08

**Fall**



**Prepared For:**

**OREGON HEALTH AUTHORITY (OHA)**

**Oregon Healthy Teens Survey:**

**Tobacco & E-Cigarette Item Validation**

**July 2014**

**Prepared BY:**

**DHM RESEARCH**

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**1. | Introduction and methodology**

Davis, Hibbitts & Midghall, Inc. (DHM Research) conducted two focus groups with teens in the Portland metro area. The purpose of the focus groups was to test the reliability and validity of potential questions on the Oregon Healthy Teens Survey assessing teen behaviors related to tobacco and e-cigarettes.

**Research Design:** The focus groups took place on July 24, 2014, in Portland, Oregon. The 17 participants were recruited at random randomly by telephone in the Portland Metro area. Households were screened for the presence of children ages 15-17 years old. Parents were asked permission to speak with their teen and then asked to consent verbally if their teen expressed interest in participating. Participants were assessed for previous use of tobacco, marijuana, or electronic smoking devices in order to create separate groups for teens who had engaged in these behaviors and those who had not. Parents signed consent forms at the focus group meeting. See Appendix A for complete participant demographics.

**Statement of Limitations:** A professional moderator led the focus groups, which included written exercises and group discussions. Although research of this type is not designed to measure the attitudes of a particular group with statistical reliability, it is valuable for giving a sense of the attitudes and opinions of the population from which the sample is drawn. Focus groups can be especially valuable in contributing to validate and provide context to quantitative research.

This report summarizes key findings from the discussions. Each section reviews a major topic and includes representative quotations, as well as evaluative commentary. The quotations and commentary are drawn from both written exercises and the conversations.[[1]](#footnote-1) The referenced Appendices provide complete responses to all written exercises.

**DHM Research:** DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over three decades. The firm is non-partisan and independent and specializes in research projects to support public policy-making. [www.dhmresearch.com](http://www.dhmresearch.com)

**2. | SUMMARY & OBSERVATIONS**

**Most teens understood all nine tested questions and thought they would know how to answer them.**

* For eight of the questions, all focus group participants indicated they had a high level of understanding (4+ on a 5-point scale).
* Only for the question regarding smaller cigars (Question 1) did two teens indicate that they were unsure of the meaning of the question. The word cigarillo and the specific brand names were unfamiliar to many participants, making the question a bit unclear.

**Teens expressed uncertainty primarily around specific brand names and the various smoking devices. Lack of familiarity with these details may make sense given relatively low rates of smoking among teenagers. Nonetheless, a few questions might be clarified with some small refinements.**

* More than half of the teens were unfamiliar with the word cigarillo. Most guessed it was some type of cigar. One teen thought incorporating the terminology “mini cigar” would be clearer.
* A substantial portion of teens, especially non-users, were unfamiliar with specific brands of both cigarillos and cigars. Nonetheless, they understood the meanings of the questions. Backwoods was named as a more familiar brand of cigarillo. They also pointed out the Swisher Sweets was usually shortened to either Swishers or Sweets.
* A few teens were unfamiliar with several of the specific electronic smoking devices listed, specifically e-cigar, e-hookah, hookah pen, and vaping pen. Some teens suggested the terminology vape to refer to vaping pens.
* Several teens were unfamiliar with Circle K stores, although they guessed it was either a convenience store or gas station. They suggested AMPM as a more familiar alternative.

**Teens did not necessarily associate use of electronic smoking devices or vaping liquid with nicotine.**

* In the focus group discussion, several teens brought up that vaping liquid could be just flavored water, with no nicotine.
* It was also pointed out that some of the devices discussed were commonly associated with marijuana use.
* Teens may lump together different substances when discussing smoking-related health behaviors. It is important to delineate clearly which are being assessed if substances are to be considered separately.

**Teens have fuzzy concepts of the various electronic smoking devices and fuzzy understanding of how they work and what is being inhaled in the body. There are not necessarily clear distinctions between some terms, either.**

* Teens responded as though “tobacco” includes e-cigarettes.
* The word “smoke” can refer to use of electronic devices, even if nicotine free. Additionally, “smoke” refers broadly to either smoke from cigarette/cigar use or the vapor from electronic devices.
* Notably, although users were fairly emphatic that nicotine-free vaping pens were “better” than e-cigarettes containing nicotine, one noted, “when it says e-cigarettes, I just think vape pen.” It will be important to consider beforehand what distinctions researchers want to make, and convey those distinctions clearly.

