**Attachment E-2. Changes to Waves A-E Nonsmoker Survey**

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| **Item** | **Currently Approved** | **Change Type** | **Revised** | **Justification** |
| **NB3** | 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. |
| **NB4** | When you last tried to quit smoking, did you do any of the following?  1. Yes 2. No  NB4\_1. Give up cigarettes all at once.  NB4\_2. Gradually cut back on cigarettes  NB4\_3. Switch completely to 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  NB4\_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  NB4\_5. Switch to mild or some other brand of cigarettes  NB4\_6. Use nicotine replacements like the nicotine patch, nicotine gum, nicotine lozenges, nicotine nasal spray, or nicotine inhaler  NB4\_7. Use medications like Wellbutrin, Zyban, buproprion, Chantix, or varenicline  NB4\_8. Get help from a telephone quit line  NB4\_9. Get help from a website such as Smokefree.gov  NB4\_10. Get help from a doctor or other health professional | Revision (Minor) | When you last tried to quit smoking, did you do any of the following?  1. Yes 2. No  NB4\_1. Give up cigarettes all at once.  NB4\_2. Gradually cut back on cigarettes  NB4\_3. Switch completely to 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  NB4\_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  NB4\_5. Switch to mild or some other brand of cigarettes  NB4\_6. Use nicotine replacements like the nicotine patch, nicotine gum, nicotine lozenges, nicotine nasal spray, or nicotine inhaler  NB4\_7. Use medications like Wellbutrin, Zyban, buproprion, Chantix, or varenicline  NB4\_8. Get help from a telephone quit line  NB4\_9. Get help from a website such as Smokefree.gov  NB4\_10. Get help from a doctor or other health professional  NB4\_11. Get help from a pharmacist | Added “pharmacist” to grid list to account for additional avenues of help from health professionals that smokers may seek out in attempting to quit. |
| **NB5a** | 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?  1. Yes 2. No  NB5a\_1. Primary care physician  NB5a\_2. Nurse  NB5a\_3. Physician’s Assistant (PA) or Nurse Practitioner (NP)  NB5a\_4. Pharmacist  NB5a\_5. Dentist or dental hygienist  NB5a\_6. Eye doctor, optometrist, or ophthalmologist  NB5a\_7. Therapist, psychologist, psychiatrist NB5a\_8. Cardiologist  NB5a\_9. Gastroenterologist or colorectal surgeon | 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. |
| **NB9a** | N/A | Addition | On the days that you use electronic vapor products, how often do you use them?   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. |
| **NC1** | Do you believe cigarette smoking is related to   1. Yes 2. No   NC1\_1. Lung cancer  NC1\_2. Cancer of the mouth or throat  NC1\_3. Heart Disease  NC1\_4. Diabetes  NC1\_5. Emphysema  NC1\_6. Stroke  NC1\_7. Hole in throat (stoma or tracheotomy)  NC1\_8. Buerger’s Disease  NC1\_9. Amputations (removal of limbs)  NC1\_10. Asthma  NC1\_11. Gallstones  NC1\_12. COPD or Chronic bronchitis  NC1\_13. Periodontal or gum disease  NC1\_14. Premature birth  NC1\_15. Colorectal cancer  NC1\_16. Macular degeneration or blindness  NC1\_17. Depression  NC1\_18. Anxiety Disorder | Revision (Minor) | Do you believe cigarette smoking is related to   1. Yes 2. No   NC1\_1. Lung cancer  NC1\_2. Cancer of the mouth or throat  NC1\_3. Heart Disease  NC1\_4. Diabetes  NC1\_5. Emphysema  NC1\_6. Stroke  NC1\_7. Hole in throat (stoma or tracheotomy)  NC1\_8. Buerger’s Disease  NC1\_9. Amputations (removal of limbs)  NC1\_10. Asthma  NC1\_11. Gallstones  NC1\_12. COPD or Chronic bronchitis  NC1\_13. Periodontal or gum disease  NC1\_14. Premature birth  NC1\_15. Colorectal cancer  NC1\_16. Macular degeneration or blindness  NC1\_17. Depression  NC1\_18. Anxiety Disorder  NC1\_19. Colon cancer | Added “Colon Cancer” to the smoking-related diseases grid as future Campaign ads will feature messages that focus on this disease condition. |
| **NC1b** | 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. |
| **NC1c** | 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. |
| **NC1d\_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. |
| **ND19** | N/A | Addition | Please tell us if you strongly disagree, disagree, agree, or strongly agree with the following statements.   1. Strongly disagree 2. Disagree 3. Agree 4. Strongly agree   ND19. Smoking cigarettes can cause medical complications and diseases that require surgeries and medical procedures to treat. | This item is being added as future Campaign ads may feature messages that highlight smoking-related medical procedures and surgeries. |
