

F. Item-Level Justification for Supplemental Uses of Data

Item Level Justification for Supplemental Uses of Data

In 2005, the Office on Smoking and Health published *Key Outcome Indicators for Evaluating Comprehensive Tobacco Control Programs*. The publication is organized around three of OSH's goal areas. Goal area 4, Identifying and Eliminating Tobacco-Related Disparities, is examined by analyzing key indicator data in conjunction with demographic data. Within each of the first three goal areas, several outputs and short-term, intermediate, and long-term outcomes are identified, and within each outcome, several constructs, or indicators, are identified. (Numbering begins with the outputs, even though constructs are identified only for the outcomes. Thus, the outcomes start with a number larger than one.) Following is a complete list of the goal areas and outcomes presented in the Key Outcome Indicators publication.

Goal Area 1: Preventing Initiation of Tobacco Use Among Young People

Outcome 6: Increased Knowledge of, Improved Anti-tobacco Attitudes Toward, and Increased Support for Policies to Reduce Youth Initiation.

Outcome 7: Increased Anti-tobacco Policies and Programs in Schools

Outcome 8: Increased Restriction and Enforcement of Restrictions on Tobacco Sales to Minors

Outcome 9: Reduced Tobacco Industry Influences

Outcome 10: Reduced Susceptibility to Experimentation with Tobacco Products

Outcome 11: Decreased Access to Tobacco Products

Outcome 12: Increased Price of Tobacco Products

Outcome 13: Reduced Initiation of Tobacco Use by Young People

Outcome 14: Reduced Tobacco-use Prevalence Among Young People

Goal Area 2: Eliminating Nonsmokers' Exposure to Secondhand Smoke

Outcome 3: Increased Knowledge of, Improved Attitudes Toward, and Increased Support for the Creation and Active Enforcement of Tobacco-free Policies

Outcome 4: Creation of Tobacco-free Policies

Outcome 5: Enforcement of Tobacco-free Public Policies

Outcome 6: Compliance with Tobacco-free Policies

Outcome 7: Reduced Exposure to Secondhand Smoke

Outcome 8: Reduced Tobacco Consumption

Goal Area 3: Promoting Quitting Among Adults and Young People

Outcome 7: Establishment or Increased Use of Cessation Services

Outcome 8: Increased Awareness, Knowledge, Intention to Quit, and Support for Policies That Support Cessation

Outcome 9: Increase in the Number of Health Care Providers and Health Care Systems Following Public Health Service (PHS) Guidelines

Outcome 10: Increased Insurance Coverage for Cessation Services

Outcome 11: Increased Number of Quit Attempts and Quit Attempts Using Proven Cessation Methods

Outcome 12: Increased Price of Tobacco Products

Outcome 13: Increased Cessation Among Adults and Young People

Outcome 14: Reduced Tobacco-use Prevalence and Consumption

For each question in the National Adult Tobacco Survey, the table below lists its rationale and the Key Outcome Indicator(s) measured by that question. A Key Outcome Indicator has three components, separated by periods. The first component is the goal area of the indicator; the second component is an outcome under the goal area, and the third component is a construct, or indicator, which usually can be measured in more than one way.

Rationales and Key Outcome Indicators for the 2012-2013 National Adult Tobacco Survey

