On the Motivations for the Dual-Use of Electronic and Traditional Cigarettes:
Supplementary Materials

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Note: this document includes the supplementary materials referenced within the main paper "On the Motivations for the Dual-Use of Electronic and Traditional Cigarettes" by Ronayne & Sgroi.

Contents:

Surveys in the Literature

This study presents a novel survey methodology. Other surveys have asked dual e-cigarette and cigarette users their motivation for using e-cigarettes, typically presenting a list of reasons and allowing the respondent to answer each one *Yes* or *No* (Adkison et al., 2013; Brown et al., 2014; Dockrell et al., 2013; Etter and Eissenberg, 2015; Goniewicz et al., 2013; Li et al., 2015; Tackett et al., 2015; Zhu et al., 2013). This makes it difficult to ascertain the relative importance of the reasons for e-cigarette use, something better served by requiring respondents to consider a trade-off between their reasons for using e-cigarettes. Some studies have asked respondents to select the primary reason they started using e-cigarettes (Goniewicz et al., 2013; Tackett et al., 2015; Rass et al., 2015). One study compiled all of their participants' statements regarding their reasons for use, resulting in a list of 125 inter-related statements (Soule et al., 2016). The present study is the first to our knowledge to pose the question regarding the reason for e-cigarette use as a direct trade-off between two fundamental economic classifications of preferences, to provide information on the strength of this trade-off, and to analyze how this measure is related to demographics and the change over time in self-reported cigarette consumption.

The Amazon Mechanical Turk Platform

We designed a survey to be run on the online platform Amazon Mechanical Turk (Mturk). Amazon's platform allows data from a diverse participant pool to be collected at relatively little cost and as such has become a popular research tool for social science (Kuziemko et al., 2015; Paolacci and Chandler, 2014). Compared to the general population, participants recruited through the Mturk platform tend to be younger, better educated and more likely to be female (Berinsky et al, 2012; Ipeirotis, 2010; Paolacci and Chandler, 2014; Paolacci et al., 2010). The quality of responses has been found to be as reliable as that found in controlled laboratory environments across a variety of domains (Berinsky et al., 2012; Horton et al., 2012). Workers on Amazon's platform can be blocked for poor quality work and so have an incentive to maintain the quality of their responses. Participants for the present study were required to have an Mturk approval rating of at least 95% and to be resident in the U.S. We are aware of one existing study on e-cigarettes which utilized the Mturk participant pool (Rass et al., 2015). The present study however is the first using the platform not to place any restrictions for participation by smoking habit, and to follow respondents through time.

Our initial survey was active on Mturk from 23 March 2015 to 10 April 2015. A total of 2,492 participants responded. Participants were compensated with $0.50. Average completion time was 4 minutes 26 seconds, corresponding to a wage of $6.76 per hour. There were 86 participants who failed to complete the survey and 36 who had not heard of e-cigarettes. These participants' data were removed, leaving 2,370 for analysis.

The follow up survey was posted a year later from 23 March 2016 to 19 April 2016. Only those from the main survey who reported having smoked more than 100 cigarettes or had used e-cigarettes (or both) were invited to take the follow up survey. Workers on the Mturk platform may work as much or as little as they like. They may also leave or join the

participant pool freely and it has been estimated that the time required for half the platform's workers to leave and be replaced is about seven months (Stewart et al, 2015). With a one-year gap between surveys, high attrition rates are possible. Despite this, we wanted to leave a sufficiently long time in order to pick up any changes in the long-run behavior of respondents. In an effort to boost response rates participants were compensated with $0.75. A total of 143 responded, of which 68 had been classified as dual-users in the first survey. Average completion time was 4 minutes 41 seconds, corresponding to an implied wage of $9.62 per hour.

