New York State Adult Tobacco Survey (ATS) Quarter 1 2005 (January - March)

SECTIONS	
SECTION A: DEMOGRAPHIC ITEMS	3
SECTION B: TOBACCO USE	5
SECTION C: PURCHASING	7
SECTION D: CESSATION	10
SECTION E: COMORBID HEALTH PROBLEMS	15
SECTION F: ENVIRONMENTAL TOBACCO SMOKE	16
SECTION G: PERCEPTIONS	18
SECTION H: OTHER TOBACCO USE	20
SECTION I: HEALTH STATUS	22
SECTION J: MEDIA TRACKING	
SECTION K: SECOND-HAND SMOKING POLICIES	31
SECTION L: CLOSING DEMOGRAPHIC ITEMS	35

PROGRAMMING RESPONSE TYPES:

- YNDKRF = 1 YES 2 NO
 - 8 DON'T KNOW
 - 9 REFUSED
- AGREESCL = 1 Strongly agree
 - 2 Agree
 - 3 Disagree
 - 4 Strongly disagree
 - 8 DON'T KNOW
 - 9 REFUSED
- MAYBESCL = 1 YES
 - 2 MAYBE, NOT SURE
 - 3 NO
 - 8 DON'T KNOW
 - 9 REFUSED
- ASRN = 1 All the time
 - 2 Sometimes
 - 3 Rarely
 - 4 Never
 - 8 DON'T KNOW
 - 9 REFUSED
- ELON = 1 Two-three times per day
 - 2 Every day
 - 3 Once per week
 - 4 Less than once per week
 - 5 Never
 - 8 DON'T KNOW
 - 9 REFUSED
- ELON NA = 1 Two-three times per day
 - 2 Every day
 - 3 Once per week
 - 4 Less than once per week
 - 5 Never
 - 6 NOT APPLICABLE
 - 8 DON'T KNOW
 - 9 REFUSED

NY ATS CATI Specifications - Q4 2004

SECTION A: DEMOGRAPHIC ITEMS

A1. Wh	nat is your age?
	[ENTER IN YEARS]
	' 97 OR OLDER B DON'T KNOW
	REFUSED
A2. Ar	re you Hispanic or Latino?
YN	DKRF
A3. Wh race?	ich one or more of the following would you say is your
[INTERVI	EWER: READ ALL CATEGORIES, CODE ALL RESPONSES GIVEN,
-	I ASK FOR "Any others]
1	White
	Black or African American
_	Asian
4 5	Native Hawaiian or Other Pacific Islander American Indian, Alaska Native
	Other (Specify:) [ALLOW 60 CHARACTERS]
7	
8	DON'T KNOW
9	REFUSED
[IF MORE	THAN ONE RESPONSE GIVEN IN A3, ASK A4; ELSE GO TO A5]
	nich one of these groups would you say best represents
your rac	e?
1	White
2	Black or African American Asian
4	
5	American Indian, Alaska Native
6	Other(Specify:) [ALLOW 60 CHARACTERS]
98 99	
A5. What	is the highest level of school you completed or the

highest degree you received?

[INTERVIEWER: READ RESPONSE CATEGORIES ONLY IF NECESSARY]

- 1 Never attended school or only attended kindergarten
- 2 Grades 1 through 8 (Elementary)
- 3 Grades 9 through 12 (Some high school)
- 4 Grade 12 (High school graduate)
- 5 G.E.D
- 6 Some technical or vocational school
- 7 Some college, no degree
- 8 AA; technical or vocational school
- 9 AA; academic
- 10 BA, BS (College graduate)
- 11 At least some graduate or professional school
- 12 Graduate or professional degree
- 98 DON'T KNOW
- 99 REFUSED
- A6. For survey purposes, I need to confirm if you are male or female?
 - 1 Male
 - 2 Female
 - 8 DON'T KNOW
 - 9 REFUSED
- A7. Are you currently...
 - 1 Employed for wages
 - 2 Self-employed
 - 3 Out of work for more than 1 year
 - 4 Out of work for less than 1 year
 - 5 Homemaker
 - 6 Student
 - 7 Retired, or
 - 8 Unable to work
 - 98 DON'T KNOW
 - 99 REFUSED
- A8. Are you currently covered by any kind of health insurance, that is any policy or program that provides or pays for medical care?

YNDKRF

[IF A8=1,ASK A9; ELSE GO TO A10]

A9. What type of health care coverage do you use to pay for most of your medicalcare? Would you say...

- 1 Private insurance coverage
- 2 Medicare
- 3 Medicaid or Medical Assistance
- 4 Military, CHAMPUS, TriCare, or the VA
- 5 Indian Health Service
- 6 None
- 7 Other(Specify:_____) [ALLOW 60 CHARACTERS]
- 8 DON'T KNOW
- 9 REFUSED
- A10. What county do you live in?

[INTERVIEWER: REPEAT COUNTY NAME AND VERIFY SPELLING]

_____ [ALLOW 60 CHARACTERS]

All. Do you have more than one telephone number in your household? Do not include cell phones or numbers that are only used by a computer or fax machine.

YNDKRF

[IF A11=1, ASK A12; ELSE GO TO B1]

- Al2. How many of these are residential numbers?
 - ____ RESIDENTIAL TELEPHONE NUMBERS [RANGE: 1-5]
 - 6 6 OR MORE NUMBERS
 - 8 DON'T KNOW
 - 9 REFUSED

SECTION B: TOBACCO USE

B1. Have you smoked at least 100 cigarettes in your entire life?

YNDKRF

[If B1=1, ASK B2; ELSE GO TO B3]

[If B1=1, ASK B_C8a; ELSE GO TO B3]

B_C8a. Not including menthols such as mocha, chocolate, lime, orange, mint or other flavors, how often do you smoke cigarettes that are flavored?

ASRN

[If B C8a=1,2,3 ASK B10; ELSE GO TO B2]

B10. About how long has it been since you last smoked a cigarette that was flavored?

[INTERVIEWER: ENTER NUMBER FOR APPROPRIATE UNIT BELOW]

D10-	TTarras		0 041
B10a.	Hours	 [RANGE:	0-24]
B10b.	Days	 [RANGE:	0 - 7]
B10c.	Weeks	 [RANGE:	0-52]
B10d.	Months	 [RANGE:	0-12]
B10e.	Years	 [RANGE:	0-97]

- 98 DON'T KNOW 99 REFUSED
- B2. Do you now smoke cigarettes everyday, some days, or not at all?
 - 1 EVERYDAY
 - 2 SOME DAYS
 - 3 NOT AT ALL
 - 8 DON'T KNOW
 - 9 REFUSED

[IF B2=1, GO TO B4; IF B2=2, GO TO B5; IF B2=3 OR B2=8 OR B2=9, GO TO B7]

B3. Have you ever smoked a cigarette, even 1 or 2 puffs?
YNDKRF

[IF B3=1, GO TO B5; ELSE GO TO D15]

B4. On average, in the past 30 days, about how many cigarettes a day do you now smoke?

[INTERVIEWER: 1 PACK = 20 CIGARETTES]

NUMBER OF CIGARETTES [RANGE: 0-100]

998 DON'T KNOW

999 REFUSED

[GO TO B7]

B5. During the past 30 days, on how many days did you smoke cigarettes?

NUMBER OF DAYS [RANGE: 0-30]

- 98 DON'T KNOW
- 99 REFUSED

[IF B5=0 OR B5=98 OR B5=99, GO TO D1]

В6.	On	the	average	e, or	the	days	when	you	smoke	ed du	rin	g the
past	30	days,	about	how	many	ciga	rettes	s did	l you	smok	e a	day?

- _____ NUMBER OF CIGARETTES [RANGE: 0-100]
- 998 DON'T KNOW
- 999 REFUSED
- B7. How old were you when you first started smoking cigarettes regularly?
 - _____ YEARS [RANGE: 1 AGE FROM A1]
 - 98 DON'T KNOW
 - 99 REFUSED

ADDICTION

[IF B2=1 OR B2=2, THEN ASK B8; ELSE GO TO B10]

- ${\tt B8.}$ On the days that you smoke, how soon after you wake up do you have your first cigarette? Would you say...
 - 1 Within 5 minutes
 - 2 6-30 minutes
 - 3 31-60 minutes
 - 4 After 60 minutes
 - 8 DON'T KNOW
 - 9 REFUSED

SECTION C: PURCHASING

[IF (B1=1 OR B1=2) AND B2=3, THEN SKIP TO D1]

C1. What is your usual brand of cigarettes?

[INSERT MACROLIST OF BRAND NAMES FOR DATA COLLECTION]

- 1 HAS USUAL BRAND (SPECIFY:_____)[ALLOW 60 CHARACTERS]
- 2 DOESN'T HAVE USUAL BRAND
- 3 ROLLS OWN CIGARETTES
- 8 DON'T KNOW
- 9 REFUSED

See attached Word document for changes to list of brands IF (C1=1) ASK C1A, ELSE SKIP TO C2aR]

Cla. Have you recently noticed any changes in how your usual brand **smokes**?

YNDKRF

[IF Cla=1, ASK Clb]

C1b. What kinds of changes have you noticed in how your usual brand **smokes**?

SPECIFIY _____ [ALLOW 80 CHARACTERS]

Clc. Have you recently noticed any changes in how your usual brand **tastes**?

YNDKRF

[IF C1c=1, ASK C1d]

Cld. What kinds of changes have you noticed in how your usual brand tastes?

SPECIFIY _____ [ALLOW 80 CHARACTERS]

C2aR. The last time you bought cigarettes for yourself, did you buy them by the carton, the pack, or loose out of the pack?

