

Comparison of broad HINTS-FDA constructs to those found on other Federal surveys

Survey	Years Conducted	Sample size	Mode	Study Design	Primary purpose	HINTS communication core	Tobacco use phenotypes	Menthol	Perceptions of different themes of (mock) tobacco ads / Tobacco product claims and labels	Tobacco Message Exposure Source/Frequency/Reaction	Product constituents	Risk perceptions about new tobacco products
TUS-CPS	1992-1993, 1995-1996, 1998-1999, 2000, 2001-2002, 2003, 2006-2007, and 2010-11	~ 240,000	70% by telephone and 30% in person	Cross-sectional	NCI-sponsored survey of tobacco use administered as part of the US Census Bureau's Current Population Survey	No	Yes	Yes	No	No	No	No
NHIS	Annually, since 1957	~ 27,000	In-person	Cross-sectional	NHIS data on a broad range of health topics are collected through personal household interviews. The U.S. Census Bureau is the data collection agent.	No	Yes	No	No	No	No	No
BRFSS	Annually, since 1984	More than 350,000 adults are interviewed each year	Telephone	Cross-sectional	NHIS data on a broad range of health topics are collected through personal household interviews. The U.S. Census Bureau is the data collection agent.	No	Yes	No	No	No	No	No
ATS-CDC / NATS	33 CDC supported ATS's were conducted in 19 states from 2003-2007; 2009 - Present NATS (yearly)	~75,000	RDD design telephone survey (Final questionnaires were developed by each state)	Cross-sectional	NATS seeks to determine tobacco use prevalence and the factors promoting and impeding tobacco use among adults in a nationally representative sample of adults and will provide time-critical monitoring data needed to evaluate the effectiveness of new regulatory authorities given to FDA under the Family Smoking Prevention and Tobacco Control Act (the Tobacco Control Act)	No	Yes	Yes	No	Yes	Yes	Yes
NSDUH	Periodically since 1972 and annually since 1991	Approximately 70,000 individuals, age 12 and older	In-person interviews with sample persons	Cross-sectional	The NSDUH provides data on prevalence and correlates of substance use, serious mental illness, related problems, and treatment in the civilian population aged 12 or older in the U.S.	No	Yes	Yes	No	No	No	No
NYTS	1999, 2000, 2002, 2004, 2006, and 2009	22,679 in 2009	In school, self-administered survey via pencil	Cross-sectional	The NYTS provides prevalence estimates for selected tobacco use behaviors among middle school and high school students regarding tobacco.	No	Yes	Yes	No	Yes	No	Yes
YRBS	Every odd year since 1991	~15,000	School-based, self-administered questionnaire	Cross-sectional	The Youth Risk Behavior Surveillance System (YRBSS) monitors priority health-risk behaviors and the prevalence of obesity and asthma among youth and young adults.	No	Yes	No	No	No	No	No
MTF	Annually since 1975	~50,000	School-based, self-administered questionnaire with mailed follow up	Cross-sectional with annual follow-up mailed questionnaires among a sample of each graduating class.	MTF is an ongoing study of the behaviors, attitudes, and values of American secondary school students, college students, and young adults.	No	Yes	No	No	No	No	Yes
YTS	Periodically since 1999 in participating states	~27,000	School-based survey of students in grades 6 through 12.	Cross-sectional	The YTS is intended to enhance the capacity of agencies and organizations to design, implement, and evaluate tobacco prevention and control programs.	No	Yes	Yes	No	Yes	No	Yes