Sample Demographics

Table A1 shows basic descriptive statistics of those responding to the initial survey. The age and income of the participants are in line with these existing studies using Mturk. There was however a higher proportion of males (55%) which is likely explained by the higher prevalence of smoking among men since the survey was specifically advertised as being of relevance for smokers who are more likely to be male: 16.7% vs. 13.6% among women (Jamal et al., 2016). The only notable difference between the main sample and the dual-user subsamples was the higher proportion of males (61.5% in the initial survey, 64.7% in the follow-up). However, this too is naturally explained by the population estimate from Syamlal et al. (2016) that approximately 63% of US e-cigarette users are male. Respondents also reported rates of dual-use, current smoking and past smoking higher than is likely to be nationally representative. There was also a very high awareness of e-cigarettes (99%). These findings are likely due to the bias generated by respondents opting to take the survey which was advertised with the title: *Tell us whether you smoke or not, and your opinions about smoking and electronic cigarettes*. However, this over-representation of those who use or used electronic and traditional cigarettes is not considered problematic because the purpose of the study was to study the motivations, perceptions and behaviors of and between these groups, not to estimate the proportions of these groups in the U.S. population.

Table A1: Summary Statistics of Respondents.

Characteristic	Survey1: total N	%	Survey1: dual-users N	%	Survey 2: dual-users N	%
Sample Size	2,370		413		68	
Usage						
Current smoker	800	33.8				
By e-cigarette usage:						
Current (dual-user)	413	17.4				
Past	166	7.0				
One-time	90	3.8				
Never	131	5.5				
Past smoker	513	21.6				
By e-cigarette usage:						
Current	97	4.1				
Past	78	3.3				
One-time	69	2.9				
Never	269	11.4				
Non-smoker	1,057	44.6				
By e-cigarette usage:						
Current	43	1.8				
Past	40	1.7				
One-time	120	5.1				
Never	854	36.0				
Gender						
Male	1,294	55.6	254	61.5	44	64.7
Female	1,076	45.4	159	38.5	24	35.3
Age						
18-25	537	22.7	94	22.8	11	16.2
26-30	580	24.5	112	27.1	19	27.9
31-40	659	27.8	118	28.6	21	30.9
41-50	313	13.2	60	14.5	9	13.2
51+	281	11.9	29	7.0	8	11.8
Annual Household Income ('000 USD)						
0 - 9.999	169	7.1	24	5.8	4	5.9
10 - 19.999	267	11.3	55	13.3	10	14.7
20 - 29.999	346	14.6	61	14.8	10	14.7
30 - 39.999	360	15.2	70	17.0	13	19.1
40 - 49.999	264	11.1	48	11.6	7	10.3
50 - 59.999	257	10.8	49	11.9	8	11.8
60 - 69.999	177	7.5	32	7.8	9	13.2
70 - 79.999	150	6.3	22	5.3	3	4.4
80 - 99.999	169	7.1	23	5.6	2	2.9
≥ 100	211	8.9	29	7.0	2	2.9

Table A1 Legend. Current smokers: >100 cigarettes in their life and currently smoking. Current e-cigarette use: now use e-cigarettes *Every day* or *Some days*. Past e-cigarette use: now use e-cigarettes *Not at all* but in the past, *Every day* or *Some days*. Age statistics are reported with one year added for statistics regarding survey 2 e.g., "19-26" is the first category.

Measures

All respondents were asked *Have you smoked at least 100 cigarettes in your entire life?* and *Do you now smoke cigarettes at all, no matter how regularly?* Those reporting having smoked at least 100 cigarettes and now smoking were defined as 'current smokers'. Those reporting having smoked 100 cigarettes and now not smoking are defined as 'past smokers'. Those who reported having smoked less than 100 cigarettes were defined as 'non-smokers'. Regarding e-cigarette ever-use, all respondents were asked *Have you tried Electronic Cigarettes or "E-cigarettes", even just one time?* Those who answered *Yes* were classified as e-cigarette ever-users and were also asked *Do you now use e-cigarettes every day, some days, or not at all?* Current smokers who reported having tried e-cigarettes and using them *Every day* or *Some days*, were classified as 'dual-users'.

