

# **Tobacco Perspectives Questionnaire**

**Thank you for participating in the Tobacco Perspectives Survey. The purpose of the survey is to help us better understand the reasons some teens decide to smoke and other teens decide not to smoke. We are also interested in your views regarding a number of other tobacco issues. Finally, we are interested to see how your thoughts and views may change over time.**

**There are no right or wrong answers to any of the questions in this survey.**

**Let me assure you that all of your answers will remain completely confidential. No one who knows you will ever see any of your responses.**

**Whether you are a smoker or a nonsmoker, your opinions are valuable to us. Please answer these questions openly and honestly.**

**Once again, we really appreciate your help. Thanks for taking the time to fill out this questionnaire. It is appreciated!**

Name: \_\_\_\_\_ Age: \_\_\_\_\_

Grade: \_\_\_\_\_ Gender:  Male  Female

Choose the racial/ethnic category or categories that best describes you (check all that apply):

- Asian or Pacific Islander  Chicano/a or other Hispanic  
 Black or African-American (Non-Hispanic)  White (Non-Hispanic)  
 American Indian or Native Alaskan  
 Other (please specify): \_\_\_\_\_

After you leave high school, do you plan to go to college?  Yes  No  Unsure

Does anyone living in your home smoke?  Yes  No

If you answered "yes," check those who smoke (check all that apply):

- Mother  Father  Brother(s)  Sister(s)  
 Other (please identify): \_\_\_\_\_

1. Have you ever smoked at least one whole cigarette?  Yes  No

☛ If you answered "Yes" to question 1, please skip ahead to question 7.

☛ If you answered "No," please answer the questions in the box below.

- |   |                          |                          |                          |                          |                          |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 2. Do you think you will try a cigarette soon?                                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Honestly, would you like to try smoking a cigarette?                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. If one of your best friends were to offer you a cigarette, would you smoke it? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Do you think you will ever smoke, even once or twice a month?                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Do you think you will ever smoke a cigar, cigarillo, or little cigar?          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
- ☛ Now go directly to question 11.

7. How old were you when you smoked a whole cigarette for the first time? \_\_\_\_\_ years old

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

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

9. During the past 30 days, on the days you smoked, how many cigarettes did you smoke per day?

- I did not smoke during the past 30 days  6 to 10 cigarettes per day  
 Less than 1 cigarette per day  11 to 20 cigarettes per day  
 1 cigarette per day  More than 20 cigarettes per day  
 2 to 5 cigarettes per day

☛ If you have not smoked in the past 30 days, do you think you will ever smoke again?

- Yes  Probably  Probably Not  Definitely Not

10. Have you ever tried to quit smoking cigarettes?  Yes  No

11. Which of the following tobacco products have you tried or used? (check all that apply)

- Cigars or little cigars     Tried, but never used regularly     Used regularly in the past     Currently use
- Chewing tobacco         Tried, but never used regularly     Used regularly in the past     Currently use
- Snuff                       Tried, but never used regularly     Used regularly in the past     Currently use

**12. How many of your male friends smoke cigarettes?**  
 None     A Few     Some     Most     All

**13. How many of your female friends smoke cigarettes?**  
 None     A Few     Some     Most     All

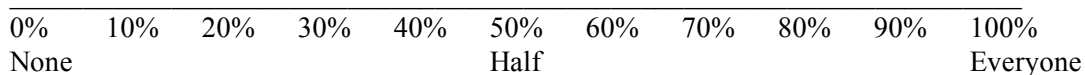
**14. How much pressure do you feel from your friends and schoolmates to smoke?**  
 None     A Little     Some     A Lot

**15. How do you think your best friends would feel if you smoked daily?**  
 They would strongly approve                       They would somewhat disapprove  
 They would somewhat approve                       They would strongly disapprove  
 They wouldn't care one way or the other

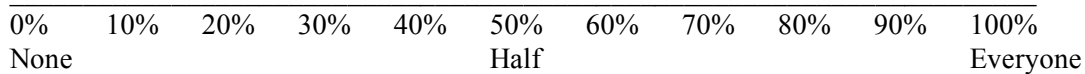
**16. If you lit up a cigarette tomorrow in front of your father, how do you think he would react?**  
 He would tell me to stop, and be very upset  
 He would tell me to stop, but not be too upset  
 He wouldn't tell me to stop, but he would quietly disapprove  
 He would have no reaction or a positive reaction  
 I don't live with or see my father very often.

**17. If you lit up a cigarette tomorrow in front of your mother, how do you think she would react?**  
 She would tell me to stop, and be very upset  
 She would tell me to stop, but not be too upset  
 She wouldn't tell me to stop, but she would quietly disapprove  
 She would have no reaction or a positive reaction  
 I don't live with or see my mother very often.