**Attitudes and beliefs about product regulation (safety)**

No

No

No

No

No

No

No

No

No

**Attitudes and beliefs about product regulation (safety)**

No

No

Yes

Items for Cognitive Testing	Item number	TUS-CPS	NHIS	BRFSS	NATS	NSDUH	NYTS	YRBS	MTF	YTS	NHANES	PATH	Justification for Potential Inclusion in Final Instrument
What kinds of information on tobacco products have you ever looked for from any source?	A17	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	This question is unique to the HINTS program and is part of the HINTS "communication core," which allows investigators to assess how public information exposure and information seeking influence health knowledge, attitudes, and behavior at the population level. This question has been asked in at least one iteration of HINTS since 2003, and will be integral to informing FDA's tobacco prevention campaigns and tobacco outreach and education, by allowing investigators to assess how respondents' <b>tobacco-specific information seeking</b> is associated with their tobacco use behaviors, knowledge, etc.
Overall, how confident are you that you could get advice or health information about tobacco products if you needed it?	A19	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	This question is unique to the HINTS program and is part of the HINTS "communication core," which allows investigators to assess how public information exposure and information seeking influence health knowledge, attitudes, and behavior at the population level. This question has been asked in at least one iteration of HINTS since 2003, and will be integral to informing FDA's tobacco prevention campaigns and tobacco outreach and education, by allowing investigators to assess how respondents' <b>self-efficacy about tobacco-specific information seeking</b> is associated with their tobacco use behaviors, knowledge, etc.
<b>Tobacco use phenotypes</b>													
Which of the following tobacco products have you ever heard of? (Hookah or water pipe filled with tobacco; Electronic Cigarettes [such as blu, NJOY, or Ruyan]; Pipe filled with tobacco; "Roll your own" cigarettes; Snus [such as Camel, Marlboro, Skoal, or Swedish Match snus]	C18	Not included	Not included	Not included	Similar"Before today, had you ever heard of electronic cigarettes or e-cigarettes?"	Not included	Included	Not included	Not included	Not included	Not included	Included (as multiple items)	This question assesses <b>awareness of "new and emerging" tobacco products</b> that are of interest to CTP. This item will be used to get a population-level scan of awareness, but more importantly awareness of these products will be examined in the context of exposure to tobacco-relevant messaging through various media channels, risk perceptions of tobacco products and trust in various information sources. This information will be used by CTP to inform its regulatory authority over certain traditional tobacco products and its communication campaigns and education outreach efforts.

Items for Cognitive Testing	Item number	TUS-CPS	NHIS	BRFSS	NATS	NSDUH	NYTS	YRBS	MTF	YTS	NHANES	PATH	Justification for Potential Inclusion in Final Instrument	
<b>Addiction</b>														
How many containers of smokeless tobacco (including containers of snus) per week do you use?	C17	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Indirect "About how many days does it take you to use up this size container [of smokeless tobacco product]"	This item is derived from the Fagerstrom Test for Nicotine dependence – Heaviness of Smoking Index (Smokeless Tobacco), a measure of physical dependence to nicotine and heaviness of use of smokeless tobacco products. It will be used to classify current tobacco users' level of dependence and heaviness of use to segment respondents and examine group differences in beliefs, information seeking, and media exposure. This information will be used by CTP to inform its regulatory authority over tobacco products with specific respect to nicotine as well as communication campaigns and education outreach efforts.
On a scale of one to five, where one is strongly disagree, and five is strongly agree, please indicate how much you agree or disagree with the following statements 1. Nicotine is the main substance in tobacco that makes people want to smoke. 2. The nicotine in cigarettes is the substance that causes most of the cancer caused by smoking 3. Addiction to nicotine is something that I am concerned about	C26	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Included (1 only)	These items assess <b>beliefs about nicotine</b> , which are critical to CTP's regulatory authority over levels of nicotine in tobacco products. These items will serve as baseline measures of population-level beliefs about nicotine which will inform CTP policies and associated communication efforts. In addition the association between these items, tobacco use, risk perceptions and beliefs will be examined in more detail to inform CTP's efforts.