3. | KEY FINDINGS

**3.1 | Questionnaire Pretesting**

Participants were provided with nine verbatim survey questions one at a time. They were told that they did not need to answer the questions; rather, they were asked to underline words they did not understand and to write down any questions they had. They also rated their level of understanding for each item on a 1-5 scale where 1=not at all and 5=very well. After reviewing, rating and discussing the survey items, the moderator showed pictures of the products described in the survey to participants who were uncertain about what the questions described. This was only necessary in the non-user group.

The teen participants were divided into two groups: those who had never used tobacco, marijuana, or an electronic smoking device (Non-Users, *n*=11) and those who had previously used at least one of these (Users, *n*=6). Participant responses are detailed in Appendix B.

**During the past 30 days, did you smoke a smaller size cigar or cigarillo, such as Swisher Sweets, Cheyenne, or White Owl? (Q1)**

Most teens found this question understandable (4 or 5 rating). Only two non-users found it less clear (3 rating). Seven non-users and three users underlined the word cigarillo, which indicates more than half of participants were unfamiliar with that term. From the context, most guessed it was like a cigar but smaller, although one person thought maybe it was larger. After viewing an image of a Swisher Sweet, one person suggested the terminology “mini cigar” as an alternative to “cigarillo.”

The brand names were unfamiliar to a large portion of the group as well. Of the five non-users who underlined all three brand names, most guessed they were brands or type of cigars. One thought these words referenced “a type of drug.” The one user who underlined Cheyenne and White Owl guessed those referred to flavors. One teen offered Backwoods as a possible alternative brand name that would be more recognizable. Participants also shortened Swisher Sweets to either Swisher or Sweets.

During the past 30 days, did you smoke a full size cigar, such as Dutch Master, King Edward, or Muriel? (Q2)

Everyone found this question understandable (4 or 5). Four of the non-users underlined the specific brand names, but guessed that they were brands.

**During the past 30 days, did you smoke tobacco in a pipe? (Q3)**

Everyone found this question understandable (5); no words were underlined. However, during the discussion a few teens said that they pictured a marijuana pipe rather than a tobacco pipe.

**During the past 30 days, did you use an electronic smoking device, such as an e-cigarette, e-cigar, e-hookah, hookah pen, or vaping pen? (Q4)**

Everyone found this question understandable (4 or 5 rating). Three of the non-users underlined some of the devices: e-cigar (1 person), e-hookah (2 people), hookah pen (2 people) and vaping pen (3 people) were unfamiliar devices to these teens. Teens in the user group were more familiar with the difference between these devices. It was noted that they would probably call an e-cigarette an “e-cig” and refer to a vaping pen as just as a “vape” or as “hitting the pen.”

The teens did not think use of the devices necessarily involved nicotine. Many believed people often used just flavored water, or marijuana, in the various devices. The question as written will lump these uses together.

**During the past 30 days, have you used any type of tobacco or vaping liquid which was flavored with mint, berry, vanilla, chocolate, lime, candy, or other sweets? (Q5)**

Everyone found this question understandable (4 or 5 rating). Two of the non-users underlined vaping liquid, unsure of what that meant. Most people, however, seemed familiar with the terminology and would be able to accurately answer the question. People in both groups mentioned watermelon as a popular flavor, with fruit and berry flavors generally seeming to be widely known. Coffee flavor was mentioned as a possible popular flavor. Mountain Dew flavor was also suggested by some participants in the user group.

In discussions throughout the focus group session, teens specified that vaping pens were often used with nicotine-free products. If it is important to distinguish between vaping with nicotine or nicotine-free product, that needs to be made explicit.

**During the past 30 days, have you seen an advertisement promoting cigarettes or other tobacco products online? On your cell phone, tablet, or computer (though email, websites, online games, or social media? (Q6)**

Everyone found this question understandable (all rated 5); no words were underlined. Teens were aware of ads on Facebook, online games, and other websites, although they did not necessarily remember any specific tobacco advertising outside of the familiar Camel brand. Teens made a clear distinction between tobacco advertisements and friends discussing or posting pictures of tobacco use on social media websites.

