awareness of BTFF prevention media campaign
 - Demographic characteristics
- Analysis Approach: Data from the YTS will be reported in the Annual IER, used across evaluation components, and available in a media-focused dashboard.

Timeline: Below we provide the timelines for each surveillance data collection.

Task	Mar	Apr	May	Jun	Jul	Aug
FLATS						
Draft instrument						
Instrument review and approval						
Survey programming and testing	W1	W1				
Data collection			W1	W1	W1	
Data weighting and cleaning						W1
Prepare and deliver data file						W1
YAS						
Draft instrument						
Instrument review and approval						
Survey programming and testing						
Data collection		W1	W1			
Data weighting and cleaning			W1			
Prepare and deliver data file						W1
YTS						
Draft instrument						
Instrument review and approval						
Survey programming and testing						
Data collection		W1	W1			
Data weighting and cleaning			W1			
Prepare and deliver data file						W1

W1: Wave 1

Appendix A: Florida Adult Tobacco Survey (FLATS) Instrument

SPECS DEFINITION

CURRENT CIGARETTE SMOKER:

S02Q01=1 AND ((S02Q02=1 AND S02Q03 = 1 or 2)

OR (S02Q02 = 2 or . AND s02Q05>0)

OR (S02Q02=1 and S02Q03= . AND S02Q05>0))

FORMER CIGARETTE SMOKER

S02Q01=1 AND ((S02Q02=1 AND S02Q03=3)

OR (S02Q02=2 or . AND S02Q05=0)

OR (S02Q02=1 AND S02Q03= . AND S02Q05=0))

TOBACCO USER

CURRENT CIGARETTE SMOKER OR

S08Q20 < 4 OR, S08Q20a<4 OR, S08Q23<4 OR, S08Q27<4 OR

S08Q25v3<4

A1. Access Code/Ingresa su código: [6-character text box]

_____[VALIDATE CORRECT CODE]

[IF CODE DOES NOT VALIDATE]: It looks like the code you entered is invalid. Please re-enter the 6-letter access code that you received in the mail. Remember that you can only use the access code to take the survey one time.

[PROGRAMMER NOTE: FORCE RESPONSE TO THIS ITEM]

A2v2. Thank you for your interest in participating in the Florida Health Survey.

To ensure that the full variety of Floridians are included, we must randomly invite one adult from within each household to complete the survey. We do this by asking for the adult whose birthday is coming up next.

Are you the adult age 18 or older in your household who will have the next birthday?

- 1 I am the adult with the next birthday. [GO TO CINTSCR1]
- 2 I am not the adult with the next birthday. [GO TO A2_probe]
- 3 I am not an adult and no eligible adults live in this household. [GO TO CLOSE_Y]

[IF A2v2=2]

A2_probe. Is the adult with the next birthday available to complete the survey now?

- 1 Yes [Go to A2_now]
- 2 No [Go to A2_later]

[IF A2_probe=2]

A2_later. Please give the letter with the Access Code to the adult in your household whose birthday is coming up next and ask that person to complete the rest of the survey.

The adult with the next birthday can log back into the survey later, using the code in the letter. You may close your browser now.

Once the adult with the next birthday is accessing the survey, click “Continue”.

- 1 Continue [Go to A2_2]

[IF A2_probe=1]

A2_now. Please ask the adult in your household whose birthday is coming up next to complete the rest of the survey.

Once the adult with the next birthday is accessing the survey, click “Continue”.

- 1 Continue [Go to A2_2]

[IF A2_probe=1, SHOW AND REQUIRE RESPONSE]

A2_2. To ensure that the full variety of Floridians are included, we must randomly invite one adult from within each household to complete the survey. We do this by asking for the adult whose birthday is coming up next.

SC

Are you the adult age 18 or older in your household who will have the next birthday?

- 1 I am the adult with the next birthday. [GO TO CINTSCR1]
- 2 I am **not** the adult with the next birthday. [IF THIS IS SELECTED AND THE R CLICKS NEXT, STAY ON THIS SCREEN AND SHOW POP-UP: "Please ask the adult in your household whose birthday is coming up next to complete the rest of the survey."]
- 3 I am **not** an adult and no eligible adults live in this household. [GO TO CLOSE_Y]

INFORMED CONSENT

[PROGRAMMER NOTE: FORCE RESPONSE TO THIS ITEM]

CINTSCR1.

Please read this information about the study and your rights as a participant, and then click to indicate whether you would like to participate.

The study is sponsored by the Florida Department of Health and coordinated by RTI International, a not-for-profit research organization. It is about the factors that affect the health status of Floridians. The survey is designed to collect information about your health, tobacco use, and other related topics. Approximately 6,000 Florida residents will participate in this survey and the collected information will be used to develop public education programs that will improve the health of Floridians.

The survey should take just 10-15 minutes to complete. You may only take this survey **one time**.

Participation in this study is voluntary. Participants may refuse to answer any question or stop the survey at any time. The answers and information that participants provide will be kept confidential to the extent allowable by law. Data from these surveys will only be presented in statistical summaries across all participants. These steps will prevent individual participants from ever being identified. We may invite you to take another survey in the future. It is up to you to decide if you would like to take any future survey.

If you have any questions about this survey, please contact Vaughn Armbrister at RTI International toll-free at 1-866-354-8310 or FLHealthStudy@rti.org.

Do you agree to participate in this study?

1. I have read this information and agree to participate in this survey. [CONTINUE to S06Q01]
2. I choose NOT to participate in this survey. [GO TO CLOSE_Z]

PROGRAMMER NOTE:

DO NOT FORCE ANY ITEMS AFTER THIS POINT. INCLUDE SOFT-PROMPT WARNING FOR ANY SKIPPED QUESTIONS WITH THE FOLLOWING MESSAGE:

“This question is important to the survey. If you meant to leave it blank, just continue. Otherwise, please answer it.”

[ASK ALL]

S06Q01. What is your age?

OPEN END NUM

_____ [RANGE: 0 - 99]

[IF NOT ≥ 18, TERMINATE; DISPLAY SCREEN_1 SCRIPT]

SECTION 01: GENERAL HEALTH

[ASK ALL]

S01Q01. In general, would you say that your health is:

SC

- 1 Excellent
- 2 Very Good
- 3 Good
- 4 Fair
- 5 Poor

[ASK ALL]

S03Q50. In the past 12 months, have you seen a doctor, nurse, or other health professional to get any kind of care for yourself?

SC

- 1 Yes
- 2 No

[ASK ALL]

S01Q04. In the past 12 months, have you seen a doctor, therapist, or other behavioral health care professional (e.g., licensed mental health counselor, social worker) for your mental health?

SC

- 1 Yes
- 2 No

[ASK ALL]

S01Q03. Now thinking about your mental health, which includes stress, depression, and problems with emotions, for how many days during the past 30 days was your mental health not good?

SC

- 1 0 days
- 2 1-7 days not good
- 3 8-13 days not good
- 4 14-21 days not good
- 5 22-29 days not good
- 6 30 days not good

[ASK IF S03Q50=1 OR S01Q04=1]

S01Q05. In the past 12 months, where have you received health care? Please select all that apply.

MC

- 1 Urgent care
- 2 Primary care provider's office (or telehealth)
- 3 Behavioral health care provider's office (or telehealth)
- 4 Pharmacy
- 5 Emergency room
- 6 Optician
- 7 Dentist
- 8 Social service organization
- 9 Other specialist
- 10 Other (Specify)

SECTION 02: TOBACCO USE

[ASK ALL]

S02Q01. Have you ever smoked a cigarette, even one or two puffs?

SC

- 1 Yes
- 2 No

[ASK IF S02Q01 = 1]

S02Q02. Have you smoked at least 100 cigarettes (about 5 packs) in your entire life?

SC

- 1 Yes
- 2 No

[ASK IF S02Q02 = 1]

S02Q03. Do you now smoke cigarettes every day, some days, or not at all?

SC

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

[ASK IF S02Q01=1 OR (S02Q02=1 AND (S02Q03=1 OR 2))]

S02Q05. During the past 30 days, on how many days did you smoke cigarettes?

OPEN END NUM

_____ NUMBER OF DAYS [RANGE: 0-30]

[ASK IF CURRENT CIGARETTE SMOKER]

S02Q06. On average, on days when you smoked during the past 30 days, about how many cigarettes did you smoke a day?

OPEN END NUM

VALIDATION: MIN 0 MAX 100

_____ Number of cigarettes [ALLOW: 0-100]

[ASK IF CURRENT CIGARETTE SMOKER]

S02Q07. On the days that you smoke, how soon after you wake up do you have your first cigarette?

SC

- 1 Within 5 minutes
- 2 6-30 minutes
- 3 31-60 minutes
- 4 After 60 minutes

[ASK IF CURRENT CIGARETTE SMOKER]

S08Q2v2. Do you usually smoke menthol or non-menthol cigarettes?

SC

- 1 Menthol
- 2 Non-menthol

[ASK IF CURRENT CIGARETTE SMOKER]

S08Q45. Do you usually smoke 305's brand cigarettes?

SC

- 1 Yes
- 2 No

[ASK IF S08Q45 = 1]

S08Q48. Why do you usually smoke 305's brand cigarettes? Please select all that apply.

MC

- 1 Price
- 2 Flavor
- 3 Quality of tobacco
- 4 Convenience (i.e., available where you typically shop)
- 5 Other (Specify)

[ASK IF CURRENT CIGARETTE SMOKER]

S08Q01. How old were you when you first started smoking cigarettes regularly?

OPEN END NUM

_____ AGE (01-99)

SECTION 03: CESSATION

[ASK IF FORMER CIGARETTE SMOKER]

S03Q68. In the past 12 months, have you smoked a cigarette, even 1 or 2 puffs?

SC

- 1 Yes
- 2 No

[ASK IF CURRENT CIGARETTE SMOKER]

S03Q01. During the past 12 months, have you stopped smoking for 1 day or longer because you were trying to quit smoking?

SC

- 1 Yes
- 2 No

[FOR CURRENT CIGARETTE SMOKERS, ASK IF S03Q01=1]

[FOR FORMER CIGARETTE SMOKERS, ASK IF S03Q68=1]

S03Q67v2. During the past 3 months, have you stopped smoking for 1 day or longer because you were trying to quit smoking?

SC

- 1 Yes
- 2 No

[ASK IF CURRENT CIGARETTE SMOKER]

S03Q59. Do you plan to quit smoking for good...

SC

- 1 In the next 7 days
- 2 In the next 30 days
- 3 In the next 6 months
- 4 In the next year
- 5 More than 1 year from now
- 6 Not planning to quit smoking for good

[FOR S03Q26 through S03Q34]

[IF S03Q01=1 ASK: The last time you tried to quit smoking, did you]

[IF FORMER CIGARETTE SMOKER AND S03Q68=1 ASK: When you quit smoking, did you]

[IF S03Q01=2 ASK: In the past 12 months, did you]

PRESENT IN RANDOM ORDER

	Yes (1)	No (2)
S03Q26. Gradually cut back on cigarettes?		
S03Q28v3. Switch to vaping?		
S03Q04v2. Use a nicotine patch, gum, inhaler, nasal spray, or lozenge?		
S03Q17v2. Use any of the following prescription drugs: Chantix, varenicline, Wellbutrin, Zyban, or bupropion?		
S03Q25. Give up cigarettes all at once?		
S03Q30. Attend a stop-smoking clinic, cessation class, or support group?		
S03Q31. Get counseling to help you stop smoking?		
S03Q32. Get help from a free telephone quit line?		
S03Q34. Register for a web-based quit smoking program?		
S03Q100. Talk to a health care provider about quitting (e.g., doctor, nurse, therapist, or other health professional)?		

[ASK IF CURRENT SMOKER OR FORMER SMOKER AND S03Q68 = 1]

S03Q101. Have you ever used your health insurance to cover all or part of the cost of cessation aids (e.g., nicotine replacement therapy such as a patch or gum, prescription drug such as Zyban)?

SC

- 1 Yes
- 2 No
- 3 Don't have insurance

[ASK IF S03Q50 = 1]

S03Q51. During the past 12 months, did any doctor, nurse, or other health professional ask if you smoke?

We want to know if a doctor, nurse, or health professional specifically asked you, regardless of whether they already knew your smoking status

SC

- 1 Yes
- 2 No

[ASK IF S03Q50 = 1 AND CURRENT CIGARETTE SMOKER]

S03Q52. During the past 12 months, has a doctor, nurse, or other health professional advised you to quit smoking?

SC

- 1 Yes
- 2 No

[ASK IF CURRENT CIGARETTE SMOKER AND S03Q50 = 1 AND S03Q52 = 1 OR 2]

[IF S03Q52=1, FILL: “When a doctor, nurse, or other health professional advised you to quit smoking, did they do any of the following?”]

[IF S03Q52=2, FILL: “In the past 12 months, has a doctor, nurse, or other health professional done any of the following?”]

Did they...

SC

PRESENT IN RANDOM ORDER

	Yes (1)	No (2)
S03Q53v2. Prescribe or recommend a nicotine patch, gum, an inhaler, nasal spray, lozenge or pills such as Chantix, varenicline, Wellbutrin, Zyban, or bupropion?		
S03Q54. Suggest that you set a specific date to stop smoking?		
S03Q55. Suggest that you use a smoking cessation class, program, or counseling?		
S03Q56. Suggest you call a telephone quit line?		
S03Q72v2. Send a referral for you to the Florida Quitline or the free, local, face-to-face or virtual stop-smoking classes?		
S03Q57. Provide you with booklets, videos, or other materials to help you quit smoking on your own?		
S03Q58. Schedule a follow-up visit to discuss your progress?		
S03Q69. Talk about why they think you should quit smoking?		
S03Q70. Talk about how to deal with the challenges of quitting, such as withdrawal symptoms and cravings?		
S03Q71v3. Encourage you to vape to help you quit smoking?		
GIVEME2. This question is designed to ensure that people are at a high attention level throughout the survey. Please select “Yes” as your answer to this question.		

[ASK IF CURRENT CIGARETTE SMOKER]

S03Q37. How much do you want to quit smoking?

SC

- 1 Not at all
- 2 A little
- 3 Somewhat
- 4 A lot

[ASK IF CURRENT CIGARETTE SMOKER]

S03Q39. Are you planning to stop smoking within the next 30 days?

SC

- 1 Yes
- 2 No

[ASK IF CURRENT CIGARETTE SMOKER]

S03Q40. If you decided to give up smoking altogether in the next 12 months, how likely do you think you would be to succeed?

SC

- 1 Very likely
- 2 Somewhat likely
- 3 Somewhat unlikely
- 4 Very unlikely

[ASK ALL]

B8. Do you think you will smoke a cigarette in the next year?

SC

- 1 Definitely yes
- 2 Probably yes
- 3 Maybe
- 4 Probably not
- 5 Definitely not

SECTION 08: OTHER TOBACCO USE

[ASK ALL]

KEEP PICTURE AND CAPTION VISIBLE FOR S08Q20, D5a, S03Q81, AND S03Q82



Traditional cigars contain tightly rolled tobacco that is wrapped in a tobacco leaf such as Backwoods, Swisher Sweets, Middleton's, Dutch Masters, and Phillies.

S08Q20. Do you now use traditional cigars, every day, some days, rarely, or not at all?

SC

- 1 Every day
- 2 Some days
- 3 Rarely
- 4 Not at all

[ASK IF S08Q20 < 4]

D5a. During the past 30 days, on how many days did you use traditional cigars?

OPEN END NUM

VALIDATION: MIN 0 MAX 30

_____ Number of days [ALLOW: 0-30]

[ASK IF S08Q20=1-3 (CURRENT TRADITIONAL CIGAR USER)]

S03Q81. During the past 12 months, have you stopped using traditional cigars for 1 day or longer because you were trying to quit?

SC

- 1 Yes
- 2 No

[ASK IF S08Q20=1-3 (CURRENT TRADITIONAL CIGAR USER)]

S03Q82. Do you plan to quit using traditional cigars for good...

SC

- 1 In the next 7 days
- 2 In the next 30 days
- 3 In the next 6 months
- 4 In the next year
- 5 More than 1 year from now
- 6 Not planning to quit using traditional cigars for good

[ASK ALL]

KEEP PICTURE AND CAPTION VISIBLE FOR S08Q20a, D7a, S08Q50, S08Q51, S03Q83, AND S03Q84



Cigarillos and little cigars are smaller than traditional cigars. Some common brands are Middleton's Black & Mild, Garcia y Vega, Swisher Sweets, Dutch Masters, Backwoods, 305's, Djarum, Clipper, and Cheyenne.

S08Q20a. Do you now use cigarillos or little cigars every day, some days, rarely, or not at all?

SC

- 1 Every day
- 2 Some days
- 3 Rarely
- 4 Not at all

[ASK IF S08Q20a < 4]

D7a. During the past 30 days, on how many days did you use cigarillos or little cigars?

OPEN END NUM

VALIDATION: MIN 0 MAX 30

_____ Number of days [ALLOW: 0-30]

[ASK IF S08Q20a=1-3 AND D7a > 0]

S08Q50. On average, on days when you smoked cigarillos or little cigars during the past 30 days, about how many cigarillos or little cigars did you smoke a day?

OPEN END NUM

VALIDATION: MIN 0 MAX 30

_____ [ALLOW: 0-30]

[ASK IF S08Q20a=1-3 AND D7a > 0]

S08Q51. On the days that you smoke, how soon after you wake up do you have your first cigarillo or little cigar?

SC

- 1 Within 5 minutes
- 2 6-30 minutes
- 3 31-60 minutes
- 4 After 60 minutes

[ASK IF S08Q20a = 1-3 OR D7a > 0]

S08Q46. Do you usually smoke 305's brand little cigars?

SC

- 1 Yes
- 2 No

[ASK IF S08Q46 = 1]

S08Q49. Why do you usually smoke 305's brand little cigars? Please select all that apply.

MC

- 1 Price
- 2 Flavor
- 3 Quality of tobacco
- 4 Convenience (i.e., available where you typically shop)
- 5 Other (Specify)

[ASK IF S08Q20a=1-3 (CURRENT LITTLE CIGAR/CIGARILLO USER)]

S03Q83. During the past 12 months, have you stopped using cigarillos or little cigars for 1 day or longer because you were trying to quit?

SC

- 1 Yes
- 2 No

[ASK IF S08Q20a=1-3 (CURRENT LITTLE CIGAR/CIGARILLO USER)]

S03Q84. Do you plan to quit using cigarillos or little cigars for good...

SC

- 1 In the next 7 days
- 2 In the next 30 days
- 3 In the next 6 months
- 4 In the next year
- 5 More than 1 year from now
- 6 Not planning to quit using cigarillos or little cigars for good

[ASK IF S03Q81=1 OR S03Q83=1]

The last time you tried to quit traditional cigars / cigarillos or little cigars, did you...

SC

PRESENT IN RANDOM ORDER

	Yes (1)	No (2)
S03Q96a. Gradually cut back on traditional cigars / cigarillos or little cigars?		
S03Q97a. Switch to vaping?		
S03Q91a. Use a nicotine patch, gum, inhaler, nasal spray, or lozenge?		
S03Q92a. Use any of the following prescription drugs: Chantix, varenicline, Wellbutrin, Zyban, or bupropion?		
S03Q98a. Give up traditional cigars / cigarillos or little cigars all at once?		
S03Q99a. Attend a stop-smoking clinic, cessation class, or support group?		
S03Q93a. Get counseling to help you quit?		
S03Q94a. Get help from a free telephone quit line?		
S03Q95v2a. Register for a web-based or texting-based quit program?		
S03Q102. Talk to a health care provider about quitting (e.g., doctor, nurse, therapist, or other health professional)?		

[ASK IF S03Q50 = 1 AND S08Q20 < 4 OR S08Q20a < 4]

S03Q103. During the past 12 months, did any doctor, nurse, or other health professional ask if you smoke traditional cigars / cigarillos or little cigars?

We want to know if a doctor, nurse, or health professional specifically asked you, regardless of whether they already knew your cigar smoking status.

SC

- 1 Yes
- 2 No

[ASK IF S03Q50 = 1 AND S08Q20 < 4 OR S08Q20a < 4]

S03Q104. During the past 12 months, has a doctor, nurse, or other health professional advised you to quit smoking traditional cigars / cigarillos or little cigars?

SC

- 1 Yes
- 2 No

[ASK IF S08Q20 < 4 OR S08Q20a < 4 AND S03Q50 = 1 AND S03Q104 = 1 OR 2]

[IF S03Q104=1, FILL: "When a doctor, nurse, or other health professional advised you to quit smoking traditional cigars / cigarillos or little cigars, did they do any of the following?"]

[IF S03Q104=2, FILL: "In the past 12 months, has a doctor, nurse, or other health professional done any of the following?"]

Did they...