Items for Cognitive Testing	Item number	TUS-CPS	NHIS	BRFSS	NATS	NSDUH	NYTS	YRBS	MTF	YTS	NHANES	PATH	Justification for Potential Inclusion in Final Instrument
Overall, how addictive do you believe each of the following is? (Not at all addictive, Moderately addictive, Very Addictive): Cigarette smoking; Cigar smoking; Smokeless tobacco use; Electronic cigarettes; Smoking tobacco in a hookah; Smoking "roll your own" cigarettes; Pipe filled with tobacco	C27	Not included	Not included	Not included	Included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	These items assess <b>beliefs about nicotine</b> , which are critical to CTP's regulatory authority over levels of nicotine in tobacco products. These items will serve as baseline measures of population-level beliefs about nicotine which will inform CTP policies and associated communication efforts. In addition the association between these items, tobacco use, risk perceptions and beliefs will be examined in more detail to inform CTP's efforts.
<b>Perceptions of different themes of (mock) tobacco ads / Tobacco product claims and labels</b>													
Compared to a typical cigarette, would you think that a cigarette advertised as "TSNA-Free" would be... [Much more harmful--much less harmful]	F12	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	The three items in this section examine perceptions of tobacco products claims. This information is critical to CTP's regulatory authority which includes review of industry studies and applications for modified risk tobacco products through understanding consumer's beliefs, perceptions and evaluations of tobacco product claims.
Compared to a typical cigarette, would you think that a cigarette advertised as "TSNA-Free" would be... [Much more addictive--Much less addictive]	F13	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	The items in this section examine perceptions of tobacco modified risk claims. This information is critical to CTP's regulatory authority which includes review of industry studies and applications for modified risk tobacco products through understanding consumer's beliefs, perceptions and evaluations of tobacco product claims as well as enforcement actions against companies that make such claims with a marketing order from FDA.
If a tobacco product made a claim that it was less harmful to health than other tobacco products, how likely would you be to use that product?	E33	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	The items in this section examine perceptions of tobacco modified risk claims. This information is critical to CTP's regulatory authority which includes review of industry studies and applications for modified risk tobacco products through understanding consumer's beliefs, perceptions and evaluations of tobacco product claims as well as enforcement actions against companies that make such claims with a marketing order from FDA.

Items for Cognitive Testing	Item number	TUS-CPS	NHIS	BRFSS	NATS	NSDUH	NYTS	YRBS	MTF	YTS	NHANES	PATH	Justification for Potential Inclusion in Final Instrument
If a tobacco product made a claim that it was less addictive than other tobacco products, how likely would you be to use that product?	E34	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	The items in this section examine perceptions of tobacco modified risk claims. This information is critical to CTP's regulatory authority which includes review of industry studies and applications for modified risk tobacco products through understanding consumer's beliefs, perceptions and evaluations of tobacco product claims as well as enforcement actions against companies that make such claims with a marketing order from FDA.
Which cigarette do you think is more harmful to your health?	F2, F6	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	The items in this section examine perceptions of tobacco modified risk claims. This information is critical to CTP's regulatory authority which includes review of industry studies and applications for modified risk tobacco products through understanding consumer's beliefs, perceptions and evaluations of tobacco product claims as well as enforcement actions against companies that make such claims with a marketing order from FDA.
Which cigarette do you think is more addictive?	F3, F7	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	The items in this section examine perceptions of tobacco modified risk claims. This information is critical to CTP's regulatory authority which includes review of industry studies and applications for modified risk tobacco products through understanding consumer's beliefs, perceptions and evaluations of tobacco product claims as well as enforcement actions against companies that make such claims with a marketing order from FDA.
How believable is it that Cigarette B shown above on the right could be "Low nicotine"/"TSNA Free"?	F4, F8, F11, F14	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	The items in this section examine perceptions of tobacco modified risk claims. This information is critical to CTP's regulatory authority which includes review of industry studies and applications for modified risk tobacco products through understanding consumer's beliefs, perceptions and evaluations of tobacco product claims as well as enforcement actions against companies that make such claims with a marketing order from FDA.



Items for Cognitive Testing	Item number	TUS-CPS	NHIS	BRFSS	NATS	NSDUH	NYTS	YRBS	MTF	YTS	NHANES	PATH	Justification for Potential Inclusion in Final Instrument
<p>Compared to a typical cigarette, would you think that a cigarette [pictured above/advertised as "low nicotine"/advertised as "TSNA Free"] would be...Much more harmful to your health than a typical cigarette; Slightly more harmful to your health than a typical cigarette; Equally harmful to your health as a typical cigarette; Slightly less harmful to your health as a typical cigarette; Much less harmful to your health than a typical cigarette.</p>	F1, F5, F9, F10	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	<p>The items in this section examine perceptions of tobacco modified risk claims. This information is critical to CTP's regulatory authority which includes review of industry studies and applications for modified risk tobacco products through understanding consumer's beliefs, perceptions and evaluations of tobacco product claims as well as enforcement actions against companies that make such claims with a marketing order from FDA.</p>
<b>Tobacco Message Exposure Source/Frequency/Reaction</b>													



