

Attachment D-2. Changes to Waves A-E Smoker Survey

Item	Currently Approved	Change Type	Revised	Justification
C1b	In the past 4 months, during any of the weeks listed below did you quit smoking entirely for at least one day because you were trying to quit smoking?	Deletion	N/A	Question is no longer needed as we will have full baseline data for purposes of tracking pre-campaign to post-campaign changes in key variables.
C1c	On which days did you try to quit smoking during these weeks over the past 4 months? Using your cursor, click on each day that you did not smoke cigarettes because you were trying to quit smoking. Your best guess is fine. If you did not try to quit smoking on any day during the following weeks in the past four months, select the 'Did Not' response below.	Deletion	N/A	Question is no longer needed as we will have full baseline data for purposes of tracking pre-campaign to post-campaign changes in key variables.
C1d_1	Did you use electronic vapor products on at least one day during any of the following weeks in the past 4 months?	Deletion	N/A	Question is no longer needed as we will have full baseline data for purposes of tracking pre-campaign to post-campaign changes in key variables.
C3	How long has it been since you last smoked a cigarette? _____ [ENTER NUMBER] 1. Hours (0 – 24) 2. Days (0 – 10) 3. Weeks (0 – 26) 4. Months (0 – 6)	Deletion	N/A	Question is no longer needed.
C4	When you last tried to quit smoking, did you do any of the following? 1. Yes 2. No C4_1. Give up cigarettes all at once. C4_2. Gradually cut back on cigarettes C4_3. Switch completely to electronic vapor products such as e-cigarettes, vape-pens, hookah-pens, electronic hookahs (e-hookahs),	Revision (Minor)	When you last tried to quit smoking, did you do any of the following? 1. Yes 2. No C4_1. Give up cigarettes all at once. C4_2. Gradually cut back on cigarettes C4_3. Switch completely to electronic vapor products such as e-cigarettes, vape-pens, hookah-pens, electronic hookahs (e-	Added "pharmacist" to grid list to account for additional avenues of help from health professionals that smokers may seek out in attempting to quit.

	<p>electronic cigars (e-cigars), electronic pipes (e-pipes), or e-vaporizers</p> <p>C4_4. Substitute some of your regular cigarettes with electronic vapor products such as e-cigarettes, vape-pens, hookah pens, electronic hookahs (e-hookahs), electronic cigars (e-cigars), electronic pipes (e-pipes), or e-vaporizers</p> <p>C4_5. Switch to mild or some other brand of cigarettes</p> <p>C4_6. Use nicotine replacements like the nicotine patch, nicotine gum, nicotine lozenges, nicotine nasal spray, or nicotine inhaler</p> <p>C4_7. Use medications like Wellbutrin, Zyban, bupropion, Chantix, or varenicline</p> <p>C4_8. Get help from a telephone quit line</p> <p>C4_9. Get help from a website such as Smokefree.gov</p> <p>C4_10. Get help from a doctor or other health professional</p>		<p>hookahs), electronic cigars (e-cigars), electronic pipes (e-pipes), or e-vaporizers</p> <p>C4_4. Substitute some of your regular cigarettes with electronic vapor products such as e-cigarettes, vape-pens, hookah pens, electronic hookahs (e-hookahs), electronic cigars (e-cigars), electronic pipes (e-pipes), or e-vaporizers</p> <p>C4_5. Switch to mild or some other brand of cigarettes</p> <p>C4_6. Use nicotine replacements like the nicotine patch, nicotine gum, nicotine lozenges, nicotine nasal spray, or nicotine inhaler</p> <p>C4_7. Use medications like Wellbutrin, Zyban, bupropion, Chantix, or varenicline</p> <p>C4_8. Get help from a telephone quit line</p> <p>C4_9. Get help from a website such as Smokefree.gov</p> <p>C4_10. Get help from a doctor or other health professional</p> <p>C4_11. Get help from a pharmacist</p>	
C5a	<p>During the past 6 months, that is since [FILL DATE], have you talked to any of the following types of doctors or health care professionals about quitting smoking?</p> <p>1. Yes 2. No</p> <p>C5a_1. Primary care physician</p> <p>C5a_2. Nurse</p> <p>C5a_3. Physician's Assistant (PA) or Nurse Practitioner (NP)</p> <p>C5a_4. Pharmacist</p> <p>C5a_5. Dentist or dental hygienist</p> <p>C5a_6. Eye doctor, optometrist, or ophthalmologist</p> <p>C5a_7. Therapist, psychologist, psychiatrist</p> <p>C5a_8. Cardiologist</p> <p>C5a_9. Gastroenterologist or colorectal surgeon</p>	Deletion	N/A	Item is no longer needed as the next phases of The Campaign do not feature messages that are focused on health professionals. There is no need to track this item.
C15	Among close relatives, do....	Deletion	N/A	Item is no longer needed for analysis.

