

**Evaluation of the National Tobacco Prevention and Control Public Education Campaign**  
(OMB no. 0920-0923, approved 03/18/2014, exp. date 03/31/2017)

**Justification for Non-Substantive Change**

Updated September 4, 2014

**September 8, 2014:** Estimated date to initiate Wave 2 data collection  
OMB approval is requested as soon as possible

**Summary**

The currently-approved information collection for the National Tobacco Prevention and Control Public Education Campaign consists of multiple waves of online surveys, involving both smokers (five waves) and nonsmokers (four waves), to assess their awareness of and reactions to the two-phase 2014 campaign. The surveys also assess quit attempts and other behavioral actions that were made before, during, and after the timeframe of the campaign. To provide information on outcomes that are specific to the smoker and nonsmoker populations, this information collection uses a screening process to determine smoker or nonsmoker status as well as instrument versions that are specific to smokers and nonsmokers.

The first wave of data collection (wave 1) was launched between the first and second phases of the 2014 campaign (see currently-approved Information Collection Request 0920-0923). Wave 1 data collection began after the first phase of the campaign was completed (April 7, 2014) and ended prior to the beginning of the second phase of Tips 2014 which launched on July 7, 2014. Wave 2 data collection is planned to begin on or around September 8, 2014 following the conclusion of the second phase of the campaign.

As noted in the currently-approved Information Collection Request (0920-0923), modest survey revisions may be necessary to capture changes in the dynamic landscape of tobacco use and nicotine products. (See sections A.1 (page 8) and A.12 (page 18) of the currently-approved Information Collection Request.) Hence, the Centers for Disease Control and Prevention (CDC) is requesting OMB approval for revisions and enhancements to our survey instruments that reflect more recent information about standard terminology around electronic vapor products and how these products may moderate the impact of the campaign. These revisions will enhance our ability to analyze the impact of the campaign on smokers' quit attempts and other key outcomes in light of emerging trends and patterns in the use of electronic vapor products. We have also updated the survey to include a small number of additional questions. These additional questions include a measure of exposure to advertisements for nicotine replacement therapies and other pharmaceuticals as exposure to this advertising may be an important covariate in our estimation of the impact the campaign on relevant smoking behaviors. We have also added a new question to capture how recently current electronic vapor product users first tried these products and a measure on the degree to which seeing advertisements for electronic vapor products may create urges to smoke actual cigarettes. The nature of our proposed revisions can be summarized as follows:

- Minor revision to items related to e-cigarettes to reflect standardized terminology for electronic cigarettes. Given that these products are now offered in many different device types and flavors, we have updated all references to change “electronic cigarettes” to “electronic vapor products”
- Added a new item to measure how recently individuals first tried using electronic vapor products
- Added a new item to more specifically measure thoughts or actions that are motivated by seeing campaign ads, including desire to quit smoking, desire to use electronic vapor products, and desire to call a telephone quitline
- Added a new item to measure the extent to which seeing advertisements for electronic vapor products creates an urge to smoke actual cigarettes among former and current smokers.
- Added a new item to measure smokers’ and nonsmokers’ awareness of advertisements for nicotine replacement therapies and other pharmaceuticals designed to help smokers quit

The specific instrument revisions are outlined in Tables 1 and 2 below and include details on currently-approved wording, revised item wording, and justification for each specific change. In order to launch our survey in a timely fashion, CDC respectfully requests approval of these revisions as soon as possible. To contain program costs, CDC plans to submit screenshots of the modified Spanish instruments upon receipt of OMB approval for changes in content.

### **Inter-agency Coordination**

In designing the data collection activities approved on 03/18/2014 for OMB no. 0920-0923, we continue to take steps to ensure that this effort does not duplicate ongoing efforts and that no existing data sets would address the proposed evaluation questions. We have carefully reviewed existing data collection plans by other agencies such as the Food and Drug Administration (FDA) that are conducting similar data collection activities (see OMB No. 0910-0753, Evaluation of the FDA’s General Market Youth Tobacco Prevention Campaign, exp. 10/31/2016). Additionally, a collaborative workgroup consisting of representatives from CDC, FDA, the National Cancer Institute, and the Substance Abuse and Mental Health Services Administration, has been developed to discuss terminology related to new and emerging tobacco, nicotine and vapor products and to ensure alignment of question wording on the instruments where topics of mutual interest are included. The changes proposed in this Change Request reflect the current status of collaborative discussions about terminology for vapor-related products and devices. Staff members in the Office on Smoking and Health (OSH) will continue to work closely with staff in FDA’s Center for Tobacco Products and other HHS OPDIVS to assess the appropriateness of terminology in a dynamic product environment. Conference calls are held at least monthly to review plans, and weekly to discuss campaign coordination and share research/evaluation findings, as appropriate.

CDC has received approval from the HHS Office of the Assistant Secretary for Planning and Evaluation (ASPE) to submit this Change Request to OMB.

