

REPORT ON RESULTS OF COGNITIVE INTERVIEWING FOR THE CPS  
TOBACCO USE SUPPLEMENT FOR THE ASSIST EVALUATION

Theresa DeMaio, Susan Ciochetto, Laura Sewell,  
Mary Ellen Beach, Tere Glover  
U.S. Bureau of the Census  
June 25, 1991

Introduction

Staff from the Center for Survey Methods Research (CSMR), Demographic Surveys Division, and Field Division conducted cognitive interviews in CSMR's Response Research Laboratory as part of the questionnaire development process for the CPS Tobacco Use Supplement for the ASSIST evaluation. The interviews were conducted between April 5 and 16, and current smokers, former smokers, and nonsmokers were asked to participate. To recruit the subjects, posters were displayed at local shopping malls, libraries, and non-census offices located in the Washington Plaza Building. An ad was also placed in the Capital Flyer, the newspaper distributed at Andrews Air Force Base, which is located in the vicinity of the laboratory. Twenty-one interviews were conducted in all: six with smokers, nine with former smokers, and six with nonsmokers.

Summaries of each individual interview are included as attachments to this report. The next part of the report contains an item-by-item review of the problems that were observed during the interviews; the final section contains recommendations for changes to the questionnaire.

Item-by-Item Review of the Questionnaire

A. Smoking Prevalence/Screeners

Question 1. **Have you smoked at least 100 cigarettes in your entire life?**

None of the respondents had any difficulty answering this question immediately.

Question 2. **How old were you when you first started smoking cigarettes fairly regularly?**

Respondents dealt with this question in different ways. All except one of the smokers and former smokers was able to recall a specific time in their life (such as a grade in school or entry into the military) and then relate that to their age. Three of the respondents first answered with something other than their age: the number of years they had smoked, the year they started smoking, their grade in school. By probing, the interviewer obtained the needed answer.

Three out of eleven respondents (27%) did not consider that the question asked about smoking "fairly regularly" until the interviewer probed. Each revised the answer that was originally given.

Respondents defined "fairly regularly" in different ways:

"smoking every day a few cigarettes."  
 "about 10 cigarettes a day;" "smoking one cigarette every  
 day is not smoking regularly."  
 "at least a couple of cigarettes a day."  
 "a pack a day."  
 "frequent and when smoking becomes a habit."  
 "half a pack a day."  
 "something other than very seldom."  
 "regularly."  
 "a pack a day."  
 "a pack every other day."  
 "every day."  
 "twice a day."  
 "a pack every two days."

**Question 3. Do you smoke cigarettes now?**

Respondents had no difficulty answering this question immediately.

**Question 4. Do you smoke cigarettes every day or some days?**

Respondents had no difficulty answering this question immediately. Each of them answered "every day," so item 7a was never asked.

**Question 5. Do you now smoke cigarettes not at all or some days?**

Respondents had no difficulty answering this question immediately. Each of them answered "not at all," so item 7a was never asked.

**Question 6. On the average, how many cigarettes do you now smoke a day?**

Respondents came up with an average by thinking about how many packs they smoke and then converting that to the number of cigarettes. The one respondent whose amount of smoking varied (by whether she was at work or not) had more difficulty deciding on an average.

**Question 7a. On how many of the past 30 days did you smoke cigarettes?**

This question was never asked.

**Question 7b. On the average, when you smoked, about how many cigarettes did you smoke a day?**

This question was never asked.

## B. Current Smoker

All the smokers who participated in the cognitive interviews reported in the screener section that they smoked every day. As a result, no one was asked questions 1, 2, 3a, or 3b.

**Question 4. What is the total number of years you smoked every day? (Do not include any time you stayed off cigarettes for at least 6 months or longer.)**

Respondents tended to approach this question by thinking of the age at which they started smoking (which they had already reported in the screener section) and subtracting that from their current age. They did not seem to have problems in answering the question. Respondents seemed to interpret the additional instruction correctly and to subtract time periods when they were not smoking as necessary.

**Question 5. Have you ever stopped smoking for one day or longer?**

Many respondents interpreted this question as asking about deliberate attempts to quit smoking. However, in half the cases (three out of six), respondents replied "yes" when they had in fact not smoked for a day because they were sick, had drunk and smoked too much the night before, didn't have money to buy cigarettes, or didn't have time for them.

**Question 6a. During the past 12 months, have you stopped smoking for one day or longer?**

Four respondents answered this question. Probing of one respondent indicated that she was considering the period of time since January 1, 1990 (or about 15 months) in answering this question. Another respondent admitted using the same reference period in response to probes at other questions, but she was not probed in connection with this particular question.

**Question 6b. How many times during the past 12 months have you stopped smoking for one day or longer?**

The responses to this question do not always reflect attempts to quit smoking. One respondent counted up the number of times she had strep throat or had had too much to drink the night before. Another respondent's initial answer included times when she had not smoked due to extraneous circumstances; only after probing did she include the days she had deliberately tried to quit (this more than doubled her original response). The third respondent to this question included only deliberate attempts to quit smoking. The fourth respondent had difficulty trying to count up all the times that he had gone for one day without a cigarette; when the question was reworded to include times he had

actively decided to quit for one day or longer, he easily answered "three."

**Question 7a. In the past year, have you seen a medical doctor/dentist?**

While some respondents used the proper reference period in answering the question, others used January 1, 1990 (15 months ago) as a reference date. One respondent included a doctor visit that occurred a year and a half ago. Another respondent didn't realize that the question referred strictly to medical professional visits. His wife works with doctors, and he responded in the affirmative, since he sees doctors all the time.

**Question 7b. In the past year, did any medical doctor/dentist advise you to stop smoking?**

Respondents didn't seem to have a problem with this item. All positive reports reflected conversations with the doctor in which the medical situation would change if the respondent were to quit smoking.

**Question 7c. Has a medical doctor or dentist ever advised you to quit?**

This question was not asked of any respondent. It should have been asked in two cases, but the interviewer found the instruction confusing and did not ask the question.

**Question 8a. Are you seriously considering quitting within the next 6 months?**

For the most part, respondents did not have a problem with this question. However, one respondent thought the question was asking if she even thinks about quitting. (Even with this incorrect interpretation, her answer was technically correct, since she said "no.")

**Question 8b. Are you planning to quit in the next 30 days?**

This question was asked twice; once the respondent couldn't really answer it--she said "don't know." In the other case, the respondent said "no."

**Question 9. During the past year, have any organizations in your area offered you stop smoking information or activities?**

Respondents did not seem to have a problem with this question. They gave a number of examples of the kind of thing that was intended by this question, including booklets from school, brochures in a grocery store or library, seminars at a hospital, support groups.

## C. Former Smoker

Question 1. **Have you ever smoked cigarettes every day for at least 6 months?**

None of the respondents had any difficulty answering this question. Only one respondent answered NO. The other eight respondents answered yes, without any problems.

Question 2. **How long have you been off cigarettes, since you stopped completely?**

Only one respondent answered this question. The respondent had no problem answering this question. "Completely" meant stopped smoking and never smoked again.

Question 3. **About how long has it been since you last smoked cigarettes (every day)?**

None of the respondents had any problem answering the question, but they would answer giving the year they last smoked instead of the number of years. Most of them required probing to get the number of years since they last smoked. All recalled an event in their lives related to their decision about quitting smoking.

Question 4. **On the average, how many cigarettes did you smoke a day when you last smoked every day?**

All answered right away. They all based their answers on the fact that there are 20 cigarettes in a pack. Their answers were between 10 and 40 cigarettes a day.

Question 5. **What is the total number of years you smoked every day? (Do not include any time you stayed off cigarettes for at least 6 months or longer).**

Four respondents did not have any problem answering this question. They were all probed about their answer and all recalled an event in their lives that helped them to come up with their answers. Three respondents seemed to have problems with the second part of the question: do not include any time you stayed off cigarettes for at least 6 months or longer. Basically because they had to figure out if it was really a period of 6 or more months (like pregnancies).

## D. Other Tobacco Use

Question 1a. **Have you ever used other tobacco products such as pipes, cigars, chewing tobacco or snuff on a regular basis?**

Four of the 21 respondents (19%) answered "yes" to this question. Three answered pipes, two answered cigars. There seemed to be no

problem making the distinction between occasional and regular use. The term "snuff" was not definable by all respondents.

**Question 1b. Do you currently use (pipes/cigars/chewing tobacco/snuff)?**

One respondent currently uses cigars. This question didn't seem to cause any difficulties.

#### E. Occupational Tobacco Smoke

**Question 1. Does your worksite allow smoking by employees in all, some, or none of each of the following places? Private offices? Open work and production areas? Break areas and lounges? Cafeterias? Restrooms?**

Two thirds of the respondents were asked this series of questions. There are several notable points. First, respondents answered "none" when asked about cafeterias even though there was no cafeteria. These respondents should have answered "NA." Break area and lounges caused some confusion to respondents who worked in totally nonsmoking buildings. They included outside as "break areas" and then said the areas inside are all nonsmoking and the ones outside are all smoking. They didn't think it was appropriate to mark "some." Several respondents were unsure if smoking was allowed in restrooms. In this situation, one respondent saw that there was a "don't know" category and told the interviewer to mark that. Others chose either the "all" or "none" category.

This question didn't work at all for the person who was self-employed and worked out of his home.

A couple of respondents had difficulty answering the question using the prescribed format. They either responded "yes" or "no" and then the interviewer had to clarify the answer.

The definition of worksite ranged from a person's own office, to the company's suite of offices in the building, to the whole building, to the entire military - inside and outside the office.

**Question 2. Has your employer ever offered a quit smoking program or any other help to employees who want to quit smoking?**

This question confused one respondent who had been previously asked question B9. When the interviewer repeated the question, the respondent answered "yes". Then she realized she was talking about a previous employer. Her current employer offered no such program.

"Any other help" had several definitions. One respondent said encouragement while another one said she did not interpret someone suggesting that she quit smoking as help; another

respondent said doctor; another though it might mean whether insurance would cover the cost of a program.

Again, this question did not apply to the respondent who was self employed.

Question 3. Has your employer offered any quit smoking program or any other help to employees who want to quit smoking within the past 12 months?

A couple of the respondents who answered this question did not realize that the difference between this and the last question was in the reference period. One thought the question was referring to programs she didn't think of in the previous question. Another said her supervisor and coworker joined the program.

#### F. Other Issues

Question 1. Concerning smoking in the following places, do you think that it should be allowed without restriction, should be permitted only in designated areas or not be allowed at all in restaurants, hospitals, government buildings, worksites, bars and cocktail lounges, indoor sporting events, shopping malls, and buses and trains?

The majority of the respondents had no problems understanding the format of this question and answering using the predefined response categories. The wording of the question was clear and caused no confusion on the part of the subjects. Only one individual immediately responded with "not be allowed at all" before the interviewer was able to read the list of places. This reaction may not have been a function of the respondent's misunderstanding of the question, but rather his strong opposition to smoking. This question did solicit discussions by respondents regarding their opinions about smoking and about smokers' and non-smokers' rights.

Several of the response categories caused problems for the respondents primarily due to unclear definition of each of the places. A description of the problems encountered for each of the prescribed categories is provided below.

For restaurants: Three respondents had problems with the definition of restaurants. One stated his answer depended on whether the restaurant had an open or closed air system. Another subject stated his answer depended on whether it was a large or small restaurant. The final respondent who had problems with this category just could not decide on an answer.

For hospitals: All the respondents had a clear interpretation of what was meant by hospitals.

For government buildings: The term "government buildings" was defined quite differently by the subjects. Each one had a different interpretation of the category. Some of the ways it was defined are listed below. One individual could not define a government building because there were so many different types. Another person thought there was no difference between government buildings and worksites. The largest percentage of subjects thought government buildings meant office buildings.

"office buildings where government employees work."  
 "where people work."  
 "courthouses, county buildings, museums."  
 "someplace like here." (meaning CSMR's offices)  
 "Census Bureau or Naval Intelligence."  
 "the Capitol."  
 "office buildings."  
 "office buildings like at Andrews Air Force Base or Crystal City."  
 "Andrews Air Force Base."  
 "offices."  
 "embassy, passport office."  
 "any building owned by the government."  
 "a bureaucratic building, a several story building primarily with the function of providing government service."

For worksites: Once again, there were many definitions of worksites. Some of the interpretation given by respondents are listed below. A couple of individuals had problems responding to worksite because they said it depended on the type of worksite, for example, whether it was indoors or outdoors or whether there are hazardous materials at the worksite.

"space where I do work, i.e., my office."  
 "individual private offices."  
 "place where people work like McDonalds."  
 "a construction worksite."  
 "a car body shop."  
 "where work takes place."  
 "construction."  
 "where people work."  
 "group of areas in office such as inner offices, open work spaces, and lobby."  
 "areas or building where I go to work."

For bars and cocktail lounges: All respondents had a clear understanding of this category.

For indoor sporting events: Most respondents had no problems with this category. However, a few stated their answer depended on the type of sporting event and where it is taking place.



For shopping malls: Several of the respondents stated that they were confused over whether the question meant the concourse or the stores or both. In addition, some felt their answers depended on whether we were referring to an open or enclosed mall.

For buses and trains: One respondent had problems answering this question because her answer would differ depending on whether you were referring to long distance trains or local Metro buses. Several individuals felt there should be separate categories for buses and trains because they had a different response to each.

Question 2. If you wanted information about stopping smoking, what local person or organization would you most likely contact?

Most of the respondents clearly understood this question and answered with one of the response categories listed on the questionnaire. Some of the non-smokers and former smokers were confused with this question because they felt that it did not apply to them. They did not need information on stopping smoking. The term "local" lead to several different interpretations such as Maryland and Andrews Air Force Base. Another problem was that some of the respondents did not provide the exact title for the organizations which were listed as responses. For example, Cancer Institute was given as a response. This may cause recording problems in the field if an interviewer cannot determine which category to check. The probe for "any others" only solicited additional responses in a very few cases. Some of the other write-in entries included the following:

"fire department."  
 "supermarkets."  
 "library."  
 "newspaper."  
 "NCI, NIH, Surgeon General."  
 "the Census Bureau since we are doing the survey."

Question 3. In your opinion, approximately what percentage of restaurants and fast-food establishments in your area have nonsmoking sections?

The responses to this question ranged from 10 percent to 100 percent. It was evident that this question posed significant problems to respondents. A large number of subjects hesitated before answering and expressed concern that they were not confident about their answers. Some felt their answers were strictly guesses. On the other hand, there were some individuals who were very confident in their answers. These individuals answered at either the low or high end of the scale. Some respondents stated they did not eat out very much and therefore could not provide an accurate response. Others stated they only

eat at fast-food restaurant and had no personal experience with the policies at other types of restaurants.

Some of the responses given indicate the problems with this question. For example, one respondent answered every one of the establishments in the area have nonsmoking section, but then gave an answer of 80 percent. Another individual gave an initial response of 100 percent and later changed her answer to 50 percent. The reason she gave for the change was that she had been to about 50 percent of the restaurants in her area and they all had nonsmoking sections. She did not consider places she never went to.

**Question 4. Which statement best describes the rules about smoking in your home or residence?**

This question posed some problems for the respondents. First, most individuals felt that home and residence meant the same thing. Individuals who saw a difference between the two terms did not define them the same way. For example, one respondent thought a home was a place that you own while residence is a place you are renting. Another respondent defined the two exactly the opposite.

Second, respondents had a problem with the second choice, "smoking is occasionally allowed." Some people felt occasionally allowed applied to a party situation. Others felt it referred to a particular room in the house. There was confusion whether this choice meant a time or place orientation. Related to this problem, several respondents stated there should be a "designated areas" category. Addition of this option would help to clarify the meaning of occasionally allowed.

All but one of the respondents allowed the interviewer to read the complete list of responses before providing an answer. One individual felt that the first category, "no one is allowed to smoke anywhere in my home," was too negative. He stated his preference was that no one smoked in his home. Another interesting answer from a respondent was that he felt his home was his individual apartment while his residence was the entire apartment complex.

**Question 5a. Some people say smoking is a habit, others say it is an addiction, and still others say it is neither one. Do you think smoking is a habit, an addiction, both, or neither?**

All of the respondents but four answered "both" to this question. The format of the question appeared to be clear to the subjects. Most of the respondents were able to define the difference between a habit and an addiction, although all were not in agreement. One person stated that the answer to this question

depended on the individual. Listed below are the ways habit and addiction were defined by respondents.

"habit is something you are use to; addiction is caused by the nicotine."

"habit is something you do of choice; addiction takes you over and you are out of control."

"habit is something you do; addiction means that your body or mind absolutely has to have it, so that it becomes a necessity."

"habit is an everyday routine; addiction is a need and you can't stop."

"habit is something you do; addiction is something you can't stop doing."

"habit is something you are use to doing; addiction is something you want to do."

"habit is a routine; addiction is something you can't help but do."

"habit is going through the motions; addiction is like an addiction to drugs."

"habit you do automatically; addiction is a craving or need."

"habit is a routine of doing things; addiction is a physical need."

Question 5b. In your opinion, how does the addictive nature of cigarettes compare to other substances. Are cigarettes more addictive, less addictive or about the same as cocaine, heroin, alcohol, caffeine, marijuana, and valium?

The respondents had several problems with this question. These areas are discussed below.

1. There were serious response and recording problems with this question. The question asked were cigarettes more addictive, less addictive, or about the same as . . . a list of substances. In many cases, as the list was read one by one, the respondent would answer more, less, or about the same, meaning that the substance was more, less, or about the same as cigarettes. This is the reverse of how the question is phrased. The interviewers had to clarify the opposite, that is, that cigarettes are more, less, or about the same as the substance. In some cases, the answers were recorded incorrectly. The question could be phrased as follows: Are the following substances more addictive, less addictive, or about the same as cigarettes? This appeared to be the most natural way to ask this question since this was the way most respondents were answering the question.
2. Several of the respondents were sensitive to the discussion of these substances. This was apparent by their physical

reaction as well as their quick and short responses to the categories.

3. Many of the respondents stated they had never used the substances listed and could not answer the question. There were many "don't know" responses. Some individuals did attempt to answer the questions without personal experience. These answers were strictly based on what they had heard.
4. One person responded that the answers to this question depended on the individual.
5. Another respondent felt that valium should not be included on the list since it was a prescription drug and the others were not.
6. The definition of addictive nature was different for several of the respondents. One person thought of addictive nature in terms of how accessible the substance was, for example, cigarettes were more addictive than heroin because cigarettes are more accessible. Other definitions of addictive nature included: doing anything to get it; a need; a compulsion; and getting hooked and being a slave to a substance.

Question 6. Do you think laws restricting the sale of tobacco products to minors have been adequately enforced?

Almost every respondent answered "No" to this question. Upon probing, most of the individuals stated that they were not familiar with the specific laws regarding the sale of tobacco products to minors. The subjects were not sure whether the legal age to purchase cigarettes was 16 or 18 years old. A couple of individuals felt that it likely varied by state. Most of the "No" responses were based on observing minors purchase cigarettes in convenience stores or from vending machines. Some were able to base their answers on personal experience. One of the subject was a minor and she stated she had no problem purchasing cigarettes.