To assess whether dual-users view electronic and traditional cigarettes as substitutes or complements, respondents who had reported ever-use of e-cigarettes were asked the following 'substitute-complement' question: *Please indicate which point on the following scale best describes the reasons you use (or used/tried) electronic cigarettes* followed by a slider on a ten-point scale -5 to 5, recording responses to two decimal places. There were two labels: one above -5 which read *To reduce the amount of regular cigarettes I smoke* and one above 5 which read *Sometimes it is not possible to smoke regular cigarettes*. A screenshot with an example response is provided in Fig. 1 of the main text. The cursor was centered at 0 when the page loaded and participants had to actively select a value before they could continue. There was no time limit for the question and participants could not go back to change their response once they had confirmed it. Those who had never used e-cigarettes were presented with the same question except the wording was changed to *Please indicate which point on the following scale best describes what you think the reasons are that people use electronic cigarettes* and the label over the extreme value of -5 was replaced with *To reduce the amount of regular cigarettes they smoke*.

There were 68 dual-users who responded to the follow-up survey. Analysis of these participants' data is reported in Table 3 of the main text. Respondents who reported they smoke *Some days* were asked *About how many cigarettes do you smoke in a typical week?* whereas those reportedly smoking *Every day* were asked *About how many cigarettes do you smoke in a typical day?* The data from these respondents was converted into weekly consumption data by multiplying by seven. There were 49 who reported substitutive use, of which 65% reported the same or lower cigarette consumption than a year previous. However, of the 19 that reported complementary use, 58% reported a higher level of consumption than the year before.

Substitutes and Complements

A typical undergraduate textbook would tend to focus on a simpler definition of a complement (substitute) as a negative (positive) cross-price elasticity of demand which tends to be associated with static single-agent problems and is also a less versatile definition as it requires data on prices: see Berry et al (2014) for more on the pros and cons of different

definitions. However, there are demand analyses of electronic and traditional cigarettes. For example, Huang et al. (2014) find that the demand for e-cigarettes is more sensitive to price changes than the demand for traditional cigarettes is, with own price elasticities in the range -1.2 to –1.9 (for disposable and reusable e-cigarettes respectively) as compared with estimates of -0.2 to -0.6 for traditional cigarettes. Our findings suggest that the effect on e-cigarette usage from price changes will have a differential impact on dual-users' demand for traditional cigarettes depending on whether they view the products as substitutes or complements. For example, a rise in the price of e-cigarettes may result in a rise in the consumption of traditional cigarettes by those who view them as substitutes, but could reduce the consumption of traditional cigarettes by those who view them as complements.

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Survey Transcripts Method

The survey was conducted using the online survey software Qualtrics. The question numbers displayed here, along with the coded values shown in parentheses correspond to the coding of the data as it is displayed in the results file available online. The questions were organized in blocks. Which blocks participants saw depended on their prior answers. We indicate any criteria to see a block. Within blocks, some questions were also restricted to be shown only to participants giving particular prior answers. Where there are such conditions, they are shaded blue.

Initial Survey Transcript

Block 1: All

Q23 In order to participate in this research study, it is necessary that you give your informed consent. By responding you are indicating that you understand the nature of the research study and your role and that you agree to participate in the research. Please consider the following points before continuing: I understand that I am participating in research conducted by the University of Warwick. I understand the research team will use anonymized data in any presentations of the research results. Data will not be associated with individuals and any identifying data will then be destroyed. I understand that my participation in this study is voluntary, and that after the study data collection has begun, I may refuse to participate further without any penalty. By continuing I am stating that I am over 18 years of age, and that I have read the above information and consent to participate in this study being conducted. Please click "I agree" to agree that you have read and understood the information above:

❍   I agree (1)

Block 2: All

Q24 Have you smoked at least 100 cigarettes in your entire life?

❍   Yes (1)
❍   No (2)

Q32 Do you now smoke cigarettes at all, no matter how regularly?

❍   Yes (1)
❍   No (2)

Block 3: If Q32 = Yes

Q25 Do you now smoke cigarettes every day or some days?

❍   Every day (1)
❍   Some days (2)

Q27 About how many cigarettes do you smoke in a typical day?

Q28 About how many cigarettes do you smoke in a typical week?

Block 4: If Q24=Yes and Q32=No

Q31 About how long has it been since you last smoked cigarettes?

- ○ 0-3 months (1)
- ○ 3-6 months (2)
- ○ 6-12 months (3)
- ○ 1-2 years (4)
- ○ 2-3 years (5)
- ○ 3-4 years (6)
- ○ 4-5 years (7)

Q55 During the last period you smoked, did you smoke cigarettes every day or some days?