[INTERVIEWER: READ RESPONSE OPTIONS ONLY IF NECESSARY]

- 1 Carton
- 2 Pack
- 3 Loose
- 8 DON'T KNOW
- 9 REFUSED

[IF C2aR = 3, ASK C2Al; IF C2AR=1 OR C2AR=2, GO TO C2B; IF C2AR=8 OR C2AR=9 GO TO C2]

C2aL. If you bought cigarettes loose out of the pack, about how often did you do this in the past 12 months? Would you say

- 1 Every day
- 2 About once a week
- 3 About once a month
- 4 Less than once a month
- 8 DON'T KNOW
- 9 REFUSED

[GO TO C14]

C2b. What price did you pay? [IF C2aR=1] C2CARTON. Per Carton \$ [Range \$10.00 to \$50.00] 98 DON'T KNOW 99 REFUSED [IF C2aR=2] C2PACK. Per Pack \$ _____ [Range \$1.50 to \$9.99] 98 DON'T KNOW 99 REFUSED [IF C2aR=3] C2LOOSE. Per cigarette \$ _____ [Range \$0.10 to \$1.00] 98 DON'T KNOW 99 REFUSED In the past 12 months, have you made any special effort to buy cigarettes that are less expensive than you can get from local stores? YNDKRF Stem question: In the past 12 months, have you or a friend or relative purchased cigarettes for your own use... C3a. ...at a convenience store or gas station? YNDKRF C3a_1 If "Yes" then ask "How often did you purchase cigarettes here? ASRN C3b. ... at a supermarket, grocery store or pharmacy? YNDKRF If "Yes" then ask "How often did you purchase cigarettes here? **ASRN** C3c. ...at a discount store (Costco, WalMart, K-Mart, Price Club, Sam's Club)?

C3c_1 If "Yes" then ask "How often did you purchase cigarettes

YNDKRF

here? "

ASRN

C3d. ...in a bar or entertainment establishment?

YNDKRF

 ${\tt C3d_1}$ If "Yes" then ask "How often did you purchase cigarettes here? "

ASRN

C3e. ...at an Indian reservation?

YNDKRF

 $\mbox{C3e_1}$ If "Yes" then ask "How often did you purchase cigarettes here? "

ASRN

C3f. ...at a duty-free shop?

YNDKRF

 ${\tt C3f_1}$ If "Yes" then ask "How often did you purchase cigarettes here? "

ASRN

C3g. ...outside the state or country?

YNDKRF

 $\mbox{C3g_1}$ If "Yes" then ask "How often did you purchase cigarettes here? "

ASRN

[ASK C3x IF COCODE = 005, 047, 059, 061, 081, 085, OR 103; ELSE GO TO C3i]

C3x... at a store outside of New York City, but in New York state?

YNDKRF

 ${\rm C3x_2}$ If "Yes" then ask "How often did you purchase cigarettes here?"

ASRN

C3i. ... through use of a toll free number?