Question 7. Do you think that distribution of free cigarette and tobacco samples on public property should be allowed without any restrictions, some restrictions, or banned completely?

The phrasing of this question did not pose any problems for respondents. However, there were some problems in the interpretation of "distribution of free cigarettes" and the interpretation of what was meant by "public property." Only a few individuals stated they did not understand the meaning of distribution of free cigarettes. Most people who defined this statement said it meant giving out packs of three to four

cigarettes as samples. The definitions for public property were more diverse. Examples of these are listed below:

"malls, parks, Capital Center."  
 "liquor and convenience stores, county fairs, exhibits."  
 "schools, malls, Capital Center."  
 "malls"  
 "street corners, supermarkets."  
 "outside government buildings."  
 "public schools, government buildings."  
 "street corners, public buildings, malls."  
 "malls, parks, cinemas."  
 "malls, outside grocery stores."  
 "outside a mall or grocery store."  
 "buildings, streets, airline terminals."  
 "parks, streets."  
 "parks, tourist areas."  
 "something that is controlled, financed, and maintained by local county, city, or state government."

One respondent confused this question with the selling of cigarettes overseas to underdeveloped countries.

Question 8. **Do you think sponsorship of sporting or cultural events by tobacco companies should be allowed without any restrictions, some restrictions, or banned completely?**

There were a number of problems with this question. First, many of the respondents did not understand what was meant by "sponsorship." When asked to define the term, many different interpretations were given. Second, several people asked what kinds of restrictions we were referring to in this question. There seemed to be some confusion with this term also. One individual stated restrictions meant that tobacco sponsorship on television should only be shown when kids are not as likely to be watching. Third, most of the respondents keyed in on sporting events and did not think about cultural events. Listed below are some of the definitions given for sponsorship. Many related sponsorship to advertising.

"funding."  
 "wearing a t-shirt from a tobacco company that was sponsoring you to walk in the March of Dimes Walkathon."  
 "cigarette commercial on television during a football game."  
 "car race."  
 "advertising."  
 "sponsoring a wrestling match."  
 "Virginia Slims tennis tournament."  
 "tennis tournament or billboards at stadiums."  
 "billboards when viewing televised events such as boxing."

Question 9. Do you think advertising of tobacco products should be allowed without any restrictions, some restrictions, or banned completely?

The primary problem with this question was that some people were not familiar with the current laws regarding cigarette advertising. Their concept of the laws played a part in how they answered the question, especially in regards to advertising on television. Some of the people who answered "some restrictions" were specifically referring to television. Others who answered "some restrictions" were thinking above and beyond television since it is already illegal. One respondent initially answered without restrictions but then changed her answer to "some restrictions" when she thought of the current laws concerning television. It is hard to tell whether others who answered "without restrictions" took into consideration television advertising since it has been illegal for a long period of time. Some people acknowledged understanding of the current laws while others were unclear about this area. Most people thought of advertising in terms of billboards, magazines, and television.

### Recommendations

We have included the following recommendations for changes in the questionnaire, based both on the results of the cognitive interviews and our own review of the questionnaire. These recommendations fall into two general categories: specific recommendations about wording, and more general suggestions about things that should be taken into consideration in revising the questionnaire.

#### Specific Recommendations

1. Items A3, 4, and 5 - Although respondents did not have a problem with these items, their wording seems somewhat awkward. This seems particularly true for A5, after respondents have already reported in A3 that they do not smoke cigarettes. We suggest combining these items into a single question: "Do you now smoke cigarettes every day, some days, or not at all?" This would also facilitate shortening the questionnaire, which is another goal of the revision.
2. Items B3a and C4 - These questions also did not pose a problem for respondents, but they sound wordy. We suggest rewording the question to eliminate some unnecessary verbiage: "When you last smoked every day, how many cigarettes did you smoke daily, on average?"
3. Items B3b and 4 - This is slightly picky, but the parenthesized statements included in this question should be read to respondents in every instance. Therefore, we suggest that the parentheses be deleted.
4. Items C3 and 5 - These questions also contain parenthesized phrases that should be read to respondents in every instance. Therefore, we suggest that the parentheses be deleted.

5. Item E1 - There are categories of employees for whom this question is not appropriate. For example, people who work at home, who drive buses or trucks, or who make many stops throughout the course of the day may not be able to answer these questions about their worksite. A screener question is necessary to skip these kinds of respondents out of item E1. One possible wording of a screener is: "Do you have a central worksite, other than your home, where you have an office or spend time on a regular basis?"

The current wording of the question is somewhat awkward in that it places the emphasis on the worksite itself rather than on the employees. We suggest the following lead-in: "In your worksite, are employees allowed to smoke in all, some, or none of the following places?"

We are unclear as to what would constitute an "other" response. It seems as if the "N/A" and "DK" categories cover all the remaining options. We suggest that this category be deleted.

6. Items E2 and 3 - The wording of these two items is so similar that some respondents didn't catch the subtle difference between the phrases "ever" and "within the past 12 months." In order to clearly differentiate between the two questions, we suggest that the order of these items be reversed. In addition, the current E3 should be reworded to emphasize the reference period: "Within the past 12 months, has your employer ...?" Then, the current E2 would be asked, and it would be limited only to respondents who answered "no" or "DK" to the first question. Response to the second question is unnecessary for people who answer "yes" to the first question, since by definition their answer will be "yes."
7. Item F1 - Several respondents had problems answering the question about buses and trains, since there are real differences in the structure of these two types of vehicles that affect the ability to restrict smoking. The best way to deal with this problem would be to split this item into two separate questions. If this is not feasible due to the time constraints of the questionnaire, we suggest that only one of these vehicles be included in the question.
8. Item F3 - The wording of this question contains many sources of ambiguity, as enumerated in the previous section. In addition, the process by which respondents came up with their answers seemed somewhat problematic. We suggest going back to the wording of this question that was contained in a previous draft of the questionnaire: "When you eat out in restaurants and fast food establishments, how many have non-smoking sections? Would you say all, some, a few, or none?" This wording would eliminate problems for respondents in deciding what restaurants to include--it clearly refers to restaurants the respondent has eaten at--and the task of formulating an answer is also simplified.
9. Item F4 - Most respondents did not see a difference between the terms "home" and "residence," so a differentiation between them is not necessary. In the few cases where respondents did see a difference,

including two different terms is confusing. We suggest deleting the words "or residence" from the question.

Another problem here is that the response categories mix restrictions related to both time and place. To remedy this, we suggest revising the middle response category to be more explicit: "smoking is allowed in some places or at some times." We further suggest that the words "in my home" be deleted from the response categories. They are not really necessary, since they are included in the wording of the question.

10. Item F5b - Respondents had a lot of problems with this item because they reversed the direction of the comparison they were requested to make, and therefore gave answers that were the opposite of what they intended. We suggest revising the question to read: "In your opinion, are the following substances more addictive, less addictive, or about the same as cigarettes?" This would seem to frame the question in a way that is more consistent with the way respondents think about it.
11. Item F7 - Respondents did not understand the term "public property" and thus did not seem to be answering the question in the exact context intended. We suggest simply deleting the phrase; however, if it is necessary to incorporate this concept into the question, perhaps a phrase that conveys the intent of public property, such as "on a city sidewalk," could be substituted.

Also, we wonder whether respondents pay attention to the phrase "and tobacco samples." This seems to be a relatively minor aspect compared to cigarettes, and we suggest that it be deleted from the question.

12. Item F8 - Respondents had a lot of problems with this item and clearly did not respond to its intended meaning. One problem was that they interpreted it to be asking about advertising at sporting or cultural events rather than sponsorship. To deal with this problem, we suggest that items F8 and F9 be reversed. Perhaps if respondents are asked explicitly about advertising (F9) first, they will be less likely to think about advertising in this question. However, another problem is that respondents don't understand the concept of sponsorship and so they answer the question in terms of something they do understand (like advertising). We suggest that "sponsorship" be either explicitly defined in the question, or else examples of the concept be included. However, since we ourselves are not totally familiar with what sponsorship entails, we do not feel qualified to come up with an alternative question wording.
13. Item F9 - There is ambiguity with this question as it is currently worded. Some respondents considered current advertising restrictions when answering, but others did not. The latter respondents sometimes changed their answers when they were reminded that advertising is currently restricted on TV. We suggest including specific advertising media in the wording of the question, so that respondents are forced to think about them in coming up with their answers. Our proposed wording is: "Do you think advertising of tobacco products on billboards, magazines, TV, and



radio should be allowed without any restrictions, some restrictions, or banned completely?"

#### General Recommendations

1. Item A2 - We note that there is inconsistency in the objective criteria of how respondents define "fairly regularly" and thus there may be some lack of comparability in responses to the question. The answers do have in common that they reflect the respondents' perception of fairly regularly, which may be part of the question's intent. While this is something to keep in mind at the analysis stage, we do not have any suggestions for changing the wording of the question.
2. Items B5 and 6b - Similar inconsistencies were observed in these items. Respondents used varying interpretations of the phrase "stop smoking for one day or longer," ranging from deliberate attempts to quit to refraining from smoking due to illness or being out of cigarettes. These inconsistencies seem to us to be more problematic in terms of how they might affect measurement of the critical variable here--i.e., stop smoking behavior. If deliberate quit attempts are the focus of interest here, we suggest that consideration be given to making this explicit in the question.
3. Item F1 - The list of places in this question is already fairly lengthy, and, as reported previously, the cognitive interviews reveal problems with grouping buses and trains together. If some of the categories could be deleted here, this might help get the questionnaire down to a more appropriate length. We assume that some items on this list are more relevant to the ASSIST program than others, and that this information could guide the paring.
4. Item F2 - Depending on the needs of the analysis, we suggest that consideration be given to limiting this question to smokers. This is because the nonsmokers we interviewed didn't feel that the question applied to them.

**Report on Cognitive Interviewing  
for the CPS Smoking Supplement for the ASSIST Evaluation**

Date: April 11, 1991

Time: 12:00 noon

Interviewer: Susan Ciochetto

Respondent: Former smoker, white, female, 33 years old, married, employed

**A. Smoking Prevalence/screener**

- Question 1. *"Have you smoked at least 100 cigarettes in your entire life?"*  
Respondent had no problem answering "yes". She said she used to smoke at least a pack a day for close to 10 years.
- Question 2. *"How old were you when you first started smoking cigarettes fairly regularly?"*  
Answered "16" right away. Said she did it to fit in.  
"Fairly regularly" meant every day to the respondent.
- Question 3. *"Do you smoke cigarettes now?"*  
Respondent answered "no". She defined "now" as today.
- Question 5. *"Do you now smoke cigarettes not at all or some days?"*  
Respondent answered "not at all". She did not have any problems with the item.

**C. Former Smoker**

- Question 1. *"Have you EVER smoked cigarettes every day for at least 6 months?"*  
Respondent answered "yes". Said she defined "6 months" as a period of 6 consecutive months; "every day" as every single day of the 6 months. Then said if she was sick and didn't smoke for a day, wouldn't consider that as a break. A break would be about 2 weeks because that's when you start feeling different.
- Question 3. *"About how long has it been since you last smoked cigarettes (every day)?"*  
Respondent thought briefly then said "3 years". She tied this to a significant event in her life. Said 4 years ago she actually quit for 2-3 weeks or longer but something happened and she went back to smoking. Said she smoked enough after that first time she quit that she really couldn't have considered herself to have quit.
- Question 4. *"On the average, how many cigarettes did you smoke a day when you last smoked every day?"*  
Respondent replied probably 10. She said she knew she didn't smoke more than a half a pack a day but later said 2 packs would last a week. Even though the respondent had quit smoking once before, she focused correctly on the period right before she last quit smoking.

- Question 5. *"What is the total number of years you smoked every day? (Do not include any time you stayed off cigarettes for at least 6 months or longer.)"*  
 This question caused some problems with the respondent. She first said "OK, so don't include the time while I was pregnant, because I did quit then". This indicated that she picked up on that concept. However, when she counted up the total years, she excluded the first period that she smoked. She smoked from age 16 to 22, quit smoking while she was pregnant, then smoked from age 23 to 30. She counted this as 7 years. I asked if she included the time she smoked in high school and reread the question. She said that would make it 13, probably 13 1/2 years. Then she added in the year after she quit smoking the first time and came up with 14 years.

#### D. Other Tobacco Use

- Question 1a. *"Have you ever used other tobacco products such as pipes, cigars, chewing tobacco or snuff on a regular basis?"*  
 Respondent answered "no". She said as I read the list of examples, she mentally answered no to all of the items then answered no.

#### E. Occupational Tobacco Smoke

- Question *"Did you do any work at all last week, not counting work around the house?"*  
 The respondent answered "yes".
- Question 1. *"Does your worksite allow smoking by employees in all, some, or none of each of the following places? Private offices? Open work and production areas? Break areas and lounges? Cafeterias? Restrooms?"*  
 When we talked about break areas and lounges, the respondent said that was dependent on whether we meant inside or outside. She said she knew the policy was no smoking at all in the building so she based her answer on that. Also, she based answer on allowed and not if people actually abide by the rules.
- Question 2. *"Has your employer ever offered a quit smoking program or any other help to employees who want to quit smoking?"*  
 Respondent answered "yes" then asked what we meant by "employer" - the Federal government? Andrews Air Force Base? Her supervisor? She took it as the Federal government. She thought of "ever" as being the 3 years since she's worked there.
- Question 3. *"Has your employer offered any quit smoking program or any help to employees who want to quit smoking within the past 12 months?"*  
 Respondent answered "yes". She thought this question was referring to any other programs that she didn't think about in the previous question. She didn't pick up that the difference in the two questions was the reference period. Once the correct reference period was established, she didn't have any problems with correctly identifying it.

## F. Other Issues

- Question 1. *"Concerning smoking in the following places, do you think that it should be allowed without restriction, should be permitted only in designated areas or not be allowed at all in ... Restaurants? Hospitals? Govt. Buildings? Worksites? Bars and Cocktail Lounges? Indoor Sporting Events? Shopping Malls? Buses and trains?"*  
The respondent hesitated when I read Bars and Cocktail Lounges, Indoor Sporting Events, and Shopping Malls. She didn't, however, have any problem coming up with an opinion or verbalizing why she felt the way she did about each of these.
- Question 2. *"If you wanted information about stopping smoking, what local person or organization would you most likely contact?"*  
The only thoughts the respondent had about this question was the hospital.
- Question 3. *"In your opinion, approximately what percentage of restaurants and fast-food establishments in your area have nonsmoking sections?"*  
Respondent originally said 100%. She defined "in your area" as where she lived. She defined restaurants and fast-food establishments as the ones she goes to - the ones she was familiar with. When I asked about the ones she didn't go to, she backed off. Later, she said she considered where she worked her area also. She finally came up with the answer of 50% because she has been to about 1/2 of the places and thinks they all have no smoking sections. She didn't count combination bar/restaurants.
- Question 4. *"Which statement best describes the rules about smoking in your home or residence? No one is allowed to smoke anywhere in my home. Smoking is occasionally allowed. Smoking is permitted anywhere in my home."*  
Respondent had a problem with this question. She said both 2 and 3 really applied. Smoking is permitted but only in designated areas.
- Question 5a. *"Some people say smoking is a habit, others say it is an addiction, and still others say it is neither one. Do you think smoking is a habit, an addiction, both, or neither?"*  
Respondent didn't have a problem thinking of a definition of both habit and addiction and then answering "both".
- Question 5b. *"In your opinion, how does the addictive nature of cigarettes compare to other substances. Are cigarettes more addictive, less addictive, or about the same as: Cocaine? Heroin? Alcohol? Caffeine? Marijuana? Valium?"*  
With this series of questions, we stopped and discussed each item before moving on to the next item. Respondent reacted mildly when I first read "cocaine". The other items didn't phase her. When I asked about alcohol, she first said both are just as addicting. Then the respondent said she thought of her sister and said if her sister is going to do both, she would rather that she smoked. Then she changed her answer to "less".
- Question 6. *"Do you think the laws restricting the sale of tobacco products to minors have been adequately enforced?"*

Respondent said "no". Had no problem with this question.

- Question 7. *"Do you think that the distribution of free cigarette and tobacco samples on public property should be allowed without any restrictions, some restrictions, or banned completely?"*  
Respondent asked me to repeat the question. She hesitated before answering. She said it should be restricted somewhat but couldn't say it should be banned.
- Question 8. *"Do you think sponsorship of sporting or cultural events by tobacco companies should be allowed without any restrictions, some restrictions, or banned completely?"*  
Respondent said this is one of those questions where you are damned if you do and damned if you don't. Thought tobacco companies had the right but sports and cultural events were a contradiction. Didn't think it should be banned or restricted but finally said they shouldn't do something like show a child smoking a cigarette, so it should have some restriction. This makes me think the respondent had a problem with the term "sponsorship", but I failed to ask about it.
- Question 9. *"Do you think advertising of tobacco products should be allowed without any restrictions, some restrictions, or banned completely?"*  
Respondent said "some restrictions". She thought of radio, TV, billboards when she thought of advertising.

**Report on Cognitive Interviewing  
for the CPS Smoking Supplement for the ASSIST Evaluation**

Date: April 11, 1991

Time: 1:00 p.m.

Interviewer: Susan Ciochetto

Respondent: Former smoker, black, female, 30 years old, unmarried, employed

**A. Smoking Prevalence/screener**

- Question 1. *"Have you smoked at least 100 cigarettes in your entire life?"*  
Respondent had no problem answering "yes". She said she smoked when she was younger.
- Question 2. *"How old were you when you first started smoking cigarettes fairly regularly?"*  
Respondent knew that she was 13 years old by what was happening in her life. "Fairly regularly" meant twice a day.
- Question 3. *"Do you smoke cigarettes now?"*  
Respondent answered "no". She defined "now" as today.
- Question 5. *"Do you now smoke cigarettes not at all or some days?"*  
Respondent answered "not at all". She did not have any problems with the item.

**C. Former Smoker**

- Question 1. *"Have you EVER smoked cigarettes every day for at least 6 months?"*  
Respondent answered "no, she never smoked cigarettes every day."
- Question 3. *"How long have you been off cigarettes, since you stopped completely?"*  
Respondent had no problem answering 12 years. She said she stopped before she went to college and that was 12 years ago. "Completely" meant stopped smoking and never smoked again.

**D. Other Tobacco Use**

- Question 1a. *"Have you ever used other tobacco products such as pipes, cigars, chewing tobacco or snuff on a regular basis?"*  
Respondent said she listened to each example and then answered "no".

**E. Occupational Tobacco Smoke**

- Question *"Did you do any work at all last week, not counting work around the house?"*  
The respondent answered "yes".