SC

PRESENT IN RANDOM ORDER

	Yes (1)	No (2)
S03Q105. Prescribe or recommend a nicotine patch, gum, an inhaler, nasal spray, lozenge or pills such as Chantix, varenicline, Wellbutrin, Zyban, or bupropion?		
S03Q106. Suggest that you set a specific date to stop smoking cigars?		
S03Q107. Suggest that you use a smoking cessation class, program, or counseling?		
S03Q108. Suggest you call a telephone quit line?		
S03Q109v2. Send a referral for you to the Florida Quitline or the free, local, face-to-face or virtual stop-smoking classes?		
S03Q110. Provide you with booklets, videos, or other materials to help you quit smoking cigars on your own?		
S03Q111. Schedule a follow-up visit to discuss your progress?		
S03Q112. Talk about why they think you should quit smoking cigars?		
S03Q113. Talk about how to deal with the challenges of quitting, such as withdrawal symptoms and cravings?		
S03Q114. Encourage you to vape to help you quit smoking cigars?		

[ASK ALL]

KEEP PICTURE AND CAPTION VISIBLE FOR S08Q23 AND D2a



There are many kinds of smokeless tobacco, such as chewing tobacco, snuff, and snus. Common brands include Copenhagen, Grizzly, Skoal, Longhorn, and Stoker's. Please do NOT include nicotine pouches such as Zyn, On!, Rogue, or Velo when answering these questions.

S08Q23. Do you now use chewing tobacco, snuff, or dip every day, some days, rarely, or not at all?

SC

- 1 Every day
- 2 Some days
- 3 Rarely
- 4 Not at all

[ASK IF S08Q23 < 4]

D2a. During the past 30 days, on how many days did you use chewing tobacco?

OPEN END NUM

VALIDATION: MIN 0 MAX 30

_____ Number of days [ALLOW: 0-30]

[ASK ALL]

KEEP PICTURE AND CAPTION VISIBLE FOR S08Q43-S08Q53



[ASK ALL]

S08Q43. Have you ever used nicotine pouches like Zyn, On!, Rogue, Velo, or Black Buffalo?

SC

- 1 Yes
- 2 No

[ASK IF S08Q43 = 1]

S08Q52. Do you now use nicotine pouches like Zyn, On!, Rogue, Velo, or Black Buffalo every day, some days, rarely, or not at all?

SC

- 1 Every day
- 2 Some days
- 3 Rarely
- 4 Not at all

[ASK IF S08Q47 < 4]

S08Q53. During the past 30 days, on how many days did you use nicotine pouches?

OPEN END NUM

VALIDATION: MIN 0 MAX 30

_____ Number of days [ALLOW: 0-30]

[ASK ALL]

KEEP PICTURE AND CAPTION VISIBLE FOR S08Q27 AND D10a



A water pipe, also called a hookah, is used to smoke specially made tobacco that comes in different flavors.

S08Q27. Do you now smoke tobacco from a water pipe or hookah every day, some days, rarely, or not at all?

SC

- 1 Every day
- 2 Some days
- 3 Rarely
- 4 Not at all

[ASK IF S08Q27 < 4]

D10a. During the past 30 days, on how many days did you smoke tobacco from a water pipe or hookah?

OPEN END NUM

VALIDATION: MIN 0 MAX 30

_____ Number of days [ALLOW: 0-30]

[ASK ALL]

KEEP PICTURE AND CAPTION VISIBLE FOR S08Q28v4-S08Q47



The next questions are about vaping products or vapes. You may also know them as e-cigarettes. Some common brands are Vuse, JUUL, HQD, Fume, Elf Bar, Breeze, NJOY, Geek Bar, Lost Mary, and Raz.

S08Q28v4. Please do not include vaping marijuana/THC/CBD/Delta 8 when answering this question.

Have you ever tried vaping, even just one time, in your entire life?

SC

- 1 Yes
- 2 No

[ASK IF S08Q28v4 = 1]

S08Q25v4. Please do not include vaping marijuana/THC/CBD/Delta 8 when answering this question.

Do you now vape every day, some days, rarely, or not at all?

SC

- 1 Every day
- 2 Some days
- 3 Rarely
- 4 Not at all

[ASK IF S08Q25v4 < 4]

S08Q29v4. Please do not include vaping marijuana/THC/CBD/Delta 8 when answering this question.

During the past 30 days, on how many days did you vape?

OPEN END NUM

VALIDATION: MIN 0 MAX 30

_____ [ALLOW: 0-30]

[ASK IF S08Q25v4 = 1 OR 2 OR 3]

S08Q31v3. Please do not include vaping marijuana/THC/CBD/Delta 8 when answering this question.

When you vape, how often do you vape nicotine?

SC

- 1 Always
- 2 Sometimes
- 3 Rarely
- 4 Never

[ASK IF S08Q25v4=1-3 (CURRENT VAPER)]

PROGRAMMER NOTE: RANDOMIZE RESPONSES 1-9. KEEP RESPONSES 10 AND 11 IN CURRENT POSITIONS

S08Q41v2. Please do not include vaping marijuana/THC/CBD/Delta 8 when answering this question.

What flavor of vaping product do you usually use?

SC

- 1 Tobacco-flavored
- 2 Menthol
- 3 Mint
- 4 Clove or spice
- 5 Fruit
- 6 Chocolate
- 7 An alcoholic drink (such as wine, cognac, margarita or other cocktails)
- 8 A non-alcoholic drink (such as coffee, soda, energy drinks, or other beverages)
- 9 Candy, desserts or other sweets
- 10 Some other flavor (SPECIFY)
- 11 Not sure

[ASK IF S08Q25v4=1-3 (CURRENT VAPER)]

S08Q42. Please do not include vaping marijuana/THC/CBD/Delta 8 when answering this question.

How soon after you wake up do you vape?

SC

- 1 Within 5 minutes
- 2 6-30 minutes
- 3 31-60 minutes
- 4 After 60 minutes

[ASK IF S08Q25v4=1-3 (CURRENT VAPER)]

S03Q85. Please do not include vaping marijuana/THC/CBD/Delta 8 when answering this question.

During the past 12 months, have you stopped vaping for 1 day or longer because you were trying to quit?

SC

- 1 Yes
- 2 No

[ASK IF S08Q25v4=1-3 (CURRENT VAPER)]

S03Q86. Please do not include vaping marijuana/THC/CBD/Delta 8 when answering this question.

Do you plan to quit vaping for good...

SC

- 1 In the next 7 days
- 2 In the next 30 days
- 3 In the next 6 months
- 4 In the next year
- 5 More than 1 year from now
- 6 Not planning to quit vaping for good

[ASK IF S03Q85=1]

The last time you tried to quit vapes, did you...

SC

PRESENT IN RANDOM ORDER

	Yes (1)	No (2)
S03Q91b. Use a nicotine patch, gum, inhaler, nasal spray, or lozenge?		
S03Q92b. Use any of the following prescription drugs: Chantix, varenicline, Wellbutrin, Zyban, or bupropion?		
S03Q93b. Get counseling to help you quit?		
S03Q94b. Get help from a free telephone quit line?		
S03Q95v2b. Register for a web-based or texting-based quit program?		

[ASK IF S03Q50 = 1]

S08Q47. During the past 12 months, did any doctor, nurse, or other health professional ask if you vape?

SC

- 1 Yes
- 2 No

[ASK ALL]

S08Q39v2. Please do not include CBD-only products when answering this question.

Have you ever vaped marijuana, including THC, concentrates or dabs, flower, or hash oils?

SC

- 1 Yes
- 2 No

[ASK IF S08Q39v2 = 1 (EVER TRIED VAPING MARIJUANA)]

S08Q44. Please do not include CBD-only products when answering this question.

Do you now vape marijuana, including THC, concentrates or dabs, flower, or hash oils every day, some days, rarely or not at all?

SC

- 1 Every day
- 2 Some days
- 3 Rarely
- 4 Not at all

[ASK IF S08Q39v2=1 (EVER TRIED VAPING MARIJUANA)]

S08Q40v2. Please do not include CBD-only products when answering this question.

During the past 30 days, on how many days did you vape marijuana, including THC, concentrates, dabs, flower, or hash oils?

OPEN END NUM

VALIDATION: MIN 0 MAX 30

_____ [ALLOW: 0-30]

SECTION 04: SECOND-HAND SMOKE

[ASK ALL]

S11Q19. Do you live in an apartment, condominium, townhome, or other multi-unit dwelling?

SC

- 1 Yes
- 2 No

[ASK IF S11Q19 = 1]

E5. While living in your unit, how often has tobacco smoke entered into your living space from somewhere else in or around your building?

SC

- 1 Daily
- 2 A few times a week
- 3 Once a week
- 4 Once every couple weeks
- 5 Once a month or less
- 6 Never

[ASK ALL]

S04Q02. Which statement best describes the rules about smoking inside your home?

SC

- 1 Smoking is not allowed anywhere inside
- 2 Smoking is allowed in some places or at some times
- 3 Smoking is allowed anywhere inside
- 4 There are no rules about smoking inside

[ASK ALL]

S04Q01. Not including yourself, does any adult who lives in your home currently smoke cigarettes, cigars, or pipes?

SC

- 1 Yes
- 2 No

[ASK ALL]

S04Q04v2. During the past 7 days, did anyone smoke cigarettes, cigars, or pipes anywhere inside your home?

SC

- 1 Yes
- 2 No

[ASK ALL]

S04Q09v2. During the past 7 days, where were you exposed to other people's tobacco smoke from cigarettes, cigars, or pipes? Please select all that apply.

MC

- 1 At a bar or club
- 2 At a casino
- 3 Indoors at work
- 4 At a private home
- 5 At an indoor business, such as a restaurant or store
- 6 Outdoors at public places, such as parks and beaches
- 7 I was not exposed to other people's tobacco smoke in the past 7 days [EXCLUSIVE]

[ASK ALL]

S04Q10. During the past 7 days, how often have you been exposed to other people's tobacco smoke from cigarettes, cigars, or pipes?

SC

- 1 Daily
- 2 A few times a week
- 3 Once a week
- 4 Not at all

[ASK ALL]

S04Q11. Which statement best describes the rules about vaping inside your home?

SC

- 1 Vaping is not allowed anywhere inside
- 2 Vaping is allowed in some places or at some times
- 3 Vaping is allowed anywhere inside
- 4 There are no rules about vaping inside

[ASK ALL]

S04Q08. Not including yourself, does any adult who lives in your home currently vape?

SC

- 1 Yes
- 2 No

[ASK ALL]

S04Q07v2. During the past 7 days, did anyone vape anywhere inside your home?

SC

- 1 Yes
- 2 No

[ASK ALL]

S04Q12v2. During the past 7 days, where were you exposed to other people's vapor from vaping products? Please select all that apply.

MC

- 1 At a bar or club
- 2 At a casino
- 3 Indoors at work
- 4 At a private home
- 5 At an indoor business, such as a restaurant or store
- 6 Outdoors at public places, such as parks and beaches
- 7 I was not exposed to other people's vapor in the past 7 days [EXCLUSIVE]

[ASK ALL]

S04Q13. During the past 7 days, how often have you been exposed to other people's vapor from vaping products?

SC

- 1 Daily
- 2 A few times a week
- 3 Once a week
- 4 Not at all

SECTION 09: HEALTH AND SOCIAL INFLUENCES

[ASK ALL]

What is your opinion about policies that ban smoking in...

SC – SCROLLING MATRIX

PRESENT IN RANDOM ORDER

	Strongly in favor (1)	Somewhat in favor (2)	Neither in favor nor against (3)	Somewhat against (4)	Strongly against (5)
S11Q08. Outdoor public places, such as beaches?					
S11Q08a. Outdoor public places such as parks?					
S11Q10. Apartment buildings, condominiums, and other multi-unit complexes, including indoor areas, private balconies, and patios?					
S11Q07. Bars?					
GIVEME. This question is designed to ensure that people are at a high attention level throughout the survey. Please select “Somewhat in favor” as your answer to this question.					

[ASK ALL]

What is your opinion about policies that would...

SC – SCROLLING MATRIX

PRESENT IN RANDOM ORDER

	Strongly in favor (1)	Somewhat in favor (2)	Neither in favor nor against (3)	Somewhat against (4)	Strongly against (5)
S11Q46. Ban the sale of tobacco products in stores near parks?					
S11Q47v2. Ban storefront or window displays of any product including tobacco and vaping product advertisements near schools and playgrounds?					
S11Q18v2. Ban the sale of tobacco products in stores near schools?					
S11Q38v3. Ban the sale of menthol tobacco products, including e-liquids for vaping products?					
S11Q39v2. Ban the sale of fruit, alcohol, or candy flavored tobacco products, including e-liquids for vaping products?					

SECTION 12: MEDIA USE AND AWARENESS

[ASK ALL]

S12Q08v2. About how much time did you spend watching TV shows or movies yesterday?
Include time spent watching on a TV, computer, laptop, tablet, or smartphone.

SC

- 1 None
- 2 At least a minute, but less than 1 hour
- 3 1 hour or more, but less than 2 hours
- 4 2 hours or more, but less than 3 hours
- 5 3 hours or more, but less than 4 hours
- 6 4 hours or more, but less than 5 hours
- 7 5 hours or more

[ASK ALL]

Have you seen or heard any anti-smoking advertising or campaigns with the following themes or slogans?

SC – SCROLLING MATRIX

PRESENT IN RANDOM ORDER

	Yes (1)	No (2)
S12Q5v2b. Tobacco Free Florida		
S12Q5v2c. Up in Smoke		
S12Q5v2e. Tips From Former Smokers		
S12Q5v2f. The Facts Now		

[ASK ALL]

S11Q35v2. Is there a group called Students Working Against Tobacco (SWAT) in your community?

SC

- 1 Yes
- 2 No
- 3 Don't know

[ASK ALL]

S11Q36v2. Is there a group called Florida Kids Fighting Tobacco (FKFT) in your community?

SC

- 1 Yes
- 2 No
- 3 Don't know

[ASK ALL]

Have you ever heard of...

SC-SCROLLING MATRIX

PRESENT IN RANDOM ORDER

	Yes (1)	No (2)
S03Q35. The Florida Quitline 1-877-U-CAN-NOW, a telephone counseling service to help Floridians quit smoking?		
S03Q035a. The website TobaccoFreeFlorida.com?		
S03Q87. Tobacco Free Florida programs offered by Rally Coach?		
S03Q74v2. Free, local, face-to-face or virtual stop-smoking classes?		
S03Q80. Florida's Quit Your Way services to stop smoking?		

[ASK IF S03Q35=1]

C26v2. Have you ever called the Florida Quitline 1-877-U-CAN-NOW?

SC

1 Yes

2 No

[ASK IF C26v2 = 1]

S03Q36. During past 12 months, have you called the Florida Quitline 1-877-U-CAN-NOW?

SC

1 Yes

2 No

[ASK IF S03Q035a =1]

C28v2. Have you ever visited TobaccoFreeFlorida.com?

SC

1 Yes

2 No

[ASK IF C28v2 = 1]

S03Q77. During past 12 months, have you visited TobaccoFreeFlorida.com?

SC

1 Yes

2 No

[ASK TO ALL TOBACCO USERS]

S03Q89v2. Have you ever ordered a free 2-week starter kit of nicotine replacement patches, gum, or lozenges from Tobacco Free Florida?

SC

1 Yes

2 No

[ASK TO ALL TOBACCO USERS]

C31v2. Tobacco Free Florida is on social networking sites including Facebook, YouTube, and X (formerly Twitter) (@tobaccofreefla). Have you ever seen Tobacco Free Florida on these sites?

SC

- 1 Yes
- 2 No

SECTION 05: RISK PERCEPTION**[ASK IF CURRENT CIGARETTE SMOKER]**

Please tell us if you strongly agree, agree, disagree, or strongly disagree with the following statements.

SC

PRESENT IN RANDOM ORDER

	Strongly agree (1)	Agree (2)	Disagree (3)	Strongly disagree (4)
S05Q11. Smoking can cause immediate damage to your body.				
S05Q12. I get upset when I think about my smoking.				
S05Q13. Warnings about the health risks of smoking upset me.				
S05Q14. I am disappointed in myself because I smoke.				
S05Q15. I get upset when I hear or read about illnesses caused by smoking.				
F1f. People close to me are upset at my smoking.				

[ASK IF CURRENT CIGARETTE SMOKER]

Please tell us if you strongly agree, agree, disagree, or strongly disagree with the following statements.

SC

PRESENT IN RANDOM ORDER

	Strongly agree (1)	Agree (2)	Disagree (3)	Strongly disagree (4)
S03Q62v2. I am not worried that smoking will damage my health in the future.				
S03Q63. I have been thinking a lot about quitting smoking recently.				
S03Q64. I am eager for life without smoking.				
S03Q65. I am not prepared to make changes in my life in order to quit smoking.				
S03Q66v2. Quitting smoking is not a priority for me right now.				

S05Q21_DISPLAY_v2. The next questions are about **vaping nicotine**.

[ASK IF TOBACCO USER]

S05Q21v4. Compared with smoking cigarettes, do you think that **vaping nicotine** is:

SC

- 1 More harmful
- 2 Just as harmful
- 3 Less harmful

[ASK IF TOBACCO USER]

S05Q22v4. Compared with smoking cigarettes, do you think that vaping nicotine is:

SC

- 1 Harder to quit
- 2 Just as hard to quit
- 3 Easier to quit

[ASK IF TOBACCO USER]

S05Q25. Vaping nicotine can cause immediate damage to your body.

SC

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree

S05Q26_INTRO_TEXT. The next questions are about vaping marijuana.

[ASK IF TOBACCO USER]

S05Q26. Compared with smoking cigarettes, do you think that vaping marijuana is:

SC

- 1 More harmful
- 2 Just as harmful
- 3 Less harmful

[ASK IF TOBACCO USER]

S05Q27. Compared with smoking cigarettes, do you think that vaping marijuana is:

SC

- 1 Harder to quit
- 2 Just as hard to quit
- 3 Easier to quit

[ASK IF TOBACCO USER]

S05Q28. Vaping marijuana can cause immediate damage to your body.

SC

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree

SECTION 09: HEALTH AND SOCIAL INFLUENCES

[ASK IF TOBACCO USER]

F2. How many of your friends use any tobacco products, such as cigarettes, smokeless tobacco, or cigars? Would you say:

SC

- 1 None
- 2 A few
- 3 Less than half
- 4 About half
- 5 Most or all

[ASK IF TOBACCO USER]

F3v4. How many of your friends vape nicotine? Would you say:

SC

- 1 None
- 2 A few
- 3 Less than half
- 4 About half
- 5 Most or all

[ASK IF TOBACCO USER]

F5. How many of your friends vape marijuana? Would you say:

SC

- 1 None
- 2 A few
- 3 Less than half
- 4 About half
- 5 Most or all

SECTION G: MEDIA TRACKING

[ASK IF TOBACCO USER]

G20. Next, we'd like to ask you about your use of TV and other media.

How often do you...

SC

PRESENT G20 SERIES IN RANDOM ORDER

	Several times a day (1)	About once a day (2)	3-5 days a week (3)	1-2 days a week (4)	Every few weeks (5)	Less often (6)	Never (7)	Prefer Not to Answer (9)
G20_1. Watch TV shows on a TV, a computer or laptop, tablet, or smartphone?								
G20_2. Watch or upload videos to YouTube								
G20_3. Listen to the radio, including online or streamed radio?								
G20_4. Stream video, such as Hulu, Netflix and Amazon Prime?								

[ASK IF TOBACCO USER]

G21. Thinking about the social networking sites you use, about how often do you visit or use the following...

SC

PRESENT G21 SERIES IN RANDOM ORDER

	Several times a day	About once a day	3-5 days a week	1-2 days a week	Every few weeks	Less often	Never	Prefer Not to Answer (9)
G21_1. Facebook								
G21_2. Instagram								
G21_3v2. X (formerly Twitter)								
G21_4. Snapchat								
G21_5. TikTok								
G21_6. Reddit								

[ASK IF TOBACCO USER]

G22. Thinking only about yesterday, about how much time did you spend...

	None (1)	At least one minute, but less than 1 hour (2)	1 hour or more, but less than 2 hours (3)	2 hours or more, but less than 3 hours (4)	More than 3 hours (5)	Prefer Not to Answer (9)
[ASK IF G20_1 ≠ 7] G22_1. Watching TV shows on a TV, a computer or laptop, tablet, or smartphone?						
[ASK IF G20_3 ≠ 7] G22_2. Listening to the radio, including online or streamed radio?						

[ASK IF TOBACCO USER]

G19. Have you seen the following logo?



SC

1 Yes

2 No

[ASK IF (S12Q5v2b =1 OR G19 = 1) AND TOBACCO USER]

G2. Where have you seen or heard about Tobacco Free Florida?

	Yes (1)	No (2)
G2f. On broadcast or cable television?		
G2g. Online streaming video such as YouTube, Hulu, Netflix, Peacock, etc.?		
G2hv2. On social media platforms such as Instagram, Facebook, X (formerly Twitter), or Snapchat?		
G2i. Other places online?		
G2j. On broadcast or streaming radio such as local radio stations, Spotify, Pandora, Sirius, etc.?		
G2d. On billboards or other outdoor ads?		

PROGRAMMER NOTES:

RESPONDENTS WILL VIEW ADS AND RESPOND TO A SERIES OF QUESTIONS (G9-G10) AFTER EACH AD. RANDOMIZE AND RECORD ORDER OF ADS. THEN, ASSIGN TO RANDOM SUBSET OF 2 ADS, ASK G11-G13 FOR EACH OF THE 2 ADS WITH AD SCREENSHOT VISIBLE FOR EACH SERIES. G14-G18 IS ASKED ONCE FOR RESPONDENTS WHO REPORT HAVING SEEN ANY OF THE ADS PRIOR TO THE SURVEY.