Question Number and Stem	Rationale	Key Outcome Indicators ¹
1. Would you say that in general your health is...Excellent, Very Good, Good, Fair?	Provides an easy opening to the survey and can prove a useful covariate in analysis.	
2. What is your age?	Key covariate.	
3. Have you smoked at least 100 cigarettes in your entire life?	To utilize a standard measure to determine whether the respondent ever smoked cigarettes.	1.14.2, Proportion of established young smokers, 2.08.3 Smoking prevalence, 3.14.1 Smoking prevalence
4. Do you now smoke cigarettes every day, some days, or not at all?	To monitor current cigarette usage.	2.08.3 Smoking prevalence, 3.14.1 Smoking prevalence
5. When you smoke cigarettes, do you usually smoke premade/manufactured cigarettes, roll-your-own, or both?	To determine the proportion of smokers that purchase loose tobacco.	
6. Have you ever smoked menthol cigarettes for 6 months or more ?	To obtain information about the use of menthol cigarettes	
7. Currently, when you smoke cigarettes, how often do you smoke menthol cigarettes... All of the time, most of the time, some of the time, rarely, never?	To obtain information about the use of menthol cigarettes	
8. On the average, about how many cigarettes a day do you now smoke?	To assess current patterns of cigarette usage.	2.08.2 Average number of cigarettes smoked per day by smokers
9. On how many of the PAST 30 DAYS did you smoke a cigarette?	To assess usage patterns of cigarettes.	1.14.2, Proportion of established young smokers, 2.08.2 Average number of cigarettes smoked per day by smokers
10. [FILL IF Q9 SMOKDAYS30 EQ 1 "On the day that you smoked, how many cigarettes did you smoke?"/FILL IF Q9 SMOKDAYS30 EQ 2-30 "On the average, on those days, how many cigarettes did you usually smoke each day?"]	To assess usage patterns of cigarettes.	2.08.2 Average number of cigarettes smoked per day by smokers
11. How long has it been since you completely stopped smoking cigarettes	To assess the duration of time former	3.13.1 Proportion of smokers

¹ Although many Key Outcome Indicators explicitly refer to cigarette smoking, the Key Outcome Indicator report systematically encourages generalizing the outcomes to other tobacco products. For example, in the discussion of indicator 2.08.3, the report states, "To gather more complete data on tobacco use, evaluators may also want to ask questions about the use of other tobacco products such as spit (smokeless) tobacco, bidis, small cigars, and loose (roll-your-own) tobacco."

Question Number and Stem	Rationale	Key Outcome Indicators
	smokers have been smoke-free.	who have sustained abstinence from tobacco use, 3.13.2 Proportion of recent successful quit attempts
12. Have you ever tried cigarette smoking, even one or two puffs?	To identify non-smoking respondents with a past history of experimenting with cigarettes.	1.13.2 Proportion of young people who report never having tried a cigarette
13. How old were you when you first smoked a cigarette, even one or two puffs?	To assess past usage patterns of cigarettes.	Screener for 1.14.2 Proportion of established young smokers
14. Have you ever smoked cigarettes every day for at least 6 months?	To identify former or current daily smokers among all respondents who have ever smoked.	Screener for 1.14.2 Proportion of established young smokers
15. How old were you when you first started smoking cigarettes every day	To obtain information on smoking history	1.14.2 Proportion of established young smokers
16. About how long has it been since you last smoked cigarettes on a daily basis?	To obtain information on smoking history	3.13.1 Proportion of smokers who have sustained abstinence from tobacco use, 3.13.2 Proportion of recent successful quit attempts
17. Around this time 12 months ago, were you smoking cigarettes every day, some days, or not at all?	To obtain information on smoking history	3.13.1 Proportion of smokers who have sustained abstinence from tobacco use, 3.13.2 Proportion of recent successful quit attempts
18. Have you ever been curious about smoking a cigarette? Would you say... Definitely yes, Probably yes, Probably not, Definitely not	To gauge young adult never-smokers' susceptibility to taking up cigarette smoking.	1.10.5 Proportion of young people who are susceptible never-smokers
19. Do you think you will smoke a cigarette soon? Would you say... Definitely yes, Probably yes, Probably not, Definitely not	To gauge young adult never-smokers' susceptibility to taking up cigarette smoking.	1.10.5 Proportion of young people who are susceptible never-smokers
20. Do you think you will smoke a cigarette in the next year? Would you say... Definitely yes, Probably yes, Probably not, Definitely not	To gauge young adult never-smokers' susceptibility to taking up cigarette smoking.	1.10.5 Proportion of young people who are susceptible never-smokers
21. The next questions ask about tobacco products that you might smoke other than cigarettes, specifically cigars, cigarillos and little filtered cigars. "Cigarillos" are medium cigars that sometimes are sold with plastic or wooden tips. Some	To monitor use of non-cigarette tobacco products.	1.14.2 Proportion of established young smokers and 3.14.1 Smoking prevalence

