

Attachment J. Primary and Secondary Outcomes, Survey Questions, and Expected Timeframe for Outcome Change

Type of Outcome	Expected Timeframe for Impact	Survey Question	Instrument Item Numbers					
			Smokers Survey - Baseline	Smokers Survey - Follow Up	Nonsmokers Survey - Baseline	Nonsmokers Survey - Follow Up	Smokers Survey-Wave 3	Nonsmokers Survey-Wave 3
Secondary Outcome: Campaign Awareness and Receptivity	Within 3-12 months	Since [DATE OF CAMPAIGN LAUNCH], have you seen or heard of any ads on television or radio with the following themes or slogans?	F14	F17	E18	E18	F17	E18
	Within 3-12 months	Where have you seen or heard about the TIPS Campaign?	-	F18	-	E19	F18	E19
	Within 12 months	Have you heard of the Website [INSERT FINAL URL]?	-	F18A	-	E19A	F18A	E19A
	Within 4 months	Since [FILL DATE OF CAMPAIGN LAUNCH], have you visited [INSERT FINAL URL]?	-	F18B	-	E19B	F18B	E19B
	Within 3-12 months	Since [DATE OF CAMPAIGN LAUNCH], Have you seen this ad on television?	-	F24	-	E25	F24	E25
	Within 3-12 months	Since [DATE OF CAMPAIGN LAUNCH], how frequently have you seen this ad on television?	-	F24A	-	E26	F24A	E26
	Within 4 months	Since [FILL DATE OF CAMPAIGN LAUNCH], have you seen this ad on the online?	-	-	-	-	F24A1	E26A
	Within 4 months	Since [FILL DATE OF CAMPAIGN LAUNCH], how frequently have you seen this ad on the online?	-	-	-	-	F24B	E26B
	Within 4 months	Since [FILL DATE OF CAMPAIGN LAUNCH], have you seen this ad on a mobile device?	-	-	-	-	F24C	E26C
	Within 4 months	Since [FILL DATE OF CAMPAIGN LAUNCH], how frequently have you seen this ad on a mobile device?	-	-	-	-	F24D	E26D
	Within 3-12 months	Since [DATE OF CAMPAIGN LAUNCH], have you heard this ad on the radio?	-	F35	-	E36	F35	E36
	Within 3-12 months	Since [DATE OF CAMPAIGN LAUNCH], how frequently have you heard this ad on the radio?	-	F35A	-	E37	F35A	E37
	Within 3-12 months	Since [FILL DATE OF CAMPAIGN LAUNCH], have you seen any of these ads in magazines, on Websites, or in public places outside your home?	-	F36	-	E38	F36	E38
	Within 3-12 months	Where did you see these advertisements?	-	F37	-	E39	F37	E39
Within 4 months	On an average day, how much television do you watch?	-	-	-	-	F1	E1	