LOOP 1 [REPEAT FOR EACH OF THE 3 ADS]

SHOW AD X [FORCE RESPONDENT TO STAY ON SCREEN FOR 30 SECONDS BEFORE ENABLING “NEXT” BUTTON]

DISPLAY UNDER EACH VIDEO WHILE IT PLAYS “In the event that the video does not load properly, please wait 30 seconds for the “Next” button to appear.”

G9_X

G10_X

LOOP 2 [REPEAT FOR RANDOM SUBSET OF 2 OF 3 ADS]

SHOW AD X SCREENSHOT [KEEP SCREENSHOT VISIBLE FOR ENTIRE SERIES]

G11_X

G12_X

G13_X

Campaign = 1

G11. RECORD WHICH VIDEO WAS VIEWED...

SC

	Rebecca C Real Tip (42)	Michael’s Lies Tip (39v2)	Reasons-Mitch (41v2)
G11a. FIRST			
G11b. SECOND			
G11c. THIRD			

SECTIONG_DISPLAY. Now, we would like you to view some advertisements that have been shown on television and online. Please make sure your device's volume is set to an appropriate level. If the videos do not work, you will still be able to see images of the ads. When you are ready, please click the "Next" button below to view the first advertisement. After you view each ad, there will be a few questions that ask about your opinions of the ad.

SHOW AD _X

In the event that the video does not load properly, please wait 30 seconds for the "Next" button to appear.

[ASK IF TOBACCO USER]

G9_X. Were you able to view this video?

SC

- 1 Yes
- 2 No

[IF G9_X = 2 OR MISSING, SHOW SCREENSHOT _X]

[IF G9_X = 2 OR MISSING, DISPLAY]:

Screenshot_X. Now we would like to show you some screen shots from an advertisement that has been shown on television or online. Once you have viewed the images displayed below, please click on the forward arrow below to continue with the survey.

[ASK IF TOBACCO USER]

G10_X. During the past 60 days, how frequently have you seen this ad on TV or online?

SC

- 1 Never
- 2 Rarely
- 3 Sometimes
- 4 Often
- 5 Very often

[REPEAT AD/SCREENSHOT SHOWINGS AND G11-13 SERIES FOR AD 2]

[FOR G11_X – G12_X, REPEAT SERIES FOR EACH OF THE 2 ADS]

[DISPLAY SCREENSHOT FOR AD _X, LEAVE ON SCREEN FOR G11_X – G13_X SERIES]

[ASK IF TOBACCO USER]

G11_X. The images above are from one of the ads you just watched. Please tell us if you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements about this ad.

SC

RANDOMIZE ORDER OF G11 SERIES

	Strongly agree (1)	Agree (2)	Neither agree nor disagree (3)	Disagree (4)	Strongly disagree (5)
G11_1_X. This ad is worth remembering.					
G11_2_X. This ad grabbed my attention.					
G11_3_X. This ad is powerful.					
G11_4_X. This ad is informative.					
G11_5_X. This ad is meaningful to me.					
G11_6_X. This ad is convincing.					
G11_7_X. This ad is ridiculous.					
G11_8_X. This ad makes quitting tobacco look too easy.					
G11_9_X. This ad is terrible.					
G11_10_X. This ad was difficult to watch.					
G11_11_X. This ad said something important to me.					
G11_12_X. This ad gave me good reasons not to use tobacco.					

[ASK IF TOBACCO USER]

G12_X. On a scale of 1 to 5, indicate whether the ad made you want to smoke or made you want to quit smoking.

SC

- 1 The ad makes me want to smoke
- 2
- 3
- 4
- 5 The ad makes me want to quit smoking

[REPEAT G11_X – G12_X FOR 2ND RANDOMLY SELECTED AD]

[DISPLAY IF ANY OF G10_1, G10_2 = 2, 3, 4, OR 5]

DISPLAY_GPART3. You indicated that you have seen at least one of the ads on television or online. The next set of questions asks about things you might have done after seeing one of those ads.

[ASK IF ANY OF G10_1, G10_2 = 2, 3, 4, OR 5]

G14. After seeing any of these ads, did you look for more information online?

SC

- 1 Yes
- 2 No

[ASK IF ANY OF G10_1, G10_2 = 2, 3, 4, OR 5]

G15v4. After seeing any of these ads, did you visit Tobacco Free Florida on a website or through their Facebook, X (formerly Twitter), YouTube, or Instagram pages/accounts?

SC

- 1 Yes
- 2 No

[ASK IF ANY OF G10_1, G10_2 = 2, 3, 4, OR 5]

G16. After seeing any of these ads, did you mention them on social media?

SC

- 1 Yes
- 2 No

[ASK IF ANY OF G10_1, G10_2 = 2, 3, 4, OR 5]

G17. Did you talk to anyone about any of these ads?

SC

- 1 Yes
- 2 No

SECTION 06: DEMOGRAPHICS

[ASK TO ALL]

S06Q13. Are you Hispanic or Latino?

SC

- 1 Yes
- 2 No

[ASK ALL]

S06Q14. Which one or more of the following would you say is your race? Please select all that apply.

MC

- 1 White
- 2 Black or African American
- 3 Asian
- 4 Native Hawaiian or Other Pacific Islander
- 5 American Indian or Alaska Native
- 6 Another race not listed above, (please specify) _____ [OPEN END CHA VALIDATION: MIN 1 MAX 60]

[ASK ALL]

S06Q18av2. What is the highest level of school you completed or the degree you received?
Please select only one response.

SC

- 1 Never attended school or only attended kindergarten
- 2 Grades 1 through 8 (elementary)
- 3 Grades 9 through 11 (some high school)
- 4 Grade 12 or GED (high school graduate)
- 5 College 1 year to 3 years (some college or technical school)
- 6 College 4 years or more (college graduate)

[ASK ALL]

S06Q25. What is your current employment status?

Please select only one response, your main status now.

SC

- 1 Employed for wages
- 2 Self-employed
- 3 Out of work for more than 1 year
- 4 Out of work for 1 year or less
- 5 Homemaker
- 6 Student
- 7 Retired
- 8 Unable to work

[ASK ALL]

S06Q17. What is your current relationship status?

SC

- 1 Married
- 2 Divorced
- 3 Widowed
- 4 Separated
- 5 Never married
- 6 A member of an unmarried couple

[ASK ALL]

S07Q02v2. What type of health care coverage do you use to pay for your medical care? Please select all that apply.

MC

- 1 Private insurance coverage
- 2 Medicare
- 3 Medicaid or Medical Assistance
- 8 Medigap
- 9 State-sponsored health plan
- 4 Military related health care: TRICARE (CHAMPUS) or VA health care (CHAMPVA)
- 5 Indian Health Service
- 7 Other, specify_____ [OPEN END CHA VALIDATION: MIN 1 MAX 60]
- 10 No coverage of any type

[ASK ALL]

S06Q22v6. Which of the following best describes your gender?

SC

- 1 Woman/Female
- 2 Man/Male
- 11 Prefer not to answer [EXCLUSIVE]

[ASK ALL]

Q34. Which of the following categories best describes the total income of your family from all sources in 2024?

SC

- 1 Less than \$10,000
- 2 \$10,000 to under \$30,000
- 3 \$30,000 to under \$50,000
- 4 \$50,000 to under \$70,000
- 5 \$70,000 to \$110,000
- 6 More than \$110,000
- 7 Prefer not to answer [EXCLUSIVE]

[ASK ALL]

Q32. Including yourself, how many adults aged 18 or older live in your household?

Include yourself and everyone who is 18 or older living or staying here for more than 2 months.

SC

- 1 1
- 2 2
- 3 3 or more

[ASK ALL]

S06Q30. We are conducting an important study designed to understand attitudes and behaviors related to tobacco use and health among Florida youth. We will also ask about youth awareness of anti-tobacco media campaigns. Each eligible youth participant who completes the survey will receive **\$20 as a token of our appreciation.**

Are you a parent or guardian of at least one child who lives in your household and is between the ages of 13 and 17 years old?

SC

- 1 Yes, I am the parent or guardian of at least one child aged 13 to 17 who lives in my household
- 2 No, I do not have any children ages 13 to 17 living in my household

[ASK IF S06Q30=1]

S06Q31. How many children aged 13 to 17 live in your household? Please do not include anyone who is away at school or away in the military.

SC

- 1 1
- 2 2
- 3 3 or more

[ASK IF S06Q30=1 AND S06Q31=1-3]

S06Q32. May we contact the child aged 13 to 17 with the next birthday to ask some survey questions?

SC

- 1 Yes
- 2 No

[ASK IF S06Q32=1]

PROGRAMMER NOTE: SHOW ALL PARTS OF S06Q33 ON THE SAME SCREEN

S06Q33. Participation by your child is completely voluntary. The information your child provides will be kept strictly confidential to the extent allowed by law. We will not share your child's answers with you. Your child can choose to stop their participation at any time.

Please provide the contact information below for your child with the next birthday. We will use this contact information to send an invitation to participate in the survey.

S06Q33a. Child's first name _____[OPEN END CHAR VALIDATION: MIN 1 MAX 60]

S06Q33b. Child's email address

OPEN END CHA

e-mail _____[ALLOW 50 CHARATERS]

Confirm e-mail _____[THIS FIELD MUST MATCH ABOVE]

S06Q33cv2. Child's cell phone number _____[PHONE NUMBER FORMAT]

2 Prefer not to answer

[ASK ALL]

INCENTIVE. Those are all the questions that we have for you. As a thanks for your participation, we would like to offer you \$20.

Would you like to receive an electronic Amazon.com gift card or a check?

SC

1 Electronic Amazon.com gift card

2 Check

3 I decline the \$20

[ASK IF INCENTIVE=1]

INCENTIVE2. Please provide the email address you would like to use to receive your \$20 electronic Amazon.com gift code.

OPEN END CHA

e-mail _____[ALLOW 50 CHARATERS]

Confirm e-mail _____[THIS FIELD MUST MATCH ABOVE]

[Include soft prompt warning if either email field is left blank:

INC2_BLANK. "We can only send an Amazon gift code if you give your email address. If you meant to leave this blank, just continue. Otherwise please provide your email address."]

[DISPLAY IF INCENTIVE2 IS NOT MISSING]

INC2_NoMiss_Text. We will send the gift code to you at the e-mail address you just provided, [INSERT RESPONDENT E-MAIL ADDRESS FROM **INCENTIVE2**]. Expect an e-mail from "Amazon.com Gift Card <gc-orders@gc.email.amazon.com>" containing the gift code within the next two weeks.

[DISPLAY IF INCENTIVE2 IS MISSING]

INC2_MISSING. We did not get your email address and so cannot send an Amazon gift code to you. If you have any questions or concerns, please send an email to FLHealthStudy@rti.org.
[Backing up is not possible. No web survey incentive will be sent to people who submit their survey without providing either their full name or a valid email address.]

INCENTIVE3. In order to mail you the \$20 check for completing this survey, we'll need you to provide your contact information. What is your full name?

INCENTIVE3a. First name _____ [ALLOW 20 CHARACTERS]

INCENTIVE3b. Last name _____ [ALLOW 20 CHARACTERS]

[Include soft prompt warning if either name field is left blank:

INC3_BLANK. "We can only send a check if we have both your first name and your last name. If you meant to leave this blank, just continue. Otherwise please provide your full name."]

[DISPLAY IF INCENTIVE3a AND INCENTIVE3b IS NOT MISSING]

INC3_NoMiss_Text. We will send the check to you at the address where you received the invitation to complete this survey. You should receive the check in about 4-6 weeks.

[DISPLAY IF INCENTIVE3a OR INCENTIVE3b IS MISSING]

INC3_MISSING. We did not get your full name so we cannot send you a check. If you have any questions or concerns, please send an email to FLHealthStudy@rti.org.

[Backing up is not possible. No web survey incentive will be sent to people who submit their survey without providing either their full name or a valid email address.]

[ASK ALL]

RECONTACT. Your opinions are important to us. We would like to follow-up with you to ask you some more questions about tobacco use and health. How can we contact you? Please select all that apply.

MC

- 1 Email
- 2 Text message
- 3 I do not want to be contacted again [GO TO CLOSE]

[ASK IF RECONTACT=1]

RECONTACT_EMAIL. What is the email address that we can send the survey information to?

OPEN END CHA

_____ [ALLOW 50 CHARACTERS]

[ASK IF RECONTACT=2]

RECONTACT_PHONE. What is the cell phone number that we can use to text you survey information, including the area code?

PHONE NUMBER FORMAT

[AFTER RECONTACT_EMAIL & RECONTACT_PHONE GO TO CLOSE]

CLOSE. “Thank you for your participation in this important survey.”

[IF TOBACCO USER]

For information and resources on how to quit tobacco, including free nicotine replacement patches*, please visit www.tobaccofreeflorida.com.



*While supplies last and if medically appropriate

CLOSE OUT SCRIPTS:

SCREEN_1: “Unfortunately, you are not eligible to participate in this survey at this time. Thank you for your interest in the Florida Health Survey.”

[IF A1=2] CLOSE_X: “Thank you for your interest in participating in the Florida Health Survey. Please give the letter with the Access Code to the eligible adult.”

[IF A2=3] CLOSE_Y: “Thank you for your interest in the Florida Health Survey.”

[IF CINTSCR1=2] CLOSE_Z: “Thank you for your interest in the Florida Health Survey. You have decided not to participate.”

[IF S06Q02 < 1 OR MISSING]: “Thank you for your participation in this important survey.”

Appendix B: Young Adult Survey (YAS) Instrument

SCREENER

PROGRAMMER NOTE: Force responses to all questions in screener.

[SCNR_INTRO]. Welcome to the Florida Health Survey!

The Florida Department of Health is developing education programs that will improve the health of Florida young adults.

To inform these education programs, the Florida Department of Health is conducting a survey in partnership with RTI, a non-profit research organization.

- You are being asked to answer a few questions to see if you are eligible for a study of approximately 800 young adults in Florida.
- You may only complete this questionnaire **one time**.
- It will only take about **5 minutes** to see if you are eligible.
- If we determine you **are eligible**, you will have the opportunity to continue and complete **an additional online survey** for a \$15 Amazon gift card.
- You may only take that survey one time, and you will only receive one **\$15 Amazon gift card** if you complete it.
- Your answers to the questions will be **kept private** to the fullest extent allowable by law, and your participation is voluntary. Please click [here](#) to read our privacy policy before continuing.
- If you do not want to answer any of the questions, you may stop the survey at any time.
- Your participation is voluntary.

[SCNR_ASSENT] Do you agree to participate in this short survey?

- 1 Yes, I agree to participate in this short survey.
- 2 No, I do not want to participate in this short survey.

[IF SCNR_ASSENT = NO]

Thank you for your time.

[EXIT]

[SCNR_INTRO2]. The first part of the survey asks you some general questions about yourself.

1. **[AGE]** How old are you?

_____years old (Range: 5-90)

2. **[GEN_HEALTH]** This question is about your overall health. Would you say your health in general is excellent, very good, good, fair, or poor?

- 1 Excellent
- 2 Very good
- 3 Good
- 4 Fair
- 5 Poor

[PROGRAMMER NOTE: Carry variable over to survey]

3. **[GENDER]** Which of the following best describes your gender?

- 1 Woman/Female
- 2 Man/Male
- 11 Prefer not to answer [EXCLUSIVE]

4. **[ALCOHOL]** During the last year, about how often did you have an alcoholic drink?

By a drink we mean a 12-ounce can or glass of beer or cooler, a 5-ounce glass of wine, or a drink containing 1 shot of liquor.

- 1 Every day
- 2 Two or three times a week
- 3 Once a week
- 4 Two or three times a month
- 5 Once a month
- 6 Two or three times in the past year
- 7 I have not had alcohol in the past year
- 8 I have never had alcohol

5. **[TOBACCO USE]** During the past 30 days, on how many days did you use the following products?

[PROGRAMMER NOTE: Randomize order]

	0 days (1)	1 or 2 days (2)	3 to 5 days (3)	10 to 19 days (4)	20 to 29 days (5)	All 30 days (6)
a. Cigarettes						
b. Traditional cigars, little cigars, or cigarillos						
c. Hookah						
d. Electronic cigarettes (e-cigarettes) or other electronic vaping products						
e. Chewing tobacco, snuff, or dip						
f. Snus						

6. **[FRUIT_DAYS]** In the past 7 days, on how many days did you eat fruit? (Do not count fruit juice)

_____ (Range: 0-7)

7. **[AC_ICECREAM]** Please select ice cream as the answer to this question.

- 1 Cookies
- 2 Cake
- 3 Pie
- 4 Pudding
- 5 Ice cream

8. **[STATE]** What state do you live in?

[PROGRAMMER: INCLUDE DROP DOWN LIST OF 50 STATES & WASHINGTON DC. INCLUDE AN OPTION FOR 'I DON'T LIVE IN THE UNITED STATES'. SHOULD APPEAR FIRST IN DROP DOWN.]

9. **[ACTIVE60]** During the past 7 days, on how many days were you physically active for a total of at least 60 minutes per day? (Add up all the time you spent in any kind of physical activity that increased your heart rate and made you breathe hard some of the time.)

_____ (Range: 0-7)

[PROGRAMMER NOTE: Carry variable over to survey]

10. [A4] What is your race? Choose all that apply.

- 1 American Indian or Alaskan Native
- 2 Asian
- 3 Black or African American
- 4 Native Hawaiian or Other Pacific Islander
- 5 White
- 6 Another race not listed above, specify_____ [OPEN END CHA VALIDATION: MIN 1 MAX 60]

11. [DOB] What is your date of birth?

Please use the following format (MM/DD/YYYY)

____/____/____

[PROGRAMMER NOTE: Carry variable over to survey]

12. [A31_V2] Are you Hispanic or Latino/Latina?

- 1 Yes
- 2 No

13. [RTI_SURVEY] Have you taken a survey from RTI in the last 3 months?

- 1 Yes
- 2 No
- 3 Not Sure

[PROGRAMMER: ADD TIME STAMP TO DETERMINE HOW LONG RESPONDENTS TAKE ON ZIP.]

[PROGRAMMER NOTE: Carry variable over to survey]

14. [ZIP] What is your zip code?

____ Enter your 5-digit zip code

15. [EMAIL] Please provide the email address you would like to use to receive your gift card:

The email address you provide is used only for the purposes of this survey and will not be sold or shared.

[PROGRAMMER: ASK IF EMAIL NE 99]

16. [EMAIL_VER] Please verify your email address: _____

[PROGRAMMER: VERIFY EMAIL FORMAT AND THAT BOTH EMAIL ADDRESSES MATCH. VERIFY THAT THIS EMAIL WAS NOT USED FOR PRIOR WAVE OF FLATS YAS SURVEY.]

- **CORRECTLY ANSWER THE “ATTENTION CHECK” QUESTION (AC_ICECREAM = 5)**
- **BE 18-24 YEARS OLD BASED ON AGE PROVIDED (AGE = 18, 19, 20, 21, 22, 23, OR 24)**
- **LIVE IN FLORIDA BASED ON STATE SELECTION (STATE = FL)**
- **BE 18, 19, 20, 21, 22, 23, OR 24 YEARS OLD BASED ON DOB (AGE CALCULATED FROM DOB = 18, 19, 20, 21, 22, 23, OR 24)**
- **AGE PROVIDED AND AGE CALCULATED BY DOB MUST MATCH (AGE = AGE CALCULATED FROM DOB)**
- **HAVE A FLORIDA ZIP CODE (ZIP IS A FLORIDA ZIP CODE)**
- **PROVIDED A VALID EMAIL ADDRESS (EMAIL_VER = 1)**

[THANKYOU] Thank you for taking the time to take our eligibility screener. Unfortunately, based on your responses, you do not qualify to participate in our survey.

[EXIT]

[IF ELIGIBILITY FLAG = YES, THEN ASK CONTINUE]

[CONTINUE] You are invited to complete our 20-minute web survey for a \$15 Amazon gift card. Please wait while we prepare your survey, then click the “>>” button to continue.

SURVEY INSTRUMENT

[INCENTIVE_TEXT] Please note that you must complete the survey in one sitting. It is not possible to return to the survey to finish it later. After we have verified that you have **completed the survey only one time**, we will send you a \$15 Amazon gift card to the email address you provide. The gift card will be sent within 1-2 weeks. **If we determine that you have completed the survey more than one time, you will not receive the \$15 Amazon gift card.**

You may not share the link to the survey. If we determine that the survey link was shared, you will not receive the \$15 Amazon gift card. Any surveys completed with the shared link will be ineligible for the \$15 Amazon gift card.

ASSENT

[PROGRAMMER NOTE: FORCE RESPONSE TO THIS ITEM]

The Florida Department of Health is inviting you to be part of an important study about the health of Florida young adults aged 18 to 24. RTI International, a not-for-profit research organization is collecting surveys for this study.