- ○ Every day (1)
- ○ Some days (2)

Q56 During this period, about how many cigarettes did you smoke in a typical day?

Q57 During this period, about how many cigarettes do you smoke in a typical week?

Block 5: All

Q29 Have you tried Electronic Cigarettes or "E-cigarettes", even just one time?

- ○ Yes (1)
- ○ No (2)

Q40 Have you ever heard of Electronic Cigarettes or "E-cigarettes"?

- ○ Yes (4)
- ○ No (5)

Block 6: If Q29=Yes

Q30 Do you now use e-cigarettes every day, some days, or not at all?

- ❍ Every day (1)
- ❍ Some days (2)
- ❍ Not at all (3)

Q31 About how many times do you use e-cigarettes in a typical day?

Q32 About how many times do you use e-cigarettes in a typical week?

Block 7: If Q30=Not at all

Q33 About how long has it been since you last used e-cigarettes?

- ❍ 0-3 months (2)
- ❍ 3-6 months (3)
- ❍ 6-12 months (4)
- ❍ 1-2 years (5)
- ❍ 2-3 years (6)
- ❍ 3-4 years (7)
- ❍ 4-5 years (9)
- ❍ 5+ years (10)

Q65 During the last period you used e-cigarettes, did you use them every day, some days or just one time?

- ❍ Every day (1)
- ❍ Some days (2)
- ❍ Just one time (3)

Q66 During this period, about how many times do you use e-cigarettes in a typical day?

Q67 During this period, about how many times do you use e-cigarettes in a typical week?

Block 8: If Q29=Yes or Q40=Yes

Q41 No matter what your smoking history is, we are interested in your opinions.

Q11 Below are some of the advantages that people often think electronic cigarettes have over conventional cigarettes. Please give us your opinion of the order of importance of these advantages by ranking them from 1 (most important) to 6 (least important).

_____ Lower health risks (9)
_____ No second hand smoke (10)
_____ Cheaper (11)
_____ Can use them in many public places (14)
_____ Less odor (12)
_____ Less risk of causing a fire (13)

Q12 Below are some of the disadvantages that people often think electronic cigarettes have over conventional cigarettes. Please give us your opinion of the order of importance of these disadvantages by ranking them from 1 (most important) to 6 (least important).

_____ Not the same experience as cigarettes (3)
_____ Unsure about health risks (2)
_____ Cost of equipment (1)
_____ Too addictive (4)
_____ Concern over product malfunction (5)
_____ Confusing number of brands and products (6)

If Q29 = Yes
Q23 Please indicate which point on the following scale best describes the reasons you use (or used/tried) electronic cigarettes:

Reasons best described as: [-5,5] sliding scale to two decimal places as shown in Fig. 1. Label over -5 read "To reduce the amount of regular cigarettes I smoke", label over 5 read "Sometimes it is not possible to smoke regular cigarettes".

If Q29 = No
Q25 Please indicate which point on the following scale best describes what you think the reasons are that people use electronic cigarettes:

Reasons best described as: [-5,5] sliding scale to two decimal places. Label over -5 read "To reduce the amount of regular cigarettes they smoke", label over 5 read "Sometimes it is not possible to smoke regular cigarettes".

Q30 Considering the arguments for and against e-cigarettes, and that they may affect different people in different ways: Please use the slider below to indicate your opinion on how they will affect society on average?

My opinion is best described as: [-5,5] sliding scale to two decimal places. Label over -5 read "negative effect", label over 0 read "no net effect", label over 5 read "positive effect".

Q31 If you would like to, please explain how you think e-cigarettes will impact society. (optional)

Block 9: Q32=Yes

Q32 Have you used any of the following smoking-cessation services or products? (select all that apply, if any)

	Smoking Cessation Methods	
	Currently (1)	In the past (2)
Doctor consultation (9)	❑	❑
Counseling (10)	❑	❑
Behavioral Therapy (11)	❑	❑
Other non-medical method (12)	❑	❑
Gum (2)	❑	❑
Patches (4)	❑	❑
Nasal Spray (5)	❑	❑
Inhalers (6)	❑	❑
Lozenges (7)	❑	❑
Other medication (8)	❑	❑

Q26 Would you describe yourself as someone who is currently trying to quit smoking cigarettes?