### **Justification for Change**

Since the approval of this information collection, CDC has reviewed items in other surveys (e.g., National Adult Tobacco Survey; OMB No. 0920-0828, exp. 7/31/2015) related to electronic cigarettes and has reviewed the increasing variability in new electronic vapor products. Because these products

have evolved so rapidly, more current and accurate terminology is needed to describe these products in our survey. Electronic vapor products are now offered in many different flavors, device types (e.g., vape pens), and delivery systems (e.g., tanks, disposables). Hence, these products may no longer be accurately described as simply “e-cigarettes.” The majority of our revisions consist of minor changes to existing “e-cigarette” questions in the survey and have been updated with more current terminology. Each of these questions now refers to the broader category of “electronic vapor products” rather than solely “electronic cigarettes.” By standardizing the terminology used to describe these devices, there is an opportunity to reduce participant confusion and improve surveillance measures around use of these products. These items will provide a more accurate context (and potentially important control variables) in analysis of the Phase 3 campaign’s impact on quit attempts and other key outcomes.

In addition to updating the terminology of “electronic vapor products,” we have added a small number of new items to capture additional evaluation measures that will be useful in assessing the impact of the 2014 campaign. These include a new item to measure how recently individuals first tried using electronic vapor products, an item to measure actions/motivations after seeing campaign ads, and a measure on the extent to which seeing advertisements for electronic vapor products creates an urge to smoke actual cigarettes. Lastly, we have added a new item to measure smokers’ and nonsmokers’ awareness of advertisements for nicotine replacement therapies and other pharmaceuticals designed to help smokers quit. This may be an important confounder in the effects of the National Tobacco Prevention and Control Public Education Campaign on key outcomes.

The proposed changes to the approved questionnaires do not alter the original purposes and functions of the surveys. Our changes are intended to enhance the accuracy of the surveys by more closely reflecting the current terminology around electronic vapor products. These changes will improve the analytic value of variables that will be used in our analysis of the effects of the 2014 campaign on key outcomes of interest.

### **Effect of Proposed Change on Burden Estimate**

None. The proposed changes result in a net increase of 4 items in the smoker survey and a net increase of 3 items in the nonsmoker survey. Given these minor changes to survey length, we believe there will be no measurable impact on the current burden estimate.

### **Effect of Proposed Changes on Currently Approved Instruments and Attachments**

There are 5 (total) waves of information collection for smokers. Wave 1 has been completed. The proposed changes will affect Waves 2-5 for smokers.

There are 4 (total) waves of information collection for non-smokers. Wave 1 has been completed. The proposed changes will affect Waves 2-4 for non-smokers.

The following files will be replaced as described below:

<b>Information Collection</b>	<b>Delete File</b>	<b>Add/Substitute Revised File</b>
Smoker Follow-up Survey Wave 2	<ul style="list-style-type: none"> <li>• Smoker Follow-up Survey Wave 2 – screenshots</li> <li>• Smoker Follow-up Survey Wave 2 – Spanish screenshots</li> </ul>	<ul style="list-style-type: none"> <li>• C-3 Smoker Follow-up Survey (Waves 2-5) Screenshots_9 04 2014</li> <li>• C-3 Smoker Follow-Up Survey (Waves 2-5)_SPANISH_9 04 2014</li> </ul>
Smoker Follow-up Survey Wave 3	<ul style="list-style-type: none"> <li>• Smoker Follow-up Survey Wave 3 – screenshots</li> <li>• Smoker Follow-up Survey Wave 3 – Spanish screenshots</li> </ul>	<ul style="list-style-type: none"> <li>• C-3 Smoker Follow-up Survey (Waves 2-5) Screenshots_9 04 2014</li> <li>• C-3 Smoker Follow-Up Survey (Waves 2-5)_SPANISH_9 04 2014</li> </ul>
Smoker Follow-up Survey Wave 4	<ul style="list-style-type: none"> <li>• Smoker Follow-up Survey Wave 4 – screenshots</li> <li>• Smoker Follow-up Survey Wave 4 – Spanish screenshots</li> </ul>	<ul style="list-style-type: none"> <li>• C-3 Smoker Follow-up Survey (Waves 2-5) Screenshots_9 04 2014</li> <li>• C-3 Smoker Follow-Up Survey (Waves 2-5)_SPANISH_9 04 2014</li> </ul>
Smoker Follow-up Survey Wave 5	<ul style="list-style-type: none"> <li>• Smoker Follow-up Survey Wave 5 – screenshots</li> <li>• Smoker Follow-up Survey Wave 5 – Spanish screenshots</li> </ul>	<ul style="list-style-type: none"> <li>• C-3 Smoker Follow-up Survey (Waves 2-5) Screenshots_9 04 2014</li> <li>• C-3 Smoker Follow-Up Survey (Waves 2-5)_SPANISH_9 04 2014</li> </ul>
Non-smoker Follow-up Survey Wave 2	<ul style="list-style-type: none"> <li>• Non-smoker Survey Wave 2 – screenshots</li> <li>• Non-smoker Survey Wave 2 – Spanish screenshots</li> </ul>	<ul style="list-style-type: none"> <li>• C-5 Nonsmoker Follow-Up Survey (Waves 2-4) Screenshots_9 04 2014</li> <li>• C-5 Nonsmoker Follow-Up Survey (Waves 2-4)_SPANISH_9 04 2014</li> </ul>
Non-smoker Follow-up Survey Wave 3	<ul style="list-style-type: none"> <li>• Non-smoker Survey Wave 3 – screenshots</li> <li>• Non-smoker Survey Wave 3 – Spanish screenshots</li> </ul>	<ul style="list-style-type: none"> <li>• C-5 Nonsmoker Follow-Up Survey (Waves 2-4) Screenshots_9 04 2014</li> <li>• C-5 Nonsmoker Follow-Up Survey (Waves 2-4)_SPANISH_9 04 2014</li> </ul>
Non-smoker Follow-up Survey Wave 4	<ul style="list-style-type: none"> <li>• Non-smoker Survey Wave 4 – screenshots</li> <li>• Non-smoker Survey Wave 4 – Spanish screenshots</li> </ul>	<ul style="list-style-type: none"> <li>• C-5 Nonsmoker Follow-Up Survey (Waves 2-4) Screenshots_9 04 2014</li> <li>• C-5 Nonsmoker Follow-Up Survey (Waves 2-4)_SPANISH_9 04 2014</li> </ul>