	<ol style="list-style-type: none"> 1. All of them smoke? 2. Most of them smoke? 3. Most them not smoke? 4. None of them smoke? 			
B9a	N/A	Addition	<p>On the days that you use electronic vapor products, how often do you use them?</p> <ol style="list-style-type: none"> 1. Rarely 2. Sometimes 3. Often 4. Very Often 	This item is being added to provide a more rigorous measurement of e-cigarette consumption to capture intensity or levels of consumption.
D1-D7	<p>Please tell us if you strongly disagree, disagree, agree, or strongly agree with the following statements.</p> <ol style="list-style-type: none"> 1. Strongly disagree 2. Disagree 3. Agree 4. Strongly agree <p>D1. Smoking cigarettes is pleasurable D2. Smoking cigarettes relieves tension D3. Smoking helps me concentrate and do better work D4. I would be more energetic right now if I didn't smoke D5. I'm embarrassed that I have to smoke D6. Smoking is hazardous to my health D7. Smoking is harmful to others around me</p>	Deletion	N/A	These items are not linked to any current Tips ad messages and thus do not need to be tracked for evaluation of the next phases of The Campaign.
D14-D16	<p>Please tell us if you strongly disagree, disagree, agree, or strongly agree with the following statements.</p> <ol style="list-style-type: none"> 1. Strongly disagree 2. Disagree 3. Agree 4. Strongly agree <p>D14. Smoking will severely lower my quality of life in the future D16. Smokers should take warnings about cigarette smoking and lung cancer seriously</p>	Deletion	N/A	These items are not linked to any current Tips ad messages and thus do not need to be tracked for evaluation of the next phases of The Campaign.

D19	N/A	Addition	<p>Please tell us if you strongly disagree, disagree, agree, or strongly agree with the following statements.</p> <ol style="list-style-type: none"> 1. Strongly disagree 2. Disagree 3. Agree 4. Strongly agree <p>D19. Smoking cigarettes can cause medical complications and diseases that require surgeries and medical procedures to treat.</p>	This item is being added as future Campaign ads may feature messages that highlight smoking-related medical procedures and surgeries.
D21	<p>Do you believe cigarette smoking is related to</p> <ol style="list-style-type: none"> 1. Yes 2. No <p>D21_1. Lung cancer D21_2. Cancer of the mouth or throat D21_3. Heart Disease D21_4. Diabetes D21_5. Emphysema D21_6. Stroke D21_7. Hole in throat (stoma or tracheotomy) D21_8. Buerger's Disease D21_9. Amputations (removal of limbs) D21_10. Asthma D21_11. Gallstones D21_12. COPD or Chronic bronchitis D21_13. Periodontal or gum disease D21_14. Premature birth D21_15. Colorectal cancer D21_16. Macular degeneration or blindness D21_17. Depression D21_18. Anxiety Disorder</p>	Revision (Minor)	<p>Do you believe cigarette smoking is related to</p> <ol style="list-style-type: none"> 1. Yes 2. No <p>D21_1. Lung cancer D21_2. Cancer of the mouth or throat D21_3. Heart Disease D21_4. Diabetes D21_5. Emphysema D21_6. Stroke D21_7. Hole in throat (stoma or tracheotomy) D21_8. Buerger's Disease D21_9. Amputations (removal of limbs) D21_10. Asthma D21_11. Gallstones D21_12. COPD or Chronic bronchitis D21_13. Periodontal or gum disease D21_14. Premature birth D21_15. Colorectal cancer D21_16. Macular degeneration or blindness D21_17. Depression D21_18. Anxiety Disorder</p> <p>D21_19. Colon cancer</p>	Added "Colon Cancer" to the smoking-related diseases grid as future Campaign ads will feature messages that focus on this disease condition.
F24d_x	<p>You previously indicated that you have seen this ad on either a laptop or desktop computer. When you saw this ad on your computer, did you...</p> <ol style="list-style-type: none"> 1. Yes 2. No <p>F24d_x_1. Notice the ad on a Website that you</p>	Deletion	N/A	This item is no longer needed for analysis.