**In the past 30 days, did you receive tobacco coupons or other discounts in the mail, over the internet, or from any other source? (Q7)**

Everyone found this question understandable (all rated 5); no words were underlined. Teens were aware of coupons being in the mail, in magazines, or handed out in stores.

**During the past 30 days, did you buy any tobacco products using coupons, rebates, buy 1 get 1 free, or any other social promotion? (Q8)**

Everyone found this question understandable (all rated 5). One person underlined the word rebate. While it was clear in the focus group discussions that a few others were not exactly certain what rebates were, someone in each group was able to accurately define the term. Overall, the question itself was clear.

**During the past 7 days, how many times did you visit a convenience store, such as Plaid Pantry, 7-Eleven, Circle K, a mini-mart, or a gas station store? (Q9)**

Everyone found this question understandable (one person rated it 4.5, all others 5). One person underlined Circle K. In the discussion, it was clear that several were unfamiliar with Circle K stores. They inferred that it was some type of convenience store or gas station, however. One person in each group suggested AMPM as a more common store.

At least one participant was unsure whether “visit” included stopping at a gas station just to get gas. Most believed that “visit” would mean going inside and not just filling up with gas, especially given the context: “Because you’re asking questions about tobacco and stuff, so you must have been inside.”

These participants reported that they do visit convenience stores, usually to get snacks or drinks.

**3.2 | Advertising and Convenience Stores**

Teens in the User Group were read the following statements: “Tobacco companies spend about $1 million an hour on advertising. About 90% of that is in retail stores, like convenience stores, and 90% of teenagers visit convenience stores once a week. Most smokers start when they’re teenagers, before they’re 18. Is there a connection between that, or are those just random numbers?”

While they recognized that advertising probably affects teenagers, and that companies most likely spend money because it works, participants felt that the majority of people who smoke do so through influence of friends and family.

The teens did not necessarily recall specific advertising in convenience stores beyond the tobacco product shelves or signs about prices. The one exception is, again, recall of a visible Camel.

Anti-tobacco commercials, specifically one featuring an actor who ends up later in a wheelchair, were memorable to the teens. At least one person in each group brought up this particular ad at some point in discussions related to advertising.

**3.3 | E-cigarettes**

At the end of the focus groups, the participants were asked whether e-cigarettes have various characteristics and to write general opinions about e-cigarettes (Table 1 and Appendix C).

**Table 1: Endorsement of E-Cigarette Characteristics**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Youth Group A (Non-Users)** | | | **Youth Group B (Users)** | | |
| **Characteristics** | **Yes** | **No** | **Don’t Know** | **Yes** | **No** | **Don’t Know** |
| Cool | 0 | 9 | 2 | 1 | 4 | 1 |
| Safe | 0 | 8 | 3 | 0 | 5 | 1 |
| Healthy | 0 | 10 | 1 | 0 | 5 | 1 |
| Taste Good | 1 | 0 | 10 | 3 | 2 | 1 |
| Smell Good | 2 | 2 | 7 | 3 | 2 | 1 |
| Okay for Kids | 0 | 9 | 2 | 0 | 5 | 1 |
| Okay for Adults | 1 | 8 | 2 | 4 | 1 | 1 |
| Easy for Kids to Get | 5 | 1 | 5 | 5 | 0 | 1 |

The majority of teens did not consider e-cigarettes cool, safe, or healthy. From the discussion, it was clear that many believed or had heard that e-cigarettes were healthier than traditional cigarettes, that the second-hand vapor was not harmful, and that they were probably a good option for adults looking to quit smoking. Nonetheless, from the discussion it was also clear that many teens held a negative opinion about smoking in general, including e-cigarettes containing nicotine. E-cigarettes were still unhealthy, just “less harmful than regular cigarettes.”

Most non-users were not sure about how e-cigarettes tasted or smelled, whereas a greater portion of users did enjoy the taste or smell.

Although most people in both groups thought e-cigarettes were not okay for kids it is important to note that in the focus group discussion, it was clear that the teens in the user group viewed “kids” as younger than themselves (e.g., younger than 14 years of age). A clear difference was seen in acceptability for adults: non-users did not think e-cigarettes are okay for adults, whereas most users did.

Finally, about one-half of non-users and all the teens in the user group felt e-cigarettes were easy for kids to obtain. Primary sources were older friends or peers. They also mentioned purchasing at hookah shops or smoke shops which may not always card.

