

DRAFT QUESTIONNAIRE

We're making a survey about some of the things that people are talking about these days, and would like to get your opinion on some things. This will only take a few minutes.

1. Would you say that having one or two drinks a day before dinner is
  - . . .perfectly all right?
  - . . .probably shouldn't do it, but it isn't serious?
  - . . .definitely not advisable?
2. How about staying roughly 10 lbs. overweight -- that is, heavier than the ideal weight suggested by doctors? Would you say that's
  - . . .perfectly all right?
  - . . .probably shouldn't do it, but it isn't serious?
  - . . .definitely not advisable?
3. How about smoking about a pack a day? Would you say that is
  - . . .perfectly all right?
  - . . .probably shouldn't do it, but it isn't serious?
  - . . .definitely not advisable?
4. Which of these three is the least advisable?
  - . . .having one or two drinks daily
  - . . .staying roughly 10 lbs. overweight
  - . . .smoking a pack a day
5. Have you ever heard the phrase, "The War on Poverty"?  
Yes                      No

IF YES:

- 5a. In what connection?

6. Have you ever heard of the so-called "Public Accommodations Clause" in the proposed Civil Rights Bill?

Yes                      No

IF YES:

6a. What would it provide for?

7. Have you ever heard of the "Mustang"?

Yes                      No

IF YES:

7a. What is it?

Now, I would like to talk to you specifically about smoking.

If smoking a pack a day is not "perfectly all right" (Q. 3)

8. I notice you feel smoking is (something you probably should not do) (not advisable). Why is that?

VERBATIM \_\_\_\_\_

PROBE FOR DETAIL \_\_\_\_\_

9. In general, would you say that regular cigarette smoking involves

- . . . no risk at all?
- . . . a very slight risk?
- . . . a substantial risk?
- . . . an extremely serious risk?

10. IF ANY "RISK":

What risks, specifically, do you think a smoker takes?

VERBATIM \_\_\_\_\_

Anything else? \_\_\_\_\_

PROBE FOR SOURCE OF INFORMATION \_\_\_\_\_

IF SURGEON GENERAL'S REPORT NOT SPECIFICALLY ALREADY MENTIONED  
BY NAME:

11. Have you by any chance heard of the Surgeon General's  
Report on Smoking and Health?

Yes No

IF YES:

12. Do you have any idea what the major conclusion was?

IF YES:

12a. What was it?

VERBATIM \_\_\_\_\_

13. There's been quite a bit of discussion about cigarettes  
and cancer. In your opinion, is a link between lung  
cancer and cigarette smoking

. . . established?  
. . . probably established?  
. . . not established?

IF "PROBABLY" OR "NOT ESTABLISHED":

- 14a. When all the facts are in, do you think it will turn out  
that smoking is or is not a cause of lung cancer?

- 14b. Why do you feel it (is established) (will turn out that way)?

PROBE FOR SOURCE \_\_\_\_\_

IF "ESTABLISHED" OR "WILL TURN OUT THAT WAY":

15. (Alternative forms -- each to be asked of 50% of the sample):

- A. Just to get a rough idea of the degree of risk, would  
you take a guess at this: Suppose an average man smokes  
a pack a day from his late teens, would you say his  
chances of contracting lung cancer are:

. . . almost certain?  
. . . 50-50?  
. . . 1 in 10?  
. . . 1 in 20?  
. . . 1 in 100?

B. Just to get a rough idea of the degree of the risk, would you take a guess at this: Suppose 100 men all started smoking in their late teens, and smoked a pack a day from then on. About how many of them do you guess would get lung cancer? (Just a guess).

16. Are there any (other) possible harmful effects of smoking?

Yes                      No

IF YES:

16a. What are they?

VERBATIM

17. Here are some statements people have made about smoking. I'd like to get your reaction to each one. Just indicate whether you generally agree or disagree.

STATEMENTS ON CARDS, SORTED INTO TWO FILES: "AGREE" & "DISAGREE"

Items for card sorting:

Most cigarette advertising is bunk

Cigarettes seem to "go with" a drink

Smoking is probably more harmful to health than overeating slightly.

The dangers of smoking are much exaggerated

Smoking is "the thing to do"

Men who are really masculine are likely to be smokers

The dangers of smoking are probably underestimated by many smokers

Cigarette smoking is dangerous to health. It may cause death from cancer and other diseases

Women who are really feminine are likely to be smokers

A man who smokes is more attractive to women

A woman who smokes is more attractive to men

Today, most cigarette advertising is completely truthful

Smoking contributes to heart disease

Smoking contributes to bronchitis

Smoking "belongs" at the beach

There is nothing whatever to worry about if you smoke

CLASSIFICATION DATA

1. Normal demographic and social data

2. Smoking behavior

(1) Do you now smoke (cigarettes)?	YES	NO
	(cigars )?	YES NO
	(a pipe )	YES NO

IF YES, SMOKES CIGARETTES:

About how many cigarettes a day? \_\_\_\_\_

IF NO:

Have you ever smoked cigarettes? \_\_\_\_\_

(IF YES: When did you stop smoking cigarettes? \_\_\_\_\_

Why did you stop? \_\_\_\_\_

IF RESPONDENT SMOKES AND THINKS THERE IS A HEALTH RISK IN SMOKING:  
PROBE:

Several people I have talked to are smoking even though they indicate that it may be harmful. How would you explain that?

VERBATIM \_\_\_\_\_

How do you, personally, think about this matter of smoking and health? (What would you say if someone asked you why you smoke even though you think there's a risk attached to it?)

VERBATIM \_\_\_\_\_

3. Miscellaneous additions to classification data:

Do you serve cocktails or drinks at a party?

. . . almost always

. . . sometimes

. . . never

How about before dinner (on an ordinary day)?

- . . . almost always
- . . . sometimes
- . . . never

Interviewer rates weight: Very thin \_\_\_ Average \_\_\_ Stout \_\_\_  
Very much overweight \_\_\_