YNDKRF

```
C3i_1 If "Yes" then ask "How often did you purchase cigarettes
here?
       ASRN
C3j. from a web site or on the internet?
       YNDKRF
C3j_1 If "Yes" then ask "How often did you purchase cigarettes
here?
       ASRN
C3k. ... from a vending machine?
      YNDKRF
C3k_1 If "Yes" then ask "How often did you purchase cigarettes
here?
      ASRN
C31. ... at a tobacco shop/smoke shop?
     YNDKRF
C31_1 If "Yes" then ask "How often did you purchase cigarettes
here? "
      ASRN
C3m. ...at a news stand?
     YNDKRF
C3m_1 If "Yes" then ask "How often did you purchase cigarettes
      ASRN
C3n ... at another location?
      YNDKRF
      Please specify _____ [ALLOW 60 CHARACTERS]
C3n_1 If "Yes" then ask "How often did you purchase cigarettes
here?
      ASRN
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C4. Do you have one of your cigarette packs handy?

YNDKRF

{ASK C5A IF C4=1; ELSE TO GO TO C6}

C5a. On the side of your cigarette pack you will find a UPC or barcode number which has vertical lines above it. Please count how many numbers you see on this UPC or barcode. Does your pack have a total of 8 numbers or 12 numbers?

[IF NECESSARY: There is a small number to the left of the bars and a small number to the right of the bars. Please include these numbers.]

- 1 8
- 2 12
- 98 DON'T KNOW
- 99 REFUSED

{ASK C5B IF C5A=1; ELSE GO TO C5C}

C5b. Please read those eight numbers to me.

[IF NECESSARY: There is a small number to the left of the bars and a small number to the right of the bars. Please include these numbers.]

_____ {allow 8 characters}

- 98 DON'T KNOW
- 99 REFUSED

{GO TO C5CHECK}

{ASK C5C IF C5A=2; ELSE GO TO C6}

C5c. Please read those twelve numbers to me.

[IF NECESSARY: There is a small number to the left of the bars and a small number to the right of the bars. Please include these numbers.]

______ {allow 12 characters}

- 98 DON'T KNOW
- 99 REFUSED

C5CHECK. I just want to make sure I recorded the numbers correctly. Are the numbers \dots

[INSERT RESPONSE FROM C5A OR C5B]

Is this correct?

YNDKRF

[INTERVIEWER: IF NUMBERS NOT CONFIRMED AS CORRECT, RETURN TO C5A AND RE-ASK QUESTION]

[IF C5CHECK=1, GO TO C9]

C6. Please answer the next 3 questions keeping the brand that you usually smoke in mind.

Are they menthol or non-menthol?

- 1 MENTHOL
- 2 NON-MENTHOL
- 8 DON'T KNOW
- 9 REFUSED
- C7. Which of the following terms describes the strength of the cigarettes you usually smoke?
 - 1 Regular
 - 2 Lights
 - 3 Ultra lights
 - 8 DON'T KNOW
 - 9 REFUSED
- C8. What length cigarettes are they? Would you say...
 - 1 Regular size
 - 2 King size
 - 3 100 millimeter
 - 4 120 millimeter
 - 5 Some other size (Specify:_____) [ALLOW 60 CHARACTERS]
 - 8 DON'T KNOW
 - 9 REFUSED
- C8a. Not including menthols such as mocha, chocolate, lime, orange, mint or other flavors, how often do you smoke cigarettes that are flavored?

ASRN

C9. Have you switched brands or type of cigarettes in the past

12 months?

YNDKRF

[IF C9=1, ASK C10; ELSE GO TO C13]

- C10. What was the main reason you switched brands and/or type? Was it because...
 - 1 Your old brand or type of cigarettes cost more,
 - 2 The new brand or type tasted better than your old one,
 - 3 There were health concerns with your old brand or type, or
 - 4 Your brand is no longer available
 - 5 Some other reason?(Specify:____)[ALLOW 60 CHARACTERS]
 - 8 DON'T KNOW
 - 9 REFUSED
 - C13. In the past 12 months, did you purchase cigarettes from people selling them independently; for example, door to door or in the street?

YNDKRF

SECTION D: CESSATION

[IF B1=1 AND (B2=1 OR B2=2) ASK D1-D3; ELSE GO TO D4]

D1. During the past 12 months, have you stopped smoking for one day or longer because you were trying to quit smoking?

YNDKRF

[IF D1=1, ASK D2; ELSE GO TO D15]

D2. How many times during the past 12 months have you stopped smoking for 1 day or longer because you were trying to quit smoking?

NUMBER OF QUIT ATTEMPTS [RANGE: 1 - 95]

- 98 DON'T KNOW
- 99 REFUSED
- D3. During the past 12 months, what was the longest length of time you stopped smoking because you were trying to quit smoking?

[INTERVIEWER: ENTER NUMBER FOR APPROPRIATE UNIT BELOW]

- D3a. Hours _____ [RANGE: 0-24]
 D3b. Days ____ [RANGE: 0-7]
 D3c. Weeks ____ [RANGE: 0-52]
 D3d. Months ____ [RANGE: 0-12]
- 98 DON'T KNOW
- 99 REFUSED

[IF B1=1 AND B2=3, ASK D4; ELSE GO TO D5]

D4. About how long has it been since you last smoked cigarettes even a puff?

[INTERVIEWER: ENTER NUMBER FOR APPROPRIATE UNIT BELOW]

- D4a. Hours
 [RANGE: 0-24]

 D4b. Days
 [RANGE: 0-7]

 D4c. Weeks
 [RANGE: 0-52]

 D4d. Months
 [RANGE: 0-12]

 D4e. Years
 [RANGE: 0-97]
 - 98 DON'T KNOW
 - 99 REFUSED

[IF B1=1, (B2=1 OR B2=2), AND D1=1, ASK D5 - D15; IF B1=1, B2=3, AND D4A-E < 1 YEAR, ASK D5 - D15; ELSE GO TO D15]

D5. [IF B1=1, (B2=1 OR B2=2), AND D1=1 (CURRENT SMOKERS), FILL: "The last time you tried to quit smoking,"] [IF B1=1, B2=3, AND D4A-E \leq 1 YEAR (FORMER SMOKERS), FILL: "When you quit smoking,"]

did you use any of the following methods or strategies to try to quit:

- D5a. Stopping by gradually cutting back on cigarettes YNDKRF
- D5b. Switching to chewing tobacco, snuff, cigars or pipes
 YNDKRF
- D5c. Switching to "lights" in order to quit YNDKRF

[IF D5a=2, ASK D5d; IF D5a=1, FILL D5d=2 AND GO TO D5e]

- D5d. Giving up cigarettes all at once YNDKRF
- D5e. Quit with a friend, relative or acquaintance

YNDKRF

D5f. Use medications like the nicotine patch, nicotine gum

YNDKRF

[IF D5F=1, ASK D7a-D7g]

- D7. Did you use?
 - D7a. A nicotine gum YNDKRF
 - D7b. A nicotine patch YNDKRF
 - D7c. Nicotine lozenges YNDKRF
 - D7d. A nicotine nasal spray YNDKRF
 - D7e. A nicotine inhaler YNDKRF
 - D7f. Buproprion, Zyban or Wellbutrin YNDKRF
 - D7g. Any other? (Specify:_____)[ALLOW 60 CHARACTERS]
 YNDKRF

[IF D7A=1 OR D7B=1 OR D7C=1 OR D7D=1 OR D7E=1 OR D7F=1 OR D7G=1, ASK D8; ELSE GO TO D12]

D8. Did your health insurance cover all or part of the cost of any of the medications used to help you quit smoking?

YNDKRF

{ASK D9A AND D10 IF D7A=1 OR D7B=1; ELSE GO TO D11}

D9a. In the past 12 months, did you receive free nicotine

patches or gum from the New York Smokers' Quitline? ${\tt YNDKRF}$

[IF D9a=1, ASK D10; ELSE GO TO D11]

- D10. How important was the offer of the free supply of nicotine patches or gum to get you to think about stopping smoking? Would you say...
 - 1 Very important
 - 2 Somewhat important
 - 3 Not important at all
 - 8 DON'T KNOW
 - 9 REFUSED

- D12. [IF B1=1, (B2=1 OR B2=2), AND D1=1 (CURRENT SMOKERS), FILL: "The last time you tried to quit smoking did you..."] [IF B1=1, B2=3, AND D4A-E \leq 1 YEAR (FORMER SMOKERS), FILL: "When you quit smoking did you..."]
- D12a. Attend a stop-smoking clinic, cessation class, or support group?

YNDKRF

- D12b. Get counseling to help you stop smoking?
 - YNDKRF
- D12c. Get help from a free telephone quit line?

 YNDKRF
- D12d. Get help from an internet web site?
- D12e. Get help or support from friends or family?

 YNDKRF
- D12f. Use books, pamphlets, videos, or other materials?

YNDKRF

D12g. Use acupuncture or hypnosis?

YNDKRF

D12h. Use herbal remedy?

YNDKRF

D12i. Use Quest - reduced-nicotine cigarettes?

YNDKRF

D12j. Any other treatment?(Specify:_____)[ALLOW 60 CHARACTERS]

YNDKRF

[ASK D13 IF B1=1, B2=3, AND D4a-e \leq 1 YEAR {FORMER SMOKERS}; ELSE GO TO D14]

D13. Thinking of the strategies that you have tried to use to help you quit smoking cigarettes in the past 12 months, which would you say was the most helpful to you?

[DO NOT READ LIST AND CODE ONLY ONE]

- 1 STOPPING BY GRADUALLY CUTTING BACK ON CIGARETTES
- 2 SWITCHING TO CHEWING TOBACCO, SNUFF, CIGARS, OR PIPES
- 3 SWITCHING TO "LIGHTS" IN ORDER TO QUIT
- 4 GIVING UP CIGARETTES ALL AT ONCE
- 5 QUIT WITH A FRIEND, RELATIVE OR ACQUAINTANCE
- 6 USED NICOTINE GUM
- 7 USED NICOTINE PATCH
- 8 USED A NICOTINE NASAL SPRAY
- 9 USED A NICOTINE INHALER
- 10 USED BUPROPRION, ZYBAN, OR WELLBUTRIN
- 11 CALLING A QUITLINE
- 12 GOT COUNSELING
- 13 GOT HELP FROM AN INTERNET WEBSITE
- 14 USED BOOKS, PAMPHLETS, VIDEOS, OR OTHER MATERIALS
- 15 USED ACUPUNCTURE OR HYPNOSIS
- 16 USED AN HERBAL REMEDY
- 17 USED QUEST OR REDUCED-NICOTINE CIGARETTES
- 18 OTHER (SPECIFY:_____) [ALLOW 60 CHARACTERS]
- 98 DON'T KNOW
- 99 REFUSED

[ASK D14 IF D12A=1 OR D12B=1; ELSE GO TO D15]

D14. Did your health insurance cover all or part of the cost of any of the counseling used to help you guit smoking?

YNDKRF

[ASK D15 OF ALL RESPONDENTS]

D15. In the past 12 months, have you seen a doctor, nurse, or other health professional to get any kind of care for yourself?

YNDKRF

[IF D15=1, ASK D15A; ELSE GO TO D16]

