

Electronic Cigarettes Attitudes Survey (ECAS)

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Please rate the degree to which you agree or disagree about the following statements comparing ENDS products/e-cigarette use versus regular (combustible, tobacco) cigarette use, even if you do not smoke. If you have not used either product or you are not sure, just take your best guess.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

1.	A person has more control of the ingredients (e.g., nicotine content) in an e-cigarette/ENDS compared to a regular (combustible) cigarette.	1	2	3	4	5
2.	Being able to choose from a variety of e-cigarette/ENDS flavors is more appealing than not getting to choose with regular cigarettes.	1	2	3	4	5
3.	The fruit and candy flavors available with e-cigarettes/ENDS are particularly appealing to kids my age.	1	2	3	4	5
4.	E-cigarettes/ENDS are less harmful to a person than regular (combustible) cigarettes.	1	2	3	4	5
5.	Using e-cigarettes/ENDS is cool and might make me more popular.	1	2	3	4	5
6.	Smoking regular (combustible) cigarettes is outdated and lame.	1	2	3	4	5
7.	E-cigarettes/ENDS are more appealing because they are odorless or smell good compared to regular (combustible) cigarettes.	1	2	3	4	5
8.		1	2	3	4	5

	It is easier to buy e-cigarettes/ENDS compared to buying regular (combustible) cigarettes.	
9.	The convenience of smoking e-cigarettes/ENDS in more places (indoors) compared to regular (combustible) cigarettes is appealing.	1 2 3 4 5
10.	The fact that I'm less likely to get caught by a teacher or parent if I smoke e-cigarettes/ENDS compared to regular (combustible) cigarettes is appealing.	1 2 3 4 5
11.	E-cigarettes/ENDS allows people to show their individuality and personality by customizing their product (e.g., vape pen, vape mod).	1 2 3 4 5
12.	In the long run, e-cigarette/ENDS use is cheaper than buying packs of regular (combustible) cigarettes.	1 2 3 4 5