**Table 1. Changes to 2014 Smoker Wave 2 Questionnaire**

Item	Currently Approved	Change Type	Revised	Justification
<b>Introduction</b>	The next questions are about electronic cigarettes, often called e-cigarettes. An e-cigarette looks like a regular cigarette, but it runs on a battery and produces vapor instead of smoke. There are many types of e-cigarettes.	Revision (Minor)	<b>Introduction.</b> The next questions are about electronic vapor products. These are devices that usually contain a nicotine-based liquid that is vaporized and inhaled. You may also know them as e-cigarettes, vape-pens, hookah-pens, electronic hookahs (e-hookahs), electronic cigars (e-cigars), electronic pipes (e-pipes), or e-vaporizers. Some brand examples are Blu, NJOY, Vuse, MarkTen, and Starbuzz.	Given the rapidly changing landscape of electronic vapor products, we need to encompass all electronic vapor products including e-hookas, e-pens, etc.
<b>B8</b>	Have you ever used electronic cigarettes or e-cigarettes, such as Smoking Everywhere, NJOY, Blu or Vapor King, even one time?  1. Yes 2. No	Revision (Minor)	<b>B8.</b> Have you ever used electronic vapor products, even one time?  1. Yes 2. No	Given the rapidly changing landscape of electronic vapor products, we need to encompass all electronic vapor products including e-hookas, e-pens, etc.
<b>B9</b>	Do you now use electronic cigarettes or e-cigarettes...  1. Every day 2. Some days 3. Not at all	Revision (Minor)	<b>B9.</b> Do you now use electronic vapor products ...  1. Every day 2. Some days 3. Not at all	Given the rapidly changing landscape of electronic vapor products, we need to encompass all electronic vapor products including e-hookas, e-pens, etc.
<b>B9_date</b>	N/A	Addition	<b>B9_date.</b> How long ago did you first try an electronic vapor product?  1. 1 to 2 weeks ago 2. 2 to 4 weeks ago 3. 1 to 3 months ago 4. 3 to 6 months ago 5. 6 to 12 months ago 6. More than 1 year ago	Given the rapidly changing landscape of electronic vapor products, we need to assess recency of electronic vapor products uptake.
<b>B9a</b>	Do you usually use disposable electronic cigarettes/e-cigarettes or do you use an electronic cigarette/e-cigarette that uses cartridges, or and electronic cigarette/e-cigarette that uses tanks?  Please indicate the type of e-cigarette that you <b>use the most.</b>  1. Disposable electronic cigarettes/e-cigarettes 2. Electronic cigarette/e-cigarette that uses cartridges 3. Electronic cigarette/e-cigarette that uses tanks	Revision (Minor)	<b>B9a.</b> Do you usually use disposable electronic vapor products, an electronic vapor product that uses cartridges, or an electronic vapor product that uses tanks?  Please indicate the type of electronic vapor product that you <b>use the most.</b>  1. Disposable electronic vapor product 2. Electronic vapor product that use cartridges 3. Electronic vapor product that use tanks	Given the rapidly changing landscape of electronic vapor products, we need to encompass all electronic vapor products including e-hookas, e-pens, etc.
<b>B9b</b>	On average, about how many [FILL “disposable e-	Revision	<b>B9b.</b> On average, about how many [FILL “disposable	Given the rapidly changing landscape of