In the user group, some teens made a clear distinction between vape pens, which did not necessarily contain nicotine, and e-cigarettes, which would. E-cigarettes were more associated with smoking tobacco, and described as smelly and addictive. Vape pens were seen as more acceptable by some. On the other hand, one teen noted, “when it says e-cigarettes, I just think vape pen.” With this in mind, it may be necessary to clarify explicitly when questions are meant to assess nicotine use, or any other relevant distinguishing features.

4. | CONCLUSIONS

The purpose of the focus groups was to test potential questions assessing teen behaviors related to tobacco and e-cigarettes. The questions were, for the most part, clearly understood by the teens in the focus groups. A few alternatives were suggested by teens, but by and large, these are minor changes to more familiar brands.

The fuzzy distinctions teens make between different types of smoking behaviors (e.g., cigarettes, e-cigarettes, vape pens, nicotine or marijuana use in devices) highlighted the importance of being very clear about what they should consider when answering these type of questions.

**APPENDIX A**

**OHA Youth Focus Groups**

1. **BACKGROUND QUESTIONAIRE**

|  |  |
| --- | --- |
| **City/ Zip Code** | |
| **Youth Group A (Non-Users)** | **Youth Group B (Users)** |
| Sherwood/ 97140 | Portland/ 97239 |
| Hillsboro/ 97124 | Portland/ 97233 |
| Milwaukie/ 97222 | Durham/ 97224 |
| Vancouver/ 98682 | Portland/ 97216 |
| Portland/ 97266 | Portland/ 97211 |
| Oregon City/ 97045 | Portland/ 97266 |
| Gresham/ 97030 |  |
| Portland/ 97236 |  |
| Portland/ 97217 |  |
| Vancouver/ 98682 |  |
| Portland/ 97218 |  |

|  |  |
| --- | --- |
| **Years in Oregon** | |
| **Youth Group A (Non-Users)** | **Youth Group B (Users)** |
| 15 | 17 |
| 15 | 17 |
| 16 | 15 |
| 0 | 16 |
| 15 | 15 |
| 9 | 15 |
| 16 |  |
| 16 |  |
| 15 |  |
| N/A |  |
| 17 |  |

|  |  |
| --- | --- |
| **Grade** | |
| **Youth Group A (Non-Users)** | **Youth Group B (Users)** |
| 10 | Freshman in College |
| 10 | 12 |
| 12 | 10 |
| 12 | 11 |
| 10 | 10 |
| 10 | 10 |
| 12 |  | |
| 11 |  | |
| 10 |  | |
| 11 |  | |
| 12 |  |

|  |  |
| --- | --- |
| **School** | |
| **Youth Group A (Non-Users)** | **Youth Group B (Users)** |
| NHS Catalyst | University of Vermont |
| Liberty High School | David Douglas High School |
| Milwaukie Academy of the Arts | Tualatin High School |
| Union High School | David Douglas High School |
| David Douglas High School | Franklin High School |
| CAIS | David Douglas High School |
| MEWA |  |
| Centennial High School |  |
| St. Mary’s |  |
| Union High School |  |
| Grant High School |  |

|  |  |
| --- | --- |
| **Age** | |
| **Youth Group A (Non-Users)** | **Youth Group B (Users)** |
| 15 | 17 |
| 15 | 17 |
| 16 | 15 |
| 17 | 16 |
| 15 | 15 |
| 15 | 15 |
| 16 |  |
| 16 |  |
| 15 |  |
| 16 |  |
| 17 |  |

|  |  |  |
| --- | --- | --- |
| **Gender** | | |
|  | **Youth Group A (Non-Users)** | **Youth Group B (Users)** |
| Male | 7 | 0 |
| Female | 4 | 6 |

|  |  |  |
| --- | --- | --- |
| **Race/Ethnicity** | | |
|  | **Youth Group A (Non-Users)** | **Youth Group B (Users)** |
| White/Caucasian | 9 | 5 |
| Black/African American | 0 | 1 |
| Spanish/Hispanic | 2 | 0 |
| Asian/Pacific Islander | 0 | 0 |
| Native American | 0 | 1 |

\*Note: Youth Group A, Participant 1 and 2 specified two ethnic groups.