- Question 1. *"Does your worksite allow smoking by employees in all, some, or none of each of the following places? Private offices? Open work and production areas? Break areas and lounges? Cafeterias? Restrooms?"*  
Respondent hesitated when I asked about Break areas and Lounges. Said if they are outside smoking is permitted, Smoking is not allowed at all inside the building.
- Question 2. *"Has your employer ever offered a quit smoking program or any other help to employees who want to quit smoking?"*  
Respondent knew of specific programs - a quit smoking week - so she answered "yes".
- Question 3. *"Has your employer offered any quit smoking program or any help to employees who want to quit smoking within the past 12 months?"*  
Respondent said her supervisor and coworker joined the program. She thought we were asking if she knew of people that wanted to stop, not if they had programs.

#### **F. Other Issues**

- Question 1. *"Concerning smoking in the following places, do you think that it should be allowed without restriction, should be permitted only in designated areas or not be allowed at all in ... Restaurants? Hospitals? Govt. Buildings? Worksites? Bars and Cocktail Lounges? Indoor Sporting Events? Shopping Malls? Buses and trains?"*  
The respondent didn't hesitate on any of these items.
- Question 2. *"If you wanted information about stopping smoking, what local person or organization would you most likely contact?"*  
The respondent thought of the American Cancer Society. She thought "local" meant Maryland. She didn't think of any persons.
- Question 3. *"In your opinion, approximately what percentage of restaurants and fast-food establishments in your area have nonsmoking sections?"*  
There was a long pause before the respondent answered this question. She said she considered her area to be from where she worked to where she lived. Said she wanted to say half, but that was too much. Said 30% is a little less than that.
- Question 4. *"Which statement best describes the rules about smoking in your home or residence? No one is allowed to smoke anywhere in my home. Smoking is occasionally allowed. Smoking is permitted anywhere in my home."*  
Respondent picked the second answer. Said smoking is allowed in designated areas.
- Question 5a. *"Some people say smoking is a habit, others say it is an addiction, and still others say it is neither one. Do you think smoking is a habit, an addiction, both, or neither?"*

Respondent answered "both". Said habit is smoking because you are used to smoking. Addiction is caused by something in the nicotine. I asked what she would have said if "both" weren't an option. She said "habit".

- Question 5b. *"In your opinion, how does the addictive nature of cigarettes compare to other substances. Are cigarettes more addictive, less addictive, or about the same as: Cocaine? Heroin? Alcohol? Caffeine? Marijuana? Valium?"*  
 With this series of questions, we stopped and discussed each item before moving on to the next item. When I first said cocaine, respondent said she couldn't give answer. Then she said cigarettes are more accessible and therefore more addictive. In answer to heroin, she said cigarettes are more accessible and less expensive therefore more addictive. When I asked about marijuana, she said same as heroin, so more addictive. She couldn't answer about valium. She later said she wasn't always comparing the item to the cigarettes, but to her previous answers.
- Question 6. *"Do you think the laws restricting the sale of tobacco products to minors have been adequately enforced?"*  
 Respondent immediately said "no". Had no problem with this question.
- Question 7. *"Do you think that the distribution of free cigarette and tobacco samples on public property should be allowed without any restrictions, some restrictions, or banned completely?"*  
 Respondent said "without restrictions". She has personal experience with distributing cigarettes and thought that since they controlled who received the samples, there shouldn't be any restrictions. She didn't seem to have any problem with the term "public property".
- Question 8. *"Do you think sponsorship of sporting or cultural events by tobacco companies should be allowed without any restrictions, some restrictions, or banned completely?"*  
 Respondent answered "some restriction". Had no apparent problem with the term "sponsorship". She had heard a news item that day about tobacco companies sponsoring events. Said she would have had the same opinion but that this reinforce it.
- Question 9. *"Do you think advertising of tobacco products should be allowed without any restrictions, some restrictions, or banned completely?"*  
 Respondent didn't know of any reason it should be banned. Said without restriction. Had no apparent problem with the term "advertising".



**Report on Cognitive Interviewing  
for the CPS Smoking Supplement for the ASSIST Evaluation**

Date: April 11, 1991

Time: 2:00 p.m.

Interviewer: Susan Ciochetto

Respondent: Non smoker, black, female, approx. 62 years old, widowed, doesn't work

**A. Smoking Prevalence/screener**

Question 1. *"Have you smoked at least 100 cigarettes in your entire life?"*  
Respondent had no problem answering "no".

**D. Other Tobacco Use**

Question 1a. *"Have you ever used other tobacco products such as pipes, cigars, chewing tobacco or snuff on a regular basis?"*  
Respondent answered "no". She said she had her answer after I read "other tobacco products". She didn't even listen to the list.

**E. Occupational Tobacco Smoke**

Question *"Did you do any work at all last week, not counting work around the house?"*  
The respondent answered "no".

**F. Other Issues**

Question 1. *"Concerning smoking in the following places, do you think that it should be allowed without restriction, should be permitted only in designated areas or not be allowed at all in ... Restaurants? Hospitals? Govt. Buildings? Worksites? Bars and Cocktail Lounges? Indoor Sporting Events? Shopping Malls? Buses and trains?"*  
After I read "restaurants", the respondent said "if it would save time, I don't think smoking should be allowed". After "bar and cocktail lounge" she hesitated then said not at all even though she wouldn't know how to enforce it.

Question 2. *"If you wanted information about stopping smoking, what local person or organization would you most likely contact?"*  
The respondent hesitated and then said "for me? If I smoked?". Then she said she would go to the base hospital at Andrews. To her, local mean Andrews AFB.

Question 3. *"In your opinion, approximately what percentage of restaurants and fast-food establishments in your area have nonsmoking sections?"*  
Again the respondent hesitated. She thought most of them do - 50%. She was thinking about places that she went to. She was pretty confident in her answer.

- Question 4. *"Which statement best describes the rules about smoking in your home or residence? No one is allowed to smoke anywhere in my home. Smoking is occasionally allowed. Smoking is permitted anywhere in my home."*  
Respondent picked the first answer. She has a small sign in her home to that effect. She listened to all of the categories before picking one.
- Question 5a. *"Some people say smoking is a habit, others say it is an addiction, and still others say it is neither one. Do you think smoking is a habit, an addiction, both, or neither?"*  
Respondent answered "both". Said habit becomes an addiction. Habit is something you do of your choice; addiction is when it takes you over and you are out of control.
- Question 5b. *"In your opinion, how does the addictive nature of cigarettes compare to other substances. Are cigarettes more addictive, less addictive, or about the same as: Cocaine? Heroin? Alcohol? Caffeine? Marijuana? Valium?"*  
With this series of questions, we stopped and discussed each item before moving on to the next item. When I first said cocaine, respondent said "oh!, I've never tried cocaine!" Then she asked me to repeat the question. After I repeated the question, she immediately said "less". Based answer on personal experience through others with the after effects, and how damaging or life altering it was. Also, cigarettes are legal and cocaine isn't. After "caffeine" the respondent said "less". During the discussion, it came out that she meant caffeine was less addictive. It should have been answered "more".
- Question 6. *"Do you think the laws restricting the sale of tobacco products to minors have been adequately enforced?"*  
Respondent immediately said "no". Had no problem with this question. Considers minors to be persons under 16 years old.
- Question 7. *"Do you think that the distribution of free cigarette and tobacco samples on public property should be allowed without any restrictions, some restrictions, or banned completely?"*  
Respondent said "banned". Thought of just cigarettes and didn't consider "tobacco samples".
- Question 8. *"Do you think sponsorship of sporting or cultural events by tobacco companies should be allowed without any restrictions, some restrictions, or banned completely?"*  
Respondent answered that it should be allowed. When asked without restriction or some restriction, she said no restriction. The term "sponsorship" meant funding.
- Question 9. *"Do you think advertising of tobacco products should be allowed without any restrictions, some restrictions, or banned completely?"*  
Respondent thought and then said "banned completely. They make it look glamorous." Had no apparent problem with the term "advertising". Thought just about cigarettes.

**Report on Cognitive Interviewing  
for the CPS Smoking Supplement for the ASSIST Evaluation**

Date: April 12, 1991

Time: 1:00 p.m.

Interviewer: Susan Ciochetto

Respondent: Smoker, white, male, 24 years old, married, self employed

**A. Smoking Prevalence/screener**

- Question 1. *"Have you smoked at least 100 cigarettes in your entire life?"*  
Respondent immediately answered "yes".
- Question 2. *"How old were you when you first started smoking cigarettes fairly regularly?"*  
Respondent answered "17" pretty quickly. Said it was in April 1984 when he joined the Army Reserve. Said he smoked a pack every 2 days. He thought that was "fairly regularly".
- Question 3. *"Do you smoke cigarettes now?"*  
Respondent answered "yes".
- Question 4. *"Do you now smoke cigarettes every day or some days?"*  
Respondent answered "pretty much every day".
- Question 6. *"On the average, how many cigarettes do you now smoke a day?"*  
Respondent said that depends. Sometimes 5 or 6, sometimes 10. Said he smokes a pack every 2 days so that's about 10 a day on the average.

**B. Current Smoker**

- Question 4. *"What is the total number of years you smoked every day? (Do not include any time you stayed off cigarettes for at least 6 months or longer)."*  
Respondent said he has never been off cigarettes. Since April 1984 to now - that would be 8 years. When we actually counted, it was really 7 years.
- Question 5. *"Have you EVER stopped smoking for one day or longer?"*  
Respondent answered "yes" quickly. When asked if he thought about a specific time he quit, he said he quit for about 3 weeks one time.
- Question 6a. *"During the PAST 12 MONTHS, have you stopped smoking for one day or longer?"*  
Respondent quickly answered "yes".
- Question 6b. *"How many times during the past 12 months have you stopped smoking for one day or longer?"*  
Respondent said that was a difficult question. Said one day is such a short period of time. He has gone plenty of times for one day without a cigarette because he was busy or doing something and didn't have time for them. Said his answer will not be accurate. I asked if it would be easier/more accurate if the question asked about times he actively decided to quit for a day or longer. He said it

would be easier, then answered "3". He said that was probably give or take a couple.

- Question 7a. *"In the past year, have you seen a ... medical doctor? dentist?"*  
When I read "medical doctor", the respondent said that depends on which type of doctor. His wife works with a bunch of doctors so he sees them all the time. When I asked about seeing them on a professional basis, he said "Oh, have I been to the doctors?" He hesitated and then said he's been to the dentist about 4 times because his wife is a dental hygienist. Hesitated before saying that was all.
- Question 7b. *"In the past year, did any dentist advise you to stop smoking?"*  
Respondent laughed and said yes - everytime he goes to his wife's office, they advise him to stop.
- Question 8a. *"Are you seriously considering quitting within the next 6 months?"*  
Respondent said he didn't know. He then said he didn't think you could "seriously consider" quitting. Said if it ever really affects his health, he will quit.
- Question 8b. *"Are you planning to quit in the next 30 days?"*  
Respondent said "no".
- Question 9. *"During the past year, have any organizations in your area offered you stop smoking information or activities? Which ones?"*  
Respondent immediately said "yes". His wife got him involved in a stop smoking program at the base which was run by the Heart and Lung Association volunteers. I marked "other".

#### **D. Other Tobacco Use**

- Question 1a. *"Have you ever used other tobacco products such as pipes, cigars, chewing tobacco or snuff on a regular basis?"*  
Respondent said he used other tobacco products but not on a regular basis.

#### **E. Occupational Tobacco Smoke**

- Question *"Did you do any work at all last week, not counting work around the house?"*  
The respondent answered "yes".
- Question 1. *"Does your worksite allow smoking by employees in all, some, or none of each of the following places? Private offices? Open work and production areas? Break areas and lounges? Cafeterias? Restrooms?"*  
Respondent asked me to repeat the question. Then he said these would be hard to answer because he is self employed. I asked what he defined his worksite to be. He said the telephone and then said his home. Said he is allowed to smoke in his home but since his home didn't have "private offices", "break areas", etc. I marked N/A. For "restrooms", I marked "all". He then said he is an appliance

repairman. So his worksite could be wherever he is working that day (i.e. a customer's home also).

- Question 2. *"Has your employer ever offered a quit smoking program or any other help to employees who want to quit smoking?"*  
Said the question didn't apply.

## F. Other Issues

- Question 1. *"Concerning smoking in the following places, do you think that it should be allowed without restriction, should be permitted only in designated areas or not be allowed at all in ... Restaurants? Hospitals? Govt. Buildings? Worksites? Bars and Cocktail Lounges? Indoor Sporting Events? Shopping Malls? Buses and trains?"*  
After I read "restaurants", the respondent said "that's a touchy one." Eventually said owner should be able to say. No restriction. For hospitals, said it should be kept off the emphysema area. I marked "designated areas". For government buildings, said we know already that the government says "no". When asked if that was his opinion also, he said what's good enough for the government is good enough for him. Marked "not allowed at all". For worksites, he said there are so many worksites that it was impossible to say no to all of them or yes to some of them. Went on to talk about construction workers and said it would be fine. Said his sister works for the Cancer Society and people smoke right there on the place. Said it depends on the circumstances of the worksite. When asked if that meant designated areas, he said the areas didn't need to be designated. Felt nonsmoking areas should be designated and not the other way around. Reluctantly said "designated areas" because that's the way it is. For bars and cocktail lounges, immediately said "no restriction". For indoor sporting events, the respondent thought about gyms. Said he really didn't think it was a question because people don't do it. When I asked if you should be allowed to smoke if you wanted to, he said he could go outside if he wanted to smoke. Eventually said "designated areas" in gyms. When we expanded the question to include sports arenas, he said "no restriction". For malls, he hesitated then said it depends on the type of store. Said he likes it the way it is now - can't smoke in the stores, but can smoke in the hallways. I marked "designated areas". For busses and trains, he again hesitated. Said it depends on the ventilation. Said there should be no smoking if there is no ventilation and smoking should be allowed if there is ventilation. I couldn't mark a category.
- Question 2. *"If you wanted information about stopping smoking, what local person or organization would you most likely contact?"*  
The respondent said "if I wanted information on STOPPING?" He hesitated and then said "family doctor". Said it was a dumb question for him because if he wanted to stop, he would stop. He wouldn't have to seek anybody.
- Question 3. *"In your opinion, approximately what percentage of restaurants and fast-food establishments in your area have nonsmoking sections?"*

The respondent listed places and said whether or not you could smoke in them. Then said 75%-80%. When asked how confident he was of his estimate, he said 75%.

- Question 4. *"Which statement best describes the rules about smoking in your home or residence? No one is allowed to smoke anywhere in my home. Smoking is occasionally allowed. Smoking is permitted anywhere in my home."*  
Respondent said the "going statement" is no one is allowed to smoke in his home. When asked if that best described the rules, he said that was what his wife's rules are. His rule is smoking is allowed anywhere. I marked the first box. (NOTE: See his wife's interview April 12, 2:00 pm!)
- Question 5a. *"Some people say smoking is a habit, others say it is an addiction, and still others say it is neither one. Do you think smoking is a habit, an addiction, both, or neither?"*  
Respondent answered "both". He didn't seem to have a problem with either term.
- Question 5b. *"In your opinion, how does the addictive nature of cigarettes compare to other substances. Are cigarettes more addictive, less addictive, or about the same as: Cocaine? Heroin? Alcohol? Caffeine? Marijuana? Valium?"*  
With this series of questions, we stopped and discussed each item before moving on to the next item. When I said cocaine, respondent said he didn't know. He's never done cocaine. When I asked about heroin, and caffeine, he also said he didn't know. When I asked about alcohol, he said "more addicting". Said he smokes more than he drinks. When asked about marijuana, he said marijuana is less addicting. When asked about valium, he said he had used it, but didn't think he could compare the two. He said he based his comparison on how difficult it was to release.
- Question 6. *"Do you think the laws restricting the sale of tobacco products to minors have been adequately enforced?"*  
Respondent said "no". He was aware of laws but said he started as a minor so the laws couldn't have been enforced. Considers minors to be persons 18 years old and under.
- Question 7. *"Do you think that the distribution of free cigarette and tobacco samples on public property should be allowed without any restrictions, some restrictions, or banned completely?"*  
Respondent asked me to reread the question. He hesitated and then said it depended on who you were giving the free samples to. He thought there should be an age restriction. He didn't seem to have a problem with the term public property.
- Question 8. *"Do you think sponsorship of sporting or cultural events by tobacco companies should be allowed without any restrictions, some restrictions, or banned completely?"*  
Respondent asked me to reread the question. Said he went blank during the first part of the question. Said "no restriction".

Question 9. *"Do you think advertising of tobacco products should be allowed without any restrictions, some restrictions, or banned completely?"*  
Respondent hesitated and then said "without restriction".

**Report on Cognitive Interviewing  
for the CPS Smoking Supplement for the ASSIST Evaluation**

Date: April 12, 1991

Time: 2:00 p.m.

Interviewer: Susan Ciochetto

Respondent: Non smoker, white, female, approx. 23 years old, married, employed

**A. Smoking Prevalence/screener**

Question 1. *"Have you smoked at least 100 cigarettes in your entire life?"*  
Respondent had no problem answering "no".

**D. Other Tobacco Use**

Question 1a. *"Have you ever used other tobacco products such as pipes, cigars, chewing tobacco or snuff on a regular basis?"*  
Respondent answered "no". She said she had her answer after I read "other tobacco products". She didn't even listen to the list.

**E. Occupational Tobacco Smoke**

Question *"Did you do any work at all last week, not counting work around the house?"*  
The respondent answered "yes".

Question 1. *"Does your worksite allow smoking by employees in all, some, or none of each of the following places? Private offices? Open work and production areas? Break areas and lounges? Cafeterias? Restrooms?"*  
Respondent immediately said "none" to all of the listed places. Said she works in a government building and no smoking is allowed anywhere. She considers her worksite to be the building she works in.

Question 2. *"Has your employer ever offered a quit smoking program or any other help to employees who want to quit smoking?"*  
Respondent answered "yes". Considered her employer to be her department.

Question 3. *"Has your employer offered any quit smoking program or any other help to employees who want to quit smoking within the past 12 months?"*  
Respondent asked me to repeat the question. Didn't pick up on the distinction between the two questions.

**F. Other Issues**

Question 1. *"Concerning smoking in the following places, do you think that it should be allowed without restriction, should be permitted only in designated areas or not be allowed at*



*all in ... Restaurants? Hospitals? Govt. Buildings? Worksites? Bars and Cocktail Lounges? Indoor Sporting Events? Shopping Malls? Buses and trains?"*  
Respondent had no problem answering any of these questions.