	cigarettes” IF NB9a=1]; [FILL “e-cigarette cartridges” if NB9a=2]; [FILL “e-cigarette tanks” if NB9a=3] do you now use each week?  _____ [ENTER NUMBER]	(Minor)	electronic vapor products” IF NB9a=1]; [FILL “electronic vapor cartridges” if NB9a=2]; [FILL “electronic vapor tanks” if NB9a=3] do you now use each week?  _____ [ENTER NUMBER]	electronic vapor products, we need to encompass all electronic vapor products including e-hookas, e-pens, etc.
<b>B10</b>	Are any of the following a reason why you [IF NB9=3, FILL: first tried; IF NB9=1 or 2, FILL: currently use] electronic cigarettes/e-cigarettes?  [SELECT ALL THAT APPLY, PRESENT RANDOMLY]  Yes      No  B10_1. They cost less than other forms of tobacco B10_2. They can be used in places where smoking cigarettes isn’t allowed B10_3. They might be less harmful to me than regular cigarettes B10_4. They might be less harmful to people around me than regular cigarettes B10_5. Electronic cigarettes/e-cigarettes come in flavors I like B10_6. Electronic cigarettes/e-cigarettes can help me quit smoking regular cigarettes B10_7. Electronic cigarettes/e-cigarettes can help me reduce the number of regular cigarettes I smoke. B10_8. Electronic cigarettes/e-cigarettes don’t smell B10_9. Using an electronic cigarette/e-cigarette feels like smoking a regular cigarette B10_10. Electronic cigarettes/e-cigarettes don’t bother people who don’t use tobacco B10_11. The advertising for electronic cigarettes/e-cigarettes appeals to me. B10_12. They help me deal with cravings to smoke. B10_13. I have a friend or family member who suggested I use electronic cigarettes/e-cigarettes as a way to quit smoking. B10_14. I was curious about electronic cigarettes/e-cigarettes B10_15. Other, specify_____	Revision (Minor)	<b>B10.</b> Are any of the following a reason why you [IF NB9=3, FILL: first tried; IF NB9=1 or 2, FILL: currently use] electronic vapor products?  [SELECT ALL THAT APPLY, PRESENT RANDOMLY]  Yes      No  B10_1. They cost less than other forms of tobacco B10_2. They can be used in places where smoking cigarettes isn’t allowed B10_3. They might be less harmful to me than regular cigarettes B10_4. They might be less harmful to people around me than regular cigarettes B10_5. Electronic vapor products come in flavors I like B10_6. Electronic vapor products can help me quit smoking regular cigarettes B10_7. Electronic vapor products can help me reduce the number of regular cigarettes I smoke. B10_8. Electronic vapor products don’t smell B10_9. Using an electronic vapor product feels like smoking a regular cigarette B10_10. Electronic vapor products don’t bother people who don’t use tobacco B10_11. The advertising for electronic vapor products appeals to me. B10_12. They help me deal with cravings to smoke. B10_13. I have a friend or family member who suggested I use electronic vapor products as a way to quit smoking. B10_14. I was curious about electronic vapor products B10_15. Other, specify_____	Given the rapidly changing landscape of electronic vapor products, we need to encompass all electronic vapor products including e-hookas, e-pens, etc.
<b>B11</b>	Which of those is the <b>main reason you</b> [IF NB9=3, FILL: first tried; IF NB9=1 or 2, FILL: currently use] electronic cigarettes/e-cigarettes?	Revision (Minor)	<b>B11.</b> Which of those is the <b>main reason you</b> [IF NB9=3, FILL: first tried; IF NB9=1 or 2, FILL: currently use] electronic vapor products?	Given the rapidly changing landscape of electronic vapor products, we need to encompass all electronic vapor products

	[IF MORE THAN ONE ITEM SELECTED IN NB10, DISPLAY LIST OF ALL REASONS SELECTED IN NB10. IF ONLY ONE ITEM SELECTED IN B10, FILL FOR NB11]		[IF MORE THAN ONE ITEM SELECTED IN NB10, DISPLAY LIST OF ALL REASONS SELECTED IN NB10. IF ONLY ONE ITEM SELECTED IN B10, FILL FOR NB11]	including e-hookas, e-pens, etc.
<b>B11a</b>	You indicated previously that you have tried electronic cigarettes/e-cigarettes before but do not currently use them. Using the text box below, tell us in a few words why you do not use electronic cigarettes/e-cigarettes now.  OPEN-ENDED _____	Revision (Minor)	<b>B11a.</b> You indicated previously that you have tried electronic vapor products before but do not currently use them. Using the text box below, tell us in a few words why you do not use electronic vapor products now.  OPEN-ENDED _____	Given the rapidly changing landscape of electronic vapor products, we need to encompass all electronic vapor products including e-hookas, e-pens, etc.
<b>B11b</b>	You indicated previously that you currently smoke cigarettes and also currently use electronic cigarettes/e-cigarettes. Using the text box below, tell us in a few words why your reasons for not switching completely from regular cigarettes to electronic cigarettes/e-cigarettes.  OPEN-ENDED _____	Revision (Minor)	<b>B11b.</b> You indicated previously that you currently smoke cigarettes and also currently use electronic vapor products. Using the text box below, tell us in a few words why your reasons for not switching completely from regular cigarettes to electronic vapor products.  OPEN-ENDED _____	Given the rapidly changing landscape of electronic vapor products, we need to encompass all electronic vapor products including e-hookas, e-pens, etc.
<b>B12</b>	Do you use electronic cigarettes/e-cigarettes in places where smoking regular cigarettes is not allowed?  1. Yes 2. No	Revision (Minor)	<b>B12.</b> Do you use electronic vapor products in places where smoking regular cigarettes is not allowed?  1. Yes 2. No	Given the rapidly changing landscape of electronic vapor products, we need to encompass all electronic vapor products including e-hookas, e-pens, etc.
<b>B12a</b>	Do you use electronic/e-cigarettes in any of the following places?  1. Yes 2. No  B12a_1. Restaurants or bars B12a_2. Stores or shopping malls B12a_3. Airplanes B12a_4. Beaches, parks, or other outdoor places B12a_5. In your car or other type of vehicle B12a_6. In your home B12a_7. Somewhere else, specify _____	Revision (Minor)	<b>B12a.</b> Do you use electronic vapor products in any of the following places?  1. Yes 2. No  B12a_1. Restaurants or bars B12a_2. Stores or shopping malls B12a_3. Airplanes B12a_4. Beaches, parks, or other outdoor places B12a_5. In your car or other type of vehicle B12a_6. In your home B12a_7. Somewhere else, specify _____	Given the rapidly changing landscape of electronic vapor products, we need to encompass all electronic vapor products including e-hookas, e-pens, etc.
<b>B13</b>	As far as you know or believe is the <u>use of electronic cigarettes/e-cigarettes in combination with regular cigarettes</u> less harmful than smoking only regular cigarettes, more harmful than smoking only regular cigarettes, or equally as harmful as smoking only regular cigarettes?	Revision (Minor)	<b>B13.</b> As far as you know or believe is <u>the use of electronic vapor products in combination with regular cigarettes</u> less harmful than smoking only regular cigarettes, more harmful than smoking only regular cigarettes, or equally as harmful as smoking only regular cigarettes?	Given the rapidly changing landscape of electronic vapor products, we need to encompass all electronic vapor products including e-hookas, e-pens, etc.

