

Summary of Modifications to the HMTS Question Bank, June 2010 (by HMTS instrument)

New or Modified HMTS Question (with origin, if new)	Origin	Modification to HMTS Instrument			
		Demographics (a)	Introductory (c)	Core (d)	Follow-up (f)
Have you smoked at least 100 cigarettes in your entire life? SINGLE RESPONSE. 1 Yes 2 No	New (from TUS-CPS)	X			
Do you now smoke cigarettes every day, some days, or not at all? SINGLE RESPONSE. 1 Every day 2 Some days 3 Not at all	New (from TUS-CPS)	X			
During the past 12 months, have you stopped smoking for one day or longer because you were trying to quit smoking? SINGLE RESPONSE. 1 Yes 2 No	New (from TUS-CPS)	X			
About how long has it been since you completely quit smoking cigarettes? FILL IN NUMBER FOR UNIT THAT APPLIES A ____ Days B ____ Weeks C ____ Months D ____ Years	New (from TUS-CPS)	X			
On how many of the past 30 days did you smoke cigarettes? Enter number:	New (from TUS-CPS)	X			
On the average, on those (INSERT QUESTION #11 RESPONSE) days, how many cigarettes did you usually smoke each day? FILL IN NUMBER.	New (from TUS-CPS)	X			

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<p>Which of these best describes the area in which you work most of the time?</p> <p>1 Mainly work indoors 2 Mainly work outdoors 3 Travel to different buildings or sites 4 In a motor vehicle, or 5 Somewhere else 6 Varies</p>	New (from TUS-CPS)	X			
<p>Please indicate your race or ethnic background. Are you?</p> <p>Ethnicity: 1 Hispanic or Latino 2 Not Hispanic or Latino</p> <p>Race: SELECT ONE OR MORE. 1 White/Caucasian 2 Black or African-American 3 American Indian or Alaska Native 4 Native Hawaiian or Other Pacific Islander 5 Asian 6 Vietnamese 7 Cambodian 8 Filipino 9 Japanese 10 Korean 11 Chinese</p>	Modified HMTS Question Question Stem Changed	X			

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<p>In general, how much would you trust information about health or medical topics? Would you say a lot, some, a little, or not at all? GRID FORMAT, ROTATE A-D.</p> <p align="center"> A lot Some A little Not at all 1 2 3 4 </p> <p>A. Family and friends B. Charitable organizations C. Religious organizations and leaders D. Government health agencies</p>	<p>Modified HMTS Question</p> <p>Answer Format Changed</p>		X		
<p>Think about the most recent time you looked up information on [Smoking or quitting smoking] from any source. About how long ago was that? SINGLE RESPONSE.</p> <p>1 Days ago 2 Weeks ago 3 Months ago 4 Years ago 5 Never</p>	<p>Modified HMTS Question</p> <p>Answer Category Added</p>		X		
<p>What type of information were you looking for in your most recent search? <i>Please check all that apply.</i></p> <p>1 Information on [quitting smoking or helping someone quit smoking] 2 Help for [quitting smoking] 3 Where to get medical care for [quitting smoking] 4 Medication for quitting smoking 5 Information on complementary alternative or unconventional treatments for [quitting smoking] 6 Other (Please specify): _____</p>	<p>Modified HMTS Question</p> <p>Answer Categories Added</p>		X		

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<p>Is this message believable? GRID FORMAT, ROTATE LIST AS RELEVANT. (MESSAGES TO BE INSERTED BASED ON SPOTS).</p> <p>1 Yes 2 No</p> <p>A INSERT MESSAGE 1 FROM AD B INSERT MESSAGE 2 FROM AD C INSERT MESSAGE 3 FROM AD D INSERT MESSAGE 4 FROM AD</p>	<p>Modified HMTS Question</p> <p>Question Stem Changed</p>			X	
<p>Who would you say they are trying to reach? <i>Please check all that apply.</i></p> <p>1 You 2 People like you 3 Someone else 4 None of these</p>	<p>Modified HMTS Question</p> <p>Answer Format Changed</p>			X	
<p>Now that you've seen all of these ads, which one catches your attention the most by placing a 1 by the ad you liked the most, a 2 by your (NEXT) favorite, etc SINGLE RESPONSE. SCREEN CAPTURES FROM THE ADS WILL BE INSERTED FOR VISUAL RECALL OF THE ADS.</p> <p>1 PICTURE/DESCRIPTION OF FIRST SPOT VIEWED 2 PICTURE/DESCRIPTION OF SECOND SPOT VIEWED 3 PICTURE/DESCRIPTION OF THIRD SPOT VIEWED 4 PICTURE/DESCRIPTION OF FOURTH SPOT VIEWED 5 PICTURE/DESCRIPTION OF FIFTH SPOT VIEWED</p>	<p>Modified HMTS Question</p> <p>Question Stem Changed</p>			X	