This survey asks questions about health, tobacco and nicotine use, advertisements you may have seen on TV or online, and other topics. Your answers will help create programs that will improve the health of Florida residents. About 800 young adults will take this survey.

The survey will take about 20 minutes to complete. Please do not take the survey while driving. Please be prepared to take the survey in one sitting. If you complete the survey, we will send you a \$15 Amazon gift code.

- You may only take this survey **one time** and you are only eligible to receive \$15. **If we determine that you have completed the survey more than one time, you will not receive the \$15.**
- You may become ineligible partway through the survey.
- There are no physical risks to you from participating in this study. Some questions might make you mildly uncomfortable.
- There are no direct benefits to you from answering our questions. However, you will be helping with important research.

While the survey has some personal questions, your answers will be kept confidential as much as we can by law. We hope that protecting your privacy will help you give accurate answers. You can stop taking the survey at any time, and you can decide to not answer any questions. No absolute guarantees can be made because of the technology used for electronic surveys like these, but we are doing all that we can to protect against other people seeing your answers and personal information.

If you have any questions about the study, you can call Vaughn Armbrister at 1-866-354-8310.

Do you agree to participate in this study?

- 1 Yes, I agree to participate in this study. [CONTINUE to A1]
- 2 No, I do not wish to participate in this study. [GO TO CLOSE_Z]

PROGRAMMER NOTE:

DO NOT FORCE ANY ITEMS, UNLESS NOTED. INCLUDE SOFT-PROMPT WARNING FOR ANY SKIPPED QUESTIONS WITH THE FOLLOWING MESSAGE: “This question is important to the survey. If you meant to leave it blank, just continue. Otherwise please answer it.”

[ASK ALL]

[RECONTACT] In case you don’t finish the survey today, we may want to contact you with a link so that you can finish. How can we recontact you? Please select all that apply.

- 1 You may recontact me by email.
- 2 You may recontact me by text message.
- 3 I do not want to be contacted again. [PROGRAMMER: mutually exclusive]

[ASK IF RECONTACT = 2]

[CELL_PHONEV2] Please enter the cell phone number that we can use to text you a link so that you can finish the survey.

PHONE NUMBER FORMAT

By providing your cell phone number, you agree to receive a text message about this survey. We will **not** sell your number or use it for any purpose other than to contact you about this survey. Standard text and data rates apply.

SECTION A: OPENING DEMOGRAPHICS

[ASK ALL]

PROGRAMMER NOTE: FORCE RESPONSE TO THIS ITEM

A1. How old are you?

OPEN END NUM

_____ [range 18-24]

[IF NOT 18-24, TERMINATE; DISPLAY SCREEN_1 SCRIPT]

[IF NOT EQUAL TO AGE (FROM SCREENER), TERMINATE; DISPLAY SCREEN_1 SCRIPT]

[ASK IF A31_v2 = 1]

A5. How much do you watch Spanish and English television? Would you say...

SC

- 1 Only Spanish
- 2 Spanish more than English
- 3 Spanish and English equally
- 4 English more than Spanish
- 5 English only

[ASK ALL]

A9. How often do you attend church or religious services? Would you say...

SC

- 1 Never
- 2 Less than once a month
- 3 About once a month
- 4 About 2 or 3 times a month
- 5 Once a week
- 6 More than once a week

[ASK ALL]

S07Q02v3. What type of health care coverage do you use to pay for your medical care? Please select all that apply.

MC

- 1 Private insurance coverage
- 2 Medicare
- 3 Medicaid or Medical Assistance
- 8 Medigap
- 9 State-sponsored health plan
- 4 Military related health care: TRICARE (CHAMPUS) or VA health care (CHAMPVA)
- 5 Indian Health Service
- 10 No coverage of any type
- 7 Other, specify _____ [OPEN END CHA VALIDATION: MIN 1 MAX 60]

[ASK ALL]

S06Q25. Which of the following best describes your current status...

SC

- 1 Employed for wages
- 2 Self-employed
- 3 Out of work for more than 1 year
- 4 Out of work for one year or less
- 5 A homemaker
- 6 A student
- 7 Retired
- 8 Unable to work

[ASK IF S06Q25 = 3 OR 4]

YAAQ01. Are you currently looking for work?

SC

- 1 Yes
- 2 No

[ASK IF S06Q25 = 6]

YAAQ02. Which of the following best describes you?

SC

- 1 High school student
- 2 Full-time undergraduate college student
- 3 Part-time undergraduate college student
- 4 Full-time graduate college student
- 5 Part-time graduate college student
- 6 Trade or professional school student
- 7 Other type of student

[ASK ALL]

A10. What county do you live in?

[IF ZIP (FROM SCREENER) DOES NOT MATCH A10 (COUNTY) THEN TEMINATE; DISPLAY SCREEN_1
SCRIPT]

DROP DOWN MENU

SC

- | | |
|------------------|----------------|
| 1. Alachua | 40. Manatee |
| 2. Baker | 41. Marion |
| 3. Bay | 42. Martin |
| 4. Bradford | 43. Miami-Dade |
| 5. Brevard | 44. Monroe |
| 6. Broward | 45. Nassau |
| 7. Calhoun | 46. Okaloosa |
| 8. Charlotte | 47. Okeechobee |
| 9. Citrus | 48. Orange |
| 10. Clay | 49. Osceola |
| 11. Collier | 50. Palm Beach |
| 12. Columbia | 51. Pasco |
| 13. DeSoto | 52. Pinellas |
| 14. Dixie | 53. Polk |
| 15. Duval | 54. Putnam |
| 16. Escambia | 55. Santa Rosa |
| 17. Flagler | 56. Sarasota |
| 18. Franklin | 57. Seminole |
| 19. Gadsden | 58. St. Johns |
| 20. Gilchrist | 59. St. Lucie |
| 21. Glades | 60. Sumter |
| 22. Gulf | 61. Suwannee |
| 23. Hamilton | 62. Taylor |
| 24. Hardee | 63. Union |
| 25. Hendry | 64. Volusia |
| 26. Hernando | 65. Wakulla |
| 27. Highlands | 66. Walton |
| 28. Hillsborough | 67. Washington |
| 29. Holmes | |
| 30. Indian River | |
| 31. Jackson | |
| 32. Jefferson | |
| 33. Lafayette | |
| 34. Lake | |
| 35. Lee | |
| 36. Leon | |
| 37. Levy | |
| 38. Liberty | |
| 39. Madison | |

SECTION B: TOBACCO USE, CESSATION, AND OPENNESS TO SMOKING

[ASK ALL]

B1. Have you ever tried cigarette smoking, even 1 or 2 puffs?

SC

- 1 Yes
- 2 No

[ASK IF B1 = 1]

B2. About how many cigarettes have you smoked in your entire life? Your best guess is fine.

SC

- 1 1 or more puffs, but never a whole cigarette
- 2 1 cigarette
- 3 2 to 5 cigarettes
- 4 6 to 15 cigarettes (about half a pack)
- 5 16 to 25 cigarettes (about a pack)
- 6 26 to 99 cigarettes (more than a pack but less than 5 packs)
- 7 5 packs or more

[ASK IF B1 = 1]

B5. During the past 30 days, on how many days did you smoke cigarettes, even 1 or 2 puffs?

SC

- 1 0 days
- 2 1 or 2 days
- 3 3 to 5 days
- 4 6 to 9 days
- 5 10 to 19 days
- 6 20 to 29 days
- 7 All 30 days

[ASK IF B1 = 2]

B9. Do you think you will smoke a cigarette anytime during the next year? Would you say...

SC

- 1 Definitely yes
- 2 Probably yes
- 3 Probably not
- 4 Definitely not

[ASK IF B1 = 2]

B10. Do you think you will try a cigarette soon? Would you say...

SC

- 1 Definitely yes
- 2 Probably yes
- 3 Probably not
- 4 Definitely not

[ASK IF B1 = 2]

B11. If one of your best friends offered you a cigarette, would you smoke it? Would you say...

SC

- 1 Definitely yes
- 2 Probably yes
- 3 Probably not
- 4 Definitely not

[ASK IF B1 = 2]

B12. If you started smoking regularly, do you think you could stop smoking anytime you wanted?
Would you say...

SC

- 1 Definitely yes
- 2 Probably yes
- 3 Probably not
- 4 Definitely not

[ASK IF B1 = 2]

B13. Have you ever been curious about smoking a cigarette?

SC

- 1 Very curious
- 2 Somewhat curious
- 3 A little curious
- 4 Not at all curious

[ASK ALL]

E-CIG INTRO: The next questions are about vaping products or vapes. You may also know them as e-cigarettes. They can contain nicotine and/or flavors. Some common brands are Vuse, JUUL, HQD, Fume, Elf Bar, NJOY, Raz, Breeze, Lost Mary, and Blu. Please do NOT include vaping marijuana/THC/CBD when answering these questions.

PROGRAMMER NOTE: DISPLAY IMAGE FOR B14v3



B14v3. Have you ever tried vaping, even one time?

SC

- 1 Yes
- 2 No

[ASK IF B14v3=1]

PROGRAMMER NOTE: RANDOMIZE RESPONSES 1-31. KEEP RESPONSES 32 AND 33 IN CURRENT POSITIONS

B35v9. What was the first brand of vaping product or vape you tried?

SC

- 1 JUUL
- 2 Suorin
- 3 Vuse
- 4 NJOY
- 5 Blu
- 7 Puff Bar
- 11 Smok
- 12 Hyde
- 13 Mr. Fog
- 15 MNGO Stick
- 16 Breeze
- 18 HQD
- 20 Fume
- 21 Cali Plus
- 22 Elf Bar
- 23 Esco Bar
- 24 Lost Mary
- 25 Geek Bar
- 26 Raz
- 27 Kado Bar
- 28 Logic
- 29 Orion Bar
- 30 Hype
- 31 RIZN
- 32 Other (Specify)_____ [OPEN END CHA VALIDATION: MIN 1 MAX 30]
- 33 Not sure

[ASK IF B14v3=1]

PROGRAMMER NOTE: RANDOMIZE RESPONSES 1-5. KEEP RESPONSES 6 AND 7 IN CURRENT POSITIONS

B36v2. What was the first flavor of vaping product or vape you tried?

SC

- 1 Tobacco-flavored
- 2 Menthol
- 3 Mint
- 4 Fruit
- 5 Candy, desserts or other sweets
- 6 Some other flavor (Specify)_____ [OPEN END CHA VALIDATION: MIN 1 MAX 30]
- 7 Not sure

[ASK IF B14v3=1]

B15v3. When did you last vape, even one time?

SC

- 1 Earlier today
- 2 Not today but sometime during the past 7 days
- 3 Not during the past 7 days but sometime during the past 30 days
- 4 Not during the past 30 days but sometime during the past 6 months
- 5 Not during the past 6 months but sometime in the past year
- 6 More than a year ago

[ASK IF B15v3 =1-3]

B42. How soon after you wake up do you vape?

SC

- 1 Within 5 minutes
- 2 6-30 minutes
- 3 31-60 minutes
- 4 After 60 minutes

[ASK IF B15v3 =1-3]

PROGRAMMING NOTE: RANDOMIZE RESPONSES 1-31. KEEP RESPONSES 32 AND 33 IN CURRENT POSITIONS

B34v10. What brands of vaping products or vapes have you used in the past 30 days? Select all that apply.

MC

- 1 JUUL
- 2 Suorin
- 3 Vuse
- 4 NJOY
- 5 Blu
- 7 Puff Bar
- 11 Smok
- 12 Hyde
- 13 Mr. Fog
- 15 MNGO Stick
- 16 Breeze
- 18 HQD
- 20 Fume
- 21 Cali Plus
- 22 Elf Bar
- 23 Esco Bar
- 24 Lost Mary
- 25 Geek Bar
- 26 Raz
- 27 Kado Bar
- 28 Logic
- 29 Orion Bar
- 30 Hype
- 31 RIZN
- 32 Other (SPECIFY) _____ [OPEN END CHA VALIDATION: MIN 1 MAX 30]
- 33 Not sure

[ASK IF B15v3 =1-3]

PROGRAMMER NOTE: RANDOMIZE RESPONSES 1-5. KEEP RESPONSES 6 AND 7 IN CURRENT POSITIONS

B43v2. What flavor of vaping product do you usually use?

SC

- 1 Tobacco-flavored
- 2 Menthol
- 3 Mint
- 4 Fruit
- 5 Candy, desserts, or other sweets
- 6 Some other flavor (Specify) _____ [OPEN END CHA VALIDATION: MIN 1 MAX 30]
- 7 Not sure

[ASK IF B15v3 =1-3]

B49v2. For the following question, please think about the vape device you use most often. What kind is it?

SC

- 1 A disposable device (like HQD, Fume, or Blu)
- 2 A device that uses pre-filled cartridges or pods (like JUUL or Vuse)
- 3 A device with an empty tank/pod/cartridge that you fill with your own liquids (like Suorin Drop, Smok Novo, or VooPoo Drag)
- 4 Something else. Please describe the vape you use most often [OPEN TEXT]

[ASK IF B15v3 =1-3]

B50v2. Do you use any other types of vape devices? Please select all that apply.

MC

- 1 A disposable device (like HQD, Fume, or Blu)
- 2 A device that uses pre-filled cartridges or pods (like JUUL or Vuse)
- 3 A device with an empty tank/pod/cartridge that you fill with your own liquids (like Suorin Drop, Smok Novo, or VooPoo Drag)
- 4 Something else. Please describe the other types of vape you use [OPEN TEXT]
- 5 I do not use any other type of vape device. [MUTUALLY EXCLUSIVE]

[ASK IF B15v3 =1-3]

B52. During the past 30 days, how did you usually get your vape products? Please select all that apply.

MC

- 1 Someone gave them to me
- 2 I borrowed them from someone else
- 3 I gave someone else money to buy them for me
- 4 I got it at a flea market, at a swap meet or on the street
- 5 I took them from a store or another person
- 6 I bought them from someone else
- 7 I bought them from a website (such as product website, online vape store)
- 8 I bought them from someone on social media (such as TikTok, WhatsApp, Instagram)
- 9 I bought them from a store such as a convenience store, gas station, supermarket, or drug store
- 10 I bought them from a brick and mortar vape shop or tobacco shop
- 11 I bought them from a mobile smoke or vape truck/shop
- 12 I bought them from a mall or shopping center kiosk/stand
- 13 I bought them from a vending machine
- 14 Somewhere else (SPECIFY)
- 15 Don't know
- 16 Prefer not to answer

[ASK IF B15v3=1-3]

PROGRAMMER NOTE: RANDOMIZE RESPONSES 1-12. KEEP RESPONSE 13 IN CURRENT POSITION. SELECT UP TO 3 RESPONSES MAXIMUM.

B41v2. What are the most important reasons you CURRENTLY vape? Select up to 3.

MC: (Select up to 3)

- 1 To help me quit regular cigarettes
- 2 To experiment—to see what it's like
- 3 Because it looks cool
- 4 To have a good time with my friends
- 5 Because of boredom, nothing else to do
- 6 Because it tastes good
- 7 Because I can hide it from other people
- 8 Because regular cigarette use is not permitted
- 9 Because it is not harmful or is less harmful than regular cigarettes
- 10 To relax or relieve tension
- 11 To feel good or get a nicotine buzz
- 12 Because I am 'hooked'—I have to have it
- 13 Other

[ASK IF B14v3=2]

B16v2. Do you think you will vape anytime during the next year? Would you say...

SC

- 1 Definitely yes
- 2 Probably yes
- 3 Probably not
- 4 Definitely not

[ASK IF B14v3=2]

B17v2. Do you think that you will vape soon? Would you say...

SC

- 1 Definitely yes
- 2 Probably yes
- 3 Probably not
- 4 Definitely not

[ASK IF B14v3=2]

B18v2. If one of your best friends offered you a vaping product/vape, would you use it? Would you say...

SC

- 1 Definitely yes
- 2 Probably yes
- 3 Probably not
- 4 Definitely not

[ASK IF B14v3=2]

B19v2. Have you ever been curious about vaping?

SC

- 1 Very curious
- 2 Somewhat curious
- 3 A little curious
- 4 Not at all curious

[CANNABIS INTRO] The next questions are about marijuana or cannabis products that can be vaped (using vape pens, tabletop vaporizers, or portable vaporizers). These products are sometimes called concentrates, waxes, THC oils, or hash oils.

[ASK ALL]

J19. Have you ever tried vaping marijuana, even one time?

SC

- 1 Yes
- 2 No

[ASK IF J19=1]

J20. During the past 30 days, on how many days did you vape marijuana?

SC

- 1 0 days
- 2 1 or 2 days
- 3 3 to 5 days
- 4 6 to 9 days
- 5 10 to 19 days
- 6 20 to 29 days
- 7 All 30 days

[ASK IF J20=2-7]

PROGRAMMER NOTE: RANDOMIZE RESPONSES 1-5. KEEP RESPONSES 6 AND 7 IN CURRENT POSITIONS

J21v2. What flavor of marijuana vaping product do you usually use?

SC

- 1 Unflavored
- 2 Menthol
- 3 Mint
- 4 Fruit
- 5 Candy, desserts, or other sweets
- 6 Some other flavor (Specify)_____ [OPEN END CHA VALIDATION: MIN 1 MAX 30]
- 7 Not sure

[ASK IF J19=2]

J22. Do you think you will vape marijuana anytime during the next year? Would you say...

SC

- 1 Definitely yes
- 2 Probably yes
- 3 Probably not
- 4 Definitely not

[ASK IF J19=2]

J23. Do you think that you will vape marijuana soon? Would you say...

SC

- 1 Definitely yes
- 2 Probably yes
- 3 Probably not
- 4 Definitely not

[ASK IF J19=2]

J24. If one of your best friends offered you a marijuana vape, would you vape it? Would you say...

SC

- 1 Definitely yes
- 2 Probably yes
- 3 Probably not
- 4 Definitely not

[ASK IF J19=2]

J25. Have you ever been curious about vaping marijuana?

SC

- 1 Very curious
- 2 Somewhat curious
- 3 A little curious
- 4 Not at all curious

[ASK ALL]

CIGAR_INTRO. The next questions include cigars, cigarillos, and little cigars, such as Middleton's Black & Mild, Swisher Sweets, Garcia y Vega Game, Backwoods, 305's, and Dutch Masters.

PROGRAMMER NOTE: DISPLAY IMAGE FOR B28-B29



B28. Have you ever tried smoking cigars, cigarillos, or little cigars, even one or two puffs?

SC

- 1 Yes
- 2 No

[ASK IF B28=1]

B29. During the past 30 days, on how many days did you smoke cigars, cigarillos, or little cigars?

SC

- 1 0 days
- 2 1 or 2 days
- 3 3 to 5 days
- 4 6 to 9 days
- 5 10 to 19 days
- 6 20 to 29 days
- 7 All 30 days

[ASK ALL]

PROGRAMMER NOTE: DISPLAY IMAGE FOR B51v2, B53, and B54

B51v2_IMAGE.



POUCH_INTRO. The next question is about nicotine pouches like Zyn, On!, Rogue, and Velo. Nicotine pouches are small disposable packets containing nicotine, but not tobacco leaf, that are placed between the cheek and gum often made to taste like fruit, mint, and other flavors.

[ASK ALL]

B51v2. Have you ever used nicotine pouches?

SC

- 1 Yes
- 2 No

[ASK IF B51v2 = 1]

B53. During the past 30 days, on how many days did you use nicotine pouches?

SC

- 1 0 days
- 2 1 or 2 days
- 3 3 to 5 days
- 4 6 to 9 days
- 5 10 to 19 days
- 6 20 to 29 days
- 7 All 30 days

[ASK IF B53 = 2-7]

B54. During the past 30 days, how did you usually get your nicotine pouch products? Please select all that apply.

MC

- 1 Someone gave them to me
- 2 I borrowed them from someone else
- 3 I gave someone else money to buy them for me
- 4 I got it at a flea market, at a swap meet or on the street
- 5 I took them from a store or another person
- 6 I bought them from someone else
- 7 I bought them from a website (such as product website, online vape store)
- 8 I bought them from someone on social media (such as TikTok, WhatsApp, Instagram)
- 9 I bought them from a store such as a convenience store, gas station, supermarket, or drug store
- 10 I bought them from a brick and mortar vape shop or tobacco shop
- 11 I bought them from a mobile smoke or vape truck/shop
- 12 I bought them from a mall or shopping center kiosk/stand
- 13 I bought them from a vending machine
- 14 Somewhere else (SPECIFY)
- 15 Don't know
- 16 Prefer not to answer

[ASK ALL]

SLT_INTRO. The next questions are about chewing tobacco, snuff, or dip, such as Copenhagen, Grizzly, Skoal, Longhorn, and Stoker's. Please do NOT include nicotine pouches such as Zyn, On!, Rogue, or Velo when answering these questions.

PROGRAMMER NOTE: DISPLAY IMAGE FOR B24v2-B25v2



B24v2. Have you ever used chewing tobacco, snuff, or dip?

SC

- 1 Yes
- 2 No

[ASK IF B24v2=1]

B25v2. During the past 30 days, on how many days did you use chewing tobacco, snuff, or dip?