\*Note: Youth Group B, Participant 4 specified two ethnic groups.

**APPENDIX B**

**QUESTIONNAIRE**

**Participants are provided with verbatim survey questions one at a time and informed that they do not need to answer the questions. They are instructed to: 1) underline words they do not understand; 2) and to write any questions they may have; 3) rate their level of understanding from 1 not at all to 5 very well.**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **1. During the past 30 days, did you smoke a smaller size cigar or cigarillo, such as Swisher Sweets, Cheyenne, or White Owl?** | | | | | | | |
|  | 0 days | 1 or 2 days | 3 to 5 days | 6 to 9 days | 10 to 19 days | 20 to 29 days | All 30 days |
| Youth Group A (Non-Users) | 5 | 0 | 0 | 0 | 0 | 0 | 0 |
| Youth Group B (Users) | 3 | 0 | 0 | 1 | 0 | 0 | 0 |

**Youth Group A (Non-Users):**

* 5.
* 5. // Underlined Swisher Sweets, Cheyenne, and White Owl. // “Swisher sweets – cigar brand; Cheyenne – sounds like a tobacco brnad; White Owl – cigar brand.”
* 5. // Underlined cigarillo. // “Cigarillo – Italian cigar.”
* 5. // Underlined cigarillo. // “Cigarillo – I think this word means a type of cigar.”
* 3. // Underlined cigarillo. // “Cigarillo – large cigar.”
* 5. // Underlined cigarillo. // “Cigarillo – something like a cigar.”
* 4. // Underlined cigarillo, Swisher Sweets, Cheyenne, and White Owl. // “No idea what those words mean. I assume they are a type of cigar.”
* 5. // Underlined cigarillo. // “Cigarillo – I’m thinking it’s some type of cigar or something you smoke.”
* 3. // Underlined cigarillo, Swisher Sweets, Cheyenne, and White Owl. // “Cigarillo – a type of cigar; Swisher Sweets, Cheyenne, and White Owl – A type of drug.”
* 5. // Underlined Swisher Sweets, Cheyenne, and White Owl. // “Swisher Sweets – A type of cigar.”
* 5.

**Youth Group B (Users):**

* 5.
* 5.
* 5. // Underlined cigarillo, Cheyenne, and White Owl. // “Cigarillo – type of cigar; Cheyenne and White Owl – flavors.”
* 5.
* 5. // Underlined cigarillo. // “Cigarillo – probably some type of cigar.”
* 5. // Underlined cigarillo. // “Cigarillo – a small cigar? Or, something similar to one, but with a distinct difference.”

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **2. During the past 30 days, did you smoke a full size cigar, such as Dutch Master, King Edward, or Muriel?** | | | | | | | |
|  | 0 days | 1 or 2 days | 3 to 5 days | 6 to 9 days | 10 to 19 days | 20 to 29 days | All 30 days |
| Youth Group A (Non-Users) | 4 | 0 | 0 | 0 | 0 | 0 | 0 |
| Youth Group B (Users) | 4 | 0 | 0 | 0 | 0 | 0 | 0 |

**Youth Group A (Non-Users):**

* 5.
* 5. // Underlined Dutch Master, Kind Edward, and Muriel. // “King Edward – brand; Muriel – brand; Dutch Master – brand.”
* 5.
* 4. // Underlined Dutch Master, King Edward, and Muriel. // “I know what all of them are, I just haven’t heard of them before.”
* 5.
* 5.
* 4.5. // Underlined Dutch Master, King Edward, and Muriel. // “Brands?”
* 5.
* 4. // Underlined Dutch Master, King Edward, and Muriel. // Dutch Master, King Edward, and Muriel – A type of drug you can smoke, etc.”
* 5.
* 5.

**Youth Group B (Users):**

* 5.
* 5.
* 5.
* 5.
* 5.
* 5.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **3. During the past 30 days, did you smoke tobacco in a pipe?** | | | | | | | |
|  | 0 days | 1 or 2 days | 3 to 5 days | 6 to 9 days | 10 to 19 days | 20 to 29 days | All 30 days |
| Youth Group A (Non-Users) | 3 | 0 | 0 | 0 | 0 | 0 | 0 |
| Youth Group B (Users) | 4 | 0 | 0 | 0 | 0 | 0 | 0 |

**Youth Group A (Non-Users):**

* 5.
* 5.
* 5.
* 5.
* 5.
* 5.
* 5.
* 5.
* 5.
* 5.
* 5.