Question Number and Stem	Rationale	Key Outcome Indicators
<p>common brands are <i>Black and Mild's</i>, <i>Swisher Sweets</i>, <i>Dutch Masters</i> and <i>Phillies Blunts</i>. Cigarillos are usually sold individually or in packs of 5 or 8. In contrast, little filtered cigars look like cigarettes and are usually brown in color. Like cigarettes, little filtered cigars have a spongy filter and are sold in packs of 20. Some common brands are <i>Prime Time</i> and <i>Winchester</i> little filtered cigars. Have you smoked cigars, cigarillos, or little filtered cigars at least 50 times in your entire life?</p>		
<p>22. Do you now smoke cigars, cigarillos, or little filtered cigars every day, some days, rarely, or not at all?</p>	To monitor use of non-cigarette tobacco products.	1.14.2 Proportion of established young smokers, 3.14.1 Smoking prevalence
<p>23. Is the size of the cigars, cigarillos, or little filtered cigars that you usually smoke...Around the length of a cigarette, Around the length of a dollar bill, Somewhere in between the length of a cigarette and a dollar bill, I do not have a usual size of cigar that I smoke</p>	To monitor use of non-cigarette tobacco products.	
<p>24. Do you usually smoke a cigar, cigarillo or little filtered cigar that has....A spongy filter, A plastic tip, A wooden tip, No filter or tip</p>	To monitor use of non-cigarette tobacco products.	
<p>25. What is the name brand of the cigar, cigarillo, or little filtered cigar that you usually smoke?</p>	To monitor use of non-cigarette tobacco products.	
<p>26. In the past 30 days, were any of the cigars, cigarillos, or little filtered cigars that you smoked flavored to taste like menthol or mint, clove, spice, candy, fruit, chocolate or other sweets?</p>	To monitor use of non-cigarette tobacco products.	
<p>27. Do you think you will smoke a cigar, cigarillo or little filtered cigar within the next year? Would you say...Definitely yes, Probably yes, Probably not, Definitely not</p>	To monitor susceptibility to non-cigarette tobacco products.	1.10.5 Proportion of young people who are susceptible never-smokers
<p>28. Moving away from cigars, the next questions that I am going to ask concern smoking tobacco in pipes. The first set of questions asks about smoking tobacco in a regular pipe. The second set of questions asks about smoking tobacco in a hookah, which is a type of water pipe. Have you smoked a regular pipe filled with tobacco in a pipe other than a water pipe at least 50 times in your entire life?</p>	To monitor use of non-cigarette tobacco products.	1.14.2 Proportion of established young smokers and 3.14.1 Smoking prevalence
<p>29. Do you now smoke a regular pipe filled with tobacco every day, some days, rarely, or not at all?</p>	To monitor use of non-cigarette tobacco products.	1.14.2 Proportion of established young smokers, 3.14.1 Smoking prevalence
<p>30. Do you think you will smoke a regular pipe filled with tobacco within the next year? Would you say... Definitely yes, Probably yes, Probably not, Definitely not</p>	To monitor susceptibility to non-cigarette tobacco products.	1.10.5 Proportion of young people who are susceptible never-smokers