	<p>Please indicate your answer on a scale of 1 to 5, where one is much less harmful, 3 is the same as regular cigarettes, and 5 is much more harmful.</p> <p>1 (much less harmful than smoking only regular cigarettes)</p> <p>2</p> <p>3 (equally as harmful as smoking only regular cigarettes)</p> <p>4</p> <p>5 (much more harmful than smoking only regular cigarettes)</p>		<p>Please indicate your answer on a scale of 1 to 5, where one is much less harmful, 3 is the same as regular cigarettes, and 5 is much more harmful.</p> <p>1 (much less harmful than smoking only regular cigarettes)</p> <p>2</p> <p>3 (equally as harmful as smoking only regular cigarettes)</p> <p>4</p> <p>5 (much more harmful than smoking only regular cigarettes)</p>	
<b>F14</b>	N/A	Addition	<p><b>F14.</b> In the past 3 months, that is since [FILL DATE], have you seen or heard advertisements for medications or products to help people quit smoking such as Chantix, nicotine patches, or nicotine gums?</p> <p>1. Never</p> <p>2. Rarely</p> <p>3. Sometimes</p> <p>4. Often</p> <p>5. Always</p>	Advertising for medications and other products to help smokers quit is now commonplace. It is possible that exposure to this advertising may impact outcomes that the National Tobacco Prevention and Control Public Education Campaign is targeting. To better account for the possibility of this influence in our analysis of the campaign's impact on smoking-related outcomes, we have included this measure for use as an additional covariate/confounder in analysis.
<b>F31_x</b>	N/A	Addition	<p><b>F31_x.</b> Did seeing these ads make you want to do any of the following?</p> <p>1. Quit smoking</p> <p>2. Cut back on the number of cigarettes I smoke</p> <p>3. Use electronic vapor products</p> <p>4. Switch to mild or some other brand of cigarettes</p> <p>5. Use nicotine replacements like the nicotine patch or nicotine gum</p> <p>6. Use medications like Zyban or Chantix</p> <p>7. Call a telephone quit line</p> <p>8. Visit a web site such as Smokefree.gov or CDC.gov/Tips</p> <p>9. Talk to a doctor or other health professional about quitting</p>	This additional question is intended to gauge the immediate motivations of smokers after seeing Tips ads, particularly motivation to use electronic vapor products.
<b>F42a_x</b>	<p>F24a_x. This ad makes me want to try an e-cigarette.</p> <p>1. Strongly disagree</p>	Revision (Minor)	<p><b>F42a_x.</b> This ad makes me want to try an electronic vapor product.</p>	Given the rapidly changing landscape of electronic vapor products, we need to encompass all electronic vapor products

	<ol style="list-style-type: none"> <li>2. Disagree</li> <li>3. Neither agree nor disagree</li> <li>4. Agree</li> <li>5. Strongly agree</li> </ol>		<ol style="list-style-type: none"> <li>1. Strongly disagree</li> <li>2. Disagree</li> <li>3. Neither agree nor disagree</li> <li>4. Agree</li> <li>5. Strongly agree</li> </ol>	including e-hookas, e-pens, etc.
<b>F42b_x</b>	<p>F24b_x. This ad makes me want to switch to e-cigarettes completely and quit smoking regular cigarettes.</p> <ol style="list-style-type: none"> <li>1. Strongly disagree</li> <li>2. Disagree</li> <li>3. Neither agree nor disagree</li> <li>4. Agree</li> <li>5. Strongly agree</li> </ol>	Revision (Minor)	<p><b>F42a_x.</b> This ad makes me want to switch to electronic vapor products completely and quit smoking regular cigarettes.</p> <ol style="list-style-type: none"> <li>1. Strongly disagree</li> <li>2. Disagree</li> <li>3. Neither agree nor disagree</li> <li>4. Agree</li> <li>5. Strongly agree</li> </ol>	Given the rapidly changing landscape of electronic vapor products, we need to encompass all electronic vapor products including e-hookas, e-pens, etc.
<b>F42c_x</b>	<p>F42c_x. This ad makes me want to use e-cigarettes as a way to cut back on smoking regular cigarettes.</p> <ol style="list-style-type: none"> <li>1. Strongly disagree</li> <li>2. Disagree</li> <li>3. Neither agree nor disagree</li> <li>4. Agree</li> <li>5. Strongly agree</li> </ol>	Revision (Minor)	<p><b>F42c_x.</b> This ad makes me want to use electronic vapor products as a way to cut back on smoking regular cigarettes.</p> <ol style="list-style-type: none"> <li>1. Strongly disagree</li> <li>2. Disagree</li> <li>3. Neither agree nor disagree</li> <li>4. Agree</li> <li>5. Strongly agree</li> </ol>	Given the rapidly changing landscape of electronic vapor products, we need to encompass all electronic vapor products including e-hookas, e-pens, etc.
<b>F42c_x</b>	<p>F42d_x. This ad makes me want to use e-cigarettes in places where you normally cannot smoke regular cigarettes.</p> <ol style="list-style-type: none"> <li>1. Strongly disagree</li> <li>2. Disagree</li> <li>3. Neither agree nor disagree</li> <li>4. Agree</li> <li>5. Strongly agree</li> </ol>	Revision (Minor)	<p><b>F42d_x.</b> This ad makes me want to use electronic vapor products in places where you normally cannot smoke regular cigarettes.</p> <ol style="list-style-type: none"> <li>1. Strongly disagree</li> <li>2. Disagree</li> <li>3. Neither agree nor disagree</li> <li>4. Agree</li> <li>5. Strongly agree</li> </ol>	Given the rapidly changing landscape of electronic vapor products, we need to encompass all electronic vapor products including e-hookas, e-pens, etc.
<b>F42e_x</b>	N/A	Addition	<p><b>F42e_x.</b> I want a cigarette right now.</p> <ol style="list-style-type: none"> <li>2. Strongly disagree</li> <li>3. Disagree</li> <li>4. Neither agree nor disagree</li> <li>5. Agree</li> <li>6. Strongly agree</li> </ol>	Given the dramatic increase in electronic vapor product advertising over the past 2 years, there are increasing concerns that this advertising may increase smokers' urge for real cigarettes. This new item is being added to the current battery of items on smokers' responses to e-cigarette advertising exposure.