**Youth Group B (Users):**

* 5.
* 5.
* 5.
* 5.
* 5.
* 5.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **4. During the past 30 days, did you use an electronic smoking device, such as an e-cigarette, e-cigar, e-hookah, hookah pen, or vaping pen?** | | | | | | | |
| During the past 30 days, how many days did you… | 0 days | 1 or 2 days | 3 to 5 days | 6 to 9 days | 10 to 19 days | 20 to 29 days | All 30 days |
| Youth Group A (Non-Users) | 4 | 0 | 0 | 0 | 0 | 0 | 0 |
| Youth Group B (Users) | 1 | 2 | 1 | 0 | 0 | 0 | 0 |

**Youth Group A (Non-Users):**

* 5.
* 5. // Underlined E-cigar, E-hookah, and vaping pen. // “E-cigar – probably same as E-cigarette, but bigger; E-hookah – sounds like tobacco; Vaping pen – [unclear word] as others.”
* 4. // Underlined E-hookah, hookah pen, and vaping pen. // “Hookah – I have no clue; Vaping pen – never heard of that.”
* 5.
* 5.
* 5.
* 5.
* 5. // Underlined hookah pen and vaping pen. // “Hookah/vaping pen – I’m not sure what a pen is, but I’m guessing it’s another way to smoke…?”
* 5.
* 5.
* 5.

**Youth Group B (Users):**

* 5.
* 5.
* 5.
* 5.
* 5.
* 5.

|  |  |  |  |
| --- | --- | --- | --- |
| **5. During the past 30 days, have you used any type of tobacco or vaping liquid which was flavored with mint, berry, vanilla, chocolate, lime, candy, or other sweets?** | | | |
|  | Yes | No | Not Sure |
| Youth Group A (Non-Users) | 0 | 4 | 0 |
| Youth Group B (Users) | 2 | 2 | 0 |

**Youth Group A (Non-Users):**

* 5.
* 4. // Underlined vaping liquid.
* 5.
* 5.
* 5.
* 5.
* 4. // Underlined vaping liquid. // “No idea what that means.”
* 5.
* 5.
* 5.
* 5.

**Youth Group B (Users):**

* 5.
* 5.
* 5.
* 5.
* 5.
* 5.

|  |  |  |  |
| --- | --- | --- | --- |
| **6. During the past 30 days, have you seen an advertisement promoting cigarettes or other tobacco products online? On your cell phone, tablet, or computer (though email, websites, online games, or social media?** | | | |
|  | Yes | No | Not Sure |
| Youth Group A (Non-Users) | 1 | 1 | 1 |
| Youth Group B (Users) | 1 | 2 | 1 |

**Youth Group A (Non-Users):**

* 5.
* 5.
* 5.
* 5.
* 5.
* 5.
* 5.
* 5.
* 5.
* 5.
* 5.

**Youth Group B (Users):**

* 5.
* 5.
* 5.
* 5.
* 5.
* 5.

|  |  |  |  |
| --- | --- | --- | --- |
| **7. In the past 30 days, did you receive tobacco coupons or other discounts in the mail, over the internet, or from any other source?** | | | |
|  | Yes | No | Not Sure |
| Youth Group A (Non-Users) | 0 | 2 | 1 |
| Youth Group B (Users) | 0 | 3 | 0 |

**Youth Group A (Non-Users):**

* 5.
* 5. // “Never look really, only of it’s food.”
* 5.
* 5.
* 5.
* 5.
* 5.
* 5.
* 5.
* 5.
* 5.

**Youth Group B (Users):**

* 5.
* 5.
* 5.
* 5.
* 5.
* 5.

|  |  |  |  |
| --- | --- | --- | --- |
| **8. During the past 30 days, did you buy any tobacco products using coupons, rebates, buy 1 get 1 free, or any other social promotion?** | | | |
|  | Yes | No | Not Sure |
| Youth Group A (Non-Users) | 0 | 3 | 0 |
| Youth Group B (Users) | 0 | 5 | 0 |

**Youth Group A (Non-Users):**

* 5.
* 5.
* 5.
* 5.
* 5.
* 5.
* 5.
* 5. // Underlined rebates. // “Rebates – Not sure what this means, but taking economics senior year.”
* 5.
* 5.
* 5.