- Question 2. *"If you wanted information about stopping smoking, what local person or organization would you most likely contact?"*  
The respondent said "Red Cross " and "Heart and Lung Association".
- Question 3. *"In your opinion, approximately what percentage of restaurants and fast-food establishments in your area have nonsmoking sections?"*  
Respondent immediately said all do. Considered those around where she lives and works that she goes to. Very confident in answer.
- Question 4. *"Which statement best describes the rules about smoking in your home or residence? No one is allowed to smoke anywhere in my home. Smoking is occasionally allowed. Smoking is permitted anywhere in my home."*  
Respondent said she doesn't want it but her husband does it, so she would have to say "permitted anywhere". If he ever quits, it won't be allowed.
- Question 5a. *"Some people say smoking is a habit, others say it is an addiction, and still others say it is neither one. Do you think smoking is a habit, an addiction, both, or neither?"*  
After I read "a habit, ... an addiction", the respondent cut in and said "both".
- Question 5b. *"In your opinion, how does the addictive nature of cigarettes compare to other substances. Are cigarettes more addictive, less addictive, or about the same as: Cocaine? Heroin? Alcohol? Caffeine? Marijuana? Valium?"*  
Respondent said cigarettes are less addictive than everything except caffeine. Said once you are addicted to these other things, the process of clearing yourself and getting rid of them is a lot harder and a lot more chemically dependent than nicotine.
- Question 6. *"Do you think the laws restricting the sale of tobacco products to minors have been adequately enforced?"*  
Respondent immediately said "no". Had no problem with this question. Considers minors to be persons under 16 years old.
- Question 7. *"Do you think that the distribution of free cigarette and tobacco samples on public property should be allowed without any restrictions, some restrictions, or banned completely?"*  
Respondent said "banned". Thought if people want the product, they should buy it. Thought of the home when I said "public property".
- Question 8. *"Do you think sponsorship of sporting or cultural events by tobacco companies should be allowed without any restrictions, some restrictions, or banned completely?"*  
Respondent said it didn't matter to her. The term "sponsorship" didn't seem to cause any problem.

- Question 9. *"Do you think advertising of tobacco products should be allowed without any restrictions, some restrictions, or banned completely?"*  
Respondent said "without restriction". Had no apparent problem with the term "advertising".

**SUMMARY OF COGNITIVE INTERVIEWS FOR THE  
NATIONAL CANCER INSTITUTE'S SMOKING SUPPLEMENT**

**RESPONDENT #1**

Date and Time of Interview: April 8, 1991 at 11:00 a.m.

I first obtained the respondent's permission to video and audio tape the interview. Once both tapes were running, I explained to the respondent the purpose of the interview and how the interview would proceed. In addition, I explained about the two forms she would sign at the end of the session.

From observation, the subject was a white female. She later told me in the interview she was 17 years old.

A. Smoking prevalence/screener

Question #1: The respondent answered "Yes" to this question and had no problems answering the question.

Question #2: The respondent answered "13" to this question and indicated she had no problem identifying the age she started smoking fairly regularly. Upon probing, she defined "fairly regularly" as a pack a day.

Question #3: The respondent answered "Yes" to this question and had no problems answering the question.

Question #4: The respondent answered "Every day" to this question and had no problems answering the question.

Question #6: The respondent's first answer was "a pack or pack and a half". She did not answer the question in terms of number of cigarettes as asked. I probed further as to how many cigarettes that would be and she gave a response of "30". When asked how she decided upon that answer, she responded "by how often she goes to the store".

B. Current Smoker

Question #4: When asked how she decided upon her answer of "3", the respondent stated that she didn't start smoking heavily until a year after she started.

Question #5: I asked the respondent how she decided upon her answer of "Yes" and she said she had tried to quit and it didn't work. Her whole family smoked which made quitting very difficult.

Question #6a: I asked the respondent if she could specifically recall the instance during the past 12 month when she stopped smoking for one day or longer. She said it was very easy because she tried to quit at Christmas.

Question #6b: Respondent had no recall problems. The one time was at Christmas as indicated in question #6a.

Question #7a: Respondent knew she had seen a medical doctor in the past year because she was in the hospital. She defined past year as beginning January 1, 1990. Respondent had also seen a dentist in the past year and had no recall problems.

Question #7b: The respondent answered "No" to both medical doctor and dentist. She stated the doctor only advised her to cut back on her smoking and she did not interpret that statement as advising her to quit.

Question #7c: The check item was confusing to me as an interviewer and I did not ask the respondent question #7c.

Question #8a: The respondent answered "No" to this question. She defined "seriously considering" as actually quitting not just thinking about it.

Question #9: The respondent answered "No" to this question. She interpreted "offered you" as any booklets you receive in school or nicotine gum.

#### D. Other Tobacco Use

Question 1a: The respondent answered "No" to this question. She was not familiar with the term "snuff".

#### E. Occupational Tobacco Smoke

Check Item: The respondent said she worked every day.

Question #1: When I asked the respondent about private offices, she responded with a "Yes". She did not answer in the prescribed format of all, some, or none. I had to clarify that what she meant by a yes and she stated she meant all. She indicated that her worksite had no break areas and lounges or cafeterias. She was unsure about smoking in restrooms. She stated that since there were not any no smoking signs that you could smoke in all the restrooms. She defined worksite as the area where she specifically works. This area is only a portion of the whole office where she is employed.

Question #2: The respondent answered "No" to this question. When I probed further and asked her what she thought was meant by "any other help" she answered a doctor. I asked if there was a doctor at her employer and she said no. She was not thinking specifically about her employer giving her help when she answered doctor. She stated the only thing her employer has done is suggesting that she quit and she did not interpret that as help.

## F. Other Issues

Question #1: The respondent was able to answer this question easily using the prescribed categories. When asked what she was thinking about in regards to government buildings, she said she really didn't think about anything but she would assume it would be "someplace like here". She defined worksite as a place where people work like McDonalds.

Question #2: The respondent answered "doctor" to this question and did not know of any others.

Question #3: The respondent answered "50%" to this question but with much hesitation. When I probed further she stated that most places she goes have two separate sections. She stated she does eat out a lot. When asked how confident she was in her answer she said it was just a guess.

Question #4: The respondent answered "occasionally allowed". She defined this as her room only and did not think of it in terms of time. She said a home is a place that is yours whereas a residence is a place you are staying.

Question #5a: The respondent answered "both" to this question. She said a habit is something you do while an addiction is something you can't stop doing.

Question #5b: This question caused serious response and recording problems. The question asks are cigarettes more addictive, less addictive or about the same as, for example, heroin. When asked about heroin, the respondent answered "less". As the interviewer I checked the block for "less". After reviewing the tape, it was clear that the respondent meant heroin was less addictive than cigarettes. Based on the way the question is phrased, the "More" block should have been checked. The question could be better phrased by asking, "Are the following substances more addictive, less addictive, or about the same as cigarettes?"

Question #6: The respondent answered "No" to this question. She was familiar with the laws and from personal experience she said she can get cigarettes anywhere and she is under age.

Question #7: The respondent answered "Banned". She thought public property might mean a mall.

Question #8: The respondent answered "Without restriction". She thought sponsorship meant like a car race. She was confused by the term "sponsorship".

Question #9: The respondent answered "Some restriction". However, she was not familiar with the current laws and said she was thinking about television and billboards.

**RESPONDENT #2**

Date and Time of Interview: April 8, 1991 at 2:00 p.m.

I first obtained the respondent's permission to video and audio tape the interview. Once both tapes were running, I explained to the respondent the purpose of the interview and how the interview would proceed. In addition, I explained about the two forms she would sign at the end of the session.

From observation, the subject was a white female. I later determined from her responses that she was approximately 18 years old.

**A. Smoking Prevalence/Screeener**

Question #1: The respondent answered "Yes" to this question and had no problems answering the question.

Question #2: The respondent answered "14" to this question. She define "fairly regularly" as frequent and when smoking becomes a habit.

Question #3: The respondent answered "Yes" to this question and had no problems answering the question.

Question #4: The respondent answered "every day" to this question and had no problems answering the question.

Question #6: The respondent indicated she had trouble coming up with an answer to this question. She stated it depended upon whether she was at work or not. After probing, she decided upon 10 cigarettes a day. She decided this because she usually smokes a pack and a half every two days and always ends up giving a couple away to friends.

**B. Current Smoker**

Question #4: The respondent answered "3 years" to this question. She did not have any problems recalling information to respond to this question.

Question #5: The respondent easily recalled instances where she stopped smoking for one day or longer including when she was sick, had her tonsils out, or when she didn't have money to buy cigarettes.

Question #6a: Once again, the respondent easily recalled when she stopped smoking for one day or longer during the past 12 months. Everyone at her work tried to stop at the same time.

Question #6b: The respondent had a hard time recalling how many times she had stopped smoking during the past 12 months. She originally answered "6 times". After probing, she realized she had not included the days she tried to quit and adjusted her response to "15 times".

Question #7a: The respondent was able to recall when she saw a doctor in the past year because she had an ear infection. However, she did not understand what was meant by "past year". She last saw a dentist a year and a half ago.

Question #7b: The respondent answered "No" to this question stating the medical doctor did not mention quitting smoking.

Question #7c: The check item confused me and I did not ask question #7c.

Question #8a: The respondent answered "Yes" to this question. She interpreted "seriously considering" as wanting and willing to quit.

Question #8b: The respondent was uncertain as to whether she planned to quit in the next 30 days.

Question #9: The respondent answered "No" to this question. She defined stop smoking information or activities as brochures or support groups. She thought "offered you" meant receiving something in the mail.

#### D. Other Tobacco Use

Question #1a: The respondent answered "No" to this question. She said snuff was a form of chewing tobacco.

#### E. Occupational Tobacco Smoke

Check Item: The respondent stated she did work last week.

Question #1: The respondent had difficulty answering this question using the prescribed format. She responded "Yes" to each part of the question rather than responding with all, some, or none. I had to clarify her answer each time. She thought of her worksite, a beauty shop, when she answered this question.

Question #2: The respondent answered "No" to this question because her employer smokes. She thought "any other help" would include encouragement.

#### F. Other Issues

Question #1: The respondent described government buildings as the Census Bureau or Naval Intelligence. She has a friend who works for the Navy. She interpreted worksite to be specifically a construction worksite.

Question #2: The respondent had a variety of responses to this question including the library, fire department, supermarkets, and the American Lung Association.

Question #3: The respondent answered "99%" to this question. She was very confident in her answer and felt like practically everywhere she went there were two separate areas. However, she did state that she usually only went to fast food restaurants.

Question #4: The respondent said smoking was permitted anywhere in her home. She saw no difference between home and residence. She interpreted "occasionally allowed" as referring to particular times rather than particular places in the home.

Question #5a: The respondent answered "Both" to this question. She felt that a habit was something you were use to doing and an addiction was something you want to do.

Question #5b: This respondent had the same problem with this question as the Respondent #1. She wanted to answer that cocaine was less addictive than cigarettes rather than cigarettes were more addictive than cocaine. It caused problems for me in recording her answer. Also, she did not understand what was meant by "addictive nature" and was not familiar with valium.

Question #6: She immediately answered "Yes" to this question. After I probed concerning her knowledge of the specific laws she changed her answer to "No" after thinking about her past experiences.

Question #7: The respondent answered "some restriction" but did not know what was meant by distribution of free cigarettes. She thought public property referred to street corners or supermarkets.

Question #8: The respondent answered "without restriction" but was thinking just about advertising when evaluating the meaning of sponsorship.

Question #9: The respondent answered "some restriction" to this question. She was thinking about magazines and billboards when she answered. However, she did know the laws about advertising on television and stated that was the reason why she responded with some restriction. She felt advertising should continue not to be allowed on television.



**RESPONDENT #3**

Date and Time of Interview: April 8, 1991 at 3:00 p.m.

I first obtained the respondent's permission to video and audio tape the interview. Once both tapes were running, I explained to the respondent the purpose of the interview and how the interview would proceed. In addition, I explained about the two forms he would sign at the end of the session.

From observation, the subject was a white male. I would estimate his age to be approximately 18 years old.

A. Smoking Prevalence/Screening

Question #1: The respondent answered "No" to this question and had no problems answering the question.

D. Other Tobacco Use

Question #1a: The respondent answered "No" to this question and was not familiar with the product snuff.

E. Occupational Tobacco Smoke

Check Item: The respondent has not worked for the past several months.

F. Other Issues

Question #1: The respondent thought of the Capitol when asked about government buildings. He had trouble providing responses to worksites and indoor sporting events because it depended on the type of worksite or sporting event. For example, he stated that employees of a gas station should not be permitted to smoke.

Question #2: The respondent answered doctor and health department. The question was very clear to him.

Question #3: The respondent had no idea initially when I asked this question. After probing, he indicated he only went to fast food restaurants. I asked if he could give an answer just relating to fast food and he responded with 50%. However, he was not confident in his answer.

Question #4: The respondent saw no difference between home and residence. He was not sure what "occasionally allowed" meant, but after further probing felt like it meant a place rather than a time orientation.

Question #5a: The respondent felt that his answer to this question depended on the individual. He finally answered an addiction after further probing.

Question #5b: The respondent answered "Don't know" for each substance he had never used. He only gave a response for alcohol and caffeine. He defined "addictive nature" as needing another cigarette.

Question #6: The respondent felt enforcement has not been adequate because he sees minors in stores all the time allowed to purchase cigarettes. He said he was familiar with the laws.

Question #7: The respondent answered "Banned" to this question. However, he did not understand the terms distribution and public property. He felt that your home would not be public property.

Question #8: The respondent did not understand what was meant by sponsorship. He answered "without restriction" after probing, for example if a cigarette company sponsored a wrestling match.

Question #9: The respondent answered "without restriction". He felt that advertising should be allowed on television and magazines.

**RESPONDENT #4**

Date and Time of Interview: April 15, 1991 at 2:00 p.m.

I first obtained the respondent's permission to video and audio tape the interview. Once both tapes were running, I explained to the respondent the purpose of the interview and how the interview would proceed. In addition, I explained about the two forms he would sign at the end of the session.

From observation, the subject was a white male. I would estimate his age to be in the low 60s.

**A. Smoking prevalence/screener**

Question #1: The respondent answered "Yes" to this question and had no problems answering the question.

Question #2: When the respondent first answered this question, he responded with a year not an age. After clarification, he answered "21 years old". However, after he defined "fairly regularly" as smoking half a pack a day, he changed his answer. He stated at the age of 21 he started smoking, but did not begin to smoke regularly until the age of 25. Without further probing, I would have recorded an inaccurate response.

Question #3: The respondent answered "No" to this question. He was a former smoker.

**C. Former Smoker**

Question #1: The respondent answered "Yes" to this question and had no problems answering the question.

Question #3: In answer to this question, the respondent first answered in terms of the year he stopped completely. After probing, he calculated the time to be 40 years. He recalled this period of his life because it was when he came back from overseas and switched to a pipe.

Question #4: The respondent answered "10" to this question. In deciding upon his answer, he said he recalled the number of cigarettes in a pack and he knew he didn't smoke an entire pack a day. He stated it was just a rough guess.

Question #5: The respondent answered "10" to this question. He stated he recalled his time overseas to come up with his answer.

**D. Other Tobacco Use**

Question 1a: The respondent answered "Yes" to pipes and cigars. The question worked very well with this respondent. He was familiar with the tobacco product snuff.

Question 1b: The respondent did not currently use pipes and cigars. Once again, this question worked very well with this respondent.

### E. Occupational Tobacco Smoke

Check Item: The respondent answered "No" to the check item.

### F. Other Issues

Question #1: The respondent immediately answered "Not allowed at all" even before I read the list to him. Once I started through the list, he understood the format of the question. He felt government buildings referred to office buildings. When asked about worksites, he said he thought about his cousin who worked in the car body shop and smoked while he was working on the cars.

Question #2: The respondent answered "Heart Association and Cancer Institute". He was not aware of the exact titles of these organizations, but I went ahead and checked the American Heart Association and American Cancer Society. This question may cause confusion in the field since respondents may not be able to provide exact title of organizations.

Question #3: The respondent answered "very few" initially. Upon probing, he decided upon 10 percent and felt very confident about his answer. He stated he eats out quite a lot and has trouble finding restaurants with non-smoking section.

Question #4: The respondent stated smoking was never allowed in his home or residence. He said there was a difference between home and residence. Home is his individual apartment while residence is his apartment complex.

Question #5a: The respondent answered "Both" to this question. He stated a habit is a routine while an addiction is something you can't help but do. He seemed very clear on the difference between the two.

Question #5b: When asked this question, the respondent answered "More". Upon probing, I learned that he meant cocaine was more addictive than cigarettes. However, based on the format of the question it should have been answered that cigarettes were less addictive than cocaine. This is the same problem encountered in other cognitive interviews. He defined addictive nature as a compulsion.

Question #6: The respondent answered "No" to this question. However, he stated he was not familiar with the laws but just had the impression that the laws were not enforced.

Question #7: The respondent answered "Banned" to this question. He felt free distribution on public property meant outside government buildings when people come out of work.

Question #8: The respondent answered "Banned" to this question. He referred to the Virginia Slims tennis tournament as an example of sponsorship.

Question #9: The respondent answered "Banned" to this question. He was familiar with the laws and knew advertising on television was not permitted. He was thinking of any type of media when answering the question.

## RESPONDENT #5

Date and Time of Interview: April 15, 1991 at 3:00 p.m.

I first obtained the respondent's permission to video and audio tape the interview. Once both tapes were running, I explained to the respondent the purpose of the interview and how the interview would proceed. In addition, I explained about the two forms she would sign at the end of the session.

From observation, the subject was a white female. I later determined from her responses that she was approximately 60 years old.

### A. Smoking prevalence/screener

Question #1: The respondent answered "Yes" to this question and had no problems answering the question.

Question #2: The respondent had a different time responding to this question. She experienced significant recall problems. She finally responded "somewhere in her 20s". After she thought about the term fairly regularly, she changed her answer to "her 30s". She realized in her 20s she was smoking very seldom. The respondent said she had a hard time answering this question because her smoking was random. Finally, she decided upon the age of 33, but was not confident in her answer.

Question #3: The respondent answered "No" to this question. She was a former smoker.

### C. Former Smoker

Question #1: The respondent answered "Yes" to this question, but could not guarantee she smoked everyday as stated in the question.

Question #3: She answered "10 years" to this question. She stated she did not have a recall problem because she could easily identify events in her life which lead her to quit. For example, a number of people she knew had passed over due to smoking related illnesses and her son was pressuring her to quit.

Question #4: The respondent answered "10 cigarettes" to this question. However, the answer was strictly an average since her smoking tended to be random.

Question #5: The respondent answered "20 years" to this question. She stated it was difficult for her to recall exactly but based on her current age she estimated 20 years.

### D. Other Tobacco Use

Question 1a: The respondent answered "No" to this question. She was familiar with the tobacco product snuff.

### E. Occupational Tobacco Smoke

Check Item: The respondent answered "No" to the check item.

### F. Other Issues

Question #1: The respondent had no problems following the format of this question. She could not give a specific example of a type of government building or worksite since there were so many different kinds of each.

Question #2: The respondent answered the American Cancer Society, American Heart Association, and the newspaper. The question worked very well and was easy to understand.

Question #3: The respondent had a difficult time coming up with an answer to this question. She stated the percentage was very small and finally decided upon 25 percent. She stated she eats out very often, but still is not at all confident in her answer.