SC

- 1 0 days
- 2 1 or 2 days
- 3 3 to 5 days
- 4 6 to 9 days
- 5 10 to 19 days
- 6 20 to 29 days
- 7 All 30 days

[ASK IF B24v2=2]

B30. Do you think you will use chewing tobacco, snuff, or dip anytime during the next year?
Would you say...

SC

- 1 Definitely yes
- 2 Probably yes
- 3 Probably not
- 4 Definitely not

[ASK IF B24v2=2]

B31. Do you think that you will try chewing tobacco, snuff, or dip soon? Would you say...

SC

- 1 Definitely yes
- 2 Probably yes
- 3 Probably not
- 4 Definitely not

[ASK IF B24v2=2]

B32. If one of your best friends offered you chewing tobacco, snuff, or dip would you use it?
Would you say...

SC

- 1 Definitely yes
- 2 Probably yes
- 3 Probably not
- 4 Definitely not

[ASK IF B24v2=2]

B33. Have you ever been curious about chewing tobacco, snuff, or dip?

SC

- 1 Very curious
- 2 Somewhat curious
- 3 A little curious
- 4 Not at all curious

[ASK ALL]

PROGRAMMER NOTE: DISPLAY IMAGE FOR B26-B27



B26. Have you ever tried smoking tobacco out of a water pipe (also called “hookah”), even one time?

SC

- 1 Yes
- 2 No

[ASK IF B26=1]

B27. During the past 30 days, on how many days did you smoke tobacco out of a water pipe (also called “hookah”)?

SC

- 1 0 days
- 2 1 or 2 days
- 3 3 to 5 days
- 4 6 to 9 days
- 5 10 to 19 days
- 6 20 to 29 days
- 7 All 30 days

[ASK IF B5=2-7 OR B25v2=2-7 OR B29=2-7 OR B27=2-7]

B44. How soon after you wake up do you use tobacco products, such as cigarettes, cigars, chewing tobacco, or water pipes?

SC

- 1 Within 5 minutes
- 2 6-30 minutes
- 3 31-60 minutes
- 4 After 60 minutes

INTRO: The next set of questions are about marijuana. This means marijuana or cannabis in any form, sometimes called weed, hash, or pot.

[ASK ALL]

YABQ01. During the past 30 days, on how many days did you use marijuana or hashish?

____ Number of days (0-30)

[ASK IF YA_SBQ01 > 0]

YABQ02. During the past 30 days, what was the primary mode you used marijuana? Please select one. Did you...

SC

- 1 Smoke it (for example, in a joint, bong, pipe or blunt)
- 2 Eat it (for example in brownies, cakes, cookies, or candy)
- 3 Drink it (for example in tea, cola, or alcohol)
- 4 Vaporize it (for example in an e-cigarette-like vaporizer or another vaporizing device)
- 5 Dab it (for example, using waxes or concentrates)
- 6 Use it some other way
- 7 Don't know/Not sure
- 9 Prefer not to answer

[ASK IF NEWBA YABQ01 > 0]

YABQ03. When you used marijuana or hashish during the past 30 days, was it for medical reasons to treat or decrease symptoms of a health condition, or was it for non-medical reasons to get pleasure or satisfaction (such as: excitement, to “fit in” with a group, increased awareness, to forget worries, for fun at a social gathering)?

- 1 Only for medical reasons to treat or decrease symptoms of a health condition
- 2 Only for non-medical purposes to get pleasure or satisfaction reasons
- 3 Both medical and non-medical reasons
- 7 Don't know/Not sure
- 9 Prefer not to answer

[ASK ALL]

YABQ04. Sometimes people take tobacco out of a cigar and replace it with marijuana. This is sometimes called a “blunt.” During the past 30 days, on how many days did you smoke a blunt (marijuana or hash in a cigar or blunt wrap)?

____ Number of days (0-30)

SECTION C: ATTITUDES, BELIEFS, PERCEIVED HARM AND RELATIVE HARM

Perceived Harm

[ASK ALL]

C26. How harmful to your health is it to vape nicotine regularly?

- 1 Not at all harmful
- 2 Slightly harmful
- 3 Moderately harmful
- 4 Quite harmful
- 5 Extremely harmful

[ASK ALL]

AC_HARM To show us that you're paying attention, please select 'More harmful' as your response to this item.

SC

- 1 Less harmful
- 2 About the same
- 3 More harmful

[PROGRAMMING NOTE: IF AC_HARM ≠ 3 “MORE HARMFUL” THEN DISPLAY THE FOLLOWING TEXT, “THIS SURVEY IS IMPORTANT. PLEASE READ AND RESPOND TO EACH QUESTION CAREFULLY.”]

Beliefs about Vaping

[ASK ALL]

C14. Please tell us if you strongly agree, agree, disagree, or strongly disagree with the following statements.

SC— SCROLLING MATRIX

PRESENT C14 SERIES IN RANDOM ORDER

ASK ALL

	Strongly Agree (1)	Agree (2)	Disagree (3)	Strongly Disagree (4)
C14_6. Vaping nicotine helps people relieve stress.				
C14_7. Vaping nicotine just a little can make you crave more.				
C14_8. Vaping nicotine can permanently damage your lungs.				
C14_9. Vaping nicotine can cause immediate damage to your lungs.				
C14_10. The nicotine in vapes changes your brain.				
C14_12. If you vape, nicotine cravings can take control of you.				
C14_13. Most vapes contain really addictive amounts of nicotine.				
C14_16. Vaping nicotine can make me feel anxious.				
C14_17. Vaping nicotine can make me feel irritable.				
C14_18. Vaping nicotine can cause mood swings.				
C14_25. The nicotine in vapes is as addictive as cocaine or heroin.				

Health Effects of Vaping

[ASK ALL]

C15v3. How much do you agree or disagree with the following statements? If I vape nicotine...

SC

PRESENT C15v3 SERIES IN RANDOM ORDER

	Strongly Agree (1)	Agree (2)	Disagree (3)	Strongly Disagree (4)
C15v3_3. I will be unable to stop when I want to				
C15v3_8. I will be controlled by nicotine				
C15v3_11. I will be more irritable				
C15v3_12. I will become addicted to nicotine				
C15v3_13. I will have trouble sleeping				

[ASK ALL]

C27. How much do you agree or disagree with the following statements? If I vape nicotine...

SC

PRESENT C27 SERIES IN RANDOM ORDER

	Strongly Agree (1)	Agree (2)	Disagree (3)	Strongly Disagree (4)
C27_1. It will damage my body				
C27_2. It will damage my lungs				
C27_3. It will decrease my sports performance				
C27_4. It will make me have mood swings				
C27_5. It will increase my anxiety				
C27_6. It will lead to respiratory damage				
C27_7. It will be difficult for me to breathe				
C27_8. It will make me cough more often				

[ASK ALL]

C28. If I vape too much nicotine, I will become nauseous and may vomit.

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree

[ASK ALL]

C29. If you were to vape nicotine regularly, **how likely** is it you would...

SC

PRESENT C29 SERIES IN RANDOM ORDER

	Not at all likely (1)	A little likely (2)	Somewhat likely (3)	Very likely (4)	Extremely likely (5)
C29_1. Experience increased mood swings					
C29_2. Experience increased anxiety					
C29_3. Experience increased irritability					
C29_4. Damage your lungs					
C29_5. Have trouble breathing					
C29_6. Cough more often					
C29_7. Become addicted to nicotine					
C29_8. Have trouble sleeping					

[ASK ALL]

C30. If I were to vape too much nicotine at one time, how likely is it you would experience nausea or vomiting?

- 1 Not at all likely
- 2 A little likely
- 3 Somewhat likely
- 4 Very likely
- 5 Extremely likely

[ASK ALL]

C31. How addictive is the nicotine in vapes?

- 1 Not at all addictive
- 2 A little addictive
- 3 Somewhat addictive
- 4 Quite a bit addictive
- 5 Very addictive

[ASK ALL]

C32. How much would the following affect your life?

SC

PRESENT C32 SERIES IN RANDOM ORDER

	Not at all (1)	A little (2)	Somewha t (3)	Quite a bit (4)	Very much (5)
C32_1. Problems with your mood from vaping nicotine					
C32_2. Problems with anxiety from vaping nicotine					
C32_3. Respiratory damage from vaping nicotine					
C32_4. Getting a permanent breathing problem from vaping nicotine					
C32_5. Coughing more often from vaping nicotine					
C32_6. Having trouble sleeping from vaping nicotine					
C32_7. Being addicted to nicotine from vaping					

SECTION D: SMOKING OF PEERS, FAMILY, AND COMMUNITY

[ASK ALL]

YADQ01. Where are you living now? Are you living in...

SC

- 1 Your own apartment or house
- 2 In the same apartment or house with a parent or guardian
- 3 In a college dorm room or a student apartment
- 4 Other, specify _____ [OPEN END CHA VALIDATION: MIN 1 MAX 60]

[ASK ALL]

YADQ02. Which of the following best describes your current living situation: You live . . .

SC

- 1 Alone
- 2 With your parents
- 3 With extended family members and not your parents
- 4 With a spouse
- 5 With an unmarried romantic partner
- 6 With a roommate
- 7 Other, specify _____ [OPEN END CHA VALIDATION: MIN 1 MAX 60]

[ASK ALL]

D3v2. Which statement best describes the rules about smoking inside your home?

SC

- 1 Smoking is not allowed anywhere inside your home
- 2 Smoking is allowed in some places or at some times
- 3 Smoking is allowed anywhere inside the home
- 4 There are no rules about smoking inside the home

[ASK IF YADQ02 ≠ 1]

D4. Not including yourself, does any adult who lives in your home currently smoke cigarettes, cigars, or pipes?

SC

- 1 Yes
- 2 No

[ASK ALL]

D10. During the past 7 days, where were you exposed to other people's tobacco smoke from cigarettes, cigars, or pipes? Please select all that apply.

MC

- 1 At a bar or club
- 2 At a casino
- 3 Indoors at work
- 4 Outdoors at public places, such as parks and beaches
- 5 I was not exposed to other people's tobacco smoke in the past 7 days [EXCLUSIVE]

[ASK ALL]

D11. During the past 7 days, how often have you been exposed to other people's tobacco smoke from cigarettes, cigars, or pipes?

SC

- 1 Daily
- 2 A few times a week
- 3 Once a week
- 4 Not at all

[ASK ALL]

D12. Which statement best describes the rules about vaping inside your home?

SC

- 1 Vaping is not allowed anywhere inside your home
- 2 Vaping is allowed in some places or at some times
- 3 Vaping is allowed anywhere inside the home
- 4 There are no rules about vaping inside the home

[ASK IF YADQ02 ≠ 1]

D13. Not including yourself, does any adult who lives in your home currently vape nicotine?

SC

- 1 Yes
- 2 No

[ASK ALL]

D14. During the past 7 days, did anyone vape anywhere inside your home?

SC

- 1 Yes
- 2 No

[ASK ALL]

D15. During the past 7 days, where were you exposed to other people's vapor from vaping products? Please select all that apply.

MC

- 1 At a bar or club
- 2 At a casino
- 3 Indoors at work
- 4 Outdoors at public places, such as parks and beaches
- 5 I was not exposed to other people's vapor in the past 7 days [EXCLUSIVE]

[ASK ALL]

D16. During the past 7 days, how often have you been exposed to other people's vapor from vaping products?

SC

- 1 Daily
- 2 A few times a week
- 3 Once a week
- 4 Not at all

[ASK IF S06Q25 = 6]

YADQ03v2. Which of the following best describes your school's policy about smoking and vaping on campus?

SC

- 1 Smoking and vaping is not allowed anywhere on campus
- 2 Smoking and vaping is not allowed inside any buildings
- 3 Smoking and vaping is only allowed in designated areas of buildings
- 4 There is no official school policy
- 5 Don't know/Not sure

[ASK ALL]

YADQ04. The last time you went to a bar in your community in the past 30 days, did you see someone smoking indoors?

SC

- 1 Yes
- 2 No
- 3 I haven't gone to a bar in my community in the past 30 days

[ASK ALL]

YADQ06. The last time you went to a bar in your community in the past 30 days, did you see someone vaping indoors?

SC

- 1 Yes
- 2 No
- 3 I haven't gone to a bar in my community in the past 30 days

[ASK IF S06Q25 = 1]

YADQ05. As far as you know, in the past seven days, has anyone smoked in your work area?

SC

- 1 Yes
- 2 No

[ASK IF S06Q25 = 1]

YADQ07. As far as you know, in the past seven days, has anyone vaped in your work area?

SC

- 1 Yes
- 2 No

[ASK ALL]

D5. How many of your four closest friends...

SC

	None (1)	One (2)	Two (3)	Three (4)	Four (5)
D5_1. Smoke cigarettes					
D5_2. Smoke menthol cigarettes					
D5_11. Use nicotine pouches					
D5_3. Use chewing tobacco, snuff, or dip					
D5_4. Use cigars, cigarillos, or little cigars					
D5_9. Vape nicotine					
D5_10. Vape marijuana					
D5_6. Smoke tobacco out of a water pipe (also called hookah)					

[ASK ALL]

D17. During the past 3 months, have you talked to any family members or friends about the dangers of vaping?

SC

1 Yes

2 No

[ASK ALL]

D18. During the past 3 months, did you encourage a friend or family member to quit vaping?

SC

1 Yes

2 No

SECTION E: TOBACCO AND ANTI-TOBACCO MARKETING AND MESSAGES

[ASK ALL]

E19. Next, we'd like to ask you about your use of TV and other media.

How often do you...

SC

PRESENT E19 SERIES IN RANDOM ORDER

	Several times a day (1)	About once a day (2)	3-5 days a week (3)	1-2 days a week (4)	Every few weeks (5)	Less often (6)	Never (7)	Prefer Not to Answer (9)
E19_1. Watch TV shows on a TV, a computer or laptop, tablet, or smartphone?								
E19_2. Watch or upload videos to YouTube?								
E19_3. Listen to the radio, including online or streamed radio?								
E19_5. Play online video games?								

[ASK ALL]

E20. Thinking about the social networking sites you use, about how often do you visit or use the following...

SC

PRESENT E20 SERIES IN RANDOM ORDER

	Several times a day (1)	About once a day (2)	3-5 days a week (3)	1-2 days a week (4)	Every few weeks (5)	Less often (6)	Never (7)	Prefer Not to Answer (9)
E20_1. Facebook								
E20_2. Instagram								
E20_3v3. X (formerly Twitter)								
E20_4. Snapchat								
E20_5. TikTok								
E20_6. Reddit								

E21. Thinking only about yesterday, about how much time did you spend...

	None (1)	At least one minute, but less than 1 hour (2)	1 hour or more, but less than 2 hours (3)	2 hours or more, but less than 3 hours (4)	More than 3 hours (5)	Prefer not to answer (9)
[ASK IF E19_1 ≠ 7] E21_1. Watching TV shows on a TV, a computer or laptop, tablet, or smartphone?						
[ASK IF E19_3 ≠ 7] E21_2. Listening to the radio, including online or streamed radio?						

[ASK ALL]

E5. Have you seen or heard any anti-smoking advertising or campaigns with the following themes or slogans? (Please select all that apply.)

MC

- 1 truth
- 2 Tobacco Free Florida
- 3 The Facts Now
- 4 The Real Cost
- 5 Tips From Former Smokers
- 6 Up In Smoke
- 7 None of the above [EXCLUSIVE]

[ASK ALL]

E12v3. Have you seen the following logo?

SC



- 1 Yes
- 2 No

[ASK IF E5_3 = 1 OR E12v2 = 1]

E13v2. Apart from this survey, where have you seen or heard about The Facts Now?

SC

	Yes (1)	No (2)
E13v2_2. Facebook?		
E13v2_3v3. X (formerly Twitter)?		
E13v2_4. YouTube?		
E13v2_5. Instagram?		
E13v2_8v2. Audio streaming sites? (e.g., Spotify, Pandora, iHeart App)?		
E13v2_9. Gaming sites (e.g., Mediabrix, Gameloft, Evolve)?		
E13v2_10. Snapchat?		
E13v2_11. TikTok?		
E13v2_12. Video streaming services (e.g., Sling, Hulu Live, Roku, Fire Stick, Apple TV, Philo)?		
E13v2_6. Somewhere else online?		

[ASK IF E13v2_6 = 1]

E13_6_Specify.Where else online have you seen The Facts Now?

OPEN END CHA

[ASK ALL]

E14. Have you ever heard of the website TheFactsNow.com?

SC

- 1 Yes
- 2 No

[ASK IF E14=1]

E15. Have you ever visited TheFactsNow.com?

SC

- 1 Yes
- 2 No

[ASK IF E5_3 = 1 OR E12v2 = 1]

E16v4. Do you like, follow, or subscribe to receive posts, images, or videos from The Facts Now on Facebook, X (formerly Twitter), Instagram, or YouTube?

SC

- 1 Yes
- 2 No

[ASK ALL]

E6. Have you seen the following logo?

SC



- 1 Yes
- 2 No

SECTION F: SPECIFIC ADS

PROGRAMMER NOTES:

RESPONDENTS WILL VIEW 2 ADS AND RESPOND TO A SERIES OF QUESTIONS (F1-F2) AFTER EACH AD. RANDOMIZE AND RECORD ORDER OF ADS. THEN ASK F3-F4 FOR BEHIND THE GAMEBALL (AD 26) AND BEHIND THE FIT CHECKROAD TRIP (AD 27) ADS WITH AD SCREENSHOT VISIBLE FOR EACH SERIES. THE VARIABLE SUFFIXES (_X) SHOULD MATCH THE NUMBERS FOR EACH AD IN THE TABLE FOR F11. FOR EXAMPLE, F1_X FOR “Behind the Game” SHOULD BE F1_26.

LOOP 1 [REPEAT FOR EACH OF THE 2 ADS]

SHOW AD X [FORCE RESPONDENT TO STAY ON SCREEN FOR 30 SECONDS BEFORE ENABLING “>>” BUTTON]

DISPLAY UNDER EACH VIDEO WHILE IT PLAYS “In the event that the video does not load properly, please wait 30 seconds for the “>>” button to appear.”

F1_X

F2_X

[Campaign = 1]

[Start of data collection - End of data collection]

F11. RECORD WHICH VIDEO WAS VIEWED...

SC

	Behind the Game (26)	Behind the Fit Check (27)
F11a. FIRST		
F11b. SECOND		

VIDEO INTRO. Now, we would like you to view some advertisements that have been shown on television and online. Please make sure your computer’s volume is set to an appropriate level. If the videos do not work, you will still be able to see images of the ads. When you are ready, please click the “>>” button below to view the first advertisement. After you view each ad, there will be a few questions that ask about your opinions of the ad.

SHOW AD _X

[ASK ALL]

F1_X. Were you able to view this video?

SC

- 1 Yes
- 2 No

IF F1_X = 2 OR MISSING, SHOW SCREENSHOT _X

IF F1_X = 2 OR MISSING, DISPLAY:

Now we would like to show you some screen shots from an advertisement that has been shown on television or online. Once you have viewed the images displayed below, please click on '>>' button below to continue with the survey.

[ASK ALL]

F2_X. During the past 60 days, how often have you seen this ad on TV or online?

- 1 Never
- 2 Rarely
- 3 Sometimes
- 4 Often
- 5 Very often

REPEAT AD/SCREENSHOT SHOWINGS AND F1-2 SERIES FOR AD 2

ASK F3_X AND F4_X FOR ONLY BEHIND THE GAME (AD 26) AND BEHIND THE FIT CHECK (AD 27)

F3_X. The images above are from one of the ads you just watched. Please tell us if you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements about this ad.

SC

RANDOMIZE ORDER OF F3 SERIES

	Strongly Agree (1)	Agree (2)	Neither agree nor disagree (3)	Disagree (4)	Strongly Disagree (5)
F3_X_1. This ad is worth remembering.					
F3_X_2. This ad grabbed my attention.					
F3_X_3. This ad is powerful.					
F3_X_4. This ad is informative.					
F3_X_6. This ad is meaningful to me.					
F3_X_7. This ad is convincing.					
F3_X_9. This ad is ridiculous.					
F3_X_11. This ad is terrible.					

[ASK ALL]

F4v2_X. On a scale of 1 to 5, indicate whether the ad made vaping look like something you would or wouldn't want to do.

1. The ad makes me want to vape
- 2.
- 3.
- 4.
5. The ad makes me want to not vape

PROGRAMMER NOTES:

RESPONDENTS WILL VIEW 5 SOCIAL ADS AND RESPOND TO QUESTIONS F12_X-F13_X AFTER EACH AD. RANDOMIZE AND RECORD ORDER OF ADS.

SHOW AD X [FORCE RESPONDENT TO STAY ON SCREEN FOR ENTIRE LENGTH OF AD BEFORE ENABLING “>>” BUTTON]

DISPLAY UNDER EACH VIDEO WHILE IT PLAYS “In the event that the video does not load properly, please wait 30 seconds for the “>>” button to appear.”

F12_X

F13_X

F14. RECORD ORDER OF WHICH SOCIAL VIDEO AD WAS VIEWED

[Campaign = 1]

[Start of data collection - End of data collection]

F14. RECORD WHICH VIDEO WAS VIEWED...