D15a. In the past 12 months, has a doctor, nurse, or other health professional advised you to avoid being around tobacco smoke?

YNDKRF

[IF D15=1, ASK D16; ELSE GO TO D18G]

D16. During the past 12 months, did any doctor, nurse or health professional ask if you smoke?

YNDKRF

[IF B1=1 AND (B2=1 OR B2=2), OR IF B1=1, B2=3, AND D4a-e \leq 1 YEAR {FORMER SMOKERS} ASK D17; ELSE GO TO D18G]

D17. In the past 12 months, has a doctor, nurse, or other health professional advised you to quit smoking?

YNDKRF

[IF D17=1, ASK D18a-D18f_2; ELSE GO TO D18g]

D18. When a doctor, nurse, or other health professional advised you to quit smoking, did he/she do any of the following?

D18a. Prescribe or recommend a nicotine patch, nicotine gum, nasal spray, an inhaler, or pills such as Zyban?

YNDKRF

D18b. Suggest that you set a specific date to stop smoking?

YNDKRF

D18c. Suggest that you use a smoking cessation class, program, or counseling?

YNDKRF

D18d. Suggest you call a telephone quit line?

YNDKRF

D18e. Provide you with booklets, videos, or other materials to help you quit smoking on your own?

YNDKRF

D18f. Schedule a follow-up visit to discuss your progress?

YNDKRF

D18f_2. Did the advice and recommendations of your doctor, nurse, or other health professional help you try to quit smoking?

YNDKRF

D18g. In the past 12 months, have you seen a dentist or dental hygienist to get any kind of care for yourself?

YNDKRF

[IF D18g=1, ASK D18h; ELSE GO TO D19]

D18h. During the past 12 months, did any dentist or dental hygienist ask if you smoke?

YNDKRF

[IF B1=1 AND (B2=1 OR B2=2) OR IF B1=1, B2=3, AND D4a-e \leq 1 YEAR {FORMER SMOKERS}, ASK D18i; ELSE GO TO D19]

 ${\tt D18i.}$ In the past 12 months, has a dentist or dental hygienist advised you to quit smoking?

YNDKRF

[IF B1=1 AND (B2=1 OR B2=2), ASK D19; ELSE GO TO D24 D23]

- D19. How much do you want to quit smoking? Would you say...
 - 1 Not at all
 - 2 A little
 - 3 Somewhat
 - 4 A lot
 - 8 DON'T KNOW
 - 9 REFUSED

[IF (D19=2) OR (D19=3) OR (D19=4), ASK D20; ELSE GO TO D23]

D20. Are you seriously considering stopping smoking within the next six months?

YNDKRF

[IF D20=1, ASK D21; ELSE GO TO D23]

D21. Are you planning to stop smoking within the next 30 days?
YNDKRF

[IF D21=1, ASK D21A; ELSE GO TO D22]

D21a. Have you set a quit date?

YNDKNRF

[IF (D19=2 OR D19=3 OR D19=4) OR (D20=1), ASK D22; ELSE GO TO D23]

- D22. If you decided to give up smoking altogether in the next 12 months, how likely do you think you would be to succeed? Would you say...
 - 1 Very likely
 - 2 Somewhat likely
 - 3 Somewhat unlikely
 - 4 Very unlikely
 - 8 DON'T KNOW
 - 9 REFUSED

[IF D1=1, ASK D23; ELSE GO TO D24]

[IF B1=1, (B2=1 OR B2=2), AND D1=1 (CURRENT SMOKERS) OR IF B1=1, B2=3, AND D4A-E \leq 1 YEAR (FORMER SMOKERS), ASK D23; ELSE GO TO D24]

D23. I am going to read a list of some of the reasons that people give for trying to quit smoking. Please tell me if that reason was important to you during your most recent quit attempt.

D23a. The cost of cigarettes

YNDKRF

- D23b. Concern for what it is presently doing to your health YNDKRF
- D23c. Concern for what it could do to your health in the future ${\tt YNDKRF}$
- D23d. Because smoking is prohibited in most buildings YNDKRF
- D23e. The effect your smoking has on other people's health YNDKRF
- D23f. Encouragement from your family and friends ${\tt YNDKRF}$
- D23g. Setting a good example for your children ${\tt YNDKRF}$
- D23h. Your doctor or dentist recommended it YNDKRF
- D23i. Any other reason? (Specify:_____)[ALLOW 60 CHARACTERS]

[IF A7=1, ASK D24; ELSE GO TO D J29]

D24. Within the past 12 months, has your employer offered any stop smoking program or any other help to employees who want to quit smoking?

YNDKRF

[ASK D J29 OF ALL RESPONDENTS]

D_J29. Have you heard of the New York State Smokers' Quitline?

YNDKRF

[ASK D J30 IF D J29=1; ELSE GO TO D18f 4]

 $\mbox{D_J30.}$ Where did you hear about the New York State Smokers' Quitline? Would you say...

- 1 Television
- 2 Radio
- 3 Posters/billboards
- 4 Movies
- 5 Newspapers/magazines
- 6 Internet
- 7 Doctor or other healthcare provider
- 8 Other (Specify:_____)[ALLOW 60 CHARACTERS]

- 98 DON'T KNOW
- 99 REFUSED

D_J31. In the past 12 months, have you called the New York State Smokers' Quitline?

YNDKRF

[ASK D J32 IF D J31=1; ELSE GO TO D18f 4]

 $D_{J}32$. Did you call for yourself, or for a friend or family member?

- 1 CALLED FOR SELF
- 2 CALLED FOR SOMEONE ELSE
- 3 OTHER (Specify:_____)[ALLOW 60 CHARACTERS]
 - 8 DON'T KNOW
 - 9 REFUSED

[IF D J31=1, ASK D J33; ELSE GO TO D18f 4]

D_J33. Which of the following does the Quitline offer?

[ASK D_J33a-D_J33d IN RANDOM ORDER]

D_J33a. Counseling

YNDKRF

D_J33b. Nicotine gum, nicotine patch, or other nicotine replacement therapies

YNDKRF

D_J33c. Pills such as Zyban or Wellbutrin

YNDKRF

D_J33d. Self-help materials

YNDKRF

[ASK D18f 4 IF B1=1 AND (B2=1 OR B2=2); ELSE GO TO E1]

 $D18f_4$. Has the NY State Smokers' Quitline ever called **you** to ask if you want help in quitting smoking?

YNDKRF

SECTION E: COMORBID HEALTH PROBLEMS

[ASK E1 AND E3 IF B2=1 OR B2=2 OR IF B1=1, B2=3, AND D4A-E \leq 1 YEAR (FORMER SMOKERS); ELSE GO TO F1]

E1. Do you think that your smoking has already affected your health?

YNDKRF

E3. Has a doctor, nurse, or other health professional ever told you that you have heart disease?

YNDKRF

SECTION F: ENVIRONMENTAL TOBACCO SMOKE

- F1. Which statement best describes the rules about smoking in your home? Would you say...
 - 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
 - 8 DON'T KNOW
 - 9 REFUSED
- F2. Which statement best describes the rules about smoking in your family car or cars? Would you say...
 - 1 Smoking is never allowed in any car
 - 2 Smoking is allowed some times or in some cars
 - 3 Smoking is allowed in all cars, or
 - 4 Do not have a family car
 - 8 DON'T KNOW
 - 9 REFUSED

F3a. During the past 7 days, approximately how many hours (total in a week) did you spend in a room (either work or home) where someone has been smoking?

_ NUMBER OF HOURS [RANGE: 0-168]

- 98 DON'T KNOW
- 99 REFUSED

[IF F3a=98, PROBE WITH F3a_1 TO GET RESPONDENT'S BEST GUESS]

F3a_1. Would you say...

- 1 Zero hours
- 2 More than zero hours, less than one hour {example: 30
 minutes or half anhour}
- 3 1-2 hours
- 4 3-5 hours
- 5 6-10 hours {example: 1 hour each day for a full week}
- 6 11-20 hours{example: 2 hours each day for a full week}
- 7 21-50 hours
- 8 51-100 hours
- 9 101-168 hours
- 98 DON'T KNOW
- 99 REFUSED

F4a. During the past 7 days, approximately how many hours (total in a week) did you spend in a vehicle where someone has been smoking?

_____ NUMBER OF HOURS [RANGE: 0-168]

- 98 DON'T KNOW
- 99 REFUSED

[IF F4a=98, PROBE WITH F4a 1 TO GET RESPONDENT'S BEST GUESS]

F4a_1. Would you say...

- 1 Zero hours
- 2 More than zero hours, less than one hour {example: 30
 minutes or half anhour}
- 3 1-2 hours
- 4 3-5 hours
- 5 6-10 hours {example: 1 hour each day for a full week}
- 6 11-20 hours{example: 2 hours each day for a full week}
- 7 21-50 hours
- 8 51-100 hours
- 9 101-168 hours
- 98 DON'T KNOW
- 99 REFUSED

[ASK F5 IF A7=1; ELSE GO TO F9]

F5. While working at your job, are you indoors most of the time?

[PROBE FOR INTERVIEWER: IF RESPONDENT ASKS WHAT MOST OF THE TIM

MEANS, SAY "at least 50% of the time"]

YNDKRF

F6. In the past seven days, has anyone smoked in your work area?

YNDKRF

- F10. How much smoking occurs in your place of work? Would you say...
 - 1 A lot
 - 2 Some
 - 3 Hardly any
 - 4 None
 - 98 DON'T KNOW
 - 99 REFUSED
- F9. Other than yourself, does anyone who lives in your home smoke cigarettes now?

YNDKRF

SECTION G: PERCEPTIONS

Now I want to ask you some questions about the effects of smoking as well as various policies and programs aimed at curbing smoking and exposure to secondhand smoke.

- ${\tt G0.}$ Thinking about all the health problems in your community, how important is addressing the problem of tobacco use? Would you say it is...
 - 1 Among the most important health problems
 - 2 Equally as important as other health problems
 - 3 Among the least important health problems
 - 98 DON'T KNOW
 - 99 REFUSED

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

[INTERVIEWER: PROMPT RESPONDENT WITH "Would you say" AS NECESSARY]

G1. If a person has smoked a pack of cigarettes a day for more than 20 years, there is little health benefit to quitting smoking.

AGREESCL

G2. High tar cigarettes that are sold these days are at least twice as likely to cause illness as ones that are low in tar.

AGREESCL

G5. Smoking cigarettes causes lung cancer?