**Youth Group B (Users):**

* 5.
* 5.
* 5.
* 5.
* 5.
* 5.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **9. During the past 7 days, how many times did you visit a convenience store, such as Plaid Pantry, 7-Eleven, Circle K, a mini-mart, or a gas station store?** | | | | | |
|  | I did not visit a convenience store in the past 7 days | 1 time during the past 7 days | 2 or 3 times during the past 7 days | 4 or 6 times during the past 7 days | 7 or more times during the past 7 days |
| Youth Group A (Non-Users) | 2 | 0 | 1 | 0 | 0 |
| Youth Group B (Users) | 1 | 1 | 0 | 1 | 1 |

**Youth Group A (Non-Users):**

* 5.
* 5. // “My dad got gas.”
* 5.
* 5.
* 5.
* 5.
* 4.5.
* 5.
* 5. // Underlined Circle-K. // “Circle-K – A store, I just haven’t heard of it.”
* 5.
* 5.

**Youth Group B (Users):**

* 5.
* 5.
* 5.
* 5.
* 5.
* 5.

**APPENDIX C**

**E-CIGARETTES**

**Participants are provided handout with yes/no/unsure responses to the following prompt: “E-cigarettes are…”**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Youth Group A (Non-Users)** | | | **Youth Group B (Users)** | | |
| **Characteristics** | **Yes** | **No** | **Don’t Know** | **Yes** | **No** | **Don’t Know** |
| Cool | 0 | 9 | 2 | 1 | 4 | 1 |
| Safe | 0 | 8 | 3 | 0 | 5 | 1 |
| Healthy | 0 | 10 | 1 | 0 | 5 | 1 |
| Taste Good | 1 | 0 | 10 | 3 | 2 | 1 |
| Smell Good | 2 | 2 | 7 | 3 | 2 | 1 |
| Okay for Kids | 0 | 9 | 2 | 0 | 5 | 1 |
| Okay for Adults | 1 | 8 | 2 | 4 | 1 | 1 |
| Easy for Kids to Get | 5 | 1 | 5 | 5 | 0 | 1 |

**Youth Group A (Non-Users):**

* E-cigarettes are okay. They make things somewhat better by only having vapor as a byproduct.
* To me, E-cigarettes are just straight up stupid and a waste of time and money, because why do them in the first place, if you know they’re bad for you. Do some exercise, or something that is fun and healthy.
* E-cigarettes are gross. I find anything you smoke is unhealthy and disgusting.
* To me, E-cigarettes are just a product that I have seen and been around. I’ve never tried them, but I do know that the smell is pretty good. I don’t know how safe they are, but a lot of people are using them.
* E-cigarettes are a cigarette that is a little bit healthier than normal cigarettes, but still unhealthy.
* E-cigarettes are bad because you are breathing in burning water vapor and other burned things form the oil or fluid.
* Not good for the body and smell bad.
* I don’t support the use of E-cigarettes because, in general, I don’t think the habit of smoking is okay. Maybe if I know more about them and the facts about what they did for your health, I would think they are a good alternative for adults who are already addicted.
* A different form of a cigarette, don’t really know.
* E-cigarettes are not good for anyone, but less harmful than regular cigarettes.
* E-cigarettes are used by people who think it looks cool. They are usually people who are pretentious and think it’s better for you.

**Youth Group B (Users):**

* E-cigarettes are a somewhat safer alternative to traditional cigarettes, although they still pose the same risks.
* E-cigarettes are just another way to smoke without damaging your lungs as bad as an actual cigarette.
* Better than normal cigarettes.
* E-cigarettes are disgusting.
* E-cigarettes are cigarettes that are very, very slightly better than smoking real cigarettes, but unhealthy and not an excuse to smoke.
* Morally wrong, unhealthy, and unsafe. And, they make you look homeless.

1. We have selected quotations from the discussions and written exercises to represent the range of opinions regarding a topic, and not to quantitatively represent the expressed attitudes. We have edited quotations as appropriate to correct punctuation and to eliminate non-relevant or repetitive intervening comments, asides such as “you know,” “I mean,” and the superfluous words of everyday speech. [↑](#footnote-ref-1)