SC

	Vaping Addiction: Brain 30 (1b)	Don't Vape Snacks (2b)	Trending: Holiday Season (8c)	Behind the Fit Check: Vaping Sounds Like (8a)	Behind the Game: Vaping Sounds Like (8b)
F14a. FIRST					
F14b. SECOND					
F14c. THIRD					
F14d. FOURTH					
F14e. FIFTH					

[SOCIAL INTRO] Now we would like you to view some advertisements that have been shown on social media. Please make sure your computer's volume is set to an appropriate level. If the videos do not work, you will still be able to see images of the ads. When you are ready, please click the “>>” button below to view the first advertisement.

SHOW SOCIAL VIDEO AD _X

[ASK ALL]

F12_X. Were you able to view this video?

SC

- 1 Yes
- 2 No

IF F12_X = 2 OR MISSING, SHOW SCREENSHOT

IF F12_X = 2 OR MISSING, DISPLAY:

[SOCIAL INTRO] Now we would like to show you some screen shots from an advertisement that has been shown on social media. Once you have viewed the images displayed below, please click on the ">>" button below to continue with the survey.

[ASK ALL]

F13_X. During the past 6 months, how often have you seen this ad online?

SC

- 1 Never
 - 2 Rarely
 - 3 Sometimes
 - 4 Often
 - 5 Very often
-

PROGRAMMER NOTES:

RESPONDENTS WILL VIEW 1 RADIO AD AND RESPOND TO QUESTIONS F15_X-F16_X AFTER THE AD.

PLAY AD X [FORCE RESPONDENT TO STAY ON SCREEN FOR ENTIRE LENGTH OF AD BEFORE ENABLING ">>" BUTTON]

DISPLAY UNDER RADIO AD WHILE IT PLAYS "In the event that the audio does not load properly, please wait 30 seconds for the ">>" button to appear."

F15_X

F16_X

[Campaign = 1]

[Start of data collection - End of data collection]

F17. RECORD WHICH RADIO AD WAS VIEWED...

SC

	Behind the Socials (1)
F17a. FIRST	

[RADIO INTRO] Now we would like you to listen to a radio advertisement that you may have heard. Please make sure your device's volume is set to an appropriate level. If you cannot hear the audio, you will still be able to read a description of the ad. When you are ready, please click the ">>" button below to listen to the advertisement.

PLAY RADIO AD _X

[ASK ALL]

F15_X. Were you able to listen to this ad?

SC

1. Yes
2. No

IF F15_X = 2 OR MISSING, SHOW SCRIPT

IF F15_X = 2 OR MISSING, DISPLAY:

Now we would like to show you a script from a radio advertisement that you may have heard. Once you have read the script, please click on the '>>' button below to continue with the survey.

F16_X. Have you heard this ad on the radio?

SC

1. Yes
2. No

[PROGRAMMER NOTE: RADIO SCRIPTS PROVIDED BELOW—THESE SHOULD BE USED IN THE RADIO QUESTION SERIES ABOVE]

Behind the Socials

Open social media, and you'll mistakenly believe vaping looks harmless. You'll see friends doing 'fit checks with a vape in hand ("I got the lime green vape to match the outfit"), gamers taking a celebratory nic hit after a win ("that's how you do it, time for a puff"), or nighttime routines of a hit before bed ("getting ready with me, and my vape"). But you almost never see the consequences behind the screen. The nicotine in vapes is as addictive as cocaine or heroin. Vaping is ugly behind the screen. Get the facts at TheFactsNow.com.

SECTION G: CLOSING ITEMS

[ASK ALL]

S06Q17. Are you:

SC

- 1 Married
- 2 Divorced
- 3 Widowed
- 4 Separated
- 5 Never married
- 6 A member of an unmarried couple

[ASK ALL]

S06Q18av2. What is the highest level of school you completed or the highest degree you received?

SC

- 1 Never attended school or only attended kindergarten
- 2 Grades 1 through 8 (Elementary)
- 3 Grades 9 through 11 (Some high school)
- 4 Grade 12 or GED (High school graduate)
- 5 College 1 year to 3 years (Some college or technical school)
- 6 College 4 years or more (College graduate)

[ASK ALL]

YAGQ01. How much money do you get from a job or other work? Your best guess is fine.

\$ _____ [ALLOW 0 to 9997] _____ [insert drop down list with the following options: Weekly, Bi-Weekly, Monthly]

[ASK ALL]

YAGQ02. How much money do you get from other sources (allowance, student loans etc.)? Your best guess is fine.

\$ _____ [ALLOW 0 to 9997] _____ [insert drop down list with the following options: Weekly, Bi-Weekly, Monthly]

[ASK ALL]

YAGQ03. In the last month, how often have you felt that you were unable to control the important things in your life?

SC

- 1 Never
- 2 Almost never
- 3 Sometimes
- 4 Fairly often
- 5 Very often

[ASK ALL]

YAGQ04. In the last month, how often have you felt confident about your ability to handle your personal life?

SC

- 1 Never
- 2 Almost never
- 3 Sometimes
- 4 Fairly often
- 5 Very often

[ASK ALL]

YAGQ05. In the last month, how often have you felt that things were going your way?

SC

- 1 Never
- 2 Almost never
- 3 Sometimes
- 4 Fairly often
- 5 Very often

[ASK ALL]

YAGQ06. In the last month, how often have you felt difficulties were piling up so high that you could not overcome them?

SC

- 1 Never
- 2 Almost never
- 3 Sometimes
- 4 Fairly often
- 5 Very often

[ASK ALL]

YAGQ07. In the past 12 months, did you worry about your personal finances?

SC

- 1 Yes
- 2 No

[ASK ALL]

YAGQ08. In the past 12 months, did you or any member of your household receive benefits from the Food Stamp Program or SNAP (the Supplemental Nutrition Assistance Program)? Do not include WIC, the School Lunch Program, or assistance from food banks.

SC

- 1 Yes
- 2 No

[ASK ALL]

G8. How many close friends do you have? (Close friends include people whom you feel at ease with, can talk to about private matters, and can call on for help.)

SC

_____ Number of friends (MIN 0 MAX 7)

9 Prefer not to answer

[ASK ALL]

G12. Thinking about your mental health, which includes stress, depression, and problems with emotions, for how many days during the past 30 days was your mental health not good?

SC

_____ Number of days (Min 0 Max 30)

2 None

3 Don't know

9 Prefer not to answer

SECTION H: CLOSEOUT

[ASK ALL]

H5. Based on your answers today, we may want to recontact you in the future for another survey. If you are eligible and you complete the survey, you would receive at least \$10 as a token of appreciation. We will email the survey information to the email address you provided. May we recontact you?

- 1 Yes, you may recontact me
- 2 No, you may not recontact me

[ASK IF H5 = 1]

H6. We may also want to contact you by text. What is the cell phone number that we can use to text you about taking another survey, including the area code?

By providing your cell phone number, you agree to receive text messages about this survey. We will **not** sell your number or use it for any purpose other than to contact you about this survey. Standard text and data rates apply.

Cell phone number: _____

- 2 I do not want to be contacted by text

[ASK ALL]

PROGRAMMER NOTE: FORCE RESPONSE TO THIS ITEM

H1. Those are all the questions that we have for you. After we have verified that you have completed the survey only **one time**, we will send you a \$15 Amazon gift card. **If we determine that you have completed the survey more than one time, you will not receive the \$15 Amazon gift card.**

Would you like to receive this gift card?

- 1 Yes
- 2 No

[DISPLAY IF H4 IS NOT MISSING]

H4_text. Thanks for your participation in this important survey. After we have verified that you have completed the survey only **one time**, we will send you a \$15 Amazon gift card. Expect an e-mail from **reward@virtualrewardcenter.com** containing the gift card in about 1-2 weeks. **If we determine that you have completed the survey more than one time, you will not receive the \$15 Amazon gift card. If you accessed the survey from a shared link and did not complete the eligibility questions, you will not receive the \$15 Amazon gift card.**

CLOSE_TOBACCO. “Thank you for your participation in this important survey.”

[IF TOBACCO USER (B5=2-7 OR B15v2=2-7 OR B29=2-7 OR B25v2=2-7 OR B27=2-7)]



For information and resources on how to quit tobacco, including free nicotine replacement patches*, please visit www.tobaccofreeflorida.com.

*While supplies last and if medically appropriate

CLOSE OUT SCRIPTS:

SCREEN_1: “Unfortunately, you are not eligible to participate in this survey at this time. Thank you for your interest in the Florida Health Survey.”

CLOSE_Z: “Thank you for your interest in the Florida Health Survey. You have decided not to participate.”

Appendix C: Youth Tobacco Survey (YTS) Instrument

SCREENER

PROGRAMMER NOTE: Force responses to all questions in screener.

[SCNR_INTRO].

Welcome to the Florida Health Survey!

The Florida Department of Health is developing education programs that will improve the health of Florida youth and young adults.

To inform these education programs, the Florida Department of Health is conducting a survey in partnership with RTI, a non-profit research organization.

- You are being asked to answer a few questions to see if you are eligible for a study of approximately 150 adolescents in Florida.
- You may only complete this questionnaire **one time**.
- It will only take about **5 minutes** to see if you are eligible.
- If we determine you **are eligible**, you will have the opportunity to continue and complete **an additional online survey** for a \$15 Amazon.com gift card.
- You may only take that survey **one time**, and you will only receive one **\$15 Amazon.com gift card** if you complete it.
- Your answers to the questions will be **kept private** to the fullest extent allowable by law, and your participation is voluntary. Please click [here](#) to read our privacy policy before continuing.

[SCNR_ASSENT] Do you agree to participate in this short survey?

- 1 Yes, I agree to participate in this short survey.
- 2 No, I do not want to participate in this short survey.

[IF SCNR_ASSENT = NO]

Thank you for your time.

[EXIT]

[IF SCNR_ASSENT = YES, ASK SCNR_INTRO2]

[SCNR_INTRO2]. The first part of the survey asks you some general questions about yourself.

[PROGRAMMER: Carry over variable to survey]

1. [AGE] How old are you?

_____years old (Range: 5-90)

2. **[GEN_HEALTH]** This question is about your overall health. Would you say your health in general is excellent, very good, good, fair, or poor?

SC

- 1 Excellent
- 2 Very good
- 3 Good
- 4 Fair
- 5 Poor

[PROGRAMMER NOTE: Carry variable over to survey]

3. **[GENDER]** Which of the following best describes your gender identity?

SC

- 1 Girl/Female
- 2 Boy/Male
- 3 Prefer not to answer [EXCLUSIVE]

4. **[HRS_VIDEO]** In a typical week, how many hours per week do you play video games?

SC

- 1 0 hours
- 2 1-2 hours
- 3 3-5 hours
- 4 6-10 hours
- 5 11-20 hours
- 6 21 or more hours
- 7 Not Sure

5. **[SCL_FEELING]** Which of the statements below best describes how you felt overall about going to school during the past 12 months?

SC

- 1 I really liked it
- 2 I kind of liked it
- 3 I didn't like it
- 4 I hated it

6. **[AC_ICECREAM]** Please select ice cream as the answer to this question.

SC

- 1 Cookies
- 2 Cake
- 3 Pie
- 4 Pudding
- 5 Ice cream

7. **[ACTIVE60]** During the past 7 days, on how many days were you physically active for a total of at least 60 minutes per day? (Add up all the time you spent in any kind of physical activity that increased your heart rate and made you breathe hard some of the time.)

_____ (Range: 0-7)

8. **[HRS_TV]** On an average school day, how many hours of TV do you watch?

SC

- 1 I do not watch TV on an average school day
- 2 Less than 1 hour per day
- 3 1 hour per day
- 4 2 hours per day
- 5 3 hours per day
- 6 4 hours per day
- 7 5 or more hours per day

9. **[SMOKE30]** During the past 30 days, on how many days did you smoke cigarettes?

SC

- 1 0 days
- 2 1 or 2 days
- 3 3 to 5 days
- 4 6 to 9 days
- 5 10 to 19 days
- 6 20 to 29 days
- 7 All 30 days

10. **[FRUIT_DAYS]** In the past 7 days, on how many days did you eat fruit? (Do not count fruit juice)

_____ (Range: 0-7)

11. **[STATE]** What state do you live in?

[PROGRAMMER: INCLUDE DROP DOWN LIST OF 50 STATES & WASHINGTON DC. INCLUDE AN OPTION FOR 'I DON'T LIVE IN THE UNITED STATES'. SHOULD APPEAR FIRST IN DROP DOWN.]

[PROGRAMMER NOTE: CARRY VARIABLE OVER TO SURVEY]

12. **[A4]** What is your race? Choose all that apply.

MC

- 1 American Indian or Alaskan Native
- 2 Asian
- 3 Black or African American
- 4 Native Hawaiian or Other Pacific Islander
- 5 White
- 6 Another race not listed above, specify_____ [OPEN END CHA VALIDATION: MIN 1 MAX 60]

13. **[DOB]** What is your date of birth?

Please use the following format (MM/DD/YYYY)

____/____/____

[PROGRAMMER NOTE: CARRY VARIABLE OVER TO SURVEY]

14. **[A31_V2]** Are you Hispanic or Latino/Latina?

SC

- 1 Yes
- 2 No

15. **[RTI_SURVEY]** Have you taken a survey from RTI in the last 3 months?

SC

- 1 Yes
- 2 No
- 3 Not sure

[PROGRAMMER: ADD TIME STAMP TO DETERMINE HOW LONG RESPONDENTS TAKE ON ZIP.]

[PROGRAMMER NOTE: CARRY VARIABLE OVER TO SURVEY]

16. **[ZIP]** What is your zip code?

_____ Enter your 5-digit zip code

17. **[EMAIL]** Please provide the email address you would like to use to receive your gift card:

[EMAIL_TEXT] The email address you provide is used only for the purposes of this survey and will not be sold or shared.

[PROGRAMMER: ASK IF EMAIL NE 99]

18. **[EMAIL_VER]** Please verify your email address: _____

[PROGRAMMER: VERIFY EMAIL FORMAT AND THAT BOTH EMAIL ADDRESSES MATCH. VERIFY THAT THIS EMAIL WAS NOT USED FOR PRIOR WAVES OF FLATS YTS SURVEY.]

ELIGIBILITY FLAG: RESPONDENT MUST MEET ALL OF THE FOLLOWING CRITERIA:

- CORRECTLY ANSWER THE “ATTENTION CHECK” QUESTION (AC_ICECREAM = 5)
- FOR YOUTH CONTACTED THROUGH PARENT: BE 15, 16 OR 17 YEARS OLD BASED ON AGE PROVIDED (AGE = 15, 16 OR 17)
 - FOR YOUTH CONTACTED DIRECTLY: AGE = 15, 16, OR 17
- LIVE IN FLORIDA BASED ON STATE SELECTION (STATE = FL)
- BE 15, 16, OR 17 YEARS OLD BASED ON DOB (AGE CALCULATED FROM DOB = 15, 16, OR 17)
- AGE PROVIDED AND AGE CALCULATED BY DOB MUST MATCH (AGE = AGE CALCULATED FROM DOB)
- HAVE A FLORIDA ZIP CODE (ZIP IS A FLORIDA ZIP CODE)
- PROVIDED A VALID EMAIL ADDRESS (EMAIL_VER = 1)

[IF ELIGIBILITY FLAG = NO, THEN DISPLAY THANKYOU]

[THANKYOU] Thank you for taking the time to take our eligibility screener. Unfortunately, based on your responses, you do not qualify to participate in our survey.

[EXIT]

[IF ELIGIBILITY FLAG = YES, THEN ASK CONTINUE]

[CONTINUE] You are invited to complete our 20-minute web survey for a \$15 Amazon gift card. Please wait while we prepare your survey, then click the “>>” button to continue.

SURVEY

[INCENTIVE TEXT] Please note that you must complete the survey in one sitting. It is not possible to return to the survey to finish it later. After we have verified that you have **completed the survey only one time**, we will send you a \$15 Amazon gift card to the email address you provided. The gift card will be sent within 1-2 weeks. **If we determine that you have completed the survey more than one time, you will not receive the \$15 Amazon gift card.**

You may not share the link to the survey. If we determine that the survey link was shared, you will not receive the \$15 Amazon gift card. Any surveys completed with the shared link will be ineligible for the \$15 Amazon gift card.

YOUTH ASSENT

[PROGRAMMER NOTE: FORCE RESPONSE TO THIS ITEM]

The Florida Department of Health is inviting you to be part of an important study about the health of Florida youth aged 15 to 17. RTI International, a not-for-profit research organization is collecting surveys for this study.

This survey asks teenagers aged 15-17 questions about their health, tobacco and nicotine use, advertisements they may have seen on TV or online, and other topics. Your answers will help create programs that will improve the health of Florida's youth. About 150 youth will take this survey.

The survey will take about 20 minutes to complete. We recommend you take the survey in a private place to reduce the chance of someone seeing your responses. Please do not take the survey while driving. Please be prepared to take the survey in one sitting. If you complete the survey, we will send you a \$15 Amazon.com gift code.

- You may only take this survey **one time** and you are only eligible to receive \$15. **If we determine that you have completed the survey more than one time, you will not receive the \$15.**
- You may become ineligible partway through the survey.
- Your answers will not be shared with your parent or guardian. We are only interested in the combined responses from everyone who does this survey.
- There are no physical risks to you from participating in this study. Some questions might make you mildly uncomfortable.
- There are no direct benefits to you from answering our questions. However, you will be helping with important research.

While the survey has some personal questions, your answers will be kept confidential as much as we can by law. We hope that protecting your privacy will help you give accurate answers. You can stop taking the survey at any time, and you can decide to not answer any questions. No absolute guarantees can be made because of the technology used for electronic surveys like these, but we are doing all that we can to protect against other people seeing your answers and personal information.

If you have any questions about the study, you can call Vaughn Armbrister at 1-866-354-8310.

Do you agree to participate in this study?

- 1 Yes, I agree to participate in this study. [CONTINUE to A1]
- 2 No, I do not wish to participate in this study. [GO TO CLOSE_Z]

PROGRAMMER NOTE:

DO NOT FORCE ANY ITEMS, UNLESS NOTED. INCLUDE SOFT-PROMPT WARNING FOR ANY SKIPPED QUESTIONS WITH THE FOLLOWING MESSAGE: "This question is important to the survey. If you meant to leave it blank, just continue. Otherwise please answer it."

[ASK ALL]

[RECONTACT] In case you don't finish the survey today, we may want to contact you with a link so that you can finish. How can we recontact you? Please select all that apply.

- 1 You may re-contact me by email.
- 2 You may re-contact me by text message.
- 3 I do not want to be contacted again. [PROGRAMMER: mutually exclusive]

[ASK IF RECONTACT = 2]

[CELL_PHONEV2] Please enter the cell phone number that we can use to text you a link so that you can finish the survey.

PHONE NUMBER FORMAT

By providing your cell phone number, you agree to receive a text message about this survey. We will **not** sell your number or use it for any purpose other than to contact you about this survey. Standard text and data rates apply.

SECTION A: OPENING DEMOGRAPHICS

[ASK ALL]

PROGRAMMER NOTE: FORCE RESPONSE TO THIS ITEM

A1. How old are you?

OPEN END NUM

_____ [RANGE 15-17]

[IF NOT 15-17, TERMINATE; DISPLAY SCREEN_1 SCRIPT]

[IF NOT EQUAL TO AGE (FROM SCREENER), TERMINATE; DISPLAY SCREEN_1 SCRIPT]

[ASK IF A31_v2 = 1]

A5. How much do you watch Spanish and English television? Would you say...

SC

- 1 Only Spanish
- 2 Spanish more than English
- 3 Spanish and English equally
- 4 English more than Spanish
- 5 English only

[ASK ALL]

A6v2. What grade are you in? If you are on a holiday or summer break, please select the grade or year you will enter when you return to school.

SC

- 1 4th grade or below
- 2 5th
- 3 6th
- 4 7th
- 5 8th
- 6 9th
- 7 10th
- 8 11th
- 9 12th grade
- 10 Not enrolled
- 11 I am home-schooled
- 12 My school is ungraded
- 13 I am in college
- 14 I don't know

[ASK ALL]

A7v2. How would you describe how you have performed at school in the past 12 months? Would you say...

SC

- 1 Mostly A's
- 2 Mostly B's
- 3 Mostly C's
- 4 Mostly D's
- 5 Mostly F's
- 6 None of these grades
- 7 Not sure

[ASK ALL]

A8. During the past 30 days, about how much money did you have each week to spend any way you wanted to?

SC

- 1 None
- 2 \$5 or less
- 3 \$6 to \$10
- 4 \$11 to \$20
- 5 \$21 to \$35
- 6 \$36 to \$50
- 7 \$51 to \$75
- 8 \$76 to \$125
- 9 \$126 or more

[ASK ALL]

A9. How often do you attend church or religious services? Would you say...

SC

- 1 Never
- 2 Less than once a month
- 3 About once a month
- 4 About 2 or 3 times a month
- 5 Once a week
- 6 More than once a week

[ASK ALL]

A10. What county do you live in?