Question Number and Stem	Rationale	Key Outcome Indicators
31. The next question asks you about smoking tobacco in a hookah. A hookah is a type of water pipe. Have you ever smoked tobacco in a hookah in your entire life?	To monitor use of non-cigarette tobacco products.	1.14.2 Proportion of established young smokers and 3.14.1 Smoking prevalence
32. How many times in total do you think you have smoked tobacco in a hookah during your lifetime, 1-5, 6-20, 21-50, over 50 times?	To monitor use of non-cigarette tobacco products.	1.14.2 Proportion of established young smokers, 3.14.1 Smoking prevalence
33. Do you now smoke tobacco in a hookah every day, some days, rarely or not at all?	To monitor use of non-cigarette tobacco products.	1.14.2 Proportion of established young smokers, 3.14.1 Smoking prevalence
34. Do you think you will smoke tobacco in a hookah within the next year? Would you say... Definitely yes, Probably yes, Probably not, Definitely not	To monitor susceptibility to non-cigarette tobacco products.	1.10.5 Proportion of young people who are susceptible never-smokers
35. Was any of the tobacco that you smoked [FILL IF Q29 PIPREGNOW EQ (1,2,3) AND QError: Reference source not found PIPEWTRNOW EQ (4,7,9): "in a regular pipe"/ELSE FILL IF Q29 PIPREGNOW EQ (4,7,9) AND QError: Reference source not found PIPEWTRNOW EQ (1,2,3): "in a hookah"/ELSE FILL IF Q29 PIPREGNOW EQ (1,2,3) AND QError: Reference source not found PIPEWTRNOW EQ (1,2,3): "either in a regular pipe or a hookah"] in the past 30 days flavored to taste like menthol or mint, clove, spice, candy, fruit, chocolate, or other sweets?	To monitor awareness of non-cigarette tobacco products.	1.13.2 Proportion of young people who report never having tried a cigarette.
36. Moving away from cigars, the next set of questions that I am going to ask concern electronic cigarettes. Electronic cigarettes, or e-cigarettes as they are often called, are battery-operated devices that simulate smoking a cigarette, but do not involve the burning of tobacco. The heated vapor produced by an e-cigarette often contains nicotine. Before today, had you ever heard of electronic cigarettes or e-cigarettes?	To monitor awareness of non-cigarette tobacco products.	1.13.2 Proportion of young people who report never having tried a cigarette.
37. Have you ever used an electronic cigarette, even just one time in your entire life?	To monitor use of non-cigarette tobacco products.	1.13.2 Proportion of young people who report never having tried a cigarette.
38. How many times in total do you think you have used an e-cigarette during your lifetime. 1-10, 11-20, 21-50, over 50 times?	To monitor use of non-cigarette tobacco products.	1.14.2 Proportion of established young smokers and 3.14.1 Smoking prevalence
39. Do you now use electronic cigarettes everyday, some days, rarely, or not at all?	To monitor use of non-cigarette tobacco products.	1.14.2 Proportion of established young smokers, 3.14.1 Smoking prevalence
40. Were any of the electronic cigarettes that you used in the past 30 days flavored to taste like menthol, mint, clove, spice, candy, fruit, chocolate, or	To monitor susceptibility to non-cigarette tobacco products.	1.10.5 Proportion of young people who are susceptible

Question Number and Stem	Rationale	Key Outcome Indicators
other sweets?		never-smokers
41. Do you think you will use an electronic cigarette or e-cigarette in the next year? Would you say... Definitely yes, Probably yes, Probably not, Definitely not	To monitor susceptibility to non-cigarette tobacco products.	1.10.5 Proportion of young people who are susceptible never-smokers
42. How old were you when you first smoked a cigar, cigarillo or little filtered cigar; a regular pipe or a hookah; or an electronic cigarette---even if only one or two puffs? Please do not include cigarettes in your answer.	To monitor youth use and susceptibility to non-cigarette tobacco products.	1.10.5 Proportion of young people who are susceptible never-smokers
43. Now we will ask you about smokeless tobacco products, specifically chewing tobacco, snuff, or dip. Some examples of these product brands are Skoal, Copenhagen, Grizzly, Levi Garrett, Red Man, or Day's Work. Have you used chewing tobacco, snuff, or dip, at least 20 times in your entire life?	To monitor use of non-cigarette tobacco products.	1.14.2 Proportion of established young smokers, 3.14.1 Smoking prevalence
44. Do you now use chewing tobacco, snuff, or dip every day, some days, rarely, or not at all?	To monitor use of non-cigarette tobacco products.	1.14.2 Proportion of established young smokers, 3.14.1 Smoking prevalence
45. Do you think you will chew tobacco, or use snuff or dip within the next year? Would you say... Definitely yes, Probably yes, Probably not, Definitely not	To monitor youth use and susceptibility to non-cigarette tobacco products.	1.10.5 Proportion of young people who are susceptible never-smokers
46. Have you ever heard of snus, such as Camel Snus or Marlboro Snus? Snus is a moist, smokeless tobacco usually sold in individual or pre-packaged small pouches that are placed under the lip against the gum.	To monitor awareness of non-cigarette tobacco products.	1.13.2 Proportion of young people who report never having tried a cigarette
47. Have you ever tried snus, even just one time in your entire life?	To monitor awareness of non-cigarette tobacco products.	1.13.2 Proportion of young people who report never having tried a cigarette
48. How many times in total do you think you have used snus during your lifetime, 1-10, 11-20, 21-50, over 50 times??	To monitor use of non-cigarette tobacco products.	1.14.2 Proportion of established young smokers and 3.14.1 Smoking prevalence
49. Do you now use snus every day, some days, rarely, or not at all?	To monitor use of non-cigarette tobacco products.	1.14.2 Proportion of established young smokers, 3.14.1 Smoking prevalence
50. Do you think you will use snus within the next year? Would you say... Definitely yes, Probably yes, Probably not, Definitely not	To monitor youth use and susceptibility to non-cigarette tobacco products.	1.10.5 Proportion of young people who are susceptible never-smokers
51. Have you ever heard of a dissolvable tobacco product?? Some examples of these product names are Ariva, Stonewall, Camel orbs, Camel sticks, or Camel strips	To monitor awareness of non-cigarette tobacco products.	1.13.2 Proportion of young people who report never having tried a cigarette
52. Have you ever tried a dissolvable tobacco product, even just one time in	To monitor use of non-cigarette	1.13.2 Proportion of young