Items for Cognitive Testing	Item number	TUS-CPS	NHIS	BRFSS	NATS	NSDUH	NYTS	YRBS	MTF	YTS	NHANES	PATH	Justification for Potential Inclusion in Final Instrument
Where have you seen a list of the chemicals that are in tobacco products?	E2	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	This item assesses source of exposure to the list of constituents. Information from this item will help CTP target communication and education efforts surrounding the list of constituents as well as monitor exposure among different populations through various media channels.
How interested would you be in seeing a list of chemicals in tobacco products listed by each brand?	E8	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	This item assesses interest to look for the list of constituents. Information from this item will help CTP target communication and education efforts surrounding the list of constituents.
Why would you be interested in seeing that list?	E9	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	This item assesses perceived content of the list to help CTP target communication and education efforts surrounding the list of constituents.
Why would you not be interested in seeing that list?	E10	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	This item assesses perceived content of the list and barriers to its effective communication to help CTP target communication and education efforts surrounding the list of constituents.
If you haven't seen a public list of the chemicals in tobacco products, where do you think you would be able to find that list?	E3	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	This item assesses public perception of the availability of the list of constituents to help CTP target communication and education efforts surrounding the list of constituents.
As far as you know, does anyone review tobacco products before they are marketed to consumers?	E14	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	This item assesses knowledge of messages that represent key communication objectives of the list of constituents and the surrounding communication and education efforts. These knowledge items will be used to examine impact of the list and communication efforts, target future communication efforts to rectify misunderstanding, as well as to examine differences in knowledge by demographic, tobacco phenotype, exposure to tobacco messages in media, information seeking and other constructs.

Items for Cognitive Testing	Item number	TUS-CPS	NHIS	BRFSS	NATS	NSDUH	NYTS	YRBS	MTF	YTS	NHANES	PATH	Justification for Potential Inclusion in Final Instrument
As far as you know, does anyone review statements that tobacco companies make about the contents/chemicals or health effects of their products before they are marketed to consumers?	E15	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	This item assesses knowledge of messages that represent key communication objectives of the list of constituents and the surrounding communication and education efforts. These knowledge items will be used to examine impact of the list and communication efforts, target future communication efforts to rectify misunderstanding, as well as to examine differences in knowledge by demographic, tobacco phenotype, exposure to tobacco messages in media, information seeking and other constructs.
Do you believe that tobacco products are tested for harmful chemicals?	E16	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	This item assesses knowledge of messages that represent key communication objectives of the list of constituents and the surrounding communication and education efforts. These knowledge items will be used to examine impact of the list and communication efforts, target future communication efforts to rectify misunderstanding, as well as to examine differences in knowledge by demographic, tobacco phenotype, exposure to tobacco messages in media, information seeking and other constructs.
How unbiased [fair/impartial/biased] is each of the following to review tobacco products?	E19	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	This item assesses perceptions of the impartiality of various organizations which may be used to convey information about the health risk of tobacco products and may be influenced by exposure to messages in the media.
Who tests tobacco products for harmful chemicals and reports the amounts to FDA?	E17	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	This item assesses knowledge of messages that represent key communication objectives of the list of constituents and the surrounding communication and education efforts. These knowledge items will be used to examine impact of the list and communication efforts, target future communication efforts to rectify misunderstanding, as well as to examine differences in knowledge by demographic, tobacco phenotype, exposure to tobacco messages in media, information seeking and other constructs.

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The next few questions ask about the priorities of the government to improve people's health. Please state for each item, whether it should be a high priority, medium priority, low priority, or if the government should not address this issue. a. Promoting health education programs; b. Improving people's knowledge of health c. Encouraging people to quit smoking through willpower d. Providing support like nicotine patches to help people quit smoking e. Protecting children from tobacco companies advertising and marketing f. Encouraging people to seek counseling to quit smoking	E20	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	This item is a modified version of one that has appeared in a small number of non-Governmental surveys on health communication. This item assesses perceptions of priorities for the government by the public, with respect to regulation of tobacco, and will provide information to CTP's Office of Health Communication and Education about the positioning CTP and FDA in its education efforts. In addition, this item will be used to examine differences in exposure to tobacco messages, and attitudes and beliefs about tobacco.
<b>Attitudes and beliefs about product regulation</b>													