[IF ZIP (FROM SCREENER) DOES NOT MATCH A10 (COUNTY) THEN TEMINATE; DISPLAY SCREEN_1
SCRIPT]

DROP DOWN MENU

SC

- | | |
|------------------|----------------|
| 1. Alachua | 40. Manatee |
| 2. Baker | 41. Marion |
| 3. Bay | 42. Martin |
| 4. Bradford | 43. Miami-Dade |
| 5. Brevard | 44. Monroe |
| 6. Broward | 45. Nassau |
| 7. Calhoun | 46. Okaloosa |
| 8. Charlotte | 47. Okeechobee |
| 9. Citrus | 48. Orange |
| 10. Clay | 49. Osceola |
| 11. Collier | 50. Palm Beach |
| 12. Columbia | 51. Pasco |
| 13. DeSoto | 52. Pinellas |
| 14. Dixie | 53. Polk |
| 15. Duval | 54. Putnam |
| 16. Escambia | 55. Santa Rosa |
| 17. Flagler | 56. Sarasota |
| 18. Franklin | 57. Seminole |
| 19. Gadsden | 58. St. Johns |
| 20. Gilchrist | 59. St. Lucie |
| 21. Glades | 60. Sumter |
| 22. Gulf | 61. Suwannee |
| 23. Hamilton | 62. Taylor |
| 24. Hardee | 63. Union |
| 25. Hendry | 64. Volusia |
| 26. Hernando | 65. Wakulla |
| 27. Highlands | 66. Walton |
| 28. Hillsborough | 67. Washington |
| 29. Holmes | |
| 30. Indian River | |
| 31. Jackson | |
| 32. Jefferson | |
| 33. Lafayette | |
| 34. Lake | |
| 35. Lee | |
| 36. Leon | |
| 37. Levy | |
| 38. Liberty | |
| 39. Madison | |

SECTION B: TOBACCO USE, CESSATION, AND OPENNESS TO SMOKING

[ASK ALL]

B1. Have you ever tried cigarette smoking, even 1 or 2 puffs?

SC

- 1 Yes
- 2 No

[ASK IF B1 = 1]

B2. About how many cigarettes have you smoked in your entire life? Your best guess is fine.

SC

- 1 1 or more puffs, but never a whole cigarette
- 2 1 cigarette
- 3 2 to 5 cigarettes
- 4 6 to 15 cigarettes (about half a pack)
- 5 16 to 25 cigarettes (about a pack)
- 6 26 to 99 cigarettes (more than a pack but less than 5 packs)
- 7 5 packs or more

[ASK IF B1 = 1]

B5. During the past 30 days, on how many days did you smoke cigarettes, even 1 or 2 puffs?

SC

- 1 0 days
- 2 1 or 2 days
- 3 3 to 5 days
- 4 6 to 9 days
- 5 10 to 19 days
- 6 20 to 29 days
- 7 All 30 days

[ASK IF B1 = 2]

B9. Do you think you will smoke a cigarette anytime during the next year? Would you say...

SC

- 1 Definitely yes
- 2 Probably yes
- 3 Probably not
- 4 Definitely not

[ASK IF B1 = 2]

B10. Do you think you will try a cigarette soon? Would you say...

SC

- 1 Definitely yes
- 2 Probably yes
- 3 Probably not
- 4 Definitely not

[ASK IF B1 = 2]

B11. If one of your best friends offered you a cigarette, would you smoke it? Would you say...

SC

- 1 Definitely yes
- 2 Probably yes
- 3 Probably not
- 4 Definitely not

[ASK IF B1 = 2]

B12. If you started smoking regularly, do you think you could stop smoking anytime you wanted? Would you say...

SC

- 1 Definitely yes
- 2 Probably yes
- 3 Probably not
- 4 Definitely not

[ASK IF B1 = 2]

B13. Have you ever been curious about smoking a cigarette?

SC

- 1 Very curious
- 2 Somewhat curious
- 3 A little curious
- 4 Not at all curious

[ASK ALL]

E-CIG INTRO: The next questions are about vaping products or vapes. You may also know them as e-cigarettes. They can contain nicotine and/or flavors. Some common brands are Vuse, JUUL, HQD, Fume, Elf Bar, NJOY, Raz, Breeze, Lost Mary, and Blu. Please do NOT include vaping marijuana/THC/CBD when answering these questions.

PROGRAMMER NOTE: DISPLAY IMAGE FOR B14v3



B14v3. Have you ever tried vaping, even one time?

SC

- 1 Yes
- 2 No

[ASK IF B14v3=1]

PROGRAMMER NOTE: RANDOMIZE RESPONSES 1-31. KEEP RESPONSES 32 AND 33 IN CURRENT POSITIONS

B35v9. What was the first brand of vaping product or vape you tried?

SC

- 1 JUUL
- 2 Suorin
- 3 Vuse
- 4 NJOY
- 5 Blu
- 7 Puff Bar
- 11 Smok
- 12 Hyde
- 13 Mr. Fog
- 15 MNGO Stick
- 16 Breeze
- 18 HQD
- 20 Fume
- 21 Cali Plus
- 22 Elf Bar
- 23 Esco Bar
- 24 Lost Mary
- 25 Geek Bar
- 26 Raz
- 27 Kado Bar
- 28 Logic
- 29 Orion Bar
- 30 Hype
- 31 RIZN
- 32 Other (Specify)_____ [OPEN END CHA VALIDATION: MIN 1 MAX 30]
- 33 Not sure

[ASK IF B14v3=1]

PROGRAMMER NOTE: RANDOMIZE RESPONSES 1-5. KEEP RESPONSES 6 AND 7 IN CURRENT POSITIONS

B36v2. What was the first flavor of vaping product or vape you tried?

SC

- 1 Tobacco-flavored
- 2 Menthol
- 3 Mint
- 4 Fruit
- 5 Candy, desserts or other sweets
- 6 Some other flavor (Specify)_____ [OPEN END CHA VALIDATION: MIN 1 MAX 30]
- 7 Not sure

[ASK IF B14v3=1]

B15v3. When did you last vape, even one time?

SC

- 1 Earlier today
- 2 Not today but sometime during the past 7 days
- 3 Not during the past 7 days but sometime during the past 30 days
- 4 Not during the past 30 days but sometime during the past 6 months
- 5 Not during the past 6 months but sometime in the past year
- 6 More than a year ago

[ASK IF B15v3 =1-3]

B42. How soon after you wake up do you vape?

SC

- 1 Within 5 minutes
- 2 6-30 minutes
- 3 31-60 minutes
- 4 After 60 minutes

[ASK IF B15v3 =1-3]

PROGRAMMER NOTE: RANDOMIZE RESPONSES 1-31. KEEP RESPONSES 32 AND 33 IN CURRENT POSITIONS

B34v10. What brands of vaping products or vapes have you used in the past 30 days? Select all that apply.

MC

- 1 JUUL
- 2 Suorin
- 3 Vuse
- 4 NJOY
- 5 Blu
- 7 Puff Bar
- 11 Smok
- 12 Hyde
- 13 Mr. Fog
- 15 MNGO Stick
- 16 Breeze
- 18 HQD
- 20 Fume
- 21 Cali Plus
- 22 Elf Bar
- 23 Esco Bar
- 24 Lost Mary
- 25 Geek Bar
- 26 Raz
- 27 Kado Bar
- 28 Logic
- 29 Orion Bar
- 30 Hype
- 31 RIZN
- 32 Other (Specify)_____ [OPEN END CHA VALIDATION: MIN 1 MAX 30]
- 33 Not sure

[ASK IF B15v3 =1-3]

PROGRAMMER NOTE: RANDOMIZE RESPONSES 1-5. KEEP RESPONSES 6 AND 7 IN CURRENT POSITIONS

B43v2. What flavor of vaping product do you usually use?

SC

- 1 Tobacco-flavored
- 2 Menthol
- 3 Mint
- 4 Fruit
- 5 Candy, desserts or other sweets
- 6 Some other flavor (Specify)_____ [OPEN END CHA VALIDATION: MIN 1 MAX 30]
- 7 Not sure

[ASK IF B15v3 =1-3]

B49v2. For the following question, please think about the vape device you use most often. What kind is it?

SC

- 1 A disposable device (like HQD, Fume, or Blu)
- 2 A device that uses pre-filled cartridges or pods (like JUUL or Vuse)
- 3 A device with an empty tank/pod/cartridge that you fill with your own liquids (like Suorin Drop, Smok Novo, or VooPoo Drag)
- 4 Something else. Please describe the vape you use most often [OPEN TEXT]

[ASK IF B15v3 =1-3]

B50v2. Do you use any other types of vape devices? Please select all that apply.

MC

- 1 A disposable device (like HQD, Fume, or Blu)
- 2 A device that uses pre-filled cartridges or pods (like JUUL or Vuse)
- 3 A device with an empty tank/pod/cartridge that you fill with your own liquids (like Suorin Drop, Smok Novo, or VooPoo Drag)
- 4 Something else. Please describe the other types of vape you use [OPEN TEXT]
- 5 I do not use any other type of vape device. [MUTUALLY EXCLUSIVE]

[ASK IF B15v3 =1-3]

B52. During the past 30 days, how did you usually get your vape products? Please select all that apply.

MC

- 1 Someone gave them to me
- 2 I borrowed them from someone else
- 3 I gave someone else money to buy them for me
- 4 I got it at a flea market, at a swap meet or on the street
- 5 I took them from a store or another person
- 6 I bought them from someone else
- 7 I bought them from a website (such as product website, online vape store)
- 8 I bought them from someone on social media (such as TikTok, WhatsApp, Instagram)
- 9 I bought them from a store such as a convenience store, gas station, supermarket, or drug store
- 10 I bought them from a brick and mortar vape shop or tobacco shop
- 11 I bought them from a mobile smoke or vape truck/shop
- 12 I bought them from a mall or shopping center kiosk/stand
- 13 I bought them from a vending machine
- 14 Somewhere else (SPECIFY)
- 15 Don't know
- 16 Prefer not to answer

[ASK IF B15v3=1-3]

PROGRAMMER NOTE: RANDOMIZE RESPONSES 1-12. KEEP RESPONSE 13 IN CURRENT POSITION. SELECT UP TO 3 RESPONSES MAXIMUM.

B41. What are the most important reasons you CURRENTLY vape? Select up to 3.

MC: (Select up to 3)

- 1 To help me quit regular cigarettes
- 2 To experiment—to see what it's like
- 3 Because it looks cool
- 4 To have a good time with my friends
- 5 Because of boredom, nothing else to do
- 6 Because it tastes good
- 7 Because I can hide it from adults
- 8 Because regular cigarette use is not permitted
- 9 Because it is not harmful or is less harmful than regular cigarettes
- 10 To relax or relieve tension
- 11 To feel good or get a nicotine buzz
- 12 Because I am 'hooked'—I have to have it
- 13 Other

[ASK IF B14v3=2]

B16v2. Do you think you will vape anytime during the next year? Would you say...

SC

- 1 Definitely yes
- 2 Probably yes
- 3 Probably not
- 4 Definitely not

[ASK IF B14v3=2]

B17v2. Do you think that you will vape soon? Would you say...

SC

- 1 Definitely yes
- 2 Probably yes
- 3 Probably not
- 4 Definitely not

[ASK IF B14v3=2]

B18v2. If one of your best friends offered you a vaping product/vape, would you use it? Would you say...

SC

- 1 Definitely yes
- 2 Probably yes
- 3 Probably not
- 4 Definitely not

[ASK IF B14v3=2]

B19v2. Have you ever been curious about vaping?

SC

- 1 Very curious
- 2 Somewhat curious
- 3 A little curious
- 4 Not at all curious

[CANNABIS INTRO] The next questions are about marijuana or cannabis products that can be vaped (using vape pens, tabletop vaporizers, or portable vaporizers). These products are sometimes called concentrates, waxes, THC oils, or hash oils.

[ASK ALL]

J19. Have you ever tried vaping marijuana, even one time?

SC

- 1 Yes
- 2 No

[ASK IF J19=1]

J20. During the past 30 days, on how many days did you vape marijuana?

SC

- 1 0 days
- 2 1 or 2 days
- 3 3 to 5 days
- 4 6 to 9 days
- 5 10 to 19 days
- 6 20 to 29 days
- 7 All 30 days

[ASK IF J20=2-7]

PROGRAMMER NOTE: RANDOMIZE RESPONSES 1-5. KEEP RESPONSES 6 AND 7 IN CURRENT POSITIONS

J21v2. What flavor of marijuana vaping product do you usually use?

SC

- 1 Unflavored
- 2 Menthol
- 3 Mint
- 4 Fruit
- 5 Candy, desserts or other sweets
- 6 Some other flavor (Specify) _____ [OPEN END CHA VALIDATION: MIN 1 MAX 30]
- 7 Not sure

[ASK IF J19=2]

J22. Do you think you will vape marijuana anytime during the next year? Would you say...

SC

- 1 Definitely yes
- 2 Probably yes
- 3 Probably not
- 4 Definitely not

[ASK IF J19=2]

J23. Do you think that you will vape marijuana soon? Would you say...

SC

- 1 Definitely yes
- 2 Probably yes
- 3 Probably not
- 4 Definitely not

[ASK IF J19=2]

J24. If one of your best friends offered you a marijuana vape, would you vape it? Would you say...

SC

- 1 Definitely yes
- 2 Probably yes
- 3 Probably not
- 4 Definitely not

[ASK IF J19=2]

J25. Have you ever been curious about vaping marijuana?

SC

- 1 Very curious
- 2 Somewhat curious
- 3 A little curious
- 4 Not at all curious

[ASK ALL]

CIGAR_INTRO. The next questions include cigars, cigarillos, and little cigars, such as Middleton's Black & Mild, Swisher Sweets, Garcia y Vega Game, Backwoods, 305's, and Dutch Masters.

PROGRAMMER NOTE: DISPLAY IMAGE FOR B28-B29



B28. Have you ever tried smoking cigars, cigarillos, or little cigars, even one or two puffs?

SC

- 1 Yes
- 2 No

[ASK IF B28=1]

B29. During the past 30 days, on how many days did you smoke cigars, cigarillos, or little cigars?

SC

- 1 0 days
- 2 1 or 2 days
- 3 3 to 5 days
- 4 6 to 9 days
- 5 10 to 19 days
- 6 20 to 29 days
- 7 All 30 days

[ASK ALL]

PROGRAMMER NOTE: DISPLAY IMAGE FOR B51v2, B53, and B54

B51v2_IMAGE.



POUCH_INTRO. The next question is about nicotine pouches like Zyn, On!, Rogue, and Velo. Nicotine pouches are small disposable packets containing nicotine, but not tobacco leaf, that are placed between the cheek and gum often made to taste like fruit, mint, and other flavors.

[ASK ALL]

B51v2. Have you ever used nicotine pouches?

SC

- 1 Yes
- 2 No

[ASK IF B51v2 = 1]

B53. During the past 30 days, on how many days did you use nicotine pouches?

SC

- 1 0 days
- 2 1 or 2 days
- 3 3 to 5 days
- 4 6 to 9 days
- 5 10 to 19 days
- 6 20 to 29 days
- 7 All 30 days

[ASK IF B53 = 2-7]

B54. During the past 30 days, how did you usually get your nicotine pouch products? Please select all that apply.

MC

- 1 Someone gave them to me
- 2 I borrowed them from someone else
- 3 I gave someone else money to buy them for me
- 4 I got it at a flea market, at a swap meet or on the street
- 5 I took them from a store or another person
- 6 I bought them from someone else
- 7 I bought them from a website (such as product website, online vape store)
- 8 I bought them from someone on social media (such as TikTok, WhatsApp, Instagram)
- 9 I bought them from a store such as a convenience store, gas station, supermarket, or drug store
- 10 I bought them from a brick and mortar vape shop or tobacco shop
- 11 I bought them from a mobile smoke or vape truck/shop
- 12 I bought them from a mall or shopping center kiosk/stand
- 13 I bought them from a vending machine
- 14 Somewhere else (SPECIFY)
- 15 Don't know
- 16 Prefer not to answer

[ASK ALL]

SLT_INTRO. The next questions are about chewing tobacco, snuff, or dip, such as Copenhagen, Grizzly, Skoal, Longhorn, and Stoker's. Please do NOT include nicotine pouches such as Zyn, On!, Rogue, or Velo when answering these questions.

PROGRAMMER NOTE: DISPLAY IMAGE FOR B24v2-B25v2



B24v2. Have you ever used chewing tobacco, snuff, or dip?

SC

- 1 Yes
- 2 No

[ASK IF B24v2=1]

B25v2. During the past 30 days, on how many days did you use chewing tobacco, snuff, or dip?

SC

- 1 0 days
- 2 1 or 2 days
- 3 3 to 5 days
- 4 6 to 9 days
- 5 10 to 19 days
- 6 20 to 29 days
- 7 All 30 days

[ASK IF B24v2=2]

B30. Do you think you will use chewing tobacco, snuff, or dip anytime during the next year?
Would you say...

SC

- 1 Definitely yes
- 2 Probably yes
- 3 Probably not
- 4 Definitely not

[ASK IF B24v2=2]

B31. Do you think that you will try chewing tobacco, snuff, or dip soon? Would you say...

SC

- 1 Definitely yes
- 2 Probably yes
- 3 Probably not
- 4 Definitely not

[ASK IF B24v2=2]

B32. If one of your best friends offered you chewing tobacco, snuff, or dip would you use it?
Would you say...

SC

- 1 Definitely yes
- 2 Probably yes
- 3 Probably not
- 4 Definitely not

[ASK IF B24v2=2]

B33. Have you ever been curious about chewing tobacco, snuff, or dip?

SC

- 1 Very curious
- 2 Somewhat curious
- 3 A little curious
- 4 Not at all curious

[ASK ALL]

PROGRAMMER NOTE: DISPLAY IMAGE FOR B26-B27



B26. Have you ever tried smoking tobacco out of a water pipe (also called “hookah”), even one time?

SC

- 1 Yes
- 2 No

[ASK IF B26=1]

B27. During the past 30 days, on how many days did you smoke tobacco out of a water pipe (also called “hookah”)?

SC

- 1 0 days
- 2 1 or 2 days
- 3 3 to 5 days
- 4 6 to 9 days
- 5 10 to 19 days
- 6 20 to 29 days
- 7 All 30 days

[ASK IF B5=2-7 OR B25v2=2-7 OR B29=2-7 OR B27=2-7]

B44. How soon after you wake up do you use tobacco products, such as cigarettes, cigars, chewing tobacco, or water pipes?

SC

- 1 Within 5 minutes
- 2 6-30 minutes
- 3 31-60 minutes
- 4 After 60 minutes

SECTION C: ATTITUDES, BELIEFS, PERCEIVED HARM AND RELATIVE HARM

Perceived Harm

[ASK ALL]

C26. How harmful to your health is it to vape nicotine regularly?

- 1 Not at all harmful
- 2 Slightly harmful
- 3 Moderately harmful
- 4 Quite harmful
- 5 Extremely harmful

[ASK ALL]

AC_HARM To show us that you're paying attention, please select 'More harmful' as your response to this item.

SC

- 1 Less harmful
- 2 About the same
- 3 More harmful

[PROGRAMMING NOTE: IF AC_HARM ≠ 3 "MORE HARMFUL" THEN DISPLAY THE FOLLOWING TEXT, "THIS SURVEY IS IMPORTANT. PLEASE READ AND RESPOND TO EACH QUESTION CAREFULLY."]

Beliefs about Vaping

[ASK ALL]

C14. Please tell us if you strongly agree, agree, disagree, or strongly disagree with the following statements.

SC— SCROLLING MATRIX

PRESENT C14 SERIES IN RANDOM ORDER

ASK ALL

	Strongly Agree (1)	Agree (2)	Disagree (3)	Strongly Disagree (4)
C14_6. Vaping nicotine helps people relieve stress.				
C14_7. Vaping nicotine just a little can make you crave more.				
C14_8. Vaping nicotine can permanently damage your lungs.				
C14_9. Vaping nicotine can cause immediate damage to your lungs.				
C14_10. The nicotine in vapes changes your brain.				
C14_12. If you vape, nicotine cravings can take control of you.				
C14_13. Most vapes contain really addictive amounts of nicotine.				
C14_16. Vaping nicotine can make me feel anxious.				
C14_17. Vaping nicotine can make me feel irritable.				
C14_18. Vaping nicotine can cause mood swings.				
C14_25. The nicotine in vapes is as addictive as cocaine or heroin.				

Health Effects of Vaping

[ASK ALL]

C15v3. How much do you agree or disagree with the following statements? If I vape nicotine...

SC

PRESENT C15v3 SERIES IN RANDOM ORDER

	Strongly Agree (1)	Agree (2)	Disagree (3)	Strongly Disagree (4)
C15v3_3. I will be unable to stop when I want to				
C15v3_8. I will be controlled by nicotine				
C15v3_11. I will be more irritable				
C15v3_12. I will become addicted to nicotine				
C15v3_13. I will have trouble sleeping				

[ASK ALL]

C27. How much do you agree or disagree with the following statements? If I vape nicotine...