AGREESCL

G19a. The harmful effects of cigarettes have been exaggerated.

AGREESCL

G19b. Tobacco companies should stop advertising and promoting cigarettes.

AGREESCL

G19c. Tobacco companies are now taking responsibility for the harm caused by smoking.

AGREESCL

G19d. Tobacco companies should pay for the costs of stopsmoking treatments.

AGREESCL

 ${\tt G10.}$ Would you say that breathing smoke from other people's cigarettes causes ...

...lung cancer?

AGREESCL

G11. Would you say that breathing smoke from other people's cigarettes causes...

...heart disease?

AGREESCL

G12. (Would you say that breathing smoke from other people's cigarettes causes...)

...colon cancer?

AGREESCL

G13. (Would you say that breathing smoke from other people's cigarettes causes...)

...respiratory problems in children?

AGREESCL

G14. (Would you say that breathing smoke from other people's cigarettes causes...)

...sudden infant death syndrome?

AGREESCL

Now I want to ask you a few questions related to the portrayal of smoking in movies and television. Please tell me if you strongly agree, agree, disagree, or strongly disagree with the following statements.

G20. Movies rated G, PG, and PG-13 should $U\underline{not}$ show actors smoking.

AGREESCL

G21. Actors smoking in the movies does $\underline{\text{not}}$ encourage smoking among teens.

AGREESCL

G_J59. Adults I see smoking in movies are attractive to me.

AGREESCL

G_J60a. Other people in my community, who watch movies, find the portrayal of smoking in movies to be attractive.

AGREESCL

[ASK G15-G17 IF B1=1 AND (B2=1 OR B2=2); ELSE GO TO H1a]

G15. Do you think your risk of having a heart attack is higher, lower, or about the same as other people who are your age and don't smoke?

[ASK G15-G17 IF B1=1 AND (B2=1 OR B2=2) OR IF B1=1, B2=3, AND D4A-E \leq 1 YEAR (FORMER SMOKERS); ELSE GO TO H1a]

G15 [IF B1=1, (B2=1 OR B2=2) (CURRENT SMOKERS),
FILL: "Do you think your risk of having a heart attack is higher, lower, or about the same as other people who are your age and don't smoke?]

[IF B1=1, B2=3, AND D4A-E ≤ 1 YEAR (FORMER SMOKERS), FILL: "Do you think your risk of having a heart attack is

higher, lower, or about the same as other people who are your age and never smoked?"]

- 1 HIGHER
- 2 LOWER
- 3 ABOUT THE SAME
- 8 DON'T KNOW
- 9 REFUSED

G16. Do you think your risk of lung cancer is higher, lower, or about the same as other people who are your age and don't smoke?

G16. [IF B1=1, (B2=1 OR B2=2) (CURRENT SMOKERS),
FILL: "Do you think your risk of lung cancer is higher, lower,
or about the same as other people who are your age and don't
smoke?]

[IF B1=1, B2=3, AND D4A-E ≤ 1 YEAR (FORMER SMOKERS),
FILL: "Do you think your risk of lung cancer is higher, lower,
or about the same as other people who are your age and never
smoked?"]

- 1 HIGHER
- 2 LOWER
- 3 ABOUT THE SAME
- 8 DON'T KNOW
- 9 REFUSED

G17. Do you think your risk of other cancers besides lung cancer is higher, lower, or about the same as other people who are your age and don't smoke?

G17. [IF B1=1, (B2=1 OR B2=2) (CURRENT SMOKERS),

FILL: "Do you think your risk of other cancers besides lung cancer is higher, lower, or about the same as other people who are your age and don't smoke?]

[IF B1=1, B2=3, AND D4A-E ≤ 1 YEAR (FORMER SMOKERS), FILL: "Do you think your risk of other cancers besides lung cancer is higher, lower, or about the same as other people who are your age and never smoked?"]

- 1 HIGHER
- 2 LOWER
- 3 ABOUT THE SAME
- 8 DON'T KNOW
- 9 REFUSED

[ASK G22-G22c IF B1=1 AND (B2=1 OR B2=2); ELSE GO TO G23]

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

- G22. In the past month how often, if at all, did you . . .
- G22b. \dots think about the chemicals that are in cigarette smoke?
- G22c. ... think about the conduct of tobacco companies?

 ASRN

[ASK G23-G31 IF B1=1 AND (B2=1 OR B2=2) AND IF COCODE = 029, 037, 063, or 073 OR IF B1=1, B2=3, AND D4A-E \leq 1 YEAR (FORMER SMOKERS); ELSE GO TO H1a]

Next, I would like to get your opinion on the risks of smoking and using nicotine medications. I will read you two statements and then ask you which one of the statements you feel is nearest to the truth. I will do this for six different topics.

- G23. The first two statements have to do with how smoking might damage someone's health. In your opinion, which of the following statements is nearest to the truth?
 - 1 You have to smoke for 10 or more years to do any real damage to your health... OR
 - 2 Each and every cigarette you smoke damages your body.
 - 8 DON'T KNOW
 - 9 REFUSED
- G24. The next two statements have to do with high and low tar cigarettes. In your opinion, which of the following statements is nearest to the truth?
 - Your chances of becoming ill from smoking are greater if you smoke a full-flavored, high-tar cigarette brand. OR
 - 2 Your chances of becoming ill from smoking are not changed much by smoking a light, low-tar cigarette brand.
 - 8 DON'T KNOW
 - 9 REFUSED
- G25. The next two statements have to do with quitting smoking. In your opinion, which of the following statements is nearest to the truth?
 - 1 It is easier to quit smoking if you switch to a cigarette brand that is lower in nicotine... OR
 - 2 Switching to a low nicotine cigarette brand does not improve your chances of quitting smoking.

- 8 DON'T KNOW
- 9 REFUSED

G26. The next two statements have to do with nicotine. In your opinion, which of the following statements is nearest to the truth?

- 1 Nicotine does not cause cancer... OR
- 2 The nicotine in cigarettes is the chemical that causes most of the cancer in smokers.
- 8 DON'T KNOW
- 9 REFUSED
- G27. The next two statements have to do with the nicotine patch. In your opinion, which of the following statements is nearest to the truth?
 - 1 It makes no difference one way or the other if someone uses a nicotine patch to quit; it just comes down to how badly the person wants to stop smoking... OR
 - 2 All other things equal, using the nicotine patch increases a person's chances of quitting successfully.
 - 8 DON'T KNOW
 - 9 REFUSED
- G28. The last two statements have to do with making a less dangerous cigarette. In your opinion, which of the following statements is nearest to the truth?
 - 1 If there were a less dangerous cigarette, I would still try to quit rather than switch to the less dangerous cigarette OR
 - 2 If there were a less dangerous cigarette, I would switch to that rather than try to quit
 - 8 DON'T KNOW
 - 9 REFUSED

Please tell me if you strongly agree, agree, disagree, or strongly disagree with the following statement.

G29. If cigarette companies made a cigarette that was less dangerous than current ones, should the government require that only the less dangerous cigarettes be sold?

AGREESCL

Now I would like to ask you some questions about things tobacco companies might have sent you in the mail.

G30. Do you currently receive things like coupons or other promotional items in the mail from tobacco companies?

YNDKRF

[ASK G30a IF G30=1; ELSE GO TO G30b]

G30a. Which tobacco company or companies sends coupons or other promotional items in the mail?

[DO NOT READ LIST AND CODE ALL THAT APPLY]

- 1 PHILIP MORRIS
- 2 ALTRIA
- 3 RJ REYNOLDS
- 4 BROWN AND WILLIAMSON
- 5 REYNOLDS AMERICAN
- 6 LIGGET (VECTOR)
- 7 LORILLARD (LOEWS AND CAROLINA)
- 8 1151
- 9 OTHER, SPECIFY _____
- 98 DON'T KNOW
- 99 REFUSED

[ASK G30b IF G30a=98; ELSE GO TO G30c]

G30b. What brands do you get coupons or promotional items for?

[DO NOT READ LIST AND CODE ALL THAT APPLY]

- 1 MARLBORO
- 2 CAMEL
- 3 NEWPORT
- 4 DORAL
- 5 WINSTON
- 6 SALEM
- 7 KOOL
- 8 PARLIAMENT
- 9 OTHER, SPECIFY _____
- 98 DON'T KNOW
- 99 REFUSED

[ASK G30c IF G30=1; ELSE GO TO G31]

G30c. Would you like to have your name removed from their mailing list?

YNDKRF

G31. Do you get electronic mail from companies trying to sell you cigarettes?

[INTERVIEWER PROMPT - THIS INCLUDES BOTH TOBACCO COMPANIES AS WELL AS BUSINESSES THAT SELL TOBACCO SUCH AS AN ON-LINE BUSINESS]

YNDKRF

[ASK G31a IF G31=1; ELSE GO TO H1a]

G31a. Would you like to have this electronic mail stopped?

YNDKRF

SECTION H: OTHER TOBACCO USE

H1a. Please tell me whether or not you now use any of the following tobacco products

Chewing tobacco, snuff, or dip

YNDKRF

[IF H1A=1, ASK HIAX; ELSE GO TO H1B]

HlaX. Do you now use chewing tobacco, snuff, or dip every day or some days?

- 1 EVERY DAY
- 2 SOME DAYS
- 8 DON'T KNOW
- 9 REFUSED

H1b. Cigars, cigarillos, or little cigars

YNDKRF

[IF H1B=1, ASK H1BX; ELSE GO TO H1C]

H1bX. Do you now use cigars, cigarillos, or little cigars every day or some days?

