

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