**Table 2. Changes to 2014 Non-Smoker Wave 2 Questionnaire**

Item	Currently Approved	Change Type	Revised	Justification
<b>Introduction</b>	The next questions are about electronic cigarettes, often called e-cigarettes. An e-cigarette looks like a regular cigarette, but it runs on a battery and produces vapor instead of smoke. There are many types of e-cigarettes.	Revision (Minor)	<b>Introduction.</b> The next questions are about electronic vapor products. These are devices that usually contain a nicotine-based liquid that is vaporized and inhaled. You may also know them as e-cigarettes, vape-pens, hookah-pens, electronic hookahs (e-hookahs), electronic cigars (e-cigars), electronic pipes (e-pipes), or e-vaporizers. Some brand examples are Blu, NJOY, Vuse, MarkTen, and Starbuzz.	Given the rapidly changing landscape of electronic vapor products and devices, we need to encompass all electronic vapor products including e-hookas, e-pens, etc.
<b>NA4_x</b>	N/A	Addition	<b>NA4_x.</b> Was the last time you smoked a cigarette, even one or two puffs...?  1. Within the past 24 hours 2. Within the past 7 days 3. Within the past 30 days 4. Within the past 3 months 5. Within the past 6 months 6. Within the past 1 year 7. Within the past 5 years 8. Within the past 10 years 9. Within the past 15 years 10. More than 15 years ago	Given the rapidly changing landscape of electronic vapor products and devices and how these products may moderate the effects of the National Tobacco Prevention and Control Public Education Campaign, there is a need to better understand how electronic vapor products are impacting former smokers who have quit in the past. This item has been added so that the length of former smokers' last quit attempt can be calculated. This is may be an important factor in former smokers' propensity to try electronic vapor products.
<b>NB8</b>	Have you ever used electronic cigarettes or e-cigarettes, such as Smoking Everywhere, NJOY, Blu or Vapor King, even one time?  1. Yes 2. No	Revision (Minor)	<b>NB8.</b> Have you ever used electronic vapor products, even one time?  1. Yes 2. No	Given the rapidly changing landscape of electronic vapor products and devices, we need to encompass all electronic vapor products including e-hookas, e-pens, etc.
<b>NB9</b>	Do you now use electronic cigarettes or e-cigarettes....  1. Every day 2. Some days 3. Not at all	Revision (Minor)	<b>NB9.</b> Do you now use electronic vapor products...  1. Every day 2. Some days 3. Not at all	Given the rapidly changing landscape of electronic vapor products and devices, we need to encompass all electronic vapor products including e-hookas, e-pens, etc.
<b>NB9_date.</b>	N/A	Addition	<b>NB9_date.</b> How long ago did you first try an electronic vapor product?  1. 1 to 2 weeks ago 2. 2 to 4 weeks ago 3. 1 to 3 months ago 4. 3 to 6 months ago	Given the rapidly changing landscape of electronic vapor products, we need to assess recency of electronic vapor products uptake.