Question Number and Stem	Rationale	Key Outcome Indicators
your entire life?	tobacco products.	people who report never having tried a cigarette.
53. How many times in total do you think you have used a dissolvable tobacco product during your lifetime, 1-10, 11-20, 21-50, over 50 times?	To monitor use of non-cigarette tobacco products.	1.14.2 Proportion of established young smokers and 3.14.1 Smoking prevalence
54. Do you now use dissolvable tobacco products every day, some days, rarely, or not at all?	To monitor use of non-cigarette tobacco products.	1.14.2 Proportion of established young smokers, 3.14.1 Smoking prevalence
55. Do you think you will use a dissolvable tobacco product within the next year? Would you say... Definitely yes, Probably yes, Probably not, Definitely not	To monitor youth use and susceptibility to non-cigarette tobacco products.	1.10.5 Proportion of young people who are susceptible never-smokers
56. In the past 30 days, was any of the [FILL SMKLSLIST] that you used flavored to taste like menthol, mint, clove, spice, candy, fruit, chocolate, or other sweets?	To monitor use of flavored tobacco products.	
57. How old were you when you first tried [FILL SMKLSLIST]?	To monitor youth susceptibility to use of non-cigarette tobacco products.	1.13.1 Average age at which young people first smoked a whole cigarette
58. Around this time 12 months ago, were you using any kind of tobacco product?		
59. Have you completely quit using all types of tobacco products, including cigarettes, smokeless tobacco, e-cigarettes, cigars and pipes?	To monitor susceptibility to use of non-cigarette tobacco products.	
60. About how long has it been since you completely quit using tobacco?	To monitor cessation of tobacco products.	3.13.1 Proportion of smokers who have sustained abstinence from tobacco use, 3.13.2 Proportion of recent successful quit attempts
61. Previously you mentioned that you used [INSERT TOBACLIST] on some days or rarely. Thinking about these products, are there some days when you do not use [FILL IF SOMEDAYPRODUCTCOUNT EQ 2: "either product?"/ELSE FILL IF SOMEDAYPRODUCTCOUNT EQ (3-8): "any of these products?"]	To monitor levels of addiction to nicotine.	
62. Thinking about [FILL TOBACLIST], on average, how soon after you wake up do you usually first use [FILL IF EVERYDAYPRODUCTCOUNT EQ (2-8): "one of these products?"/ELSE FILL IF SOMEDAYUSE EQ 1: "this product?"]	To monitor levels of addiction to nicotine.	
63. Do you sometimes wake up at night in order to have a cigarette or other tobacco product?	To monitor levels of addiction to nicotine.	
64. During the past 30 days, have you had a strong craving to use tobacco	To monitor levels of addiction to	