❍ Yes (2)
❍ No (3)

Block 10: If Q32=No and Q24=Yes

Q37 Have you used any of the following smoking-cessation services or products? (select all that apply, if any)

	Smoking Cessation Methods
	I have used the following: (1)
Doctor consultation (9)	❑
Counseling (10)	❑
Behavioral Therapy (11)	❑
Other non-medical method (12)	❑
Gum (2)	❑
Patches (4)	❑
Nasal Spray (5)	❑
Inhalers (6)	❑
Lozenges (7)	❑
Other medication (8)	❑

Q38 When you compare e-cigarettes to any other cessation methods you used, which was more effective for you?

Most effective for me: [-5,5] sliding scale to two decimal places. Label over -5 read "other methods", label over 5 read "e-cigarettes".

Block 11: All

Q43 Do you avoid certain unhealthy food or drink?

○ Yes (1)
○ No (2)

Q27 Are you currently a member of a health club or fitness center?

○ Yes (1)
○ No (2)

Q28 Do you pay into Medicare?

○ Yes (1)
○ No (2)
○ Don't know (3)

Q29 Do you pay into a private health insurance plan?

○ Yes (1)
○ No (2)
○ Don't Know (3)

Q15 Are you male or female?

○ Male (1)
○ Female (2)

Q16 How old are you?

Q31 Which state do you primarily live in?

- ❍ Alabama (1)
- ❍ Alaska (2)
- ❍ Arizona (3)
- ❍ Arkansas (4)
- ❍ California (5)
- ❍ Colorado (6)
- ❍ Connecticut (7)
- ❍ Delaware (8)
- ❍ District of Columbia (9)
- ❍ Florida (10)
- ❍ Georgia (11)
- ❍ Hawaii (12)
- ❍ Idaho (13)
- ❍ Illinois (14)
- ❍ Indiana (15)
- ❍ Iowa (16)
- ❍ Kansas (17)
- ❍ Kentucky (18)
- ❍ Louisiana (19)
- ❍ Maine (20)
- ❍ Maryland (21)
- ❍ Massachusetts (22)
- ❍ Michigan (23)
- ❍ Minnesota (24)
- ❍ Mississippi (25)
- ❍ Missouri (26)
- ❍ Montana (27)
- ❍ Nebraska (28)
- ❍ Nevada (29)
- ❍ New Hampshire (30)
- ❍ New Jersey (31)
- ❍ New Mexico (35)
- ❍ New York (32)
- ❍ North Carolina (33)
- ❍ North Dakota (34)
- ❍ Ohio (36)
- ❍ Oklahoma (37)
- ❍ Oregon (38)
- ❍ Pennsylvania (39)
- ❍ Rhode Island (40)
- ❍ South Carolina (41)
- ❍ South Dakota (42)
- ❍ Tennessee (43)
- ❍ Texas (44)
- ❍ Utah (45)
- ❍ Vermont (46)
- ❍ Virginia (47)
- ❍ Washington (48)
- ❍ West Virginia (49)
- ❍ Wisconsin (50)
- ❍ Wyoming (51)

Q17 Please indicate your household's annual pre-tax income. (US $)

○ 0 - 9,999 (1)
○ 10,000 - 19,999 (2)
○ 20,000 - 29,999 (3)
○ 30,000 - 39,999 (4)
○ 40,000 - 49,999 (5)
○ 50,000 - 59,999 (6)
○ 60,000 - 69,999 (7)
○ 70,000 - 79,999 (8)
○ 80,000 - 99,999 (10)
○ 100,000 or more (9)

Follow-Up Survey Transcript

Block 1: All

Q23 In order to participate in this research study, it is necessary that you give your informed consent. By responding you are indicating that you understand the nature of the research study and your role and that you agree to participate in the research. Please consider the following points before continuing: I understand that I am participating in research conducted by the University of Warwick. I understand the research team will use anonymized data in any presentations of the research results. Data will not be associated with individuals and any identifying data will then be destroyed. I understand that my participation in this study is voluntary, and that after the study data collection has begun, I may refuse to participate further without any penalty. By continuing I am stating that I am over 18 years of age, and that I have read the above information and consent to participate in this study being conducted. Please click "I agree", to agree that you have read and understood the information above:

❍   I agree (1)

Block 2: All

Q32 Do you now smoke cigarettes at all, no matter how regularly?