Items for Cognitive Testing	Item number	TUS-CPS	NHIS	BRFSS	NATS	NSDUH	NYTS	YRBS	MTF	YTS	NHANES	PATH	Justification for Potential Inclusion in Final Instrument
How qualified is each of the following to review tobacco products? CDC, FTC, FDA, independent groups, NIH, Surgeon General, Tobacco industry, USBCP	E18	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	<p>This question is unique to the HINTS program and assess perceptions of FDA cigarette regulation. This item will allow investigators to assess perceptions of the FDA in the context of other items such as those related to health communication, tobacco behavior, risk perceptions, and knowledge. This question has never been asked in HINTS or any other national survey. This item is important because understanding attitudes towards the FDA could influence other important factors including risk perceptions about tobacco products. This item is integral to informing FDA's regulatory authority and activities by allowing investigators to assess how attitudes towards the FDA are associated with health communication, tobacco use behaviors, perceptions, knowledge, etc, and using that information to inform how FDA positions itself within the tobacco control space as well as in its public-facing media campaigns and education outreach efforts.</p>

Items for Cognitive Testing	Item number	TUS-CPS	NHIS	BRFSS	NATS	NSDUH	NYTS	YRBS	MTF	YTS	NHANES	PATH	Justification for Potential Inclusion in Final Instrument
<p>In general, how much would you trust information about the health effects of using tobacco or information about stopping tobacco use from each of the following?</p> <ul style="list-style-type: none"> <li>• A doctor</li> <li>• Family or friends <ul style="list-style-type: none"> <li>• Government health agencies (e.g., the Food and Drug Administration (FDA), National Institutes of Health (NIH) or Centers for Disease Control and Prevention (CDC))</li> <li>• Health organizations or groups (such as the American Cancer Society, American Lung Association or others)</li> </ul> </li> <li>• Charitable organizations</li> <li>• Religious organizations and leaders</li> </ul>	A20	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	Not included	<p>This question is unique to the HINTS program and assesses trust in different sources about tobacco. This allows investigators to assess how public information exposure and information seeking influence health knowledge, attitudes, and behavior at the population level. A similar item is contained in the HINTS "communication core", however this item is specific to information about tobacco. This item will be integral to informing FDA's tobacco prevention campaigns and tobacco outreach and education. By allowing investigators to assess how respondents' trust in tobacco information sources is associated with their tobacco use behaviors, knowledge, etc., we will gain a better understanding of outlets that may be best used to reach particular populations. Trust questions are particularly important for planning campaigns and outreach efforts.</p>
<b>Household Tobacco Use</b>													

Items for Cognitive Testing	Item number	TUS-CPS	NHIS	BRFSS	NATS	NSDUH	NYTS	YRBS	MTF	YTS	NHANES	PATH	Justification for Potential Inclusion in Final Instrument
<p>Do you live in the same household with someone who uses tobacco products? How many people in your household use tobacco products?</p>	<p>119, 120</p>	<p>Not included</p>	<p>Not included</p>	<p>Not included</p>	<p>Not included</p>	<p>Not included</p>	<p>Similar "66. Does anyone who lives with you now...? (CHECK ALL THAT APPLY)."</p>	<p>Not included</p>	<p>Not included</p>	<p>Similar "Does anyone who lives with you now smoke cigarettes?"/ "Does anyone who lives with you now use chewing tobacco, snuff, or dip?"</p>	<p>Similar "How many people who live here smoke cigarettes, cigars, little cigars, pipes, water pipes, hookah, or any other tobacco product?"</p>	<p>Similar "Does anyone who lives with you now smoke cigarettes?"/ "Does anyone who lives with you now use chewing tobacco, snuff, or dip?"</p>	<p>These items assess potential social norms about tobacco use, specifically examining use of tobacco products by someone else in the same household, a reliable predictor of tobacco use. This information will be used by CTP to inform its communication campaigns and education outreach efforts.</p>































































































































































































































































































































































































































































































































































































