	were visiting? F24d_x_2. Search for the ad on YouTube, Google, or other Internet search engine?			
F25_x	<p>Please tell us if you strongly disagree, disagree, neither agree nor disagree, agree, or strongly agree with the following statements.</p> <ol style="list-style-type: none"> 1. Strongly disagree 2. Disagree 3. Neither agree nor disagree 4. Agree 5. Strongly agree <p>F25a_x. This ad is worth remembering F25b_x. This ad grabbed my attention F25c_x. This ad is powerful F25d_x. This ad is informative F25e_x. This ad is meaningful to me F25f_x. This ad is convincing F25g_x. This ad is ridiculous F25h_x. This ad is terrible F25i_x. This ad was difficult to watch</p>	Revision (Minor)	<p>Please tell us if you strongly disagree, disagree, neither agree nor disagree, agree, or strongly agree with the following statements.</p> <ol style="list-style-type: none"> 1. Strongly disagree 2. Disagree 3. Neither agree nor disagree 4. Agree 5. Strongly agree <p>F25a_x. This ad is worth remembering F25b_x. This ad grabbed my attention F25c_x. This ad is powerful F25d_x. This ad is informative F25e_x. This ad is meaningful to me F25f_x. This ad is convincing</p>	Items F25g_x, F25h_x, and F25i_x have been removed from this grid as these questions are no longer needed for analysis.
F26_x	<p>On a scale of 1 to 5, where 1 means “not at all” and 5 means “very,” please indicate how much this ad made you feel....</p> <p>1 (not at all) 2 3 4 5 (very)</p> <p>F26a_x. Sad F26b_x. Afraid F26c_x. Irritated F26d_x. Ashamed F26e_x. Discouraged F26f_x. Hopeful F26g_x. Motivated F26h_x. Understood F26i_x. Angry</p>	Revision (Minor)	<p>On a scale of 1 to 5, where 1 means “not at all” and 5 means “very,” please indicate how much this ad made you feel....</p> <p>1 (not at all) 2 3 4 5 (very)</p> <p>F26a_x. Sad F26b_x. Afraid F26d_x. Ashamed F26f_x. Hopeful F26g_x. Motivated F26h_x. Understood</p>	Items F26c_x, F26e_x, and F26i_x have been removed from this grid as these questions are no longer needed for analysis.
F31_x	<p>Did seeing these ads make you want to do any of the following?</p> <ol style="list-style-type: none"> 1. Quit smoking 2. Cut back on the number of cigarettes I smoke 3. Use electronic vapor products, such as e-cigarettes, vape-pens, hookah-pens, 	Deletion	N/A	This item is no longer needed for analysis.