Question #4: The respondent answered no one is allowed to smoke in her home. She did not see a difference between home and residence. The option "occasionally allowed" confused her, but she did not worry because she knew smoking was not allowed at all.

Question #5a: The respondent answered "Both" to this question. She felt habit was defined as going through the motions and an addiction is like an addiction to drugs.

Question #5b: The respondent had a difficult time with this question because she said the difference in addiction between cigarettes and other substances depends on the person. Many factors have a bearing on how addictive something is compared to cigarettes. She defined addictive nature as getting hooked and being a slave to a substance.

Question #6: The respondent answered "No" to this question. However, she was not sure of the laws and felt like they varied from state to state.

Question #7: The respondent answered "Banned" to this question. She believed public property meant public schools or government buildings. She lost sight of the question because she was thinking solely of the cigarettes companies' efforts to sell cigarette internationally to poor underdeveloped countries.

Question #8: The respondent answered "Banned" to this question. She thought of tennis tournaments and billboards at stadiums when thinking about sponsorship.

Question #9: The respondent answered "Banned" to this question. She was totally against advertising on any media. She was familiar with the current laws in this area.

### Notes from CPS Smoking Supplement

The subject was a 30-year-old white female smoker. The interview was conducted by Terry DeMaio on Friday, April 5 at the CSMR Response Research Laboratory. I began by telling her the purpose of the interview I was about to conduct. I told her that the information she gave me was confidential and that she would be paid \$15 for the interview. I also gave a demonstration of how she should use the think aloud method to answer the questions I would pose. I mentioned that the interview would be both audio- and videotaped and told her that at the end of the interview I would ask her to sign a consent form so that I could show the tapes to other researchers.

#### A. Smoking prevalence/screener

At question 1 (smoked 100 cigarettes), she answered "yes" immediately. She said that was an easy one, she didn't need to think about it at all.

In response to question 2 (age when first smoked), she began thinking aloud, "I was in junior high, about 8th grade. I graduated in 1978, so about 15 years, I guess." I thought this answer reflected how long ago she began smoking, so I commented that the question asked how old she was, and in response she said, "13." When asked how she came up with that answer, she said "I know I graduated in 1978, I've been smoking for 15 years, and I'm 30 so I just subtracted." When asked her definition of "fairly regularly" she said "smoking every day a few cigarettes." Then she changed her mind and said that when she started smoking at age 13 she had to sneak, so that was not fairly regularly. To her, regular is waking up and having a cigarette. On this basis, she revised her original answer to tenth grade, or age 15. (This actually better corresponds to her subtraction anyway, since she said she was 30 years old and had smoked for 15 years.) At age 13, she smoked a couple of cigarettes a day, after school or while walking home--that is not fairly regularly, according to her definition.

At question 3 (smoke now), she quickly said "yes." At question A4 (every day or some days), without hesitation she said "every day."

At question 6 (number of cigarettes smoked), she said, "There are 20 cigarettes in a pack; I smoke almost a whole pack, some days I won't, I might have two or three cigarettes left over, so an average of 18-20."

#### B. Current Smoker

At question 4 (number of years smoked). I read the question and the parenthesized instruction about not including time you stayed off cigarettes for 6 months or longer. Her immediate reaction was, "So what was the question again?" After I reread the question, she said, "Every day...I did quit one time, but it wasn't for six months so I can't count that." Then she thought the amount of time she smoked in high school, and she used her graduation in 1978 as a reference point. She came up with an answer of 14 years. (This is slightly different than an answer she gave earlier.)

At question 5 (ever stopped smoking for one day or longer), she said "yes." Then she said, "I haven't had a cigarette today, as a matter of fact." In response to some probing, she revealed that her response included times when,

for reasons other than deliberate attempts to quit, she went one full day without smoking a cigarette. For example, if she had too much to drink and smoke one night, she might get a "cigarette hangover" and not want a cigarette the next day.

At question 6a (stopped smoking during the past 12 months), she said "yes" and reiterated her previous interpretation. If she had a sore throat or something like that, she would consider that to be stopping smoking.

At question 6b (number of times stopped in the past 12 months), she thought about the number of times she had been sick with a sore throat. She gave an answer of 5; she counted up individual instances of times she remembered when she either had strep throat or had been out and had too many beers. She considered instances since the beginning of last year, January 1990.

At question 7a (medical doctor), she responded that she was laid off from her job in June and she hasn't seen a doctor since then. Then she thought further about the last year, and visits to a medical doctor. She responded that she had seen a doctor a few months before she got laid off.

At question 7b (doctor advise to stop smoking), she said that they took her off birth control pills when she turned 30 because she smoked. When questioned, she said that she interpreted this as being advised to stop...the doctor told her he would have to take her off birth control pills if she didn't stop smoking because it's bad for your health.

At question 7a (dentist), she quickly said "yes." And no dentist had advised her quit smoking (7b).

At question 8a (seriously considering quitting), she said "no." She thought the question wanted to know whether she even thinks about quitting, and the answer to that is no.

At question 9 (stop smoking information), she thought about the past year, and said that her previous employer had offered something, but that had been over a year ago. When questioned, she said she was again referring to the date of January 1990 in answering the question.

#### D. Other Tobacco Use

At question 1a (use other tobacco products), she started to laugh. She didn't recognize the term "snuff," although she was familiar with all the terms contained in the question.

#### E. Occupational Tobacco Smoke

In response to a question that was added to the questionnaire, the respondent reported that she is employed.

At question 1 (where worksite allows smoking), her immediate response was "yes." When given the response categories (all, some, or none) again she said, "Everywhere...everywhere you want in our office." Going down the list,



she continued to say that smoking is allowed anywhere until she got to last item--restrooms. Then she said that there was no sign to say you can't smoke in the restroom, but she doesn't smoke there anyway. When pressed for an answer, she said smoking is allowed in all restrooms. She defined her worksite as her own office.

At question 2 (employer ever help to quit smoking), she had a question, "Any time, right? Not just in the past year? You asked me a question a little while ago about something like that in the past year." (She was referring to question B9, which she had answered with respect to her employer.) When I repeated the question, she said, "yes." Then she realized that she was talking about a previous employer that she had, but not the company she currently works for. If she answered with respect to her current employer, the answer would be no.

At question 3 (employer help to quit smoking in past 12 months), she said "no." She switched her focus and was now talking about her current employer. Even though she has not been employed there for 12 months, she provided an answer, which she based on her perception of whether they would have offered one.

#### F. Other Issues

At question 1 (restricted smoking sites), she quickly answered with predefined response categories when asked about restaurants, hospitals, and government buildings. She questioned what the term "worksites" meant...she thought it meant the space where she does her work (i.e., her office). She answered readily for all the other sites. She responded "designated areas" for shopping malls--she thought smoking should be allowed in the mall itself but not in the stores. Similarly for indoor sporting events, she thought smoking should be allowed on the concourse, but not in seating areas. She thought the question about government buildings referred to office buildings where government employees work.

At question 2 (stop smoking information), she quickly responded, "my doctor."

At question 3 (nonsmoking sections in restaurants), she said, "all of them." She used her personal experience of the restaurants she has eaten in to answer this question. She doesn't eat out a lot (maybe twice a month), and she said she was not very sure of her answer to this question.

At question 4 (smoking restrictions at home), she readily responded. When questioned about the difference between "home" and "residence", she replied that "residence" refers to owned homes; "home" refers to a rented place where you live.

At question 5a (addiction vs. habit), she first said "habit." Then she said, "you can say both?" and changed her answer. In trying to define a habit and an addiction, she couldn't really differentiate them. She described an addiction as when you've got to have it, where you're on edge and it effects your mood, but then she thought that referred to a habit too. She didn't change her answer from "both," although she could not state what the

difference was between the two terms. At part b, she based her answers on what she had read, since she had no personal experience with some of the choices. She thought that all drugs have the same level of addiction, and cocaine, heroin, alcohol, marijuana, and valium are all drugs. Caffeine is not like smoking, and smoking is more addictive. She defined "addictive nature of something" as when people would do anything to get it.

At question 6 (sale of tobacco products to minors), she replied "no." She based this answer on a recent observation of a "kid" buying cigarettes, where he had no problem purchasing them even though he was underage.

At question 7 (distribution of samples), she asked, "on what property?" and then said it should be allowed without any restriction. When asked to define public property, she was very hesitant. She mentioned shopping malls and parks as examples of public property. Your home and your worksite would not be considered public property, but the Capital Centre would be. When questioned, she said the question was referring to people who give out little packs that have three or four cigarettes in them.

At question 8 (sponsorship of cultural events), she said, "without any restriction."

At question 9 (advertising), she said, "some restrictions." The restrictions she had in mind had to do with television advertising that might affect children.

### Notes from CPS Smoking Supplement

The subject was a 31-year-old white female smoker. The interview was conducted by Terry DeMaio on Friday, April 5 at the CSMR Response Research Laboratory. I began by telling her the purpose of the interview I was about to conduct. I told her that the information she gave me was confidential and that she would be paid \$15 for the interview. I also gave a demonstration of how she should use the think aloud method to answer the questions I would pose. I mentioned that the interview would be both audio-and videotaped and told her that at the end of the interview I would ask her to sign a consent form so that I could show the tapes to other researchers.

#### A. Smoking Prevalence/Screenener

At question 1 (smoked 100 cigarettes), she said "I'm sure I have. I've been smoking cigarettes for years, ever since I was a young kid, so yes...quite a few more."

At question 2 (age when first smoked), she questioned, "Regularly? Well, I didn't smoke regularly in elementary school, but I'd say 7th grade, probably." She answered in terms of a grade, and converted this to age 13 in response to a probe. She defined regularly as any time that she wasn't at home--on the way to and from school, and between classes--about ten cigarettes a day. She didn't smoke at home since she wasn't allowed to. She contrasted this to her behavior in elementary school, which was not regular. At that time she goofed off and smoked a cigarette whenever her sister or a friend had some. In response to a question, she said that she would not define smoking one cigarette every day as smoking regularly.

At question 3 (smoke now), without hesitation she said "Yes, I do."

At question 4 (every day or some days), she said "I smoke every day."

At question 6 (number of cigarettes smoked), she slowly answered, "Probably 20 to 30." She calculated this on the basis of the number of cigarettes in a pack, and the number of packs she buys in a day.

#### B. Current Smoker

At question 4 (number of years smoked), she began by thinking about the times she hadn't smoked. While in the hospital having a baby, she had stopped for a day, but this would not be long enough to count. Then she calculated that she was thirteen when she started smoking every day, and she is 31 now. She subtracted and came up with an answer of 18 years.

At question 5 (ever stopped smoking for one day or longer), she said, "No, I've only thought about it." She felt that the phrase "stop smoking for a day" involved a deliberate attempt to try to quit but after a day knowing she couldn't handle it.

At question 7a (medical doctor), she said quickly, "Yes, I have." She dated her experience as being within the past year because she has allergies and every spring she winds up in the doctor's office. Her last visit was last

May, and the reference date she used in answering the question was April 1990--one year ago.

At question 7b (medical doctor), she laughed and said, "Yes." The doctor told her that with her allergies and asthma, cigarette smoking is not healthy. Her problems would probably not be as severe if she would quit.

At question 7a (dentist), she said, "Yes." She had a lot of dental work done, every day for a month in July, and three other dental visits as well.

At question 7b (dentist), she reported that her dentist didn't say anything about smoking, although she knows that smoking is not good for the teeth.

At question 8a (seriously considering quitting), she answered slowly and said, "No, I'm really not. I think about it a lot, but no, I'm not considering it." She has thought about it for the last two years--her children don't like it, and she tries to be considerate of them. She has to think about where and when she can smoke. She has thought that if she didn't smoke, she wouldn't have to worry about these things, but she has never decided that she would actually make a real attempt to try and stop.

At question 9 (stop smoking information), she gave a negative answer. When questioned, she said that anything by mail or telephone call, or seeing brochures in a grocery store or library, would be examples of someone offering information.

#### D. Other Tobacco Use

At question 1a (use other tobacco products), she laughed and said, "No," and recalled a time at her grandfather's when she thought she would have a nicotine fit because she ran out of cigarettes. She thought that snuff was something in a can that used to be used by bikers, but she was not really sure.

#### E. Occupational Tobacco Smoke

In response to a question that was added to the questionnaire, the respondent reported that she is employed.

At question 1 (where worksite allows smoking), she said, "Yes, they allow smoking anywhere." In response to each part of the item, she said "yes" rather than giving one of the appropriate response categories (all, some, or none). When we got to restrooms, she was somewhat more hesitant. She doesn't smoke there, but there is no sign that says it's not allowed, so she assumes it is allowed. She gave a response to the "cafeteria" item, even though her workplace does not have a cafeteria, it only has a break area with a microwave and a sink. She defined her worksite as anything within the company's suite of offices, including private offices, conference rooms, reception area, and copy room.

At question 2 (employer ever help to quit smoking), she quickly said, "No." In answering, she focused on the first part of the question--offered a quit

smoking program--and couldn't give an example of what kinds of things might constitute "any other help," which is the second part of the question. She felt that offering a quit smoking program seemed to be the major part of the question.

#### F. Other Issues

At question 1 (restricted smoking sites), she discussed her experiences in going out to eat in restaurants, and deciding on whether to sit in a smoking or nonsmoking section based on how long the wait was. Although she thought it should be allowed in designated areas, she wouldn't object if it wasn't allowed. For the most part, she was able to answer the question using the predefined response categories. When answering about "government buildings," she was thinking about government office buildings such as the one where her sister works, and there seemed to be no difference between that category and the next one, worksites, in her mind. She had some difficulty in answering the question about buses and trains because there were several aspects that she needed to take into consideration. Her answer would differ according to whether buses were for long-distance traveling or local Metro buses. Also, trains have separation points that could be used to designate smoking areas, while buses do not.

At question 2 (stop smoking information), she said, "I have no idea." Then after thinking about it for a while, she said she would probably first contact her doctor.

At question 3 (nonsmoking sections in restaurants), she said hesitantly, "In the places that I go into, I think every one of them has designated areas now." Then she volunteered that she doesn't go out very much, and the places she goes are limited to ones she can take her children to.

At question 4 (smoking restrictions at home), she had some problems. There are certain areas in her home (for example, the children's bedrooms) where smoking is not allowed. The categories in the question don't really allow for a "designated areas" response. In terms of the categories in the question, she would say "smoking is occasionally allowed;" however, she didn't feel that this accurately described her situation. She thought that "occasionally allowed" was meant to apply to party situations or cases when visitors came to a house where smoking was not generally allowed.

At question 5a (addiction vs. habit), she responded very slowly. Then she said she's been doing it for so long it's a habit. She's not sure she believes in addiction. Habit is just something that you do; an addiction is where your body or mind absolutely has to have it, so that it becomes a necessity.

At question 6 (sale of tobacco products to minors), she said, "No, not really." She recounted observations of children being allowed to buy cigarettes with a note, ostensibly from their parents. She has seen young people being carded, but her general perception is that the laws are not adequately enforced.

At question 7 (distribution of samples), she thought it should be banned completely because it's encouraging people to smoke. She gave liquor and convenience stores, county fairs, and exhibits as examples of public property.

At question 8 (sponsorship of cultural events), she answered very slowly. She said, "You mean tobacco companies advertise sporting events?" Upon rereading the question, she said she thought it should be allowed without restrictions. As an example of what this question was asking about, she said wearing a t-shirt from a tobacco company that was sponsoring her to walk in the March of Dimes Walkathon.

At question 9 (advertising), she thought about signs that she sees along the highway. She said, "Without restriction." Then she said she was thinking mostly about billboards and tv commercials, and she thought they had already taken advertising off tv. When questioned about whether her answer meant that she thought advertising should be allowed on tv, she had second thoughts. She hadn't stopped to think about it, and she thought it was fine that advertising has been taken off tv. She changed her answer to "some restrictions."

## Notes from CPS Smoking Supplement

The subject was a 27-year-old-white female former smoker. The interview was conducted by Terry DeMaio on Friday April 5 at the CSMR Response Research Laboratory. I began by telling her the purpose of the interview I was about to conduct. I told her that the information she gave me was confidential and that she would be paid \$15 for the interview. I also gave a demonstration of how she should use the think aloud method to answer the questions I would pose. I mentioned that the interview would be both audio- and videotaped and told her that at the end of the interview I would ask her to sign a consent form so that I could show the tapes to other researchers.

## A. Smoking prevalence/screener

At question 1 (smoked 100 cigarettes), she laughed and said, "Oh, yes."

At question 2 (age when first smoked), she said, "Well, I was in high school...I'd say 15." She defined fairly regularly as smoking at least a couple of cigarettes a day.

At question 3 (smoke now), she quickly said, "No."

At question 5 (not at all or some days), without hesitation she said, "Not at all."

## C. Former Smoker

At question 1 (ever smoked for six months), she said, "yes."

At question 3 (how long ago quit), she thought a bit. "I quit in May, so almost a year...it's been ten months, I guess." She remembered that she quit in May, because it was just before she went on a trip to Pennsylvania, and she was going crazy that whole weekend.

At question 4 (number of cigarettes a day), she said, "At least 20, probably a pack a day."

At question 5 (number of years smoked), she said, "Well, what do you mean do not include? If I started when I was 15, and then I quit when I was pregnant, and then I quit some times in between, and then I started again, so...that doesn't count, right? I don't understand what this instruction means. It's hard for me to remember...I'd have to figure it out...do you want me to figure it out?" Then she started calculating the amount of time she had smoked, leaving out the time during two pregnancies. She said, "Probably about ten years." When questioned she said she didn't leave out any time besides the two pregnancies, because she probably didn't quit for at least six months during any of her other attempts to quit smoking.

## D. Other Tobacco Use

At question 1a (use other tobacco products), she laughed and said, "No." She didn't know what snuff is...she started to give a definition, but then she decided she was thinking about chewing tobacco, and said no, she didn't know what it is.

### E. Occupational Tobacco Smoke

In response to a question that was added to the questionnaire, the respondent report that she is employed.

At question 1 (where worksite allows smoking), she said, "All" even before I gave the first type of place. In response to each of the other places, she said, "yes," meaning all. When we got to restrooms, she said, "I guess so, I didn't see any no smoking signs in the restroom...I guess you can." She gave answers to each of the questions, even though her worksite does not contain a cafeteria. She answered the questions about cafeteria and break area thinking about the same place.

At question 2 (employer ever help to quit smoking), she said, "No." When asked about what the "any other help" portion of the question referred to, she thought it might mean whether insurance would cover the cost of a quit smoking program. She couldn't think of any other kind of help an employer could give.

### F. Other Issues

At question 1 (restricted smoking sites), she couldn't give an answer to the part about restaurants. As a former smoker, smoking didn't bother her, and she found it difficult to put herself into a category. She finally settled on "designated area." She didn't have a problem in answering any of the other parts of the question. She thought government buildings referred to buildings like courthouses, county buildings, and museums. Worksites meant individual private offices. (This is a different definition from the one she used in answering question E1, where she meant the suite of company offices.)