Question Number and Stem	Rationale	Key Outcome Indicators
products of any kind?	nicotine.	
65. During the past 30 days, did you ever feel like you really needed to use a tobacco product?	To monitor levels of addiction to nicotine.	
66. During the past 30 days, was there a time when you wanted to use a tobacco product so much that you found it difficult to think of anything else?	To monitor levels of addiction to nicotine.	
67. How true is this statement for you? After not using tobacco for a while, I feel restless and irritable. Would you say...Not at all true, Sometimes true, Often true, Always true	To monitor levels of addiction to nicotine.	
68. During the past 12 months, have you stopped smoking for 24 hours or more because you were trying to quit??	To monitor the impact of graphic health warning labels.	3.11.3 Proportion of adult and young smokers who have made a quit attempt using proven cessation methods
69. At any time during the past 12 months, did you completely switch from smoking traditional cigarettes to using electronic or e-cigarettes?	To monitor replacement of cigarettes with other tobacco products.	
70. At any point during the past 12 months, did you completely switch from smoking to using a smokeless tobacco product, such as chewing tobacco, dip, snuff, or snus?	To monitor replacement of cigarettes with other tobacco products.	
71. Are you thinking about quitting cigarettes for good?	To monitor the proportion of smokers contemplating quitting smoking.	3.8.3 Proportion of smokers who intend to quit
72. How soon are you likely to quit smoking? Would you say...within the next 30 days, within the next 6 months, within the year, longer than a year, I am not thinking about quitting cigarettes	To monitor the proportion of smokers contemplating quitting smoking.	3.8.3 Proportion of smokers who intend to quit
73. Are you thinking about quitting the use of all tobacco products for good?	To monitor the proportion of tobacco users contemplating quitting tobacco use.	3.8.3 Proportion of smokers who intend to quit
74. How soon are you likely to quit using all tobacco products? Would you say... within the next 30 days, within the next 6 months, within the year, longer than a year, I am not thinking about quitting cigarettes	To monitor the proportion of smokers contemplating quitting smoking.	3.8.3 Proportion of smokers who intend to quit
75. During the past 12 months, did you stop using all kinds of tobacco products for more than one day because you were trying to quit using tobacco?	To estimate the number of tobacco users that made at least one quit attempt within the past year	3.11.1 Proportion of adult smokers who have made a quit attempt, 3.11.2 Proportion of young smokers who have made a quit attempt
76A-D. Have you noticed promotions for Free samples of cigarettes, Free samples of smokeless tobacco products in stores and venues where children are	To measure exposure to prohibited types of tobacco marketing and	

Question Number and Stem	Rationale	Key Outcome Indicators
allowed, Events being sponsored by a cigarette or smokeless tobacco brand name or logo, Cigarettes sold singly in stores, otherwise known as “loosies,” in the past 30 days?	promotion.	
77A-H. Did you receive coupons, rebates, buy 1 get 1 free, 2 for 1, or any other special promotions ...In the mail?, From the internet?, In an email sent by a tobacco company?, With the purchase of a tobacco product?, With the purchase of a non-tobacco product?, At an event, bar, or nightclub?, From friends or family?, From some other source for any tobacco product in the past 30 days?	To measure exposure to tobacco promotions.	
78. How often, if at all, have you seen a health warning on cigarette packs in the past 30 days? Would you say... Very often, Often, Sometimes, Rarely, Never?	To monitor awareness of graphic health warnings	
79. In the past 30 days, has a health warning on a cigarette pack stopped you from having a cigarette when you were about to smoke one? Would you say... Many times, A few times, Once, Never, I did not have an urge to smoke a cigarette in the past 30 days?	To monitor response to graphic health warnings	
80A-E. In the past 30 days, have you done anything to avoid seeing health warnings on cigarette packs?	To monitor response to graphic health warnings	
81. How often, if at all, have you thought about the health risks of smoking cigarettes in the past 30 days? Would you say...Very often, Often, Sometimes, Rarely, Never	To monitor response to graphic health warnings	
82. How often, if at all, have you seen health warnings on smokeless tobacco packages in the past 30 days? Would you say...Very often, Often, Sometimes, Rarely, Never	To monitor response to graphic health warnings	
83. In the past 30 days, have the health warnings on smokeless tobacco packages stopped you from using smokeless tobacco when you were about to? Would you say... Very often, Often, Sometimes, Rarely, Never?	To monitor awareness of health warnings	
84. How often, if at all, have you thought about the health risks of using smokeless tobacco in the past 30 days? Would you say... Many times. A few times, Once, Never?	To monitor response to graphic health warnings	
85. In the past 30 days, have you noticed any health warnings on tobacco advertisements in stores where tobacco products are sold?	To monitor response to graphic health warnings	
86. How often have you seen a list of the chemicals contained in tobacco products in the twelve months?Would you say... Never, rarely, sometimes, often, very often	To monitor response to graphic health warnings	
87. Have you bought any cigarettes for yourself in the past 30 days that is, since [DATE FILL]?	To understand smokers' purchasing patterns.	