| **NF24d\_x** | 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…   1. Yes 2. No   NF24d\_x\_1. Notice the ad on a Website that you were visiting?  NF24d\_x\_2. Search for the ad on YouTube, Google, or other Internet search engine? | Deletion | N/A | This item is no longer needed for analysis. |
| **NF25\_x** | Please tell us if you strongly disagree, disagree, neither agree nor disagree, agree, or strongly agree with the following statements.   1. Strongly disagree 2. Disagree 3. Neither agree nor disagree 4. Agree 5. Strongly agree   NF25a\_x. This ad is worth remembering  NF25b\_x. This ad grabbed my attention  NF25c\_x. This ad is powerful  NF25d\_x. This ad is informative  NF25e\_x. This ad is meaningful to me  NF25f\_x. This ad is convincing  NF25g\_x. This ad is ridiculous  NF25h\_x. This ad is terrible  NF25i\_x. This ad was difficult to watch | Revision (Minor) | Please tell us if you strongly disagree, disagree, neither agree nor disagree, agree, or strongly agree with the following statements.   1. Strongly disagree 2. Disagree 3. Neither agree nor disagree 4. Agree 5. Strongly agree   NF25a\_x. This ad is worth remembering  NF25b\_x. This ad grabbed my attention  NF25c\_x. This ad is powerful  NF25d\_x. This ad is informative  NF25e\_x. This ad is meaningful to me  NF25f\_x. This ad is convincing | Items NF25g\_x, NF25h\_x, and NF25i\_x have been removed from this grid as these questions are no longer needed for analysis. |
| **NF26\_x** | 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….  1 (not at all) 2 3 4 5 (very)  NF26a\_x. Sad  NF26b\_x. Afraid  NF26c\_x. Irritated  NF26d\_x. Ashamed  NF26e\_x. Discouraged  NF26f\_x. Hopeful  NF26g\_x. Motivated  NF26h\_x. Understood  NF26i\_x. Angry | Revision (Minor) | 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….  1 (not at all) 2 3 4 5 (very)  NF26a\_x. Sad  NF26b\_x. Afraid  NF26d\_x. Ashamed  NF26f\_x. Hopeful  NF26g\_x. Motivated  NF26h\_x. Understood | Items NF26c\_x, NF26e\_x, and NF26i\_x have been removed from this grid as these questions are no longer needed for analysis. |
| **NF35\_x** | N/A | Addition | Have you heard this ad on the radio in the past [FILL MONTHS] months, since [FILL CAMPAIGN LAUNCH DATE]?   1. Yes 2. No | Item added to capture basic awareness of Campaign radio ads. |
| **NF35a\_x** | In the past [FILL MONTHS SINCE CAMPAIGN LAUNCH], how frequently have you heard this ad on the radio?   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. |
| **NF38** | N/A | Addition | 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?   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. |
| **NG8a** | N/A | Addition | In your main job, what kind of work do you do? Select one answer only.   1. Medical Doctor (such as physician, surgeon, dentist, veterinarian) 2. Other Health Care Practitioner (such as nurse, pharmacist, chiropractor, dietician) 3. Health Technologist or Technician (such as paramedic, lab technician) 4. Health Care Support (such as nursing aide, orderly, dental assistant)   Service   1. Protective Service ( police, firefighters) 2. Food Preparation and Serving 3. Building and Grounds Cleaning and Maintenance 4. Personal Care and Service(hair stylists, gaming workers, entertainment)   Sales   1. Sales Representative 2. Retail Sales 3. Other Sales 4. Office and Administrative Support 5. Farming, Forestry, and Fishing   Precision Production, Craft and Repair   1. Construction and Extraction 2. Installation, Maintenance, and Repair 3. Precision Production (such as machinist, welder, baker, printer, tailor) 4. Transportation and Material Moving 5. Armed Forces 6. Other, please specify\_\_\_\_\_\_\_\_ 7. Management 8. Business and Financial Operations Professional 9. Computer and Mathematical 10. Architecture and Engineering 11. Life, Physical, and Social Sciences 12. Community and Social Services 13. Lawyer or Judge 14. Teacher, except college and university 15. Teacher, college and university 16. Other Professional | Occupation has been added to facilitate enhanced analysis of the campaign’s impact among subgroups of smokers and nonsmokers. |
| **NG11** | N/A | Addition | 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.   1. Yes 2. No   G15\_1. Insurance through a current or former employer or union  G15\_2. Insurance purchased directly from an insurance company  G15\_3. Medicare, for people age 64 and over, or people with certain disabilities  G15\_4. Medicaid, or any kind of government assistance plan for those with low incomes or disability  G15\_5. TRICARE or other military health care  G15\_6. VA (including those who have ever enrolled for or used VA health care)  G15\_7. Indian Health Service  G15\_8. Any other type of health insurance or health coverage plan | 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 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. |