Within 4 months	On an average day, how many hours do you listen to the radio?	-	-	-	-	F2	E2
Within 4 months	On an average day, how many hours do you use the Internet for personal reasons?	-	-	-	-	F3	E3
Within 4 months	Overall, when you use the Internet, are you mostly using your cell phone or mostly using some other device like a desktop, laptop, tablet or other mobile device?	-	-	-	-	F3A	E3A
Within 4 months	What type of Internet connection do you have for your home <i>computer or other primary computer</i> ?	-	-	-	-	F4	E4
Within 3-12 months	Since [FILL DATE OF CAMPAIGN LAUNCH], how often have you seen ads against smoking on television?	F5	F5	E5	E5	F5	E5
Within 3-12 months	Since [FILL DATE OF CAMPAIGN LAUNCH], how often have you heard ads against smoking on the radio?	F6	F6	E6	E6	F6	E6
Within 3-12 months	Since [FILL DATE OF CAMPAIGN LAUNCH], how often have you seen ads against smoking in newspapers or magazines?	F7	F7	E7	E7	F7	E7
Within 3-12 months	Since [FILL DATE OF CAMPAIGN LAUNCH], how often have you seen ads against smoking in videos online?	F8	F8	E8	E8	F8	E8
Within 4 months	Have you ever heard of any quit smoking websites online?	-	-	-	-	F9	E11
Within 3-12 months	The TIPS campaign is on social networking sites including Facebook, YouTube, and Twitter. Have you ever seen the TIPS campaign on these sites?	-	F20	-	E21	F20	E21
Within 3-12 months	Please tell us if you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements. This ad is.....	-	F25_1 - F25_9	-	E27_1 - E28_9	F25_1 - F25_9	E27_1 - E27_9
Within 3-12 months	On scale of 1 to 5, where 1 means "not at all" and 5 means "very", please indicate how much this ad made you feel...	-	F26_1 - F26_9	-	E28_1 - E28_9	F26_1 - F26_9	E28_1 - E28_9
Within 3-12 months	Would this ad make you want to encourage someone you care about to quit smoking?	-	F27	-	E29	F27	E29
Within 3-12 months	Would this ad make you want to quit smoking?	-	F28	-	-	F28	-
Within 4 months	Do you think these ads would be relevant for people who smoke cigars, cigarillos or very small cigars that look like cigarettes.	-	-	-	-	F28A	E29A
Within 4 months	Do you think these ads would be relevant for people who	-	-	-	-	F28B	E29B

		smoke brown cigarettes?						
	Within 3-12 months	Did seeing these ads on television make you want to encourage someone you care about to quit smoking?	-	F29	-	E30	F29	E30
	Within 3-12 months	Did you talk to anyone about any of these ads ?	-	F30	-	E31	F30	E31
	Within 3-12 months	When you talked about the ads, did you talk about any of the following topics? Please select all that apply.	-	F31_1 - F31_5	-	F32_1 - F32_5	F31_1 - F31_5	E32 (no E32_1-E32_5)
	Within 3-12 months	A telephone quitline is a free telephone-based service that connects people who smoke cigarettes with someone who can help them quit. Are you aware of any telephone quitline services that are available to help you quit smoking?	C18	C18	-	E9	C18	E9
	Within 3-12 months	Have you heard of 1-800-QUIT-NOW?	C20	C20	E10	E10	C20	E10
	Within 3-12 months	Have you heard of the Website [insert final url] ?	F11	F11	E14	E14	F11	E14
Secondary Outcome: Awareness of Cessation Services	Within 3-12 months	Since [FILL DATE OF CAMPAIGN LAUNCH], have you called 1-800 QUIT-NOW or any other telephone quitline?	C22	C22	-	-	C22	-
	Within 4 months	Since [FILL DATE OF CAMPAIGN LAUNCH], have you talked with your doctor or health care professional about quitting smoking?	-	-	-	-	C23	-
	Within 3-12 months	Since [FILL DATE OF CAMPAIGN LAUNCH], have you visited any quit smoking websites online?	F10A	F10A	E13	E13	F10A	E13
Secondary Outcome: Behavior - Cessation-Related Information-seeking	Within 3-12 months	Since [FILL DATE OF CAMPAIGN LAUNCH], have you visited [insert final url]?	F12A	F12A	E16	E16	F12A	E16
	Within 3-12 months	Since [FILL DATE OF CAMPAIGN LAUNCH], have you seen or heard advertisements for products to help people quit smoking, such as nicotine patches or gums?	F13	F13	E17	E17	F13	E17
	Within 4 months	Since [FILL DATE OF CAMPAIGN LAUNCH], when you were using the Internet or your smartphone, how many times did you see information about...?	-	-	-	-	F14	E4A
	Within 4 months	Since [FILL DATE OF CAMPAIGN LAUNCH], have you ever seen information about any of these topics when using the following platforms?	-	-	-	-	F14A	E4B
	Within 4 months	Since [FILL DATE OF CAMPAIGN LAUNCH], when you were using the Internet or your smartphone, how many times did you search for information about...?	-	-	-	-	F14B	E4C
	Within 4 months	Since [FILL DATE OF CAMPAIGN LAUNCH], have you ever searched information about any of these topics when using	-	-	-	-	F15	E4D