- 1 EVERY DAY
- 2 SOME DAYS
- 8 DON'T KNOW
- 9 REFUSED

Hlc. Pipe tobacco

YNDKRF

[IF H1C=1, ASK H1CX; ELSE GO TO H1D]

H1cX. Do you now use pipe tobacco every day and some days?

- 1 EVERY DAY
- 2 SOME DAYS
- 8 DON'T KNOW
- 9 REFUSED

Hld. Flavored cigarettes from India called Bidis

YNDKRF

[IF H1D=1, ASK H1DX; ELSE GO TO H1E]

- HldX. Do you now use Bidis every day or some days?
 - 1 EVERY DAY
 - 2 SOME DAYS
 - 8 DON'T KNOW
 - 9 REFUSED
- Hle. Clove cigarettes or Kreteks

YNDKRF

[IF H1E=1, ASK H1EX; ELSE GO TO I1]

H1eX. Do you now use clove cigarettes or Kreteks every day or some days?

- 1 EVERY DAY
- 2 SOME DAYS
- 8 DON'T KNOW
- 9 REFUSED

SECTION I: HEALTH STATUS

- I1. In general, would you say your health is:
 - 1 Excellent
 - 2 Very good
 - 3 Good
 - 4 Fair
 - 5 Poor
 - 8 DON'T KNOW
 - 9 REFUSED
- 14. Now thinking about your physical health, which includes physical illness and injury, for how many days during the past 30 days was your physical health not good?

NUMBER OF DAYS [RANGE: 0 - 30]

- 98 DON'T KNOW
- 99 REFUSED

		s, depression, and problems with emotions, for how many during the past 30 days was your mental health not good?
		NUMBER OF DAYS [RANGE: 0 - 30]
		98 DON'T KNOW 99 REFUSED
SECTION J: MEDIA	TRACK	ING
MEDIA EXPOSURE		
	J1. many	Please think back to the last 7 days. On average, how hours a day did you
		Watch television?
		[INTERVIEWER: ENTER TIME TO NEAREST HALF HOUR]
		[RANGE: 0.0 - 24.0]
		98 DON'T KNOW 99 REFUSED
	J2.	Listen to the radio
		[RANGE: 0.0 - 24.0]
		98 DON'T KNOW 99 REFUSED
	J3.	Browse or surf the internet
		[RANGE: 0.0 - 24.0]

I5. Now thinking about your mental health, which includes

- 98 DON'T KNOW
- 99 REFUSED

J11. In the past 30 days how often have you read a newspaper?

[ASK J4 IF (0 < J1 < 98); ELSE GO TO J5]

 ${\tt J4.}$ In the past 30 days, how often have you noticed antismoking advertising or information \dots

...on television?

ELON NA

[IF (0 < J2 < 98), ASK J5; ELSE GO TO J6]

J5. In the past 30 days, how often have you noticed antismoking advertising or information \dots

...on the radio?

ELON NA

J6. (In the past 30 days, how often have you noticed antismoking advertising or information ...)

... at the movies?

ELON NA

J7. (In the past 30 days, how often have you noticed antismoking advertising or information ...)

...on posters or billboards?

ELON NA

J8. (In the past 30 days, how often have you noticed antismoking advertising or information \dots)

...in newspapers or magazines?

ELON NA

J9. (In the past 30 days, how often have you noticed antismoking advertising or information ...)

 \dots on shop windows or inside shops where tobacco is sold? ELON NA

[ASK J10 IF (0 < J3 98); ELSE GO TO J12]

J10. (In the past 30 days, how often have you noticed antismoking advertising or information ...)

...on the internet?

ELON NA

J12. I'd now like you to think of any $\underline{\text{news}}$ stories about smoking that you may have noticed on TV, radio, or in the newspapers, in the past 30 days.

In your opinion, how was smoking portrayed in these news stories:

- 1 Positively
- 2 Negatively
- 3 Neither positively or negatively
- 4 Both negative and positive
- 5 DO NOT RECALL ANY NEWS STORIES
- 8 DON'T KNOW
- 9 REFUSED

Other Advertising and Promotions

In the past 30 days, how often have you noticed cigarettes or tobacco products being advertised or promoted in any of the following ways:

J13. ... on posters or billboards?

ELON NA

J14. ...in newspapers or magazines?

ELON NA

J15.	•••	in	shop	windows	or	inside	shops	where	tobacco	is	sold
	ΕI	LON	NA								

[ASK J17 IF (0 < J3 < 98); ELSE GO TO J18]

J17. ...over the internet?

ELON NA

J18. ...in bars?

ELON NA

[ASK J18A IF J18=1 OR J18=2 OR J18=3; ELSE GO TO J19]

J18a. Please describe the ad or promotion that you saw in a bar.

[ALLOW 80 CHARACTERS]

- 98 DON'T KNOW
- 99 REFUSED

J19. ...at sports events?

ELON NA

[ASK J19A IF J19=1 OR J19=2 OR J19=3; ELSE GO TO J20]

 ${\tt J19a.}$ Please describe the type of sports event where you saw advertising for cigarettes or tobacco products.

_____ [ALLOW 80 CHARACTERS]

- 98 DON'T KNOW
- 99 REFUSED

J20. ... at cultural events?

ELON NA

[ASK J20X IF J20=1 OR J20=2 OR J20=3; ELSE GO TO J20A]

J20x. Please describe the type of cultural event where you saw advertising for cigarettes or tobacco products.

_____ [ALLOW 80 CHARACTERS]

- 98 DON'T KNOW
- 99 REFUSED

J20a. Some stores have tobacco advertising that is visible from the outside such as on the building, in the parking lot, or in store windows. Stores may also have tobacco advertising inside such as displays by the cash registers. Do you think tobacco advertising in stores should be:

- 1 Always allowed
- 2 Allowed only on the inside of the store
- 3 Allowed on the outside of the store
- 4 Allowed under some conditions
- 5 Not allowed at all
- 8 DON'T KNOW
- 9 REFUSED

J20b. In the past 30 days when you went to a convenience store or a gas station, how much cigarette advertising did you usually see?

- 1 A lot
- 2 Some
- 3 A little
- 4 None at all
- 5 I did not go to a convenience store or gas station in the past 30 days.
- 8 DON'T KNOW
- 9 REFUSED

J21a. In the past 30 days, have you received any of the following?

...free sample cigarettes?

YNDKRF

J22. ...free gifts or special discount offers when buying cigarettes?

YNDKRF

J23. ...special price offers for cigarettes such as discounted prices or multi-pack discounts?

YNDKRF

J25a. ...mail offering discounts, special deals, gifts, or incentives to buy cigarettes or tobacco products?

YNDKRF

J24. ...electronic mail messages offering discounts, special deals, gifts, or incentives to buy cigarettes or tobacco products?

YNDKRF

J26. ...clothing or other items with a cigarette brand name or logo?

YNDKRF

[ASK J28 IF (0 < J3 < 98); ELSE GO TO J29]

J28. ...Internet sites offering discounts, special deals, gifts, or incentives to buy cigarettes or tobacco products?

YNDKRF

YNDKRF

Confirmed Awareness of and Feedback on Specific Ads

[ASK J32 20a IF COCODE = 029, 037, 063, 073]

J32_20a. Have you recently seen an anti-smoking ad on TV or on the internet about a man named Bob and his efforts to quit smoking?

MAYBESCL

[ASK J32_20B-J32_20D IF J32_20A=1 OR J32_20A=2; ELSE GO TO J32_21a]

J32_20b. What happens in this ad?

- 1 NEW REALITY HIT TV SHOW
- 2 IF HE DOESN'T WIN, QUITE POSSIBLY HE'LL DIE
- 3 YOU CAN SEE HOW BOB IS DOING IN HIS EFFORT TO QUIT SMOKING
- 4 GO TO A WEBSITE TO CHECK UP ON BOB'S PROGRESS TOWARD QUITTING

- 5 CALL THE NEW YORK STATE SMOKERS' QUITLINE
- 97 OTHER (SPECIFY:_____) [ALLOW 60 CHARACTERS]
- 98 DON'T KNOW
- 99 REFUSED

J32_20c. This ad said something important to me. Would you say you...

AGREESCL

J32_20d. After seeing this ad, did you talk to anyone about not smoking?

MAYBESCL

[ASK J32 21A FOR ALL RESPONDENTS]

J32_21a. Have you recently seen an anti-smoking or anti-tobacco ad on TV that talks about what tobacco companies have done to help women who are victims of abuse?

MAYBESCL

[ASK J32_21B-J32_21D IF J32_21A=1 OR J32_21A=2; ELSE GO TO J32_22A]

J32_21b. What happens in this ad?

- 1 A WOMAN SHOWS A SCAR AROUND HER RIBS AND BACK
- 2 VOICE SAYS THE TOBACCO COMPANIES DIDN'T DO A THING TO HELP SAVE PAM LAFFIN
- 3 AD MENTIONS RECENT TV COMMERCIALS WHERE TOBACCO COMPANIES TALK ABOUT HOW THEY HELP WOMEN WHO HAVE BEEN VICTIMS OF ABUSE
- 4 WOMAN IS SHOWN BREATHING THROUGH AN OXYGEN MASK
- 5 VOICE SAYS THE TOBACCO INDUSTRY COULDN'T CARE LESS ABOUT THE VICTIMS OF TOBACCO
- 6 AD SHOWNS AN EMPTY HOSPITAL BED
- 7 MESSAGE ON SCREEN: "PAM DIED FROM SMOKING AT AGE 31"
- 8 OTHER, SPECIFY_
- 98 DON'T KNOW
- 99 REFUSED

J32_21c. This ad said something important to me. Would you say you…

AGREESCL

J32_21d. After seeing this ad, did you talk to anyone about not smoking?

MAYBESCL

[ASK J32 22A FOR ALL RESPONDENTS]

J32_22a. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a girl talking about why she doesn't want to grow up to be like her mom?

MAYBESCL

[ASK J32_22B-J32_22D IF J32_22A=1 OR J32_22A=2; ELSE GO TO J32_23A]

J32_22b. What happens in this ad?

- 1 CLOSE-UP OF A BURNING CIGARETTE IS SHOWN ON A BLACK SCREEN
- 2 MESSAGE ON SCREEN: "I DON'T WANT TO BE LIKE MY MOM"
- 3 GIRL SAYS SHE DOESN'T WANT TO BE LIKE HER MOM BECAUSE THAT WOULD MEAN SHE WOULD HAVE TO START SMOKING AT AGE 10
- 4 THE GIRL TALKS ABOUT HOW SHE TRIED TO STOP BREATHING ONCE TO SEE WHAT HER MOTHER GOES THROUGH
- 5 MESSAGE ON SCREEN: "KRYSTELL, AGE 9"
- 6 WOMAN IS SHOWN BREATHING THROUGH AN OXYGEN MASK
- 7 MESSAGE ON SCREEN: "CIGARETTES KILLED KRYSTELL'S MOM"
- 8 OTHER, SPECIFY
- 98 DON'T KNOW
- 99 REFUSED