❍   Yes (1)
❍   No (2)

Block 3: If Q32=Yes

Q25 Do you now smoke cigarettes every day or some days?

❍   Every day (1)
❍   Some days (2)

Answer If Q25 = Every day:
Q27 About how many cigarettes do you smoke in a typical day?

Answer If Q25 = Some days:
Q28 About how many cigarettes do you smoke in a typical week?

Block 4: If Q32=No

Q31 About how long has it been since you last smoked cigarettes?

❍   0-3 months (1)
❍   3-6 months (2)
❍   6-12 months (3)
❍   1-2 years (4)
❍   2-3 years (5)
❍   3-4 years (6)
❍   4-5 years (7)
❍   5+ years (8)

Q55 During the last period you smoked, did you smoke cigarettes every day or some days?

○ Every day (1)
○ Some days (2)

Q56 During this period, about how many cigarettes did you smoke in a typical day?

Q57 During this period, about how many cigarettes did you smoke in a typical week?

Block 5: All

Q30 Do you now use e-cigarettes every day, some days, or not at all?

○ Every day (1)
○ Some days (2)
○ Not at all (3)

Q31 About how many times do you use e-cigarettes in a typical day?

Q32 About how many times do you use e-cigarettes in a typical week?

Block 6: If Q30 = Not at all:

Q33 About how long has it been since you last used e-cigarettes?

○ 0-3 months (2) _____
○ 3-6 months (3) _____
○ 6-12 months (4) _____
○ 1-2 years (5)
○ 2-3 years (6)
○ 3-4 years (7)
○ 4-5 years (9)
○ 5+ years (10)

Q65 During the last period you used e-cigarettes, did you use them every day, some days or just one time?

○ Every day (1)
○ Some days (2)
○ Just one time (3)

Q66 During this period, about how many times did you use e-cigarettes in a typical day?

Q67 During this period, about how many times did you use e-cigarettes in a typical week?

Block 7: All

Q41 No matter what your smoking history is, we are interested in your opinions.

Q11 Below are some of the advantages that people often think electronic cigarettes have over conventional cigarettes. Please give us your opinion of the order of importance of these advantages by ranking them from 1 (most important) to 6 (least important).

_____ Lower health risks (9)
_____ No second hand smoke (10)
_____ Cheaper (11)
_____ Can use them in many public places (14)
_____ Less odor (12)
_____ Less risk of causing a fire (13)

Q12 Below are some of the disadvantages that people often think electronic cigarettes have over conventional cigarettes. Please give us your opinion of the order of importance of these disadvantages by ranking them from 1 (most important) to 6 (least important).

_____ Not the same experience as cigarettes (3)
_____ Unsure about health risks (2)
_____ Cost of equipment (1)
_____ Too addictive (4)
_____ Concern over product malfunction (5)
_____ Confusing number of brands and products (6)

Block 8: All

Q23 Please indicate which point on the following scale best describes the reasons you use (or used/tried) electronic cigarettes:

Reasons best described as: [-5,5] sliding scale to two decimal places as shown in Fig. 1. Label over -5 read "To reduce the amount of regular cigarettes I smoke", label over 5 read "Sometimes it is not possible to smoke regular cigarettes".

Block 9: All

Q30 Considering the arguments for and against e-cigarettes, and that they may affect different people in different ways: Please use the slider below to indicate your opinion on how they will affect society on average?

My opinion is best described as: [-5,5] sliding scale to two decimal places. Label over -5 read "negative effect", label over 0 read "no net effect", label over 5 read "positive effect".