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Looking over all of the different messages which two or three are the most effective? INSERT LIST OF MESSAGES VIEWED IN THE 5 SPOTS. MULTIPLE MENTION. <i>Please check up to three.</i>	Modified HMTS Question Question Stem Changed			X	
Are any of the five advertisements memorable? 1. Yes 2. No	OSH-New Question			X	
Please rank these five advertisements by placing a 1 by the ad you felt was the most memorable, a 2 by your second-most memorable, etc. RANKING QUESTION UP TO TOP 5, FORCE EXACTLY ONE RESPONSE FOR EACH OF 1 THROUGH 5. ROTATE 1-5. 1 PICTURE/DESCRIPTION OF FIRST SPOT VIEWED 2 PICTURE/DESCRIPTION OF SECOND SPOT VIEWED 3 PICTURE/DESCRIPTION OF THIRD SPOT VIEWED 4 PICTURE/DESCRIPTION OF FOURTH SPOT VIEWED 5 PICTURE/DESCRIPTION OF FIFTH SPOT VIEWED	OSH-New Question			X	
Do you think you will talk about any of these ads with others? 1 Yes 2 No	OSH-New Question			X	
Please rank these five advertisements by placing a 1 by the ad you felt you are more likely to talk about with others, a 2 by your second-most likely to talk about, etc. RANKING QUESTION UP TO TOP 5, FORCE EXACTLY ONE RESPONSE FOR EACH OF 1 THROUGH 5. ROTATE 1-5. 1 PICTURE/DESCRIPTION OF FIRST SPOT VIEWED 2 PICTURE/DESCRIPTION OF SECOND SPOT VIEWED 3 PICTURE/DESCRIPTION OF THIRD SPOT VIEWED 4 PICTURE/DESCRIPTION OF FOURTH SPOT VIEWED 5 PICTURE/DESCRIPTION OF FIFTH SPOT VIEWED	OSH-New Question			X	

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<p>Did you think any of these ads was effective to motivate you or someone else to quit smoking?</p> <p>1. Yes 2. No</p>	OSH-New Question			X	
<p>Please rank these five advertisements by placing a 1 by the ad you felt was the most effective in motivating you or someone else to quit smoking, a 2 by the second-most effective in motivating you to quit, etc. RANKING QUESTION UP TO TOP 5, FORCE EXACTLY ONE RESPONSE FOR EACH OF 1 THROUGH 5. ROTATE 1-5.</p> <p>1 PICTURE/DESCRIPTION OF FIRST SPOT VIEWED 2 PICTURE/DESCRIPTION OF SECOND SPOT VIEWED 3 PICTURE/DESCRIPTION OF THIRD SPOT VIEWED 4 PICTURE/DESCRIPTION OF FOURTH SPOT VIEWED 5 PICTURE/DESCRIPTION OF FIFTH SPOT VIEWED</p>	OSH-New Question			X	
<p>Are you seriously considering quitting smoking within the next 6 months? SINGLE RESPONSE.</p> <p>1 Yes 2 No</p>	New (From TUS-CPS)				X
<p>Are you planning to quit within the next 30 days? SINGLE RESPONSE.</p> <p>1 Yes 2 No</p>	New (from TUS-CPS)				X

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<p>Overall on a scale from 1 to 10 where 1 is not at all interested and 10 is extremely interested, how interested are you in quitting smoking? SINGLE RESPONSE.</p> <p>1 Not at all interested</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p> <p>10 Extremely interested</p>	New (from TUS-CPS)				X
<p>Overall, on a scale from 0 to 10, where 0 is not at all confident and 10 is extremely confident, how confident are you right now that you can quit smoking? SINGLE RESPONSE.</p> <p>0 Not at all confident</p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p> <p>10 Extremely confident</p>	OSH-New Question				X
After watching these ads, how likely are you to talk about [quitting smoking] with your family in the next week or so?	Modified HMTS Question				X
After watching these ads, how likely are you to talk about [quitting smoking] with your friends in the next week or so?	Modified HMTS Question				X

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After watching these ads, will you bring up [quitting smoking] the next time you visit your healthcare provider? 1 Yes 2 No	Modified HMTS Question				X