J32_22c. This ad said something important to me. Would you say you…

AGREESCL

J32_22d. After seeing this ad, did you talk to anyone about not smoking?

MAYBESCL

[ASK J32 23A FOR ALL RESPONDENTS]

J32_23a. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a woman talking about her fear of getting a phone call for her next transplant?

MAYBESCL

[ASK J32_23B-J32_23D IF J32_23A=1 OR J32_23A=2; ELSE GO TO J32_24A]

J32_23b. What happens in this ad?

- 1 WOMAN FEARS THE TIME WHEN SHE WILL HAVE TO SAY GOODBYE TO HER KIDS FOR THE LAST TIME
- 2 CLOSE-UP OF A BURNING CIGARETTES IS SHOWN ON A BLACK

SCREEN

- 3 THE WOMAN IS CRYING
- MESSAGE ON SCREEN: "PAM DIED OCTOBER 31ST"
- 5 MESSAGE ON SCREEN: "SHE WAS 31"
- 6 OTHER, SPECIFY
- 98 DON'T KNOW
- 99 REFUSED

J32_23c. This ad said something important to me. Would you say you...

AGREESCL

J32_23d. After seeing this ad, did you talk to anyone about not smoking?

MAYBESCL

[ASK J32 24A IF COCODE = 045, 049, 089; ELSE GO TO J32 25A]

J32_24a. Have you recently seen a series of anti-smoking or anti-tobacco ads on TV that shows a small girl and a teenage boy talking about how their Dad plays with them and teaches them how to do things?

MAYBESCL

[ASK J32_24B-J32_24D IF J32_24A=1 OR J32_24A=2; ELSE GO TO J32_25A]

J32_24b. What happens in this ad?

- 1 GIRL SAYS THAT HER DAD PLAYS WITH HER
- 2 GIRL ASKS WHO WILL PLAY WITH HER IF HER DAD IS NOT THERE
- 3 TEENAGE BOY SAYS THAT HIS DAD IS GOING TO TEACH HIM HOW TO DRIVE
- 4 TEENAGE BOY ASKS WHO WILL TEACH HIM TO DRIVE IF HIS DAD IS NOT THERE
- A WOMAN ASKS, "HONEY WHO WILL TAKE CARE OF US IF YOU'RE NOT HERE?"
- 6 WOMAN SAYS "WE NEED YOU TO STOP SMOKING"
- 7 MESSAGE ON SCREEN: "I NEED YOU"
- 8 OTHER, SPECIFY_
- 98 DON'T KNOW
- 99 REFUSED

J32_24c. This ad said something important to me. Would you say you...

AGREESCL

J32_24d. After seeing this ad, did you talk to anyone about not smoking?

MAYBESCL

[ASK J32_25A IF COCODE = 029, 037, 063, 073; ELSE GO TO J32 26A]

J32_25a. Have you recently seen a series of anti-smoking or anti-tobacco ads on TV that shows how every cigarette someone smokes is doing them damage?

MAYBESCL

[ASK J32_25B-J32_25D IF J32_25A=1 OR J32_25A=2; ELSE GO TO J32_26A]

J32_25b. What happens in this ad?

- 1 AN ARTERY WITH FAT DEPOSITS FROM A SMOKER IS SHOWN
- 2 A BLACK LUNG WITH A TUMOR IS SHOWN
- 3 A VOICE SAYS THAT EVERY CIGARETTE YOU SMOKE IS DOING YOU DAMAGE
- 4 THE INSIDE OF A SMOKER'S MOUTH, WINDPIPE, AND LUNGS ARE SHOWN
- 5 PHONE NUMBER FOR NEW YORK STATE SMOKERS' QUITLINE IS SHOWN
- 6 OTHER, SPECIFY____
- 98 DON'T KNOW
- 99 REFUSED

 ${\tt J32_25c.}$ This ad said something important to me. Would you say you...

AGREESCL

J32_25d. After seeing this ad, did you talk to anyone about not smoking?

MAYBESCL

[ASK J32 26A OF ALL RESPONDENTS]

J32_26a. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows a large machine unloading thousands of individual cigarettes?

MAYBESCL

[ASK J32_26B-J32_26D IF J32_26A=1 OR J32_26A=2; ELSE GO TO J49]

- J32_26b. What happens in this ad?
- 1 VOICE SAYS THE TOBACCO INDUSTRY IS SPENDING MILLIONS TELLING YOU ABOUT ALL THE THINGS THEY DO FOR KIDS
- 2 AD SHOWS TWO GIRLS WEARING GLASSES
- 3 CIGARETTES KILLED THEIR MOTHER
- 4 AMANDA, AGE 12
- 5 KRYSTELL, AGE 9
- 6 VOICE SAYS TOBACCO INDUSTRY NEVER BOTHERS TO MENTION ALL THE THINGS THEY TAKE AWAY
- 7 AD SHOWS WOMAN IN A HOSPITAL GOWN BREATHING THROUGH OXYGEN TUBES
- 8 SCREEN MESSAGE: CIGARTTES KILLED THEIR MOTHER, PAM LAFFIN
- 9 OTHER, SPECIFY_____
- 98 DON'T KNOW
- 99 REFUSED

J32_26c. This ad said something important to me. Would you say you…

AGREESCL

J32_26d. After seeing this ad, did you talk to anyone about not smoking?

MAYBESCL

[ASK J32 27A OF ALL RESPONDENTS]

J32_27a. Have you recently seen an anti-tobacco ad on TV about secondhand cigarette smoke that shows a woman at a party?

MAYBESCL

[ASK J32_27B-J32_27D IF J32_27A=1 OR J32_27A=2; ELSE GO TO J32_28a]

J32_27b. What happens in this ad?

- 1. THERE IS SMOKE SWIRLING IN THE AIR AROUND HER.
- 2. THE AD SHOWS SMOKE ENTERING THE WOMAN'S THROAT AND THEN TRAVELING THROUGH HER BODY.
- 3. AD IS LIKE THE CSI PROGRAM AND SHOWS THE INTERNAL ORGANS AND HOW SMOKE AFFECTS THEM.
- 4. VOICEOVER SAYS THAT SMOKE DOESN'T JUST AFFECT THE LUNGS BUT WITHIN MINUTES ACTIVATES PLATELETS WHICH THICKEN THE BLOOD AND DAMAGE ARTERIES.
- 5. AD TALKS ABOUT PLAQUE ACCUMULATING IN THE DAMAGED BLOOD VESSELS WHICH OBSTRUCTS BLOOD FLOW TO THE HEART.
- 6. THE AD SAYS THAT SECONDHAND SMOKE CAN LEAD TO STROKE OR

NY ATS CATI Specifications - Q4 2004

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HEART ATTACK.
7. SCREEN MESSAGE: "A LITTLE SECONDHAND SMOKE CAN DO A LOT OF
  DAMAGE".
97 OTHER, SPECIFY
98 DON'T KNOW
99 REFUSED
J32_27c. This ad said something important to me. Would you say
you...
   AGREESCL
J32_27d. After seeing this ad, did you talk to anyone about not
smoking?
   MAYBESCL
[ASK J32 28A OF ALL RESPONDENTS]
J32 28a. Have you recently seen an anti-tobacco ad on TV about
   secondhand smoke that shows a man sitting in a hospital
  corridor?
MAYBESCL
[ASK J32 28B-J32 28D IF J32 28A=1 OR J32 28A=2; ELSE GO TO
   J32 29a]
J32_28b. What happens in this ad?
1. SCREEN MESSAGE: "HIM: TWO PACKS A DAY" AND "FOR 18 YEARS".
2. VOICEOVER SAYS THAT WHEN YOU SMOKE SO DOES EVERYONE ELSE
 AROUND YOU.
3. AD SHOWS A WOMAN IN A HOSPITAL BED, ATTACHED TO A LIFE
  SUPPORT SYSTEM, WITH A MASK TO HELP HER BREATHE.
4. A MAN IS STANDING IN A HOSPITAL ROOM LOOKING OUT THE WINDOW
 WHILE HIS WIFE IS ILL AND LYING IN BED.
5. SCREEN MESSAGE: "HER: ONE LUNG FOR THE REST OF HER LIFE".
6. VOICEOVER SAYS THAT SECONDHAND SMOKE ISN'T JUST ANNOYING
  IT'S DEADLY.
7. SLOGAN SHOWS "SOS (STAMP OUT SMOKE)" AND VOICEOVER SAYS
  "CALL IT QUITS, CALL 1-866-NOW-QUIT;
97 OTHER, SPECIFY
98 DON'T KNOW
99 REFUSED
J32 28c. This ad said something important to me. Would you say
you...
  AGREESCL
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J32_28d. After seeing this ad, did you talk to anyone about not

smoking? MAYBESCL

[ASK J32 29A OF ALL RESPONDENTS]

J32_29a. Have you recently seen an anti-tobacco ad on TV about secondhand smoke that shows children talking about smoking?

MAYBESCL

[ASK J32_29B-J32_29D IF J32_29A=1 OR J32_29A=2; ELSE GO TO J32_30a]

J32_29b. What happens in this ad?

- 1. THE AD SHOWS CHILDREN TALKING ABOUT HOW THEY SMOKE DURING THEIR REGULAR DAY.
- 2. A LITTLE GIRL SAYS SHE SMOKES WHILE WATCHING CARTOONS.
- 3. A LITTLE BOY SAYS HE HAS HIS FIRST CIGARETTE OF THE DAY WHEN HE GETS UP.
- 4. A LITTLE GIRL WHO IS SITTING WITH HER BROTHER IN A CAR SAYS THAT THEY SMOKE IN THE CAR ON THEIR WAY TO SCHOOL.
- 5. A LITTLE BOY SAYS HE SMOKES WHEN HE'S COLORING.
- 6. ONE OF THE CHILDREN SAYS HE SMOKES DURING HIS NAP.
- 7. A LITTLE GIRL SAYS "I'M DOWN TO ABOUT A PACK A DAY".
- 8. VOICE MESSAGE SAYS "WHEN YOU SMOKE AROUND YOUR KIDS, IT'S LIKE THEY'RE SMOKING".
- 9. SCREEN MESSAGE AND VOICEOVER "SECONDHAND SMOKE CAN HURT LUNG GROWTH AND PERMANENTLY DAMAGE LUNG FUNCTIONS IN CHILDREN".
- 10. A LITTLE BOY SAYS "I TRIED QUITTING. I NEED TO TRY IT AGAIN".
- 11. AD SHOWS NEW YORK STATE SMOKERS' QUITLINE NUMBER FOR FREE HELP WITH QUITTING.
- 12. VOICE MESSAGE SAYS "SECONDHAND SMOKE. IT'S NOTHING TO KID ABOUT".
- 97 OTHER, SPECIFY
- 98 DON'T KNOW
- 99 REFUSED

J32_29c. This ad said something important to me. Would you say you...

AGREESCL

J32_29d. After seeing this ad, did you talk to anyone about not smoking?

MAYBESCL

J32_30a. Have you recently seen an anti-tobacco ad on TV that

shows an older woman who is dying?

MAYBESCL

[IF J32_30A=1 OR J32_30A=2, ASK J32_30B-J32_30D; ELSE GO TO J32_31a]

J32 30b. What happens in this ad?

- 1 The ad is about secondhand smoke
- 2 The woman talks about how she is dying of lung cancer because of secondhand smoke
- 3 The woman worked as a waitress
- 4 The woman never smoked, yet has a smoker's tumor
- 5 The woman says that she never smoked but the air was blue where she worked
- 6 Screen message says: "Some Tobacco Companies Say Secondhand Smoke Bothers People" and "We Say it Kills"
- 97 Other (Specify:_____) [ALLOW 60 CHARACTERS]
- 98 DON'T KNOW
- 99 REFUSED

J32_30c. This ad said something important to me. Would you say you…

AGREESCL

J32_30d. After seeing this ad, did you talk to anyone about not smoking?

MAYBESCL

[ASK J32 31A OF ALL RESPONDENTS]

J32_31a. Have you recently heard an anti-tobacco ad on the radio about secondhand smoke that has children talking about how they smoke during the day?

MAYBESCL

[ASK J32_31B-J32_31D IF J32_31A=1 OR J32_31A=2; ELSE GO TO J49]

J32_31B. What did you hear in this ad?

- 1. ONE OF THE CHILDREN SAYS "I SMOKE RIGHT WHEN I GET UP IN THE MORNING".