		the following platforms?						
	Within 4 months	Since [FILL DATE OF CAMPAIGN LAUNCH], , how many times have you shared information with other people, or posted information on your social network (e.g., Facebook, LinkedIn, Twitter, MySpace, or another social network) about each of the following?	-	-	-	-	F16	E4E
	Within 4 months	Since [FILL DATE OF CAMPAIGN LAUNCH], have you ever shared information about any of these topics when using the following platforms?	-	-	-	-	F16B	E4F
	Within 3-12 months	If you decided to quit smoking in the future, would gather information or support for quitting from...a telephone quitline, etc..	C19_1 - C19_4	C19_1 - C19_4	-	-	C19_1 - C19_4	-
	Possibly within 3-12 months	Since [DATE OF CAMPAIGN LAUNCH],, have you recommended any family members or friends that smoke to call a telephone quitline?	-	-	E9A	E9A	-	E9A
	Possibly within 3-12 months	Since [DATE OF CAMPAIGN LAUNCH], have you recommended any family members or friends that smoke to visit[insert final url]?	-	-	E16A	E16A	-	E16A
	Possibly within 3-12 months	Since [DATE OF CAMPAIGN LAUNCH],, have you recommended any family members or friends that smoke to call 1-800-QUIT-NOW?	-	-	E10A	E10A	-	E10A
	Possibly within 4 months	Since [FILL DATE OF CAMPAIGN LAUNCH], have you recommended any family members or friends that smoke to talk with their doctor or health care professional about quitting smoking?	-	-	-	-	-	E10B
	Possibly within 3-12 months	During the past 3 months, have you talked to any family members or friends about the dangers of smoking?	-	-	D5	D5	-	D5
Secondary Outcome: Cessation-Related Communication with Smokers	Possibly within 3-12 months	During the past 3 months, did you encourage a friend or family member to quit smoking?	-	-	D5A	D5A	-	D5A
	Possibly within 3-12 months	Do you want to quit smoking cigarettes for good?	C6	C6	-	-	C6	-
	Possibly within 3-12 months	How much do you want to quit smoking? Would you say...	C7	C7	-	-	C7	-
	Possibly within 3-12 months	Do you have a time frame in mind for quitting?	C8	C8	-	-	C8	-
	Possibly within 3-12 months	Do you plan to quit smoking for good....	C9	C9	-	-	C9	-
	Possibly within 3-	If you decided to give up smoking altogether in the next 12	C10	C10	-	-	C10	-

	12 months	months, how likely do you think you would be to succeed? Would you say...						
Secondary Outcome: Smoking and Cessation-Related Knowledge, Attitudes, and Policies	Possibly within 3-12 months	How much do you think your health would improve if you were to quit smoking?	C11	C11	-	-	C11	-
	Possibly within 3-12 months	How worried are you that smoking will damage your health in the future?	C12	C12	-	-	C12	-
	Possibly within 3-12 months	How do you think most people who are important to you would feel about you quitting tobacco use during the next 12 months? Would they...	C13	C13	-	-	C13	-
	Possibly within 3-12 months	Among close friends, do	C14	C14	D6	D6	C14	D6
	Possibly within 4 months	Among close relatives, do	C15	C15	D7	D7	C15	D7
	Possibly within 3-12 months	How many of your family members have quit smoking or are currently quitting smoking?	C16	C16	D8	D8	C16	D8
	Possibly within 3-12 months	How many of your friends have quit smoking or are currently quitting smoking?	C17	C17	D9	D9	C17	D9
	Possibly within 3-12 months	Smoking cigarettes is pleasurable.	D1	D1	-	-	D1	-
	Possibly within 3-12 months	Smoking cigarettes relieves tension.	D2	D2	-	-	D2	-
	Possibly within 3-12 months	Smoking helps me concentrate and do better work.	D3	D3	-	-	D3	-
	Possibly within 3-12 months	I would be more energetic right now if I didn't smoke.	D4	D4	-	-	D4	-
	Possibly within 3-12 months	I'm embarrassed that I have to smoke.	D5	D5	-	-	D5	-
	Possibly within 3-12 months	Smoking is hazardous to my health.	D6	D6	-	-	D6	-
	Possibly within 3-12 months	I have been thinking a lot about quitting smoking recently.	D7	D7	-	-	D7	-
	Possibly within 3-12 months	I am eager for a life without smoking.	D8	D8	-	-	D8	-
Possibly within 3-12 months	I am not prepared to make changes in my life in order to quit smoking.	D9	D9	-	-	D9	-	