	<p>electronic hookahs (e-hookahs), electronic cigars (e- cigars), electronic pipes (e-pipes), or e-vaporizers</p> <ol style="list-style-type: none"> 4. Switch to mild or some other brand of cigarettes 5. Use nicotine replacements like the nicotine patch, nicotine gum, nicotine lozenges, nicotine nasal spray, or nicotine inhaler 6. Use medications like Wellbutrin, Zyban, bupropion, Chantix, or varenicline 7. Call a telephone quitline 8. Visit a web site such as Smokefree.gov or CDC.gov/Tips 9. Talk to a doctor or other health professional about quitting 			
F35a_x	<p>In the past [FILL MONTHS SINCE CAMPAIGN LAUNCH], how frequently have you heard this ad on the radio?</p> <ol style="list-style-type: none"> 1. Rarely 2. Sometimes 3. Often 4. Very Often 	Deletion	N/A	This item is no longer needed for analysis. Measurement of simple awareness (yes/no) is sufficient for these purposes.
F38	N/A	Addition	<p>When you go to a convenience store, supermarket, or gas station, how often do you see ads or promotions for electronic cigarettes or e-cigarettes?</p> <ol style="list-style-type: none"> 1. I never go to a convenience store, supermarket, or gas station 2. Never 3. Rarely 4. Sometimes 5. Most of the time 6. Always 	This question has been added to measure exposure to e-cigarette advertising at the point-of-sale as this is the most common type of e-cigarette advertising. This is important to measure since exposure to these messages may moderate or mediate impact of The Campaign on smoking-related outcomes.
G8a	N/A	Addition	<p>In your main job, what kind of work do you do? Select one answer only.</p> <ol style="list-style-type: none"> 1. Medical Doctor (such as physician, surgeon, dentist, veterinarian) 2. Other Health Care Practitioner (such as 	Occupation has been added to facilitate enhanced analysis of the campaign's impact among subgroups of smokers and nonsmokers.

			<p>nurse, pharmacist, chiropractor, dietician)</p> <ol style="list-style-type: none"> 3. Health Technologist or Technician (such as paramedic, lab technician) 4. Health Care Support (such as nursing aide, orderly, dental assistant) Service 5. Protective Service (police, firefighters) 6. Food Preparation and Serving 7. Building and Grounds Cleaning and Maintenance 8. Personal Care and Service(hair stylists, gaming workers, entertainment) Sales 9. Sales Representative 10. Retail Sales 11. Other Sales 12. Office and Administrative Support 13. Farming, Forestry, and Fishing Precision Production, Craft and Repair 14. Construction and Extraction 15. Installation, Maintenance, and Repair 16. Precision Production (such as machinist, welder, baker, printer, tailor) 17. Transportation and Material Moving 18. Armed Forces 19. Other, please specify_____ 20. Management 21. Business and Financial Operations Professional 22. Computer and Mathematical 23. Architecture and Engineering 24. Life, Physical, and Social Sciences 25. Community and Social Services 26. Lawyer or Judge 27. Teacher, except college and university 28. Teacher, college and university 29. Other Professional 	
G11	N/A	Addition	<p>Are you currently covered by any of the following types of health insurance or health coverage plans? Mark “yes” or “no” for each type of coverage.</p> <ol style="list-style-type: none"> 1. Yes 	Type of insurance coverage has been added to enable stratified analyses of Campaign effects by types of insurance coverage. This will potentially allow the evaluation to address how the campaign benefits

			<p>2. No</p> <p>G15_1. Insurance through a current or former employer or union</p> <p>G15_2. Insurance purchased directly from an insurance company</p> <p>G15_3. Medicare, for people age 64 and over, or people with certain disabilities</p> <p>G15_4. Medicaid, or any kind of government assistance plan for those with low incomes or disability</p> <p>G15_5. TRICARE or other military health care</p> <p>G15_6. VA (including those who have ever enrolled for or used VA health care)</p> <p>G15_7. Indian Health Service</p> <p>G15_8. Any other type of health insurance or health coverage plan</p>	<p>populations that are served by particular insurance programs and health systems such as Medicaid. This will potentially expand the evidence base for The Campaign's cost effectiveness.</p>
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