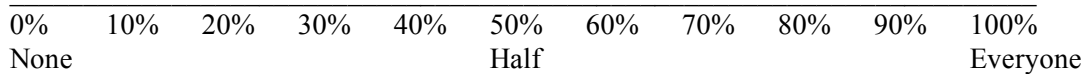
Note: Questions 18-22 ask you to estimate percentages of people who do or have done certain things. Following each question is a line on which to indicate your response. To answer each question, simply put an "X" on that point of the line that best indicates your thinking. For example, if you were asked what percent of high school seniors go on to college, you might estimate 75%. If so, you would indicate your response as follows:



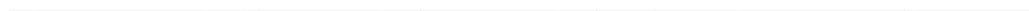
**18. Please estimate what percent of high school seniors in our country smoke one or more packs of cigarettes a week?**



**19. Please estimate what percent of high school seniors who smoke have tried to quit smoking?**



**20. What percent of adults in our country do you think smoke one or more packs of cigarettes a day?**



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%  
 None Half Everyone

**21. What percent of adults who smoke would you estimate have tried to quit smoking?**

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%  
 None Half Everyone

**22. Considering all smokers and former smokers (both teens and adults), of those who have tried to quit, how many would you estimate succeed?**

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%  
 None Half Everyone

**23. Please indicate your extent of agreement or disagreement with each of the following statements**

- |  |                          |                          |                          |                          |                          |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. Smokers know how to enjoy life more than non-smokers.                                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. I strongly dislike being near people who are smoking.                                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Smoking can help people when they are bored.  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Smoking is a dirty habit.   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. Smoking helps people relax.   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. Smoking helps people feel more comfortable at parties and in other social situations. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. Smoking helps a young person look more mature.  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. Seeing someone smoking turns me off.  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| i. Smoking makes it easier to be part of a group.  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| j. Smoking helps reduce stress.  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| k. I personally don't mind being around people who are smoking.                          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| l. If I started smoking regularly, I could stop anytime I wanted.                        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| m. Smoking helps people keep their weight down.  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| n. The harmful effects of secondhand smoke have been exaggerated.                        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| o. It is safe to live or work with a smoker if you don't smoke yourself.                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| p. Smoking helps a person look like a rebel.   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| q. If I were to smoke, my teeth would likely yellow.                                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| r. There is really no harm in having an occasional cigarette.                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| s. Smokers are more popular than nonsmokers.   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| t. Young people who smoke are hurting their health.                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| u. Smokers have bad breath.  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| v. It's safe to smoke for only a year or two.  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| w. The harmful effects of cigarettes have been exaggerated.                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| x. I would prefer to date people who don't smoke.  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| y. I have too much "will power" to become addicted to something.                         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**24. If you were given one for free, would you wear:**

- |   |                          |                          |                          |                          |
|---|--------------------------|--------------------------|--------------------------|--------------------------|
| a. A t-shirt featuring Joe Camel?               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. A t-shirt featuring the Marlboro man?        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. A t-shirt with some other tobacco logo or ad | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**25. Do you collect Marlboro miles, Camel cash, or other tobacco coupons?**  Yes  No

**26. Which of the following statement best reflects your views about kids your age who collect Marlboro miles, Camel cash, or other tobacco coupons:**

- I think they're smart; they can get some really great stuff.
- I don't really care one way or the other.
- I don't think they should support the tobacco industry by participating in their promotions.
- I don't know anything about Marlboro miles, Camel cash, or other tobacco coupons.

**27. Please indicate your extent of agreement or disagreement with the following:**

- a. All smoking (by anyone) should be prohibited on school grounds at all times, including meetings and sporting events.
- b. There should be a law against cigarette vending machines.
- c. Tobacco billboards should not be allowed near schools.
- d. All tobacco billboards should be banned.
- e. Restaurants should be 100% smoke-free.
- f. Workplaces should not allow smoking indoors.
- g. Cigarette companies should not be allowed to hand out free samples.
- h. Cigarette companies should not be allowed to advertise.
- i. A heavy tax should be placed on cigarettes.

**28. Some people might make the following arguments against limits on indoor smoking. How strongly do you agree or disagree with each of these arguments?**

- a. Bans on smoking in restaurants violate a person's freedom of choice.
- b. First, they'll ban smoking. Then they'll ban coffee or potato chips. Who knows where it will lead.
- c. Everyone should be free to do what they want. It's a free country.
- d. If I want to risk ruining my health, that's nobody's business but mine.
- e. Smoking is a personal choice. Just because it annoys some people doesn't mean there should be laws about where you can and can't smoke.

**29. How honest do you think tobacco companies are when they say the following things?**

- a. We do not try to encourage kids to smoke.
- b. Nicotine is not addictive.
- c. Tobacco is not harmful to health.
- d. Secondhand smoke is not harmful to health.
- e. Advertising is only aimed at getting smokers to change brands.
- f. We are not trying to recruit new smokers.

**30. Imagine some of your close friends started to smoke and they encouraged you to smoke as well. How do you think you would respond?**

- I would probably start to smoke as well.
- I would find it quite difficult to resist, but I probably wouldn't start to smoke.
- I would find it somewhat difficult to resist, but I wouldn't start to smoke.
- I would find it easy to resist.

**31. How much to you agree or disagree with each of the following statements**

- a. If a friend started smoking, I *could* convince them to give it up.

- b. If a friend started smoking, I *would* convince them to give it up.
- c. When someone lights up a cigarette around me,  
I always ask them not to smoke.

**32. If you were to work to pass a “no smoking” policy in each of the following groups, how effective do you think you could be?**

- a. your school
- b. your community (Town or City)
- c. your State

**33. In the last two months have you asked someone not to smoke around you?**  Yes  No

**34. In the last two months, have you encouraged someone to stop smoking?**  Yes  No  
If yes, did they quit?  Yes  No  No, but they tried

**35. In the last two months, have you done any of the following? (check all that you have done)**

- Written a “Letter to the Editor” about a smoking issue
- Made a presentation to a group regarding a smoking issue
- Participated in a group working to change a smoking policy
- Shared with a friend your thoughts about smoking
- Written to an elected official (e.g. Senator, Representative, Mayor) about a smoking issue
- Participated in some other anti-tobacco activity