Possibly within 3-12 months	I get upset when I think about my smoking.	D10	D10	-	-	D10	-
Possibly within 3-12 months	I am disappointed in myself because I smoke.	D11	D11	-	-	D11	-
Possibly within 3-12 months	I get upset when I hear or read about illnesses caused by smoking.	D12	D12	-	-	D12	-
Possibly within 3-12 months	Warnings about the health risks of smoking upset me.	D13	D13	-	C1_1 - C1_11	D13	-
Possibly within 3-12 months	Smoking will severely lower my quality of life in the future.	D14	D14	-	-	D14	-
Possibly within 3-12 months	I will not become a burden to others in the future because of my smoking.	D15	D15	-	-	D15	-
Possibly within 3-12 months	Smokers should take warnings about cigarette smoking and lung cancer seriously.	D16	D16	-	-	D16	-
Possibly within 3-12 months	On a scale from 1 to 5 with 1 being the "lowest" and 5 being the "highest," how would you rate quitting smoking as a priority in your life?	D17	D17	-	-	D17	-
Possibly within 3-12 months	Smoking can cause immediate damage to your body.	D18	D18	-	-	D18	-
Possibly within 3-12 months	How likely do you think a smoker is to develop a smoking-related disease as a result of smoking?	D19	D19	C2	C2	D19	C2
Possibly within 3-12 months	How likely do you think <u>you</u> are to develop a smoking-related disease as a result of smoking?	D20	D20	-	-	D20	-
Possibly within 3-12 months	Do you believe cigarette smoking is related to:	D21_1 - D21_11	D21_1 - D21_11	C1_1 - C1_11	C1_1 - C1_11	D21_1 - D21_12	C1_1 - C1_12
Possibly within 4 months	Do you believe cigars, cigarillos, or little cigars smoking is:	-	-	-	-	D21A	-
Possibly within 4 months	Do you believe smoking brown cigarettes is:	-	-	-	-	D21B	C1A
Possibly within 4 months	How likely do you think it is that smoking worsens medical complications of diabetes such as blindness, renal failure, or	-	-	-	-	D21C	C4B

		amputations?						
Possibly within 3-12 months	Thinking about all the health problems in your community, how important is addressing the problem of tobacco use? Would you say it is...	D22	D22	C7	C7	D22	C7	
Possibly within 3-12 months	In general, how do the adults you spend time with feel about cigarette smoking by adults? Do they feel it is...	D23	D23	C8	C8	D23	C8	
Possibly within 3-12 months	How do the adults you spend time with feel about someone smoking if children are present? Do they feel it is...	D24	D24	C9	C9	D24	C9	
Possibly within 3-12 months	How likely would you be to ask a stranger not to smoke around you if you couldn't move away from their smoke—...?	-	-	C5	C5	-	C5	
Possibly within 3-12 months	Not counting decks, porches, or garages, during the past 7 days, that is, since last [today's day of week], on how many days did someone other than you smoke tobacco inside your home while you were at home?	E3	E3	D2	D2	E3	D2	
Possibly within 3-12 months	Not counting decks, porches, or garages, inside your home, is smoking ...?	E4	E4	D3	D3	E4	D3	
Possibly within 3-12 months	Not counting motorcycles, in the vehicles that you and your family members who live with you own or lease, is smoking ...	E5	E5	D4	D4	E5	D4	
Possibly within 3-12 months	Cigarette smoking has no serious effects on non-smokers.	E6_1	E6_1	C6_1	B4_1	E6_1	C6_1	
Possibly within 3-12 months	Parents who live with their children should not be allowed to smoke in their homes.	E6_2	E6_2	C6_2	B4_2	E6_2	C6_2	
Possibly within 3-12 months	Adults should not smoke around other people in their home.	E6_3	E6_3	C6_3	B4_3	E6_3	C6_3	
Possibly within 3-12 months	I protect all other household members from any harm related to smoking.	E6_4	E6_4	C6_4	-	E6_4	C6_4	
Possibly within 3-12 months	Do you think that breathing smoke from other people's cigarettes or from other tobacco products is ...?	E7	E7	C3	C3	E7	C3	
Possibly within 3-12 months	How likely do you think it is that regularly breathing secondhand smoke from cigarettes would cause children to have asthma or breathing problems?	E8	E8	C4	C4	E8	C4	