Q31 If you would like to, please explain how you think e-cigarettes will impact society. (optional)

Block 10: If Q32 = Yes

Q32 Have you used any of the following smoking-cessation services or products? (select all that apply, if any)

	Smoking Cessation Methods	
	Currently (1)	In the past (2)
Doctor consultation (9)	❏	❏
Counseling (10)	❏	❏
Behavioral Therapy (11)	❏	❏
Other non-medical method (12)	❏	❏
Gum (2)	❏	❏
Patches (4)	❏	❏
Nasal Spray (5)	❏	❏
Inhalers (6)	❏	❏
Lozenges (7)	❏	❏
Other medication (8)	❏	❏

Q26 Would you describe yourself as someone who is currently trying to quit smoking cigarettes?

❍ Yes (2)
❍ No (3)

Block 11: If Q32 = No

Q37 Have you used any of the following smoking-cessation services or products? (select all that apply, if any)

	Smoking Cessation Methods
	I have used the following: (1)
Doctor consultation (9)	❏
Counseling (10)	❏
Behavioral Therapy (11)	❏
Other non-medical method (12)	❏
Gum (2)	❏
Patches (4)	❏
Nasal Spray (5)	❏
Inhalers (6)	❏
Lozenges (7)	❏
Other medication (8)	❏

Q38 When you compare e-cigarettes to any other cessation methods you used, which was more effective for you?

Most effective for me: [-5,5] sliding scale to two decimal places. Label over -5 read "other methods", label over 5 read "e-cigarettes".

Block 12: All

Q15 Are you Male or Female?

○ Male (1)
○ Female (2)

Q16 How old are you?

Q31 Which state do you primarily live in?

- ❍ Alabama (1)
- ❍ Alaska (2)
- ❍ Arizona (3)
- ❍ Arkansas (4)
- ❍ California (5)
- ❍ Colorado (6)
- ❍ Connecticut (7)
- ❍ Delaware (8)
- ❍ District of Columbia (9)
- ❍ Florida (10)
- ❍ Georgia (11)
- ❍ Hawaii (12)
- ❍ Idaho (13)
- ❍ Illinois (14)
- ❍ Indiana (15)
- ❍ Iowa (16)
- ❍ Kansas (17)
- ❍ Kentucky (18)
- ❍ Louisiana (19)
- ❍ Maine (20)
- ❍ Maryland (21)
- ❍ Massachusetts (22)
- ❍ Michigan (23)
- ❍ Minnesota (24)
- ❍ Mississippi (25)
- ❍ Missouri (26)
- ❍ Montana (27)
- ❍ Nebraska (28)
- ❍ Nevada (29)
- ❍ New Hampshire (30)
- ❍ New Jersey (31)
- ❍ New Mexico (35)
- ❍ New York (32)
- ❍ North Carolina (33)
- ❍ North Dakota (34)
- ❍ Ohio (36)
- ❍ Oklahoma (37)
- ❍ Oregon (38)
- ❍ Pennsylvania (39)
- ❍ Rhode Island (40)
- ❍ South Carolina (41)
- ❍ South Dakota (42)
- ❍ Tennessee (43)
- ❍ Texas (44)
- ❍ Utah (45)
- ❍ Vermont (46)
- ❍ Virginia (47)
- ❍ Washington (48)
- ❍ West Virginia (49)
- ❍ Wisconsin (50)
- ❍ Wyoming (51)

Q17 Please indicate your household's annual pre-tax income. (US $)

○ 0 - 9,999 (1)
○ 10,000 - 19,999 (2)
○ 20,000 - 29,999 (3)
○ 30,000 - 39,999 (4)
○ 40,000 - 49,999 (5)
○ 50,000 - 59,999 (6)
○ 60,000 - 69,999 (7)
○ 70,000 - 79,999 (8)
○ 80,000 - 99,999 (10)
○ 100,000 or more (9)

Q43 Choosing from the list below, what is the highest level of education you have received?

○ Did not graduate high school (1)
○ High school graduate (2)
○ Bachelor's degree (3)
○ Master's degree (4)
○ Doctorate degree (5)

Q43 Which race are you?

○ White (1)
○ Black or African American (2)
○ Latino or Hispanic (7)
○ American Indian or Alaska Native (3)
○ Asian or Asian American (4)
○ Native Hawaiian or Pacific Islander (5)
○ Other, please specify (6) _____

Q41 Please enter/paste your mturk ID in the space below.