			<p>5. 6 to 12 months ago</p> <p>6. More than 1 year ago</p>	
<b>NB9a</b>	<p>Do you usually use disposable electronic cigarettes/e-cigarettes or do you use an electronic cigarette/e-cigarette that uses cartridges or tanks?</p> <p>Please indicate the type of e-cigarette that you use the most.</p> <p>1. Disposable electronic cigarettes/e-cigarettes 2. Electronic cigarette/e-cigarette that uses cartridges 3. Electronic cigarette/e-cigarette that uses tanks</p>	Revision (Minor)	<p><b>NB9a.</b> Do you usually use disposable electronic vapor products, an electronic vapor product that uses cartridges, or an electronic vapor product that uses tanks?</p> <p>Please indicate the type of electronic vapor product that you use the most.</p> <p>1. Disposable electronic vapor product 2. Electronic vapor product that use cartridges 3. Electronic vapor product that use tanks</p>	Given the rapidly changing landscape of electronic vapor products and devices, we need to encompass all electronic vapor products including e-hookas, e-pens, etc.
<b>NB9b</b>	<p>On average, about how many [FILL “disposable e-cigarettes” IF NB9a=1]; [FILL “e-cigarette cartridges” if NB9a=2]; [FILL “e-cigarette tanks” if NB9a=3] do you now use each week?</p> <p>_____ [ENTER NUMBER]</p>	Revision (Minor)	<p><b>NB9b.</b> On average, about how many [FILL “disposable electronic vapor products” IF NB9a=1]; [FILL “electronic vapor cartridges” if NB9a=2]; [FILL “electronic vapor tanks” if NB9a=3] do you now use each week?</p> <p>_____ [ENTER NUMBER]</p>	Given the rapidly changing landscape of electronic vapor products and devices, we need to encompass all electronic vapor products including e-hookas, e-pens, etc.
<b>NB10</b>	<p>Are any of the following a reason why you [IF NB9=3, FILL: first tried; IF NB9=1 or 2, FILL: currently use] electronic cigarettes/e-cigarettes?</p> <p>[SELECT ALL THAT APPLY, PRESENT RANDOMLY]</p> <p>Yes      No</p> <p>B10_1. They cost less than other forms of tobacco [PATH] B10_2. They can be used in places where smoking cigarettes isn’t allowed B10_3. They might be less harmful to me than regular cigarettes B10_4. They might be less harmful to people around me than regular cigarettes B10_5. Electronic cigarettes/e-cigarettes come in flavors I like B10_6. Electronic cigarettes/e-cigarettes can help me quit smoking regular cigarettes B10_7. Electronic cigarettes/e-cigarettes can help me reduce the number of regular cigarettes I smoke. B10_8. Electronic cigarettes/e-cigarettes don’t smell B10_9. Using an electronic cigarette/e-cigarette feels like smoking a regular cigarette</p>	Revision (Minor)	<p><b>NB10.</b> Are any of the following a reason why you [IF NB9=3, FILL: first tried; IF NB9=1 or 2, FILL: currently use] electronic vapor products?</p> <p>[SELECT ALL THAT APPLY, PRESENT RANDOMLY]</p> <p>Yes      No</p> <p>B10_1. They cost less than other forms of tobacco [PATH] B10_2. They can be used in places where smoking cigarettes isn’t allowed B10_3. They might be less harmful to me than regular cigarettes B10_4. They might be less harmful to people around me than regular cigarettes B10_5. Electronic vapor products come in flavors I like B10_6. Electronic vapor products can help me quit smoking regular cigarettes B10_7. Electronic vapor products can help me reduce the number of regular cigarettes I smoke. B10_8. Electronic vapor products don’t smell B10_9. Using an electronic vapor product feels like smoking a regular cigarette B10_10. Electronic vapor products don’t bother people</p>	Given the rapidly changing landscape of electronic vapor products and devices, we need to encompass all electronic vapor products including e-hookas, e-pens, etc.

	<p>B10_10. Electronic cigarettes/e-cigarettes don't bother people who don't use tobacco</p> <p>B10_11. The advertising for electronic cigarettes/e-cigarettes appeals to me.</p> <p>B10_12. They help me deal with cravings to smoke.</p> <p>B10_13. I have a friend or family member who suggested I use electronic cigarettes/e-cigarettes as a way to quit smoking.</p> <p>B10_14. I was curious about electronic cigarettes/e-cigarettes</p> <p>B10_15. Other, specify _____</p>		<p>who don't use tobacco</p> <p>B10_11. The advertising for electronic vapor products appeals to me.</p> <p>B10_12. They help me deal with cravings to smoke.</p> <p>B10_13. I have a friend or family member who suggested I use electronic vapor products as a way to quit smoking.</p> <p>B10_14. I was curious about electronic vapor products</p> <p>B10_15. Other, specify _____</p>	
<b>NB11</b>	<p>Which of those is the main reason you [IF NB9=3, FILL: first tried; IF NB9=1 or 2, FILL: currently use] electronic cigarettes/e-cigarettes?</p> <p>[IF MORE THAN ONE ITEM SELECTED IN NB10, DISPLAY LIST OF ALL REASONS SELECTED IN NB10. IF ONLY ONE ITEM SELECTED IN B10, FILL FOR NB11]</p>	Revision (Minor)	<p><b>NB11.</b> Which of those is the main reason you [IF NB9=3, FILL: first tried; IF NB9=1 or 2, FILL: currently use] electronic vapor products?</p> <p>[IF MORE THAN ONE ITEM SELECTED IN NB10, DISPLAY LIST OF ALL REASONS SELECTED IN NB10. IF ONLY ONE ITEM SELECTED IN B10, FILL FOR NB11]</p>	Given the rapidly changing landscape of electronic vapor products and devices, we need to encompass all electronic vapor products including e-hookas, e-pens, etc.
<b>NB11a</b>	<p>You indicated previously that you have tried electronic cigarettes/e-cigarettes before but do not currently use them. Using the text box below, tell us in a few words why you do not use electronic cigarettes/e-cigarettes now.</p> <p>OPEN-ENDED _____</p>	Revision (Minor)	<p><b>NB11a.</b> You indicated previously that you have tried electronic vapor products before but do not currently use them. Using the text box below, tell us in a few words why you do not use electronic vapor products now.</p> <p>OPEN-ENDED _____</p>	Given the rapidly changing landscape of electronic vapor products and devices, we need to encompass all electronic vapor products including e-hookas, e-pens, etc.
<b>NB12</b>	<p>Do you use electronic cigarettes/e-cigarettes in places where smoking regular cigarettes is not allowed?</p> <p>1. Yes 2. No</p>	Revision (Minor)	<p><b>NB12.</b> Do you use electronic vapor products in places where smoking regular cigarettes is not allowed?</p> <p>1. Yes 2. No</p>	Given the rapidly changing landscape of electronic vapor products and devices, we need to encompass all electronic vapor products including e-hookas, e-pens, etc.
<b>NB12a</b>	<p>Do you use electronic/e-cigarettes in any of the following places?</p> <p>1. Yes 2. No</p> <p>B12a_1. Restaurants or bars B12a_2. Stores or shopping malls B12a_3. Airplanes B12a_4. Beaches, parks, or other outdoor places B12a_5. In your car or other type of vehicle B12a_6. In your home B12a_7. Somewhere else, specify _____</p>	Revision (Minor)	<p><b>NB12a.</b> Do you use electronic vapor products in any of the following places?</p> <p>1. Yes 2. No</p> <p>B12a_1. Restaurants or bars B12a_2. Stores or shopping malls B12a_3. Airplanes B12a_4. Beaches, parks, or other outdoor places B12a_5. In your car or other type of vehicle B12a_6. In your home B12a_7. Somewhere else, specify _____</p>	Given the rapidly changing landscape of electronic vapor products and devices, we need to encompass all electronic vapor products including e-hookas, e-pens, etc.