Question Number and Stem	Rationale	Key Outcome Indicators
88. The last time you bought cigarettes for yourself, did you buy them by the pack, by the carton, or as singles or loose cigarettes?	To obtain information on the cost of cigarettes.	
89. What price did you pay for the last pack of cigarettes you bought?	To obtain information on the cost of cigarettes.	
90. What price did you pay for the last carton of cigarettes you bought?	To obtain information on the cost of cigarettes.	
91. The last time you bought cigarettes for yourself, did you buy them.. At a convenience store or gas station, At a supermarket, At a liquor store, At a drug store, At a tobacco discount store, At another discount store, such as Wal-Mart or Costco, On an Indian reservation, From a vending machine, On the internet, From another person.	To obtain information on the purchasing habits of cigarette consumers.	
92. In the last 30 days, did you use coupons, rebates, buy 1 get 1 free, 2 for 1, or any other special promotions when you bought cigarettes?	To obtain information about exposure to industry marketing strategies.	
93. Are you now...Married, Living with a partner, Divorced, Widowed, Separated, Single, that is, never married and not now living with a partner?	Key covariate	
94. Are you Hispanic or Latino, or of Spanish origin?	Key covariate	
95. Which one or more of the following describe your Hispanic origin or ancestry, Mexican, Mexican American, Chicano; Puerto Rican; Cuban; Another Hispanic, Latino, or Spanish origin?	Key covariate	
96. I'm going to read a list of racial categories. Which one or more of the following do you consider yourself to be, White, Black or African American, Asian, Native Hawaiian or Other Pacific Islander, American Indian or Alaska Native, Some other racial category?	Key covariate	
97. Which one or more of the following describe your Asian ancestry, Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese, Some other Asian category?	Key covariate	
98. Which one or more of the following describe your Native Hawaiian or other Pacific Islander ancestry, Native Hawaiian, Guamanian or Chamorro, Samoan, Some other Pacific Islander category?	Key covariate	
99. What is the highest level of school you have completed or the highest degree you have received?	Key covariate	
100. Are you male or female?	Key covariate	
101. Now I'm going to ask you about how many different telephone numbers your household has. Do not include numbers that are only used by a computer or fax machine. Also, do not include cell phone telephone numbers. Do you	Needed for weighting.	