SC

PRESENT C27 SERIES IN RANDOM ORDER

	Strongly Agree (1)	Agree (2)	Disagree (3)	Strongly Disagree (4)
C27_1. It will damage my body				
C27_2. It will damage my lungs				
C27_3. It will decrease my sports performance				
C27_4. It will make me have mood swings				
C27_5. It will increase my anxiety				
C27_6. It will lead to respiratory damage				
C27_7. It will be difficult for me to breathe				
C27_8. It will make me cough more often				

[ASK ALL]

C28. If I vape too much nicotine, I will become nauseous and may vomit.

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree

[ASK ALL]

C29. If you were to vape nicotine regularly, **how likely** is it you would...

SC

PRESENT C29 SERIES IN RANDOM ORDER

	Not at all likely (1)	A little likely (2)	Somewhat likely (3)	Very likely (4)	Extremely likely (5)
C29_1. Experience increased mood swings					
C29_2. Experience increased anxiety					
C29_3. Experience increased irritability					
C29_4. Damage your lungs					
C29_5. Have trouble breathing					
C29_6. Cough more often					
C29_7. Become addicted to nicotine					
C29_8. Have trouble sleeping					

[ASK ALL]

C30. If I were to vape too much nicotine at one time, how likely is it you would experience nausea or vomiting?

- 1 Not at all likely
- 2 A little likely
- 3 Somewhat likely
- 4 Very likely
- 5 Extremely likely

[ASK ALL]

C31. How addictive is the nicotine in vapes?

- 1 Not at all addictive
- 2 A little addictive
- 3 Somewhat addictive
- 4 Quite a bit addictive
- 5 Very addictive

[ASK ALL]

C32. How much would the following affect your life?

SC

PRESENT C32 SERIES IN RANDOM ORDER

	Not at all (1)	A little (2)	Somewhat (3)	Quite a bit (4)	Very much (5)
C32_1. Problems with your mood from vaping nicotine					
C32_2. Problems with anxiety from vaping nicotine					
C32_3. Respiratory damage from vaping nicotine					
C32_4. Getting a permanent breathing problem from vaping nicotine					
C32_5. Coughing more often from vaping nicotine					
C32_6. Having trouble sleeping from vaping nicotine					
C32_7. Being addicted to nicotine from vaping					

SECTION D: SMOKING OF PEERS, FAMILY, AND COMMUNITY

[ASK ALL]

D3v2. Which statement best describes the rules about smoking inside your home?

SC

- 1 Smoking is not allowed anywhere inside your home
- 2 Smoking is allowed in some places or at some times
- 3 Smoking is allowed anywhere inside the home
- 4 There are no rules about smoking inside the home

[ASK ALL]

D4. Not including yourself, does any adult who lives in your home currently smoke cigarettes, cigars, or pipes?

SC

- 1 Yes
- 2 No

[ASK ALL]

D12. Which statement best describes the rules about vaping inside your home?

SC

- 1 Vaping is not allowed anywhere inside your home
- 2 Vaping is allowed in some places or at some times
- 3 Vaping is allowed anywhere inside the home
- 4 There are no rules about vaping inside the home

[ASK ALL]

D13. Not including yourself, does any adult who lives in your home currently vape nicotine?

SC

- 1 Yes
- 2 No

[ASK ALL]

D5. How many of your four closest friends...

SC

	None (1)	One (2)	Two (3)	Three (4)	Four (5)
D5_1. Smoke cigarettes					
D5_2. Smoke menthol cigarettes					
D5_11. Use nicotine pouches					
D5_3. Use chewing tobacco, snuff, or dip					
D5_4. Use cigars, cigarillos, or little cigars					
D5_9. Vape nicotine					
D5_10. Vape marijuana					
D5_6. Smoke tobacco out of a water pipe (also called hookah)					

[ASK ALL]

D2. Out of every 10 students your age at your school, how many do you think smoke cigarettes?

OPEN END NUM

VALIDATION: MIN 0 MAX 10

_____ [ALLOW 0 TO 10]

[ASK ALL]

D8. Out of every 10 students your age at your school, how many do you think vape nicotine?

OPEN END NUM

VALIDATION: MIN 0 MAX 10

_____ [ALLOW 0 TO 10]

[ASK ALL]

D9. Out of every 10 students your age at your school, how many do you think vape marijuana?

OPEN END NUM

VALIDATION: MIN 0 MAX 10

_____ [ALLOW 0 TO 10]

[ASK ALL]

D17. During the past 3 months, have you talked to any family members or friends about the dangers of vaping?

SC

1 Yes

2 No

[ASK ALL]

D18. During the past 3 months, did you encourage a friend or family member to quit vaping?

SC

1 Yes

2 No

SECTION E: TOBACCO AND ANTI-TOBACCO MARKETING AND MESSAGES

[ASK ALL]

E19. Next, we'd like to ask you about your use of TV and other media.

How often do you...

SC

PRESENT E19 SERIES IN RANDOM ORDER

	Several times a day (1)	About once a day (2)	3-5 days a week (3)	1-2 days a week (4)	Every few weeks (5)	Less often (6)	Never (7)	Prefer not to answer (9)
E19_1. Watch TV shows on a TV, a computer or laptop, tablet, or smartphone?								
E19_2. Watch or upload videos to YouTube?								
E19_3. Listen to the radio, including online or streamed radio?								
E19_5. Play online video games?								

[ASK ALL]

E20. Thinking about the social networking sites you use, about how often do you visit or use the following...

SC

PRESENT E20 SERIES IN RANDOM ORDER

	Several times a day (1)	About once a day (2)	3-5 days a week (3)	1-2 days a week (4)	Every few weeks (5)	Less often (6)	Never (7)	Prefer not to answer (9)
E20_1. Facebook								
E20_2. Instagram								
E20_3v3. X (formerly Twitter)								
E20_4. Snapchat								
E20_5. TikTok								

E21. Thinking only about yesterday, about how much time did you spend...

	None (1)	At least one minute, but less than 1 hour (2)	1 hour or more, but less than 2 hours (3)	2 hours or more, but less than 3 hours (4)	More than 3 hours (5)	Prefer not to answer (9)
[ASK IF E19_1 ≠ 7] E21_1. Watching TV shows on a TV, a computer or laptop, tablet, or smartphone?						
[ASK IF E19_3 ≠ 7] E21_2. Listening to the radio, including online or streamed radio?						

[ASK ALL]

E5. Have you seen or heard any anti-smoking advertising or campaigns with the following themes or slogans? (Please select all that apply.)

MC

- 1 truth
- 2 Tobacco Free Florida
- 3 The Facts Now
- 4 The Real Cost
- 5 Tips From Former Smokers
- 6 Up In Smoke
- 7 None of the above [EXCLUSIVE]

[ASK ALL]

E12v3. Have you seen the following logo?

SC



- 1 Yes
- 2 No

[ASK IF E5_3 = 1 OR E12v2 = 1]

E13v2. Apart from this survey, where have you seen or heard about The Facts Now?

SC

	Yes (1)	No (2)
E13v2_2. Facebook?		
E13v2_3v3. X (formerly Twitter)?		
E13v2_4. YouTube?		
E13v2_5. Instagram?		
E13v2_8v2. Audio streaming sites (e.g., Spotify, Pandora, iHeart App)?		
E13v2_9. Gaming sites (e.g., Mediabrix, Gameloft, Evolve)?		
E13v2_10. Snapchat?		
E13v2_11. TikTok?		
E13v2_12. Video streaming services (e.g., Sling, Hulu Live, Roku, Fire Stick, Apple TV, Philo)?		
E13v2_6. Somewhere else online?		

[ASK IF E13v2_6 = 1]

E13_6_Specify. Where else online have you seen The Facts Now?

OPEN END CHA

[ASK ALL]

E14. Have you ever heard of the website TheFactsNow.com?

SC

- 1 Yes
- 2 No

[ASK IF E14=1]

E15. Have you ever visited TheFactsNow.com?

SC

- 1 Yes
- 2 No

[ASK IF E5_3 = 1 OR E12v2 = 1]

E16v4. Do you like, follow, or subscribe to receive posts, images, or videos from The Facts Now on Facebook, X (formerly Twitter), Instagram, or YouTube?

SC

- 1 Yes
- 2 No

[ASK ALL]

E6. Have you seen the following logo?

SC



1 Yes

2 No

SECTION F: SPECIFIC ADS

PROGRAMMER NOTES:

RESPONDENTS WILL VIEW 2 ADS AND RESPOND TO A SERIES OF QUESTIONS (F1-F2) AFTER EACH AD. RANDOMIZE AND RECORD ORDER OF ADS. RANDOMIZE AND RECORD ORDER OF ADS. THEN, ASK F3-F4v2 FOR ONLY BEHIND THE GAME (AD 26) AND BEHIND THE FIT CHECK (AD 27) ADS WITH AD SCREENSHOT VISIBLE FOR EACH SERIES. THE VARIABLE SUFFIXES (_X) SHOULD MATCH THE NUMBERS FOR EACH AD IN THE TABLE FOR F11. FOR EXAMPLE, F1_X FOR “Behind the Fit Check” SHOULD BE F1_27.

LOOP 1 [REPEAT FOR EACH OF THE 2 ADS]

SHOW AD X [FORCE RESPONDENT TO STAY ON SCREEN FOR 30 SECONDS BEFORE ENABLING “>>” BUTTON]

DISPLAY UNDER EACH VIDEO WHILE IT PLAYS “In the event that the video does not load properly, please wait 30 seconds for the “>>” button to appear.”

F1_X

F2_X

[Campaign = 1]

[Start of data collection - End of data collection]

F11. RECORD WHICH VIDEO WAS VIEWED...

SC

	Behind the Game (26)	Behind the Fit Check (27)
F11a. FIRST		
F11b. SECOND		

[VIDEO INTRO] Now, we would like you to view some advertisements that have been shown on television and online. Please make sure your computer’s volume is set to an appropriate level. If the videos do not work, you will still be able to see images of the ads. When you are ready, please click the “>>” button below to view the first advertisement. After you view each ad, there will be a few questions that ask about your opinions of the ad.

SHOW AD _X

[ASK ALL]

F1_X. Were you able to view this video?

SC

1 Yes

2 No

IF F1_X = 2 OR MISSING, SHOW SCREENSHOT_X

IF F1_X = 2 OR MISSING, DISPLAY:

Now we would like to show you some screen shots from an advertisement that has been shown on television or online. Once you have viewed the images displayed below, please click on the “>>” button below to continue with the survey.

[ASK ALL]

F2_X. During the past 60 days, how often have you seen this ad on TV or online?

- 1 Never
- 2 Rarely
- 3 Sometimes
- 4 Often
- 5 Very often

REPEAT AD/SCREENSHOT SHOWINGS AND F1-2 SERIES FOR AD 2

ASK F3_X AND F4_X FOR ONLY BEHIND THE GAME (AD 26) AND BEHIND THE FIT CHECK (AD 27)

F3_X. The images above are from one of the ads you just watched. Please tell us if you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements about this ad.

SC

RANDOMIZE ORDER OF F3 SERIES

	Strongly Agree (1)	Agree (2)	Neither agree nor disagree (3)	Disagree (4)	Strongly Disagree (5)
F3_X_1. This ad is worth remembering.					
F3_X_2. This ad grabbed my attention.					
F3_X_3. This ad is powerful.					
F3_X_4. This ad is informative.					
F3_X_6. This ad is meaningful to me.					
F3_X_7. This ad is convincing.					
F3_X_9. This ad is ridiculous.					
F3_X_11. This ad is terrible.					

[ASK ALL]

F4v2_X. On a scale of 1 to 5, indicate whether the ad made vaping look like something you would or wouldn't want to do.

SC

1. The ad makes me want to vape
- 2.
- 3.
- 4.
5. The ad makes me want to not vape

[ASK ALL]

F4v2_X. On a scale of 1 to 5, indicate whether the ad made vaping look like something you would or wouldn't want to do.

SC

1. The ad makes me want to vape
- 2.
- 3.
- 4.
5. The ad makes me want to not vape

PROGRAMMER NOTES:

RESPONDENTS WILL VIEW 5 SOCIAL ADS AND RESPOND TO QUESTIONS F12_X-F13_X AFTER EACH AD. RANDOMIZE AND RECORD ORDER OF ADS.

SHOW AD X [FORCE RESPONDENT TO STAY ON SCREEN FOR ENTIRE LENGTH OF AD BEFORE ENABLING ">>" BUTTON]

DISPLAY UNDER EACH VIDEO WHILE IT PLAYS "In the event that the video does not load properly, please wait 30 seconds for the ">>" button to appear."

F12_X

F13_X

F14. RECORD ORDER OF WHICH SOCIAL VIDEO AD WAS VIEWED

[Campaign = 1]

[Start of data collection - End of data collection]

F14. RECORD WHICH VIDEO WAS VIEWED...

SC

	Vaping Addiction: Brain 30 (1b)	Don't Vape Snacks (2b)	Trending: Holiday Season (8c)	Behind the Fit Check: Vaping Sounds Like (8a)	Behind the Game: Vaping Sounds Like (8b)
F14a. FIRST					
F14b. SECOND					
F14c. THIRD					
F14d. FOURTH					
F14e. FIFTH					

[SOCIAL INTRO] Now we would like you to view some advertisements that have been shown on social media. Please make sure your device's volume is set to an appropriate level. If the videos do not work, you will still be able to see images of the ads. When you are ready, please click the ">>" button below to view the first advertisement.

SHOW SOCIAL VIDEO AD _X

[ASK ALL]

F12_X. Were you able to view this video?

SC

- 1 Yes
- 2 No

IF F12_X = 2 OR MISSING, SHOW SCREENSHOT

IF F12_X = 2 OR MISSING, DISPLAY:

Now we would like to show you some screen shots from an advertisement that has been shown on on social media. Once you have viewed the images displayed below, please click on the “>>” button below to continue with the survey.

[ASK ALL]

F13_X. During the past 6 months, how often have you seen this ad online?

SC

- 1 Never
 - 2 Rarely
 - 3 Sometimes
 - 4 Often
 - 5 Very often
-

PROGRAMMER NOTES:

RESPONDENTS WILL VIEW 1 RADIO AD AND RESPOND TO QUESTIONS F15_X-F16_X AFTER THE AD.

PLAY AD X [FORCE RESPONDENT TO STAY ON SCREEN FOR ENTIRE LENGTH OF AD BEFORE ENABLING “>>” BUTTON]

DISPLAY UNDER RADIO AD WHILE IT PLAYS “In the event that the audio does not load properly, please wait 30 seconds for the “>>” button to appear.”

F15_X

F16_X

[Campaign = 1]

[Start of data collection - End of data collection]

F17. RECORD WHICH RADIO AD WAS VIEWED...

SC

	Behind the Socials (1)
F17a. FIRST	

[RADIO INTRO] Now we would like you to listen to a radio advertisement that you may have heard. Please make sure your device's volume is set to an appropriate level. If you cannot hear the audio, you will still be able to read a description of the ad. When you are ready, please click the ">>" button below to listen to the advertisement.

PLAY RADIO AD_X

[ASK ALL]

F15_X. Were you able to listen to this ad?

SC

1. Yes
2. No

IF F15_X = 2 OR MISSING, SHOW SCRIPT

IF F15_X = 2 OR MISSING, DISPLAY:

Now we would like to show you a script from a radio advertisement that you may have heard. Once you have read the script, please click on the '>>' button below to continue with the survey.

[ASK ALL]

F16_X. Have you heard this ad on the radio?

SC

1. Yes
2. No

[PROGRAMMER NOTE: RADIO SCRIPTS PROVIDED BELOW—THESE SHOULD BE USED IN THE RADIO QUESTION SERIES ABOVE]

Behind the Socials

Open social media, and you'll mistakenly believe vaping looks harmless. You'll see friends doing 'fit checks with a vape in hand ("I got the lime green vape to match the outfit"), gamers taking a celebratory nic hit after a win ("that's how you do it, time for a puff"), or nighttime routines of a hit before bed ("getting ready with me, and my vape"). But you almost never see the consequences behind the screen. The nicotine in vapes is as addictive as cocaine or heroin. Vaping is ugly behind the screen. Get the facts at TheFactsNow.com.

SECTION G: CLOSING ITEMS

[ASK ALL]

G1. Do you live with one or both of your parents?

SC

- 1 Father (or stepfather) and mother (or stepmother)
- 2 Mother (or stepmother) only
- 3 Father (or stepfather) only
- 4 Other (Specify) _____ [OPEN END CHA VALIDATION: MIN 1 MAX 30]

[ASK ALL]

G2. During the past 7 days, on how many days did you and one or both of your parents do something together just for fun?

OPEN END NUM

VALIDATION: MIN 0 MAX 7

_____ days [RANGE: 0-7]

[ASK ALL]

G7. Think of the adults you live with. What is the highest level of schooling any of them have completed?

SC

- 1 Completed grade school or less
- 2 Some high school
- 3 Completed high school
- 4 Some college
- 5 Completed college
- 6 Graduate or professional school after college
- 7 Don't know

[ASK ALL]

G3. Please tell us if you strongly agree, agree, disagree, or strongly disagree with the following statements.

SC

PRESENTG3 SERIES IN RANDOM ORDER

	Strongly Agree (1)	Agree (2)	Disagree (3)	Strongly Disagree (4)
G3_1. I would like to explore strange places.				
G3_2. I like to do frightening things.				
G3_3. I like new and exciting experiences, even if I have to break the rules.				
G3_4. I prefer friends who are exciting and unpredictable.				

[ASK ALL]

G4. How far do you think you will go in school?

SC

- 1 I don't plan to go to school anymore
- 2 9th grade
- 3 10th grade
- 4 11th grade
- 5 12th grade or GED
- 6 Some college or technical school but no degree
- 7 Technical school degree
- 8 College degree
- 9 Graduate school, medical school, or law school

[ASK ALL]

G5. Please tell us if you strongly agree, agree, disagree, or strongly disagree with the following statements.

SC

	Strongly Agree (1)	Agree (2)	Disagree (3)	Strongly Disagree (4)
G5_1. I feel close to people at my school.				
G5_2. I am happy to be at my school.				
G5_3. I feel like I am a part of my school.				

[ASK ALL]

G8. How many close friends do you have? (Close friends include people whom you feel at ease with, can talk to about private matters, and can call on for help.)

_____ Number of friends (MIN 0 MAX 7)

9 Prefer not to answer

[ASK ALL]

G9. Thinking about the adult or adults you live with, would you say you are satisfied with the way you communicate with each other?

SC

- 1 Strongly disagree
- 2 Disagree
- 3 Neither agree nor disagree (neutral)
- 4 Agree
- 5 Strongly agree
- 9 Prefer not to answer

[ASK ALL]

G10. How close do you feel to the adult or adults you live with?

SC

- 1 Not at all close
- 2 Not very close
- 3 Somewhat close
- 4 Quite close
- 5 Very close
- 9 Prefer not to answer

[ASK ALL]

G11. How often has a parent or other adult caregiver said things that really hurt your feelings or made you feel like you were not wanted or loved?

SC

- 1 One time
- 2 Two times
- 3 Three to five times
- 4 Six to ten times
- 5 More than ten times
- 6 This has never happened
- 7 Don't know
- 9 Prefer not to answer

[ASK ALL]

G12. Thinking about your mental health, which includes stress, depression, and problems with emotions, for how many days during the past 30 days was your mental health not good?

____ Number of days (Min 0 Max 30)

- 2 None
- 3 Don't know
- 9 Prefer not to answer

SECTION H: CLOSEOUT

[ASK ALL]

H5. Based on your answers today, we may want to recontact you in the future for another survey. If you are eligible and you complete the survey, you would receive at least \$10 as a token of appreciation. We will email the survey information to the email address you provided. Can we recontact you?

- 1 Yes, you may recontact me.
- 2 No, you may not recontact me.

[ASK IF H5 = 1]

H6. We may also want to contact you by text. What is the cell phone number that we can use to text you about taking another survey, including the area code?

By providing your cell phone number, you agree to receive text messages about this survey. We will **not** sell your number or use it for any purpose other than to contact you about this survey. Standard text and data rates apply.

Cell phone number: _____

- 2 I do not want to be contacted by text.

[ASK ALL]

PROGRAMMER NOTE: FORCE RESPONSE TO THIS ITEM

H1. Those are all the questions that we have for you. After we have verified that you have completed the survey only **one time**, we will send you a \$15 Amazon gift card. **If we determine that you have completed the survey more than one time, you will not receive the \$15 Amazon gift card.**

Would you like to receive this gift card?

- 1 Yes
- 2 No

[DISPLAY IF H4 IS NOT MISSING]

H4_text. Thanks for your participation in this important survey. After we have verified that you have completed the survey only **one time**, we will send you a \$15 Amazon gift card. Expect an e-mail from **reward@virtualrewardcenter.com** containing the gift card in about 1-2 weeks. **If we determine that you have completed the survey more than one time, you will not receive the \$15 Amazon gift card. If you accessed the survey from a shared link and did not complete the eligibility questions, you will not receive the \$15 Amazon gift card.**

[DISPLAY IF H1 = 2]

Thanks for your participation in this important survey.

CLOSE OUT SCRIPTS:

SCREEN_1: “Unfortunately, you are not eligible to participate in this survey at this time. Thank you for your interest in the Florida Health Survey.”

CLOSE_Z: “Thank you for your interest in the Florida Health Survey. You have decided not to participate.”