- 2. A CHILD SAYS "I USUALLY SMOKE WHEN I'M WATCHING CARTOONS".
- 3. A CHILD SAYS "WE SMOKE IN THE CAR ON THE WAY TO SCHOOL".
- 4. A CHILD SAYS "I SMOKE AT THE DINNER TABLE".

- 5. A LITTLE GIRL SAYS "I SMOKE WHEN I'M COLORING".
- 6. A CHILD SAYS "SOMETIMES I SMOKE DURING MY NAP".
- 7. A CHILD SAYS "I SMOKE WHEN I'M TAKING A BUBBLE BATH".
- 8. VOICEOVER SAYS "WHEN YOU SMOKE AROUND YOUR KIDS, IT'S LIKE THEY'RE SMOKING".
- 9. A LITTLE KID SAYS "SEEMS I'VE BEEN SMOKING ALL MY LIFE".
- 10. A LITTLE GIRL SAYS "I'M DOWN TO A PACK A DAY".
- 11. VOICE MESSAGE SAYS "IF YOU SMOKE, THE KIDS AROUND YOU SMOKE SECONDHAND WHICH CAN MEAN HEALTH PROBLEMS LIKE ASTHMA AND OTHERS THAT COULD BE WITH THEM FOR LIFE".
- 12. VOICE MESSAGE SAYS "IF YOU SMOKE AROUND CHILDREN FROM BIRTH, BY AGE 5 THEY WILL HAVE INHALED OVER 100 PACKS".
- 13. VOICE MESSAGE SAYS "TO LEARN HOW TO QUIT AND TO KEEP SMOKE AWAY FROM YOUR CHILDREN, CALL THE FREE MICHIGAN TOBACCO QUIT LINE AT 1-800-480-7848".
- 14. A LITTLE KID SAYS "I'VE TRIED TO QUIT A FEW TIMES, I NEED TO TRY AGAIN".
- 15. VOICE MESSAGE SAYS "SECONDHAND SMOKE. IT'S NOTHING TO KID ABOUT".
- 97 OTHER, SPECIFY
- 98 DON'T KNOW
- 99 REFUSED

J32_31c. This ad said something important to me. Would you say you…

AGREESCL

J32_31d. After seeing this ad, did you talk to anyone about not smoking?

MAYBESCL

In the past 30 days, have you seen or heard advertisements about each of the following tobacco related issues:

J49. Places to call to get help in quitting smoking.

YNDKRF

J50. Talking to your children about not smoking.

YNDKRF

J51. Products to help people quit smoking, such as nicotine patches or gums.

YNDKRF

J52. The dangers of children and adults being around cigarette

smoke.

YNDKRF

J54a. Where tobacco companies stand and what actions they are taking on important tobacco issues?

YNDKRF

J55. Family members losing a loved one to a tobacco-related illness.

YNDKRF

J56. In the past 30 days, how often did you...

Watch a movie in a movie theater?

- 1 1 time
- $2 \quad 2 \quad -3 \quad times$
- 3 4 times or about once a week
- 4 5 or more times
- 5 Never
- 8 DON'T KNOW
- 9 REFUSED
- J57. In the past 30 days, how often did you...

Rent and watch a video, DVD, or cable or satellite movie

- 1 1 time
- 2 2 -3 times
- 3 4 times or about once a week
- 4 5 or more times
- 5 Never
- 8 DON'T KNOW
- 9 REFUSED

[ASK J58 IF (J56=1 OR J56=2 OR J56=3 OR J56=4) OR (J57=1 OR J57=2 OR J57=3 OR J57=4); ELSE GO TO K1]

J58. In the past 30 days, how often did you $\underline{\text{see adults smoking}}$ onscreen when you ...

Watched movies in a movie theater or on video, DVD, cable, or satellite?

- 1 Almost always
- 2 Often
- 3 Sometimes
- 4 Rarely

- 5 Never
- 8 DON'T KNOW
- 9 REFUSED

SECTION K: SECOND-HAND SMOKING POLICIES

Secondhand smoke effects

Kla. When someone is smoking around you, do you... [CODE
ALL THAT APPLY]

- 1 Do nothing
- 2 Go someplace else
- 3 Ask them not to smoke around you
- 4 Tell them to put out their cigarette immediately
- 8 DON'T KNOW
- 9 REFUSED

[IF (B1=1) AND (B2=1 or 2) {CURRENT SMOKER}, ASK K1b-K1e]

K1b. About how often in the past 12 months has anyone asked you not to smoke when you were smoking or were about to smoke?

ASRN

K1c. How comfortable do you feel smoking around friends who don't smoke?

- 1 Very comfortable
- 2 Somewhat comfortable
- 3 Neither comfortable nor uncomfortable
- 4 Somewhat uncomfortable
- 5 Very uncomfortable
- 8 DON'T KNOW
- 9 REFUSED

Kld. About how often do you smoke when you are in the company of children?

ASRN

Kle. About how often do you smoke when you are in the company of friends or others that do not smoke?

ASRN

SUPPORT FOR THE LAW

- K5. Are you personally in favor, opposed to, or indifferent to the New York State law prohibiting smoking in all public and work places, including bars and restaurants?
 - 1 FAVOR
 - 2 OPPOSE
 - 3 INDIFFERENT
 - 4 NOT FAMILIAR WITH LAW

- 8 DON'T KNOW
- 9 REFUSED

K5a. Would you be in favor of a law banning smoking in outdoor public places such as beaches or parks?

- 1 Definitely Yes
- 2 Probably Yes
- 3 Probably Not
- 4 Definitely Not
- 5 No Opinion/DK
- 99 REFUSED

K5b. Would you be in favor of a law banning smoking in the entrance ways of public buildings and workplaces?

- 1 Definitely Yes
- 2 Probably Yes
- 3 Probably Not 4 Definitely Not
- 5 No opinion/DK
- 99 REFUSED

K5c. Would you be in favor of warning labels on cigarette packs that show graphic images of damage caused by smoking, such as black lungs?

- 1 Definitely Yes
- 2 Probably Yes
- 3 Probably Not
- 4 Definitely Not
- 5 No opinion/DK
- 99 REFUSED

Κб.	How	often	did	you	go	to	а	restaurant	in	your	community	in
the	past	30 days	₹?									

_____ [RANGE: 0 - 100]

998 DON'T KNOW

999 REFUSED

[IF (1 < K6 < 101, ASK K7-K9; ELSE GO TO K10]

- K7. The last time you went to a restaurant in the past 30 days, what type of restaurant did you go to? Would you say "take out", "fast food", "casual or family style" or "fine dining"?
 - 1 TAKE OUT
 - 2 FAST FOOD
 - 3 CASUAL OR FAMILY STYLE
 - 4 FINE DINING
 - 8 DON'T KNOW
 - 9 REFUSED
- K8. The last time you went to a restaurant in your community in the past 30 days, did you see someone smoking indoors?

YNDKRF

K10. How often did you go to a bar in your community in the past month?

[RANGE: 0 - 100]

998 DON'T KNOW

999 REFUSED

[IF (1 < K10 < 101, ASK K11-K12; ELSE GO TO K13]

K11. The last time you went to a bar in your community in the past 30 days, did you see someone smoking indoors?

YNDKRF

K17. Have you made any special trips outside New York State for the purpose of visiting restaurants or bars where smoking is allowed?

YNDKRF

SECTION L: CLOSING DEMOGRAPHIC ITEMS

L1. Are you:

- 1 Married
- 2 Divorced
- 3 Widowed
- 4 Separated
- 5 Never married, or
- 6 Living with a partner
- 8 DON'T KNOW
- 9 REFUSED

- L2. How many children live in your household who are...
 - L2a. ...younger than 5 years old? _____ [RANGE: 0-10]
 - L2b. ...5 through 11 years old? _____ [RANGE: 0-10]
 - L2c. ...12 to 17 years old? _____ [RANGE: 0-10]
- L3. Is your annual household income from all sources during 2004 more or less than \$30,000?
 - 1 \$30,000 OR MORE
 - 2 LESS THAN \$30,000
 - 8 DON'T KNOW
 - 9 REFUSED

[IF L3=2, ASK L4; IF L3=1, GO TO L6; IF L3=8 OR L3=9, GO TO L12A]

L4. Was your total household income less than \$20,000?

YNDKRF

[IF L4=1, ASK L5; ELSE GO TO L12A]

L5. Was your total household income less than \$10,000?

YNDKRF

[GO TO L12A]

L6. Was your total household income more than \$40,000?

YNDKRF

[IF L6=1, ASK L7; ELSE GO TO L12A]

L7. Was your total household income more than \$50,000?

YNDKRF

[IF L7=1, ASK L8; ELSE GO TO L12A]

L8. Was your total household income more than \$60,000?

YNDKRF

[IF L8=1, ASK L9; ELSE GO TO L12A]

L9. Was your total household income more than \$70,000?

YNDKRF

[IF L9=1, ASK L10; ELSE GO TO L12A]

L10. Was your total household income more than \$90,000?

YNDKRF

[IF L10=1, ASK L11; ELSE GO TO L12A]

L11. Was your total household income more than \$110,000?

YNDKRF

L12a. Because New York State wants to ensure that this survey reflects the diversity of the state, I'd like to ask you: How would you best describe your sexual orientation?

- 1 Heterosexual
- 2 Gay/lesbian
- 3 Bisexual
- 4 Other (Specify:_____)[ALLOW 60 CHARACTERS]
- 8 DON'T KNOW
- 9 REFUSED
- L13. Do you identify yourself as transgender?

YNDKRF

L14. What is your zip code?

__ __ _ _ ZIP CODE [ALLOW 5 CHARACTERS]

99998 DON'T KNOW 99999 REFUSED LOCAT1. We would like to talk to you again in about 12 months to ask more questions about television advertisements and tobacco use and health. To find you then, we'll need to confirm and gather some additional locating information.

I want to assure you that this information will be kept completely confidential in secure and protected data files, and will be separate from the responses you've already provided in the interview.

1 CONTINUE

LOCAT2. What is your full name?

First Name: [ALLOW 60 CHARACTERS]
Last Name: [ALLOW 60 CHARACTERS]

LOCAT3. So that we're able to reach you in the future, could you please tell your address information?

Address: [ALLOW 60 CHARACTERS]
City: [ALLOW 30 CHARACTERS]
State: [ALLOW 30 CHARACTERS]
Zip: [ALLOW 5 CHARACTERS]
Telephone: [ALLOW 10 CHARACTERS]
E-mail: [ALLOW 30 CHARACTERS]

[INTERVIEWER: IF NO E-MAIL ADDRESS, ENTER "ENTER NONE"]

LOCAT4. In what city or state do you expect to be living in 12 months from now?

[INTERVIEWER:	REPEAT	CITY	NAME	AND	VERIFY	SPE	LLING]
					_ [ALLOW	7 80	CHARACTERS]

END

That's all the questions I have. Thank you very much for your time. I enjoyed talking with you.