

Rathbone Falvey Research wants to learn what Idaho teens think about vaping. Your responses are kept completely anonymous - no one will know how you answer.

We'll ask you a set of questions about your thoughts on vaping, and it only takes about 5 minutes to complete.

Hundreds of dollars in cash and prizes are available to win for taking the survey.

Who are we? Rathbone Falvey Research is a market research firm. We ask people questions to learn what they think. That's our job.

Questions? Call (208) 315-9999 or email research@rathbonefalvey.com.

By clicking "Yes", you're saying:

- You read this
- You agree to do the survey
- You are at least 18 years old, or you have your parent/guardian's permission to take this survey

* 1. Do you agree to take this survey?

- Yes
- No

* 2. How old are you?

- 12 or younger
- 13-17
- 18-19
- 20+

* 3. What state do you live in?

* 4. What city/town in Idaho do you live in? If you don't live in a city, please put the nearest city to you.

Vaping is when someone uses a small device to breathe in flavored vapor. This vapor often has nicotine in it, which is the same stuff that's in cigarettes. Vaping devices, sometimes called e-cigarettes, heat up a liquid to make the vapor.

* 5. How do you feel about vaping?

- Very positive
- Somewhat positive
- Neutral
- Somewhat negative
- Very negative

* 6. How much do you believe vaping is harmful to someone's health?

- Extremely harmful
- Somewhat harmful
- Neutral
- Not very harmful
- Not at all harmful

Please take a look at the videos and images.

* 7. Have you seen these images or videos or ones like them before now?

- Yes
- No
- Unsure

* 8. How did you feel when you saw these images and videos?

- I like it very much
- I like it somewhat
- Neutral
- I dislike it somewhat
- I dislike it very much

* 9. How well do these videos and images relate to your experiences?

- Very well
- Somewhat well
- Neutral
- Not very well
- Not at all

* 10. What do you think the **KNOW VAPE** images and videos are trying to say?

* 11. Where do you remember seeing or hearing these ads? Select all that apply.

- Xumo
 - Pluto TV
 - Hulu
 - Roku
 - Television channels (e.g. TLC, HGTV, Discovery)
 - Facebook
 - Instagram
 - TikTok
 - Other (please specify)
- Snapchat
 - X (Twitter)
 - Reddit
 - Browsing websites (e.g. IGN, Weather.com)
 - YouTube
 - Spotify
 - Radio

- None of the above

Reminder, your answers are completely anonymous. We will not share your answers with anyone.

* 12. Have you ever tried vaping?

- Yes
- No
- Unsure
- Prefer not to say

13. How old were you when you first tried vaping?

* 14. How often do you vape now?

- Every day or almost every day
- A few times a week
- A few times a month
- Tried it once or twice
- Used to regularly, but don't anymore
- Never
- Prefer not to say

* 15. What is your gender?

- Woman
- Man
- Other

- Prefer not to say

* 16. What is your race / ethnicity?

Native American or Alaskan Native

Asian or Pacific Islander

Black or African American

Hispanic or Latino

White or Caucasian

Multiple ethnicities / other (please specify)

Prefer not to say

Click "Done" below to finish the survey!