At question 2 (stop smoking information), she quickly said, "Probably my doctor."

At question 3 (nonsmoking sections in restaurants), she said, "Every one, but I have to give you a percentage, right? I'd say at least 80 percent." When questioned about how she chose the percentage, she said almost every one that she knows or has ever been to has a designated area, so from 100 percent she just picked 80.

At question 4 (smoking restrictions at home), without hesitation she said, "The last one." When probed about the difference between the terms "home" and "residence," she said they mean the same thing.

At question 5 (habit vs. addiction), she said, "I personally think it's a habit. You just get used to it, and you keep doing it." She said a habit is something you do out of an everyday routine; an addiction is something you need and you can't stop.

At question 6 (sale of tobacco products to minors), she said "No." She thought the law referred to sale to anyone under the age of 16, but she feels that minors include anyone under 18. She answered the question based on her personal experience; her sisters can buy cigarettes whenever they want.



At question 7 (distribution of samples), she said, "On public property? No, I think that's fine...I don't really understand what you mean by public property." She thought public property included basically anywhere that the public is allowed to go. This would include schools, the mall, the Capital Centre, even your home, because anyone is allowed to knock on the door. The only example of something that is not public property that the respondent gave was Andrews Air Force Base, because you have to live there to get on the base.

At question 8 (sponsorship of cultural events), she said, "When a cigarette company sponsors a sporting event? I think it's fine." When asked to give an example of the kind thing the question is asking about, she said, "When you see a football game on tv and they do a cigarette commercial, I would think that's sponsoring."

At question 9 (advertising), she said, "I don't know, give me that again?" After I reread the question, she said, "I think it's fine, no restrictions." She was thinking about magazines, billboard signs, and television. She couldn't think of any situation where advertising of tobacco products should not be allowed.

Notes from CPS Smoking Supplement  
Tuesday, April 9, 11:00 a.m.  
Mary Ellen Beach (FLD)

I greeted the respondent, a retired male (who turned out to be a former smoker), obtained his verbal consent to tape the session, and started the taping equipment. I explained that he would be asked to sign a consent form after the session, that he would be paid \$15, and that the information he gave would be kept confidential. I talked about the purpose of the study and demonstrated how one would talk through the thought process while answering a question.

A. Smoking prevalence/screener

At item 1 (smoked at least 100 cigarettes in entire life), the respondent did not hesitate in answering "yes." He said he was 62, had started smoking at 17, which meant he had smoked for 45 years, and he knew he had smoked more than two cigarettes a year.

In deciding item 2 (age when first started smoking cigarettes fairly regularly), the respondent had no problem answering that it was "20." He noted that the question asked about "fairly regularly" and stated that it was not until he was 20 and going into the military that he had both the opportunity and nerve to actually purchase a package of cigarettes. Prior to that time, he had "sneaked" cigarettes as he could. At 20, he smoked a pack every other day; later he increased to a pack a day.

At item 3, the respondent had already explained that he had stopped smoking cigarettes in 1975 and had switched to smoking a pipe, so he did not hesitate in answering. Similarly, item 5 required no additional probing to understand his answer, "Not at all."

C. Former Smoker

On item 1, the respondent answered without hesitation that "yes." he had smoked cigarettes every day for at least 6 months during the time that he was in the military, in his 20's.

In thinking about how long he had been off cigarettes (stopped completely) (item 2), the respondent thought back to when he retired from the military and subsequently took another job. He stated that he had "tapered off" starting around this job change in 1970 and had stopped completely in 1975. Upon probing, he stated that he had quit 16 years ago.

D. Other Tobacco Use

The respondent had already talked about how he had switched to a pipe in 1975 and had smoked that regularly until he quit in 1990. He stated that he had smoked an occasional cigar, about once a month, during that time. He made the distinction between regular

and occasional use with no probing needed. When I probed about whether he knew what "snuff" was, he stated that he did know because at one time he had sold it in a shop; he had never used it. To item 1b. (currently use a pipe), he reiterated that he had stopped smoking completely as of January 1990. (He had suffered a heart attack.)

#### E. Occupational Tobacco Smoke

The respondent reported that he had retired on March 1, so I asked no further questions in this section.

#### F. Other Issues

At item 1 (whether smoking should be allowed without restriction, permitted only in designated areas, or not allowed at all in . .) restaurants? The respondent had no problems remembering the three categories of response; he would have selected "designated areas" for large restaurants and would have selected "not allowed at all" for small restaurants, so he would have had difficulty forcing his answer into one category if the size of the restaurant was not specified. **Hospitals?** The respondent selected "not allowed at all" immediately; he talked about the health/ecological reasons and the public relations aspect. **Government Buildings?** The respondent said "designated non-smoking area", but he meant "designated smoking area." He was referring to government office buildings, and meant designated areas for both employees and visitors. **Worksites?** The respondent said that if there was more than one person at a worksite, then smoking should "not be allowed." When I asked him to think about what his worksite would have been when he worked at the University of Maryland, he described his department (parking office), with inner offices, open work spaces, and lobby area. **Bars and Cocktail Lounges?** At this question, I read the three answer categories again as a reminder. The respondent talked at length about how it would be illogical to tell someone that they could not smoke, but they could drink alcohol; he felt that both were bad for a person's health. He then selected the answer "no restriction." **Indoor Sporting Events?** He immediately answered "not allowed at all." He then went on to describe the situation at an arena such as Cole Field House where smoking had been allowed at one time. **Shopping Malls?** In the "lobby area" he said smoking should be allowed, but smoking should be "not allowed at all" in the stores; he made the distinction in areas of the shopping mall rather than to select "designated area." If I had thought to probe, he might have settled on that answer. **Buses and Trains?** The respondent selected "designated area" as in "designated car" for trains and "not allowed at all" for buses.

For item 2 (local person or organization to contact for information about stopping smoking), the respondent first asked "Me?" When I nodded, he started thinking and mentioned hospitals and doctors. He noted that there are plenty of brochures around,

but if he was serious about it, he would contact his doctor; he would rely on professional people to provide professional advice.

For item 3 (percent of restaurants and fast-food establishments that have nonsmoking sections), he stated that he never went to fast-food establishments, and in most of the restaurants he went to the hostess would immediately ask "Smoking or Non-smoking?". With probing, he estimated 90% as the answer to this question and verified that he went to a wide variety and a large number of restaurants all over the country.

Item 4 proved to be somewhat difficult. As soon as I read the question, he laughed and said, "Those are not very good choices." He thought about the question in terms of what he would put on a sign to convey the rules to guests. He asked me to read the responses again, then selected "Smoking is permitted anywhere in my home." With probing, he admitted that his preference would be that no one smoke in his home, but the choice "No one is allowed to smoke anywhere in my home" was too negative. Further probing elicited the response that there is a "designated area"--a "Florida room" or enclosed patio where guests go to smoke. If such a choice had been offered, this respondent would have selected it.

Item 5a. asked about whether the respondent thought smoking was a habit, an addiction, both, or neither. He commented that he thought for him it was more of a habit than an addiction, and although he had routinely smoked, the habit was very easy to break. I asked him about the difference between a habit and an addiction. He talked about the physical need for the addictive substance and the routine of doing things that is a habit. He felt you can modify a habit because you have more control over it.

For item 6 (adequate enforcement of laws restricting the sale of tobacco products to minors), the respondent said that based on what he had seen, enforcement has not been adequate. He did not really know what the law was, but he noted that cigarettes in machines are readily available to minors.

For item 7 (distribution of free cigarette and tobacco samples), the respondent repeated the answer categories and then selected "some restriction." He speculated that our society would rebel against complete restrictions. He defined public property as buildings, streets, airline terminals, and the like.

For item 8 (sponsorship of sporting or cultural events), the respondent selected the "middle ground"--"some restriction" for the same reasons as he gave in item 7.

For item 9 (advertising of tobacco products), the respondent selected the "middle ground"--"some restriction" for the same reasons; he mentioned requiring warnings of the harmful nature of the product.

NOTES FROM CPS SMOKING SUPPLEMENT  
 Tuesday, April 9, 12:00 p.m.  
 Mary Ellen Beach (FLD)

I greeted the respondent, a retired female (who turned out to be a non-smoker), obtained her verbal consent to tape the session, and started the taping equipment. I explained that she would be asked to sign a consent form after the session, that she would be paid \$15, and that the information she gave would be kept confidential. I talked about the purpose of the study and demonstrated how one would talk through the thought process while answering a question.

A. Smoking prevalence/screener

At item 1 (smoked at least 100 cigarettes), the respondent immediately answered "No," explaining that she had never smoked.

D. Other Tobacco Use

For 1a. (ever used other tobacco products), the respondent answered "No." When asked about whether she knew what snuff is, she remarked that she remembered old men using it many, many years ago.

E. Occupational Tobacco Smoke

When I asked the respondent the screener question (worked last week), she answered "No"; she had just recently retired.

F. Other Issues

At item 1 (whether smoking should be allowed without restriction, should be permitted only in designated areas, or not be allowed at all in ...) restaurants? The respondent selected "designated area" and added that smoking and non-smoking areas should be divided (presumably physically); hospitals? The respondent immediately chose "not allowed at all"; Government buildings? The respondent selected "not allowed at all"; when I probed, she described government buildings as office buildings; Worksites? The respondent recalled that when she had worked, she was in a small room with 10 people, 6 of whom smoked; the smoking bothered her a lot, so she thought that worksites should have a "designated area"; she thought of a closed in office building as a worksite, but on further reflection, she mentioned that although construction workers can be outside, the place that they work is their worksite, too; Bars and cocktail lounges? The respondent stated that she had never been to a bar or cocktail lounge where smoking was at all restricted; when I repeated the three answer choices, she chose "no restriction"; Indoor sporting events? The respondent immediately said, "Oh, absolutely not" (not allowed at all); Shopping malls? She said that in a large shopping mall, she had seen people smoking and did not think they had a designated area; she would prefer a "designated area"; when

I probed, she named Landover Mall and Iverson Mall as typical of shopping malls; **Buses and trains?** Again, the respondent said, "Oh, absolutely not, they are too closed in for smoking."

At item 2 (information about stopping smoking), the respondent asked me to re-read the question. She said she had never thought about that until I asked. She said she would probably call me (because we were doing the survey about smoking).

For item 3 (percent of restaurants and fast-food establishments with nonsmoking sections), the respondent said she never goes to fast-food establishments. Of the larger restaurants, she estimated that 75-80% have a non-smoking area. When I probed about how confident she was in her answer, she said she felt pretty much confident.

At item 4 (rules about smoking in home or residence), the respondent said that most of their friends are non-smokers. She has removed the ash trays (since her husband's heart attack); when they recently had guests who smoked, they excused themselves and went to the "Florida room" or enclosed patio to smoke. She said that when they have groups of people, she doesn't want smoking in her home. I probed by re-reading the three answer categories. She selected "Occasionally, out on the patio." I asked whether if we had had an answer category that allowed for "designated area" she would have selected that or if she would still select "occasionally allowed." She stated that the "designated area" answer would have been preferable. I asked about the distinction between "home" and "residence". She didn't know, because her home is her residence.

For item 5a. (addiction or habit), after brief thought, the respondent selected "Both" stating that you can become addicted and it does become a habit. When I probed about the meaning of the two terms, she said an addiction means that you just have to have the cigarette (she felt that she had been addicted to sweets). She speculated that it would be easier to break a habit than an addiction.

At item 5b. (comparing the addictive nature of cigarettes to ..) **Cocaine?** The respondent mentioned talking to other people and confessed that she did now know about cocaine. She started to say "about the same", but then stopped and said that cocaine would be more addictive than cigarettes. I translated her answer to fit the question: "less addictive". **Heroin?** She said, "Oh, my!" Then she said she thought heroin was more addictive, so, again, I translated her answer to "less addictive." **Alcohol?** She immediately said "Less". So, I restated her answer: "Cigarettes are less addictive than alcohol." She was not satisfied with this, so I re-read the answer categories. She said that cigarettes were about the "same" as alcohol in their addictive nature. **Caffeine?** She said caffeine is less (addictive) than cigarettes. I translated her answer to fit the question. **Marijuana?** She answered that marijuana was more

addictive, so, again, I translated her answer and verified it with her. Valium? She thought for a minute silently. Then she started to answer "cigarettes," meaning that they were more addictive than valium. But she stated that she was so against smoking, but she had not answered my question. I re-read the question and she selected "same." I asked how she was making her choice. She said it was really hard to answer this question because she had no experience with any of the substances; she had taken two or three valium one time, but stopped because she had no desire to take it.

At item 6 (whether laws restricting the sale of tobacco products to minors have been adequately enforced), the respondent said she really did not know how to answer because she had never bought cigarettes. After she talked for a minute or two and said several times that she did not know, I selected the "Don't Know" response.

For item 7 (distribution of free samples), the respondent immediately selected "Banned completely." I probed about the concept of public property. She responded, "outside a shopping mall, outside a theater--the entrance area."

For item 8 (sponsorship of sporting or cultural events), the respondent chose "Banned completely." She said in connection with sports, cigarette company sponsorship should be banned. I asked if she was aware of any sporting or cultural events that had been sponsored by tobacco companies. She said she was not a sports fan, but had seen billboards advertising cigarettes when viewing televised events, such as boxing.

For item 9 (advertising of tobacco products), the respondent selected "Banned completely." I asked what kind of advertising she was thinking of. She mentioned magazines and was aware that there is no advertising of cigarettes on television.

## NOTES FROM CPS SMOKING SUPPLEMENT

Wednesday, April 10, 11 a.m.

Mary Ellen Beach (FLD)

I greeted the respondent, a female (who turned out to be a non-smoker), obtained her verbal consent to tape the session, and started the taping equipment. I explained that she would be asked to sign a consent form after the session, that she would be paid \$15, and that the information she gave would be kept confidential. I talked about the purpose of the study and demonstrated how one would talk through the thought process while answering a question.

## A. Smoking prevalence/screener

At item 1 (smoked at least 100 cigarettes), the respondent answered "No." I verified that she had never smoked.

## D. Other Tobacco Use

For item 1a (ever used other tobacco products), the respondent said "No." I asked if she was familiar with all of the products listed, especially snuff. She said yes, but did not elaborate.

## E. Occupational Tobacco Smoke

In response to the screener question about working last week, the respondent answered "No." She later said that she had formerly worked, but since moving to this area she had not gone back to work.

## F. Other Issues

For item 1 (should smoking be allowed without restriction, permitted only in designated areas, or not be allowed at all in ..) restaurants? The respondent said "designated areas"; hospitals? She thought briefly, then said "designated areas"; I asked her what she was thinking; she said she really thinks smoking is harmful and the sick people in a hospital should not be exposed to it but if there were designated areas then it would not bother people; Government buildings? The respondent said "designated areas"; I asked what types of buildings she was thinking about. She mentioned the building we were in, the "base"--Andrews Air Force Base buildings, office buildings; Worksites? The respondent selected "designated areas"; when I asked about her definition of a worksite, she laughed and said it is where people work! Then she mentioned that it is indoor places; Bars and cocktail lounges? She said she really did not like to be around smoking, so she would choose "designated areas"; Indoor sporting events? The respondent again mentioned that she did not like to be around smoking, but said she guessed you could have designated smoking seats; Shopping malls? The respondent again laughed and said smoking should "Not be allowed at all"; she defined a shopping mall as an enclosed shopping



area; **Buses and trains?** The respondent chose "Not allowed at all" and did not elaborate. I asked if she had any comments about any of the parts of that question and she said "No."

For item 2 (person or organization to contact for information about stopping smoking), the respondent immediately said "the American Cancer Society." When I asked, "any others?", she said "No."

For item 3 (percentage of restaurants and fast-food establishments with nonsmoking sections), she said most that she went to had nonsmoking sections, so that would be about 90%. When I asked whether she had gone to a large number or wide variety of restaurants (how confident she was in her answer), she said they had just moved here, and they did not go out a lot, but she felt reasonably confident about her estimate.

For item 4 (rules about smoking in your home or residence), the respondent selected "occasionally." When I probed, she said that if a visitor comes to her home and asks if it bothers her for them to smoke, she will say "No." She said that no one in her family smokes at home. I asked about the distinction between the terms "home" and "residence." She said there wasn't one.

To item 5a (whether smoking is a habit or an addiction), the respondent said she thought it was both. I asked about the distinction between a habit and an addiction. She said that people can develop an addiction for nicotine, but they also get into a habit or routine of smoking.

In item 5b (comparing the addictive nature of cigarettes to ..) **cocaine?** The respondent seem uncomfortable, said she did not want to answer that, and then said she didn't know. **Heroin?** She responded, "I really don't know". **Alcohol?** She laughed uncomfortably and said she didn't know. **Caffeine?** The respondent hesitated, so I repeated "more addictive, less addictive, or about the same." She said "about the same." **Marijuana?** "Don't know"; **Valium?** "Don't know".

For item 6 (have laws restricting the sale of tobacco products to minors been adequately enforced), the respondent said "No." I asked her what she was basing her opinion on. She said she had middle school aged children, and they tell her that classmates smoke cigarettes, so she knows they can get them. I asked about her awareness about the laws restricting the sale of tobacco products to minors. She said they had just come from Texas where the law restricted sales to persons under 18. She was not sure what the law was here.

For item 7 (distribution of free samples), she said "well people can always say no, so I think with some restrictions." I asked what restrictions, and she mentioned no distribution to young people -which would be against the law. I asked about what she

thinks of as public property. She said at a mall or outside of grocery stores.

For item 8 (sponsorship of sporting or cultural events by tobacco companies), the respondent said she really feels smoking is harmful, that it kills people, but yet some people make their livelihood from it. So she wouldn't want to say ban it completely. She would prefer a slow process to restrict it and eventually stop it. When I probed about a choice of one of the offered categories, she chose "some restriction," because although she would like to choose "banned completely" she doesn't feel that is realistic.

For item 9 (advertising of tobacco products), the respondent said "I guess it's the same thing--some restrictions." When I asked about where she had seen advertising for tobacco products, she named magazines, billboards, and TV.

Notes From CPS Smoking Supplement  
Tuesday, April 16, 12:00 p.m.  
Mary Ellen Beach (FLD)

I greeted the respondent, a female (who turned out to be a smoker), obtained her verbal consent to tape the session, and started the taping equipment. I explained that she would be asked to sign a consent form after the session, that she would be paid \$15, and that the information she gave would be kept confidential. I talked about the purpose of the study and demonstrated how one would talk through the thought process while answering a question.

A. Smoking prevalence/screener

For item 1 (smoked at least 100 cigarettes), the respondent said "Yes." When I asked how she had decided that, she said that she was an "extremely heavy smoker" and smoked about a pack and a half a day.

For item 2 (age when started smoking cigarettes fairly regularly), the respondent noted that I asked "regularly", and said that she had been about 16. She said she had smoked some before that when she was in school because "everybody else did." When she started work, she bought about a pack a day.