Question Number and Stem	Rationale	Key Outcome Indicators
have more than one landline telephone number in your household?		
102. How many of these are residential numbers?	Needed for weighting.	
103. Do you have a cell phone for personal use? Please include cell phones used for both business and personal use.	For data weighting on the combined cell and landline data	
104. Do you share a cell phone for personal use (at least one-third of the time) with other adults?	For data weighting purpose	
105. Do you usually share this cell phone (at least one-third of the time) with any other adults?	For data weighting purpose	
106. Thinking about all the phone calls that you receive on your landline and cell phone, what percent, between 0 and 100, are received on your cell phone?	For data weighting purpose	
107. What state do you live in?	Key Covariate	
108. What is your ZIP Code where you live?	Key Covariate	
109. Overall, would you say that cigarette smoking is—... Not at all addictive, Moderately addictive, Very addictive?	To monitor risk perceptions of cigarette smoking.	
110. Overall, would you say that cigar smoking is—... Not at all addictive, Moderately addictive, Very addictive?	To monitor risk perceptions of cigarette smoking.	
111. Overall, would you say that smokeless tobacco use is—... Not at all addictive, Moderately addictive, Very addictive?	To monitor risk perceptions of cigarette smoking.	
112. How harmful do you think cigarette smoking is to a person's health?...Not at all harmful, Moderately harmful, Very harmful	To monitor risk perceptions of cigarette smoking.	
113. How harmful do you think cigar smoking is to a person's health?...Not at all harmful, Moderately harmful, Very harmful	To monitor risk perceptions of cigarette smoking.	
114. How harmful do you think using smokeless tobacco is to a person's health?...Not at all harmful, Moderately harmful, Very harmful	To monitor risk perceptions of cigarette smoking.	
115. How harmful do you think using dissolvable tobacco is to a person's health?...Not at all harmful, Moderately harmful, Very harmful	To monitor risk perceptions of cigarette smoking.	
116. How long do you think someone has to smoke before it harms their health? Would you say...Less than a year, 1 year, 5 years, 10 years, 20 years or more?	To monitor risk perceptions of cigarette smoking.	
117. How much do you think your risk of developing a smoking-related disease would decrease if you cut the amount that you smoke in half? Would you say... Not at all, A little, Somewhat, A lot	To monitor risk perceptions of cigarette smoking.	
118. How much do you think people harm themselves when they smoke cigarettes some days but not every day? Would you say... No harm, Little harm, Some harm, A lot of harm	To monitor risk perceptions of cigarette smoking.	
119. How much do you think your risk of of developing a smoking-related disease would decrease if you cut your smokeless tobacco use by half? Would	To monitor risk perceptions of smokeless tobacco products.	

Question Number and Stem	Rationale	Key Outcome Indicators
you say... Not at all, A little, Somewhat, A lot		
120. How often have you thought about the chemicals contained in tobacco products in the past twelve months? Would you say...? Never, rarely, sometimes, often	To monitor awareness and risk perceptions of constituents in tobacco products.	
121. How concerned are you that your smoking could affect the health of someone else? Would you say... Not at all, A little, Somewhat, A lot	To monitor awareness and risk perceptions of tobacco products.	
122. If you had to do it over again, would you have started using tobacco? Would you say... Definitely not, Probably not, Probably yes, Definitely yes	To monitor risk perceptions of tobacco products.	
123. Not counting decks, porches, or garages, inside your home, is smoking ... Always allowed, Allowed only at some times or in some places, Never allowed?	To monitor perceptions about the harmful effects of secondhand smoke, which is one of the warning statements appearing on the graphic health warnings.	2.4.4 Proportion of the population reporting voluntary tobacco-free home or vehicle policies
124. Not counting motorcycles, in the vehicles that you or family members who live with you own or lease, is smoking... Always allowed in all vehicles, Sometimes allowed in at least one vehicle, Never allowed in any vehicle?	To monitor perceptions about the harmful effects of secondhand smoke, which is one of the warning statements appearing on the graphic health warnings.	2.4.4 Proportion of the population reporting voluntary tobacco-free home or vehicle policies
125. Now I would like to ask about the combined income of everybody who lives with you. Combined income includes income from all sources for all persons in this household, including income from jobs, Social Security, retirement income, public assistance, and all other sources. Is your annual household income from all sources...?	Key covariate	
126. Do you think of yourself as...(Lesbian or) Gay, Straight, that is not (lesbian or) gay, Bisexual, Something else.?, Respondent does not understand responses, Don't Know/Not sure B. By something else, do you mean that ... You are not straight, but identify with another label such as queer, trisexual, omnisexual or pansexual, You are transgender, transsexual or gender variant, You have not figured out your sexuality or are in the process of figuring it out, You do not think of yourself as having sexuality, You do not use labels to identify yourself, You made a mistake and did not mean to pick this answer, You mean something else. C. You gave "Don't know" as an answer [to A]. Is that because ... You don't understand the words, You understand the words, but you have not figured out your sexuality or you are in the process of figuring it out, You mean something else.	Key covariate	

Question Number and Stem	Rationale	Key Outcome Indicators
D.[If answer to B or C is “:You mean something else.”] Please tell me what you mean by “something else”?		