<p><b>NB13</b></p>	<p>As far as you know or believe are electronic cigarettes/e-cigarettes less harmful than regular cigarettes, more harmful than regular cigarettes, or are they equally harmful to health?</p> <p>Please indicate your answer on a scale of 1 to 5, where one is much less harmful, 3 is the same as regular cigarettes, and 5 is much more harmful.</p> <p>1 (much less harmful than regular cigarettes)</p> <p>2</p> <p>3 (the same as regular cigarettes)</p> <p>4</p> <p>5 (much more harmful than regular cigarettes)</p>	<p>Revision (Minor)</p>	<p><b>NB13.</b> As far as you know or believe are electronic vapor products less harmful than regular cigarettes, more harmful than regular cigarettes, or are they equally harmful to health?</p> <p>Please indicate your answer on a scale of 1 to 5, where one is much less harmful, 3 is the same as regular cigarettes, and 5 is much more harmful.</p> <p>1 (much less harmful than regular cigarettes)</p> <p>2</p> <p>3 (the same as regular cigarettes)</p> <p>4</p> <p>5 (much more harmful than regular cigarettes)</p>	<p>Given the rapidly changing landscape of electronic vapor products and devices, we need to encompass all electronic vapor products including e-hookas, e-pens, etc.</p>
<p><b>NE14d</b></p>	<p>N/A</p>	<p>Addition</p>	<p><b>NE14d.</b> In the past 3 months, that is since [FILL DATE], have you seen or heard advertisements for medications or products to help people quit smoking such as Chantix, nicotine patches, or nicotine gums?</p> <p>1. Never</p> <p>2. Rarely</p> <p>3. Sometimes</p> <p>4. Often</p> <p>5. Always</p>	<p>Advertising for medications and other products to help smokers quit is now commonplace. It is possible that exposure to this advertising may impact outcomes that the National Tobacco Prevention and Control Public Education Campaign is targeting. To better account for the possibility of this influence in our analysis of the campaign's impact on smoking-related outcomes, we have included this measure for use as an additional covariate/confounder in analysis.</p>
<p><b>NF42a_x</b></p>	<p>F24a_x. This ad makes me want to try an e-cigarette.</p> <p>6. Strongly disagree</p> <p>7. Disagree</p> <p>8. Neither agree nor disagree</p> <p>9. Agree</p> <p>10. Strongly agree</p>	<p>Revision (Minor)</p>	<p><b>NF42a_x.</b> This ad makes me want to try an electronic vapor product.</p> <p>1. Strongly disagree</p> <p>2. Disagree</p> <p>3. Neither agree nor disagree</p> <p>4. Agree</p> <p>5. Strongly agree</p>	<p>Given the rapidly changing landscape of electronic vapor products, we need to encompass all electronic vapor products including e-hookas, e-pens, etc.</p>
<p><b>NF42b_x</b></p>	<p>N/A</p>	<p>Addition</p>	<p><b>NF42b_x.</b> I want a cigarette right now.</p> <p>1. Strongly disagree</p> <p>2. Disagree</p> <p>3. Neither agree nor disagree</p> <p>4. Agree</p> <p>5. Strongly agree</p>	<p>Given recent dramatic increases in advertising for electronic vapor products, there are concerns that these ads stimulate urges to use real cigarettes among nonsmokers who used to smoke. Hence we are asking this question only among former smokers (among the non-smoker sample) to gauge whether these ads may stimulate such urges to smoke again.</p>