For item 3 (smoke cigarettes now), she answered "Yes."

For item 4 (now smoke every day or some days), she immediately said "every day."

For item 6 (average number of cigarettes smoked a day), the respondent estimated about 30--a pack and a half. I asked how she decided that and she remarked that she buys cigarettes by the carton, takes an extra pack to work, and by the evening she is "on another new packet."

B. Current Smoker

For item 4 (total number of years smoked every day), the respondent recalled that she started smoking every day at about age 16, then she appeared to be mentally subtracting from her age to arrive at "19". I verified that she had not had a time when she had stayed off cigarettes for 6 months or longer. She said "No."

For item 5 (ever stopped smoking for one day or longer), the respondent said "No." I probed, "in thinking about one day, was there ever a time that you were ill and stopped smoking?" She recalled that even during the times when she had been in the hospital she had smoked every day.

For item 7a (seen a Medical doctor), the respondent said "Yes." I asked how she was able to recall, and she said the doctor had

scared her when he told her that her heart skips a beat. She had had to wear a monitor. I asked her when that was, and she said it had been approximately six months ago.

For item 7b (Medical doctor advised to stop smoking), the respondent said "Yes."

For item 7a (seen a Dentist), the respondent said "Yes." She had been to the dentist the day before our interview.

For item 7b (Dentist advised to stop smoking), the respondent said "No, he says it stains my teeth and he makes me come every six months for a cleaning."

For item 8 (seriously considering quitting), the respondent answered "Not unless I get pregnant." I did not probe.

In response to item 9 (organizations offered stop smoking information or activities), she responded "Yes." when I asked which ones, she described the stop smoking seminars that are offered by the hospital where she works. When I probed for any others, she said "No."

#### D. Other Tobacco Use

For item 1a (ever used other tobacco products), she said "Oooh, no! That's gross." I asked if she knew what snuff is and she laughed and remarked that since she came from England she knows what snuff is.

#### E. Occupational Tobacco Smoke

At the screener, the respondent answered "yes." I then followed up with item 1 (worksites allow smoking in the following places ..) **private offices?** She said "No." I marked "None." **Open work and production areas?** The respondent said "No." I marked "None." **Break areas and lounges?** She said that they had none, so I probed to verify that "Not Applicable" was the appropriate answer rather than "None." **Cafeterias?** Again, "Not Applicable" because there is none. **Restrooms?** The respondent said "One pokey little restroom." She went on to explain that there are six ladies restrooms in her building but only one tiny, inconvenient one where smoking is allowed; formerly, there were none where smoking was allowed and the smokers had to go outdoors. After some discussion, the respondent reluctantly agreed on the "some" response.

For item 2 (employer ever offered a quit smoking program or any other help), the respondent said she had known some people who had gone to the quit smoking program offered by the hospital (where she works); she verified that the employees were eligible to go; it seems that the program is not directed specifically at employees, but they may attend.

For item 3 (employer offered a quit smoking program or any other help within the past 12 months), the respondent immediately answered "yes." I did not probe.

#### F. Other Issues

For item 1 (concerning smoking in the following places ..)  
**Restaurants?** The respondent specified "designated areas."  
**Hospitals?** The respondent said "designated areas."  
**Government buildings?** The respondent answered "designated areas." I probed about the types of buildings she was considering. She described government office buildings such as are on Andrews Air Force Base and in Crystal City.  
**Worksites?** When I asked, she at first asked me, "outside worksites?" I asked her what the word "worksite" meant to her, and she described places where people are erecting buildings or digging ditches--outside places. She answered that in those places smoking should be allowed with "no restriction."  
**Bars and Cocktail Lounges?** "No restriction."  
**Indoor sporting events?** She answered "restricted areas"; I verified that that would be "designated areas." She was referring to sports such as basketball and indoor tennis.  
**Shopping Malls?** The respondent said "designated areas." She talked about her desire to have designated areas in enclosed shopping malls so that she could smoke and still not infringe on the non-smokers.  
**Buses and Trains?** She would make a distinction between buses and trains, with "Not allowed at all" for buses and "designated areas" for trains.

For item 2 (person or organization to contact for stop smoking information), the respondent said she would contact the hospital where she works at Andrews Air Force Base. When I asked about any others, she said "No."

For item 3 (percentage of restaurants and fast-food establishments with non-smoking sections), the respondent estimated 100%. She said she was about to say 90% and then thought that even McDonalds has a non-smoking section. She said she felt 99% confident about her answer.

For item 4 (rules about smoking in home or residence), the respondent selected "Smoking is permitted anywhere in my home." When I probed, she said there was no distinction between the terms "home" and "residence."

For item 5a. (smoking is a habit or an addiction), the respondent said that she always says it is a habit but she knows it is addicting, so her answer would be "both." I asked about the difference between a habit and an addiction. She described a habit as something you are used to doing automatically and an addiction involves a craving or need.

For item 5b. (addictive nature of cigarettes compared to ..) cocaine? The respondent first said she didn't know, but as she talked about what she had seen on TV and read about how people

would "sell their soul" for cocaine/crack, she said she wouldn't do that for a cigarette; she concluded that cocaine must be more addictive than cigarettes. I translated her answer to "Less." **Heroin?** She said she would give the same answer. **Alcohol?** She said she had known a couple of alcoholics and said she felt alcohol was more addictive (than cigarettes). She described how her ex-mother-in-law had behaved when she was without alcohol and again concluded that if one was without a cigarette their behavior was different than that. She concluded by saying that she thought cigarette smoking was less addictive than alcohol. **Caffeine?** The respondent said "don't know." She reported using non-caffeine drinks, no coffee or tea, and had not heard anyone say anything that would indicate the addictive nature of caffeine. **Marijuana?** The respondent hesitated, then said she didn't know. She said you hear talk that it isn't addicting, but since she had never tried it she didn't know. **Valium?** The respondent said she did not think valium was addictive; her doctor had prescribed it for her when she flew. I asked, "would you say cigarettes are more addictive, less addictive, ...?" She said "less." I then verified: "Cigarettes are less addictive than valium." She agreed. This answer was inconsistent with what she had first said about valium.

For item 6 (laws restricting the sale of tobacco products to minors have been adequately enforced), the respondent said "No." She described the ease of getting cigarettes from machines and the times she had seen minors purchase cigarettes in stores, saying they were buying for their mother.

For item 7 (distribution of free cigarette and tobacco samples on public property), the respondent said "some restrictions." She said restrictions would include checking ages and having a sign that specified the hazards of cigarettes. She described public property as a shopping mall, park area, or outside a cinema.

For item 8 (sponsorship of sporting or cultural events), the respondent said "some restrictions." By restrictions she meant that televised events should only show the tobacco sponsorship after a certain hour when kids would not as likely be watching.

For item 9 (advertising of tobacco products), the respondent said "some restrictions." She mentioned cigarette "posters" should not be allowed. She was referring to billboards. She felt advertising could be allowed in magazines that are read by adults, such as Newsweek. The advertising should be restricted where minors would be exposed to it.

Notes From CPS Smoking Supplement  
Tuesday, April 16, 1:00 p.m.  
Mary Ellen Beach (FLD)

I greeted the respondent, a male (who turned out to be a former smoker), obtained his verbal consent to tape the session, and started the taping equipment. I explained that he would be asked to sign a consent form after the session, that he would be paid \$15, and that the information he gave would be kept confidential. I talked about the purpose of the study and demonstrated how one would talk through the thought process while answering a question.

A. Smoking prevalence/screener

For item 1 (smoked at least 100 cigarettes in entire life), the respondent immediately answered "Yes."

For item 2 (age when first started smoking cigarettes fairly regularly), the respondent recalled that he had been in Vietnam and was probably about 42 or 43. I probed about the concept 'fairly regularly'; he said that 42 or 43 was the age when he started smoking cigarettes, and he smoked regularly then.

For item 3 (smoke cigarettes now), the respondent answered "No."

For item 5 (smoke cigarettes not at all or some days), he answered immediately "Not at all."

C. Former Smoker

For item 1 (ever smoked cigarettes every day), the respondent said "Yes."

For item 3 (how long since you smoked cigarettes every day), the respondent said "21 years." I asked how he had decided that. He said it was in 1970 when he retired from the Army.

For item 4 (average number of cigarettes smoked a day), the respondent asked "how many cigarettes?" I nodded yes, and he said about 30, or a pack and a half.

In item 5 (total number of years you smoked every day), the respondent asked me to clarify if we were only speaking about cigarettes. I said "yes." He asked me to repeat the question. After a brief hesitation, he said "3 years." I asked if he had had any time periods when he had stayed off cigarettes for at least 6 months. He said the only time he had stayed off cigarettes was when his unit in Vietnam was in the jungle on an operation. None of these times lasted 6 months.

#### D. Other Tobacco Use

For item 1a (ever used other tobacco products on a regular basis), the respondent answered "Yes." When I asked which ones, he said "a pipe." I asked about "on a regular basis" as opposed to occasional use. He said "I was a regular pipe smoker." He smoked a pipe every evening.

For item 1b (currently use pipes), he said "No."

#### E. Occupational Tobacco Smoke

At the employment screener question, the respondent hesitated before he said "Yes." I asked why he had hesitated and he said he was evaluating the word "work." He was deciding whether I meant "employment" or "physical work." He thought I meant "employment."

For item 1 (worksite allow smoking by employees in ...) **Private offices?** The respondent said "None." **Open work and production areas?** "None." **Break areas and lounges?** "None." **Cafeterias?** He said there was no cafeteria in the building. Upon verification, I marked "N/A." **Restrooms?** The respondent said there was no specific prohibition in the bathrooms, so he guessed smoking was allowed. I asked him to verify that that was "all." He did.

For item 2 (employer ever offered a quit smoking program or any other help), he answered that he was the employer and they pretty much had a smoke-free office. None of the people who work with him smoke and there are no ashtrays out. I asked him if he had ever offered a quit smoking program and he said he had never needed to.

#### F. Other Issues

For item 1 (concerning smoking in the following places ...) **Restaurants?** The respondent prefaced his choice by talking about a building that has a closed air system where the smoke is recirculated. He preferred that smoking not be allowed in restaurants that are in buildings with a closed air system but would allow smoking with no restriction in open air restaurants. **Hospitals?** The respondent said "not allowed." I restated his answer and he hesitated in acknowledging it, so I re-read the three answer choices. He chose "designated area", stating that most hospitals have one. **Government Buildings?** The respondent began by choosing "designated areas." As he talked about recirculated air, he changed his answer to "not allowed at all." I asked about the buildings he thought of as government buildings, he talked about the newer buildings with a closed air system and he mentioned the higher density of people in government buildings compared to corporate office buildings. He also talked about the Surgeon General's warnings about the dangers of smoking. He concluded by saying "No smoking in



government buildings." **Worksites?** He asked me "outdoors or indoors?" I asked him what he thought of when I just asked about worksites. He said it was where work takes place. If the work is done outdoors with no hazardous materials around, then smoking should be allowed. If it is in an office setting, then smoking should not be allowed at all. I asked him how I should mark the answer and he said "Not allowed at all." **Bars and cocktail lounges?** He said "designated areas" like restrooms. **Indoor Sporting Events?** He said "not allowed at all" because a sporting event implies that there is physical exertion. **Shopping malls?** He asked me if we meant closed-in malls, so I asked him what he thought. He said there should be "designated areas." He also talked about the additional hazard of fire in shopping areas. **Buses and trains?** He said "absolutely negative on both of them."

For item 2 (local person or organization to contact for information about stopping smoking), the respondent first mentioned "the Lung Association," "the Cancer Association," NCI, NIH, the Surgeon General's office. When I asked about any others he said "No." Then he added that a non-smoking doctor or the medical profession ought to be a source.

For item 3 (percentage of restaurants and fast-food establishments having non-smoking sections), he said 100%. He said he felt confident about the answer.

For item 4 (rules about smoking in your home or residence), the respondent said "absolutely no smoking." He went on to say they had no ash trays and asked their guests not to smoke.

For item 5a (smoking is a habit or addiction), the respondent immediately said "both." He said if you are addicted it becomes a habit and vice versa.

For item 5b (how does the addictive nature of cigarettes compare to ...) cocaine? He said "that's a tough one. I've never used any other substances. I can only speak of observational knowledge." He said cigarettes are more insidiously addictive because they are not considered as such. He felt a narcotic addiction would be more devastating. He said narcotic addiction is probably worse than cigarette addiction, but cigarettes are a lot sneakier. I tried to get him to settle on an answer by re-reading the answer categories. When I did that, he said "about the same." **Heroin?** He said he had seen what heroin could do to people, so he felt cigarettes were less addictive. **Alcohol?** He said he thought alcohol and cigarettes were about the same in their addictive nature. **Caffeine?** He said he was very familiar with the addictive nature of caffeine because he used a lot of coffee himself. He discussed how pervasive the use of caffeine was in the military. He felt it was much more addictive than cigarettes. I translated his answer to cigarettes are "less" addictive. **Marijuana?** He said he had seen people experiment with marijuana and he felt that in the long run cigarettes were more addictive. **Valium?** He talked about valium being a

prescription drug that is used for insomnia and nervousness. He said valium creates a dependency and he didn't feel that cigarettes did that. He said he did not know how to answer and would rather not make a choice. He did not feel that valium belonged in the same question as the other substances because it is very different.

For item 6 (laws restricting the sale of tobacco products to minors have been adequately enforced), the respondent said "No." He said cigarette machines were not restricted to any locations that are restricted to minors. They are in skating rinks, the Capital Center, in restaurants--just outside the door. No one is there to "card" the people who use cigarette machines.

For item 7 (distribution of free cigarette and tobacco samples on public property), he immediately said "Banned." He described public property as a street corner, any public building, a shopping mall. He said we have a public policy that says cigarettes are harmful, yet we permit the distribution of samples. There is no one verifying that they are not giving the samples to minors. He felt pushing cigarettes on a street corner was akin to pushing drugs.

For item 8 (sponsorship of sporting or cultural events by tobacco companies), the respondent felt that this question was getting into First Amendment problems. He said if anyone is aware of their lung capacity, it is a marathoner, swimmer, or tennis player and it was inconsistent to have these non-smokers (who are role models for young people) in an event that is sponsored by a tobacco company. But, he said banning this would be a moral judgment. He felt that it would be up to the arena management to not accept tobacco sponsorship. He was not willing to make a choice on this question, so I marked "don't know." He said we did not have an answer category that he could select. He asked who would impose the restriction that we mention--a governmental entity or a private enterprise. He said we need to change this question. He went on to comment that tobacco companies do not advertise at wrestling matches because the audience is older; tobacco companies want to get to young people.

For item 9 (advertising of tobacco products), the respondent said he thought "ultimately, banned." He talked about how the most potent rat poisons are only advertised in a very specific way to get at a target audience. He noted that the target audience for tobacco product advertising is young people. He felt that because of the hazard of tobacco, its advertising would ultimately be banned.

Notes from CPS Smoking Supplement  
Wednesday, April 10, 1991

Starting time: 12:55    Ending time: 13:20  
Interviewer: Tere M. Glover  
Place: CSMR Lab Room

After greeting the person and explaining the purpose of this test, I asked for his permission to video tape, and audio tape the interview saying that it would be completely confidential and only people involved in the research would have access to the tapes. I explained that I would ask him to sign a piece a paper (after the interview) to authorize the use of the tapes; he also would sign another piece of paper to acknowledge the money for the interview. The respondent was a young male who agreed right away to the recording without any hesitation. I explained the technique used in this test (think aloud, tell us what you are thinking).

A. SMOKING PREVALENCE/SCREENER

1. Have you smoked at least 100 cigarettes in your entire life?  
Respondent: Yes, I have. His answer was immediate, he didn't have to stop and think about it.

2. How old were you when you first started smoking cigarettes fairly regularly?  
Respondent: That was about 15 years old. His response was immediate, very positive about the age, therefore I probed and he responded he remembered he was in high school and remembers the very first day he smoked. I asked him what fairly regularly meant to him and he responded that as for now he was trying to quit cigars, he had smoked cigarettes for a couple of years, he stopped for a long time, he picked up cigars and he is trying to quit too. He said he had smoked two cigars in the last week. I probed again and then, he said "at this time smoking fairly regularly doesn't mean to smoke everyday", it meant 'everyday' when he used to smoke cigarettes.

3. Do you smoke cigarettes now?  
Respondent: No. Very affirmative in his response.

5. Do you smoke cigarettes not at all or some days?  
Respondent: Not at all at this point. Prompt answer.

C. FORMER SMOKER

1. Have you ever smoked cigarettes every day for at least 6 months?  
Respondent: Yes. Prompt answer.

3. How long has it been since you last smoked cigarettes (every day)?

Respondent: He first laughed and said it was hard to think, after a few seconds he said: 'about 1980' then he added, more like a question rather than a comment: 'about 11 years ago(?)' so I said: yes, about 11 years ago. Probing on how he got to that answer he replied that was the year he joined the service, the year of a difficult situation for him.

4. On the average, how many cigarettes did you smoke a day when you last smoked every day?

Respondent: Probably about 10. Probing on how he got to that number, he said it was very easily because we would smoke only half a pack a day, and he was never a heavy smoker.

5. What is the total number of years you smoked every day? (Do not include any time you stayed off cigarettes for at least 6 months or longer).

Respondent: between 2 and a half and 3 years and only between his 15 and 18 years of age. He was very positive about the time frame.

#### D. OTHER TOBACCO USE.

1a. Have you ever used other tobacco products such as pipes, cigars, chewing tobacco or snuff on a regular basis?

Respondent: Only cigars

1b. Do you currently use (pipes/ cigars/chewing tobacco/snuff)?

Respondent: Only cigars. Confirming the others he said 'no' to all of them and repeated "only cigars."

#### E. OCCUPATIONAL TOBACCO SMOKE

No #. Did you do any work at all last week, not counting work around the house?

Respondent: After a moment of hesitation he responded YES. I probed about his hesitation asking if he didn't understand the question, to that he said that the word WORK made him think: work on your car; it doesn't sound right, then he asked me? You want to know about employment, don't you? He then added that the question should specifically say: are you employed? or were you employed last week?

1. Does your worksite allow smoking by employees in all, some, or none of each of the following places:

\*Private offices?

Respondent: NONE. Prompt answer.

\*Open work and production areas?

Respondent: NONE. Prompt answer.

\*Break areas and lounges?

Respondent: NONE. He hesitated in his answer, I probed and he said the only break area is outside for the smokers, they have a kind of break area indoors and smoking is not allowed;

\*Cafeterias?

Respondent: Yes, it is allowed. I probed if it is allowed in some or all areas and he responded that only in some areas.

\*Restrooms?

Respondent: He said he was not sure at all, then I indicated that there was a "don't know category" in the answers so he chose that category.

2. Has your employer ever offered a quit smoking program or any other help to employees who want to quit smoking?

Respondent: Yes. He seemed to be so sure about that I probed and he said he was positive, he had seen flyers offering classes on quit smoking cigarettes, and other things.