	Possibly within 4 months	How likely do you think it is that regularly breathing secondhand smoke from cigarettes would cause non-smokers to have asthma, infections, or lung damage?	-	-	-	-	E8A	C4A
	Possibly within 3-12 months	Are you seriously considering increasing restrictions on smoking in your household?	E9	E9	-	-	E9	-
	Unknown likelihood within 4 months	About how long has it been since you last smoked cigarettes -- even a puff?	-	-	B3	-	-	-
	Unknown likelihood within 4 months	Do you think you will try a cigarette soon?	-	-	B4_1	B4_1	-	B4_1
	Unknown likelihood within 4 months	If you started smoking regularly, do you think you could stop smoking anytime you wanted?	-	-	B4_2	B4_2	-	B4_2
	Unknown likelihood within 4 months	Do you think you will smoke a cigarette anytime during the next year?	-	-	B4_3	B4_3	-	B4_3
	Unknown likelihood within 3-12 months	Since [DATE FILL OF CAMPAIGN LAUNCH], how many times have you tried to quit smoking cigarettes for good, but stopped for less than a day?	C4	C4	-	-	-	-
	Unknown likelihood within 4 months	During the past 12 months, that is, since [DATE FILL] how many times have you stopped smoking for one day or longer because you were trying to quit smoking cigarettes for good?	-	-	-	-	C1	-
Primary Outcome: Cessation-related Intentions and Behaviors	Unknown likelihood within 4 months	Since [DATE FILL OF CAMPAIGN LAUNCH] how many times have you stopped smoking for one day or longer because you were trying to quit smoking cigarettes for good?	-	-	-	-	C2	-
	Unknown likelihood within 4 months	During the past 12 months (365 days), what is the longest period of time you stopped smoking cigarettes because you were trying to quit smoking for good?	-	-	-	-	C4A1	-
	Unknown likelihood within 4 months	Since [DATE FILL OF CAMPAIGN LAUNCH], what is the longest period of time you stopped smoking cigarettes because you were trying to quit smoking for good?	-	-	-	-	C4A2	-
	Unknown likelihood within 4 months	During the past 12 months (365 days), how many days did you NOT smoke (not even a puff)?	-	-	-	-	C4A3	-

	Unknown likelihood within 4 months	Since [DATE FILL OF CAMPAIGN LAUNCH], how many days did you NOT smoke (not even a puff)?	-	-	-	-	C4B	-
	Unknown likelihood within 3-12 months	Have you stopped smoking for one day or longer since January 1, 2013 because of a New Year's resolution to stop smoking?	C5		-	-	C5	-
	Unknown likelihood within 3-12 months	Other than yourself, does anyone who lives in your home smoke cigarettes now?	E1	E1	-	-	E1	D1
	Unknown likelihood within 3-12 months	About how often do you smoke when you are in the company of children?	E2	E2	-	-	E2	-