|  |  |  |
| --- | --- | --- |
| **Key Evaluation Constructs** | **Tips 2013 (Phase 2)** | **Tips 2014 (Phase 3)** |
| Prevalence of quit attempts | X | X |
| Cigarette consumption | X | X |
| Desire to quit smoking | X | X |
| Intentions to quit smoking | X | X |
| Knowledge of smoking-related diseases | X | X |
| Perceptions of risks from smoking | X | X |
| Attitudes and beliefs related to smoking and smoking cessation | X | X |
| Attitudes and beliefs related to secondhand smoke exposure | X | X |
| Long-term sustained cigarette abstinence |  | X |
| Awareness of and exposure to Tips campaign advertisements | X | X |
| Awareness of and exposure to e-cigarette advertising |  | X |
| Receptivity to Tips campaign advertisements | X | X |
| Receptivity to e-cigarette advertisements |  | X |
| Awareness and use of cessation resources (Tips website & Quitline) | X | X |
| Nonsmokers communications with others about dangers of smoking | X | X |
| Nonsmokers referrals of others to cessation resources | X | X |
| Prevalence and motivation for e-cigarette use and dual use |  | X |
| Weekly consumption of other tobacco products |  | X |
| Perceived health benefits and risks of electronic cigarette use |  | X |
| Demographic controls (age, race, gender, etc.) | X | X |
| Socioeconomic characteristics | X | X |

**Attachment C-6: Summary of Key Changes in Evaluation Constructs**

**Evaluation of the National Tobacco Prevention and Control Public Education Campaign**