3. Has your employer ever offered a quit smoking program or any other help to employees who want to quit smoking within the past 12 months?

Respondent: Yes. Probing on this he said it is a continuous program, offering classes very often.

## F. OTHER ISSUES

1. Concerning smoking in the following places, do you think that it should be allowed without restriction, should be permitted only in designated areas or not be allowed at all.

\*Restaurants and Hospitals?

Respondent: Not allowed at all. His answer was prompt.

\*Govt. Building?

Respondent: After some moments he said it should not be allowed at all.

\*Worksite?

Respondent: Not allowed.

\*Bars and cocktail lounges?

Respondent: He first laughed, then he said it did not use to bother him. He thought there is a law about smoking in bars and asked me if I knew about it, I had to say that I didn't know and that I don't go to bars, then he said: "to tell you the truth I haven't been to any in a long time, therefore I should say no, it shouldn't be allowed, why should people be disturbed?"

\*Indoor sporting events?

Respondent: His answer was NO.

\*Shopping Malls?

Respondent: He first smiled then he said: "not really."

\*Buses and Trains?

Respondent: No.

Probing on what Worksite means to him, he said: worksite is the area or the building I go to work. Probing again if he meant only the area where he works (his office) he replied: the whole building. Probing about Government buildings, he waited for a moment to think about it then he said: different ones, like the embassy, the passport office, paused again, to say: "there are so many in Washington, any Federal Building I gather."

2. If you wanted information about smoking, what local person or organization would you most likely contact?

Respondent: he asked "local as in the local area here?" I responded affirmatively, then he "added the local hospital." Probing about any others he took a moment to respond he could not think about any other, then he added he could call information in the local hospital.

3. In your opinion, approximately what percentage of restaurants and fast-food establishments in your area have nonsmoking sections?

Respondent: there was a little confusion on how the question reads, he thought first the question said:...had no smoking section?. He asked me to repeat the question (he said laughing, "I'll tell you how crazy this question is"). After I read it again (pronouncing each word) he understood the question. I probed right away on what the problem was and he thought maybe my foreign accent made him understand differently. He asked me to read it again. He said then that it was not my accent but there was something in that question. I asked him if it was the wording. He said the question was okay after all. Answering the question he said that all the restaurants had a nonsmoking section, therefore 100%. Probing on how confident he was about his answer he said he was very confident but based only on a few places he goes to around the area.

4. Which statement best describes the rules about smoking in your home or residence? (I read the three statements)

Respondent: Prompt and smiling he said: "nobody smokes in my home, not even me or in my car, not even myself." Probing if there is any difference between home and residence he answered negatively and for him it is the place where he lives.

5a. Some people say smoking is a habit, others say it is an addiction, and still others say it is neither one. Do you think smoking is a habit, an addiction, both or neither?

Respondent: "I have to say both."

5b. In your opinion, how does the addictive nature of cigarettes compare to other substances. Are cigarettes more addictive, less addictive or about the same as:

Cocaine?

Respondent: He laughed out loud and said he had not used that stuff, so he could not tell me about it. I then said that maybe based on readings, to what he added he thought that maybe it would take longer to get addicted to cigarettes. Trying to confirm his response I said: You are saying that cigarettes are then less addictive, he then added: "probably, I really don't know." I said then he could pick 'don't know' category to what he immediately agreed saying he didn't know the effect cocaine could have on someone.

Heroin?

Respondent: I couldn't tell you either, I have never tried it.

Alcohol?

Respondent: He laughed saying he had tried alcohol and he would say that cigarettes are less addictive because they (cigarettes) were more like a habit for him.

Caffeine?

Respondent: I would say cigarettes are less addictive too.

Marijuana?

Respondent: He immediately responded he did not know because he had never had it, but almost right away he added: "maybe they are about same, well!... I can not say that either because it is illegal, but if marijuana was available I'm sure people would get addicted to it, so maybe it is about the same, give the same" (meaning to mark the same on the questionnaire).

Valium?

Respondent: He took a moment to really think about it, then he said he didn't know but he thought anyway that cigarettes were less addictive.

6. Do you think restricting the sale of tobacco products to minors have been adequately enforced?

Respondent: No, pause ... I don't know about that now, I'm sure I won't get arrested for that, but when I was younger, only a kid, it was easy, no problem buying cigarettes." He wasn't sure what the law says in terms of age, he thought it was 16 in those years (when he was younger) and 18 now; he asked me if I knew and both agreed that 18 is the minimum age to buy cigarettes, but he added that he didn't think the law was adequately enforced, that kids can buy them (cigarettes) without any problem.

7. Do you think that distribution of free cigarette and tobacco samples on public property should be allowed without any restrictions, some restrictions, or banned completely?

Respondent: After a moment of thinking he said since it is legal it could not be banned, the only restriction you could impose would be something like age, therefore he would say: some restriction.

Probing on the meaning of public property he immediately responded: parks, national parks, places where people gather off somebody else's property like streets.

8. Do you think sponsorship of sporting or cultural events by tobacco companies should be allowed without any restrictions, some restrictions, or banned completely?

Respondent: He paused for a moment to say: What kind of restrictions are we talking about? Without giving me any chance to say anything, he added that if a cigarette company sponsors an event because they want the sponsorship, then ... (I think he meant it would be okay) then he added ... restrictions as in what way? restrictions as in ... that's a hard question, it doesn't sound specific enough, it should say restriction as in giving products away, etc. Trying to decide his choice he picked 'don't know category.'

9. Do you think advertising of tobacco product should be allowed without any restrictions, some restriction, or banned completely?

Respondent: After thinking for a few moments he said he would like someone would get rid of the billboards, so except for those billboards he would say: 'some restrictions.'

END OF THE INTERVIEW



Notes from CPS Smoking Supplement  
Friday, April 10, 1991

Starting time: 13:45    Ending time: 14:09  
Interviewer: Tere M. Glover  
Place: CSMR Lab Room

After greeting the person and explaining the purpose of this test, I asked for her permission to video tape and audio tape the interview saying that it would be completely confidential and only people involved in the research would have access to the tapes. I explained that I would ask her to sign a piece a paper (after the interview) to authorize the use of the tapes; that she also would sign another piece of paper to acknowledge the money for the interview. The respondent was a young female who agreed right away to the recording without any hesitation. I also explained the technique used in this test (think aloud, tell us what you are thinking).

A. SMOKING PREVALENCE/SCREENER

1. Have you smoked at least 100 cigarettes in your entire life?  
Respondent: oh, yes! Her answer was immediate.

2. How old were you when you first started smoking cigarettes fairly regularly?  
Respondent: I was 22 years old. Her response was immediate, very positive about her age, therefore I probed and she responded she joined the military when she was 22. She remembers there was some kind of celebration and someone said to her "there is a celebration so you can have a cigarette!" so she took it. "It was strange but I did it" she said. I asked her then what fairly regularly meant to her and she responded telling me how much she used to smoke, therefore I asked her again, then she said 'smoking fairly regularly' means to do it every day.

3. Do you smoke cigarettes now?  
Respondent: No. Very affirmative in her response.

5. Do you smoke cigarettes not at all or some days?  
Respondent: Not at all, zero. Prompt answer.

C. FORMER SMOKER

1. Have you ever smoked cigarettes every day for at least 6 months?  
Respondent: Yes. Prompt answer.

3. How long has it been since you last smoked cigarettes (every day)?

Respondent: It was September 17, 1985. Her answer was so accurate that after I figured out it is about five and half years since she last smoked cigarettes. I probed on how she got to that answer, she replied that it was an anniversary date, it was so hard to quit that she decided to do it on an anniversary date.

4. On the average, how many cigarettes did you smoke a day when you last smoked every day?

Respondent: Thinking aloud she said there are 20 in a pack, therefore 40. Probing on her answer she said she used to smoke two packs a day.

5. What is the total number of years you smoked every day? (Do not include any time you stayed off cigarettes for at least 6 months or longer).

Respondent: 9 years. Probing on how she got to that answer she immediately answered she was 22 when she first started, she was 32 when she quit and there was one year in between that she quit.

#### D. OTHER TOBACCO USE.

1a. Have you ever used other tobacco products such as pipes, cigars, chewing tobacco or snuff on a regular basis?

Respondent: No

#### E. OCCUPATIONAL TOBACCO SMOKE

No #. Did you do any work at all last week, not counting work around the house?

Respondent: Yes. Prompt answer, she seemed to understand the question right away.

1. Does you worksite allow smoking by employees in all, some, or none of each of the following places:

Respondent: \*Private offices? - NONE. Prompt answer.  
 \*Open work and production areas? - NONE. Prompt answer.  
 \*Break areas and lounges? - NONE. Prompt answer.  
 \*Cafeterias? - probably smoking sections. I confirmed her answer and she said SOME.  
 \*Restrooms? - NONE.

I probed about worksite and she responded the military, an office environment; probing again if she meant her office where she works, she said 'NO, for me the worksite is inside and outside the office.'

2. Has your employer ever offered a quit smoking program or any other help to employees who want to quit smoking?

Respondent: Yes. I probed and she said the military had publicized programs; besides her military job is on the medical side, which is in the hospital. There is a nonsmoking clinic that makes nonsmoking programs available on a regular basis. Asking if she was in the military (she nodded her head affirmatively), I also probed on what employer means to her and she responded the Air Force.

3. Has your employer ever offered a quit smoking program or any other help to employees who want to quit smoking within the past 12 months?

Respondent: Yes, on a regular basis.

#### F. OTHER ISSUES

1. Concerning smoking in the following places, do you think that it should be allowed without restriction, should be permitted only in designated areas or not be allowed at all.

\*Restaurants?

Respondent: She asked me: are you asking if only in restaurants? I said I had a list of different areas, then she responded: Designated areas.

\*Hospitals?

Respondent: Not at all. Her answer was prompt.

\*Govt. Building?

Respondent: Designated areas.

\*Worksite?

Respondent: Designated areas.

\*Bars and cocktail lounges?

Respondent: Designated areas.

\*Indoor sporting events?

Respondent: Designated areas.

\*Shopping Malls?

Respondent: Designated areas.

\*Buses and Trains?

Respondent: Designated areas. All her answers were prompt. Probing about Government buildings, she exclaimed first, oh good! then she added "a bureaucratic building, a several story building primarily with the function of providing government service."

2. If you wanted information about smoking, what local person or organization would you most likely contact?

Respondent: American Heart Association. Probing about any others she said she probably would call the Public Health Department, paused for a moment to say she also would call the hospital (where she works).

3. In your opinion, approximately what percentage of restaurants and fast-food establishments in your area have nonsmoking sections?

Respondent: All the ones I have been to have a nonsmoking section, even McDonalds, Burger King, etc. I probed trying to get a percentage, then she said 100%.

4. Which statement best describes the rules about smoking in your home or residence? (I read the three statements).

Respondent: Smoking is occasionally allowed. Probing on the meaning of home and/or residence she answered there is no difference between them and her apartment is her home and residence.

5a. Some people say smoking is a habit, others say it is an addiction, and still others say it is neither one. Do you think smoking is a habit, an addiction, both or neither?

Respondent: both.

5b. In your opinion, how does the addictive nature of cigarettes compare to other substances. Are cigarettes more addictive, less addictive or about the same as:

Cocaine?

Respondent: I had never tried cocaine (she laughed). I said that maybe based on any readings then she said she remembers reading that cigarette smoking was the most addictive substance, therefore her answer was 'cigarette is more addictive than cocaine.'

Heroin?

Respondent: I don't know about heroin either, she paused ... and insisted she didn't know. I said she could pick "Don't know category" and she immediately agreed.

Alcohol?

Respondent: Yes, I had a taste of that, pause ... I would say cigarettes are more addictive anyway.

Caffeine?

Respondent: More.

Marijuana?

Respondent: she immediately responded she did not know.

Valium?

Respondent: I don't know.

6. Do you think restricting the sale of tobacco products to minors have been adequately enforced?

Respondent: There was no answer, so I asked her what she was thinking about and she said she wasn't sure, she didn't know how easy it was for minors to buy cigarettes, or just to get them from their parents, friends, or brothers. Her answer was 'don't know.'

7. Do you think that distribution of free cigarette and tobacco samples on public property should be allowed without any restrictions, some restrictions, or banned completely?

Respondent: I would say with some restrictions. Probing on the meaning of public property she responded something that is controlled, financed and maintained by their local county, city or state government. Probing on what a tobacco sample is, she responded when a tobacco company does some advertising they give away a sample of 2 or 3 cigarettes.

8. Do you think sponsorship of sporting or cultural events by tobacco companies should be allowed without any restrictions, some restrictions, or banned completely?

Respondent: she immediately responded some restrictions. Probing on cultural event she responded a ballet or ... pause ... a musical opera type thing.

9. Do you think advertising of tobacco product should be allowed without any restrictions, some restriction, or banned completely?

Respondent: some restrictions. Probing on advertising of tobacco she thinks of magazines, newspapers, TV, radio.

END OF THE INTERVIEW

Notes from CPS Smoking Supplement  
Friday, April 12, 1991

Starting time: 10:00    Ending time: 10:15  
Interviewer: Tere M. Glover  
Place: CSMR Lab Room

After greeting the person and explaining the purpose of this test, I asked for her permission to video tape and audio tape the interview saying that it would be completely confidential and only people involved in the research would have access to the tapes. I also explained that I would ask her to sign a piece a paper (after the interview) to authorize the use of the tapes; that she also would sign another piece of paper to acknowledge the money for the interview. The respondent was a young female who agreed right away to the recording without any hesitation. I also explained the technique used in this test (think aloud, tell us what you are thinking).

A. SMOKING PREVALENCE/SCREENER

1. Have you smoked at least 100 cigarettes in your entire life?  
Respondent: No.

D. OTHER TOBACCO USE.

1a. Have you ever used other tobacco products such as pipes, cigars, chewing tobacco or snuff on a regular basis?  
Respondent: No. Probing to see if she knew what snuff means she said YES right away, and explained what she thought about it. She thought it was the same as chewing tobacco. I told her snuff and chewing tobacco are two different things, then she admitted she didn't know what snuff was.

E. OCCUPATIONAL TOBACCO SMOKE

No #. Did you do any work at all last week, not counting work around the house?  
Respondent: Yes. I work in a dental laboratory (she seemed to understand the question right away).

1. Does you worksite allow smoking by employees in all, some, or none of each of the following places:

\*Private offices?

Respondent: - NONE. Then she added "we have a nonsmoking area outside."

\*Open work and production areas?

Respondent: - NONE.

\*Break areas and lounges?

Respondent: - NONE.

\*Cafeterias?

Respondent: - NONE.

\*Restrooms?

Respondent: - NONE.

All her answers were negative. I asked about her comment on having a nonsmoking area outside and she responded again: "we have a nonsmoking area outside," and added that smoking is allowed only in that area. Probing on what worksite means for her, she said worksite is the dental clinic where she works, the whole building.

2. Has your employer ever offered a quit smoking program or any other help to employees who want to quit smoking?

Respondent: NO. Probing on her answer she said she has never seen advertisements or heard anything about quit smoking programs. She has friends who have been through that type of programs but they (the classes) were not offered by the government. Probing on employer she thinks about "government" as her employer.

#### F. OTHER ISSUES

1. Concerning smoking in the following places, do you think that it should be allowed without restriction, should be permitted only in designated areas or not be allowed at all.

\*Restaurants and Hospitals?

Respondent: Not allowed at all. Both answers were prompt.

\*Govt. Buildings, Worksites, and Bars and cocktail

lounges?

Respondent: Only in designated areas, she answered to all of them.

\*Indoor sporting events?

Respondent: Not allowed at all.

\*Shopping Malls?

Respondent: Designated areas.

\*Buses and Trains?

Respondent: Not at all.

Probing about Government buildings she thinks about the clinic where she works. She added she would not be against having a designated smoking area inside the building as long as it had proper ventilation. I probed a little more on government building, to that she added "any building owned by the government."

2. If you wanted information about smoking, what local person or organization would you most likely contact?

Respondent: I would ask the hospital, she responded right away.

Probing about others she didn't know about any other place mainly because since she doesn't smoke, it doesn't apply to her, so she doesn't pay much attention to that, she explained. I probed about the hospital, she said the hospital where she works.

3. In your opinion, approximately what percentage of restaurants and fast-food establishments in your area have nonsmoking sections?

Respondent: after taking a few seconds she said about 50%. Probing on how she came up to that number she said based only on the restaurants she has visited. "I am sure that number could be bigger if a survey was conducted" she said.

4. Which statement best describes the rules about smoking in your home or residence?

Respondent: After reading "No one is allowed to smoke anywhere in my home" she interrupted me to say "that's right, nobody smokes in my house." I asked her to let me read the other two statements, but she only confirmed her first choice smiling. Probing on home or residence she thinks about her house, both words mean the same to her.

5a. Some people say smoking is a habit, others say it is an addiction, and still others say it is neither one. Do you think smoking is a habit, an addiction, both or neither?

Respondent: both.

5b. In your opinion, how does the addictive nature of cigarettes compare to other substances. Are cigarettes more addictive, less addictive or about the same as:

Cocaine?

Respondent: I would say less addictive than cocaine.

Heroin?

Respondent: less addictive than cocaine.

Alcohol?

Respondent: more addictive than alcohol.

Caffeine?

Respondent: I would say about the same, then laughing she added 'I drink caffeine.'

Marijuana?

Respondent: I would say cigarette is more addictive than marijuana.

Valium?

Respondent: I would say about the same.

All her answers were short but she seemed pretty sure about them.

6. Do you think restricting the sale of tobacco products to minors have been adequately enforced?

Respondent: No. Her answer was so short that I probed about it. She said her answer was based on seeing children buying cigarettes. I asked her if she knew anything about the law, she responded she knew that the minimum age to buy cigarettes is 18 but she thinks there are many kids who have older sisters and brothers who smoke so it is easy for them to have access to cigarettes.

7. Do you think that distribution of free cigarette and tobacco samples on public property should be allowed without any restrictions, some restrictions, or banned completely?

Respondent: Banned completely. Probing on the meaning of public property she immediately responded like a park, tourist areas.



8. Do you think sponsorship of sporting or cultural events by tobacco companies should be allowed without any restrictions, some restrictions, or banned completely?

Respondent: Banned completely. Probing on what a cultural event would be for her, she said first she didn't know. She said she would have to think about it, then she added: 'like a festival or something.' She kept on saying that if these (cigarette) companies wanted to sponsor an event, it is good that they give money away but they should not advertise something it is bad for your health, and thinking about people's health it should be banned. Probing on what a tobacco sample is, she immediately responded 'that is teasing someone', probing again she said 'a sample of Skoal' (a brand name I guess).

9. Do you think advertising of tobacco products should be allowed without any restrictions, some restriction, or banned completely?

Respondent: some restrictions. Probing about advertising she thinks right away on TV and movie advertising, for example in a PG-13 movie cigarette advertising should not be allowed because it is like telling the kids go ahead, try this.

END OF THE INTERVIEW