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

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| **Item** | **Currently Approved** | **Change Type** | **Revised** | **Justification** |
| **C1b** | In the past 4 monhts, 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. NoC4\_1. Give up cigarettes all at once.C4\_2. Gradually cut back on cigarettesC4\_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-vaporizersC4\_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-vaporizersC4\_5. Switch to mild or some other brand of cigarettesC4\_6. Use nicotine replacements like the nicotine patch, nicotine gum, nicotine lozenges, nicotine nasal spray, or nicotine inhalerC4\_7. Use medications like Wellbutrin, Zyban, buproprion, Chantix, or vareniclineC4\_8. Get help from a telephone quit lineC4\_9. Get help from a website such as Smokefree.govC4\_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. NoC4\_1. Give up cigarettes all at once.C4\_2. Gradually cut back on cigarettesC4\_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-vaporizersC4\_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-vaporizersC4\_5. Switch to mild or some other brand of cigarettesC4\_6. Use nicotine replacements like the nicotine patch, nicotine gum, nicotine lozenges, nicotine nasal spray, or nicotine inhalerC4\_7. Use medications like Wellbutrin, Zyban, buproprion, Chantix, or vareniclineC4\_8. Get help from a telephone quit lineC4\_9. Get help from a website such as Smokefree.govC4\_10. Get help from a doctor or other health professionalC4\_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. |
| **C5a** | 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. NoC5a\_1. Primary care physicianC5a\_2. NurseC5a\_3. Physician’s Assistant (PA) or Nurse Practitioner (NP)C5a\_4. PharmacistC5a\_5. Dentist or dental hygienistC5a\_6. Eye doctor, optometrist, or ophthalmologist C5a\_7. Therapist, psychologist, psychiatrist C5a\_8. CardiologistC5a\_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. |
| **C15** | Among close relatives, do….1. All of them smoke?
2. Most of them smoke?
3. Most them not smoke?
4. None of them smoke?
 | Deletion | N/A | Item is no longer needed for analysis. |
| **B9a** | 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. |
| **D1-D7** | 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

D1. Smoking cigarettes is pleasurableD2. Smoking cigarettes relieves tensionD3. Smoking helps me concentrate and do better workD4. I would be more energetic right now if I didn’t smokeD5. I’m embarrassed that I have to smokeD6. Smoking is hazardous to my healthD7. Smoking is harmful to others around me | 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** | 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

D14. Smoking will severely lower my quality of life in the futureD16. Smokers should take warnings about cigarette smoking and lung cancer seriously | 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 | 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

D19. 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. |
| **D21** | Do you believe cigarette smoking is related to1. Yes
2. No

D21\_1. Lung cancerD21\_2. Cancer of the mouth or throatD21\_3. Heart DiseaseD21\_4. DiabetesD21\_5. EmphysemaD21\_6. StrokeD21\_7. Hole in throat (stoma or tracheotomy)D21\_8. Buerger’s DiseaseD21\_9. Amputations (removal of limbs)D21\_10. AsthmaD21\_11. GallstonesD21\_12. COPD or Chronic bronchitisD21\_13. Periodontal or gum diseaseD21\_14. Premature birthD21\_15. Colorectal cancerD21\_16. Macular degeneration or blindnessD21\_17. DepressionD21\_18. Anxiety Disorder | Revision (Minor) | Do you believe cigarette smoking is related to1. Yes
2. No

D21\_1. Lung cancerD21\_2. Cancer of the mouth or throatD21\_3. Heart DiseaseD21\_4. DiabetesD21\_5. EmphysemaD21\_6. StrokeD21\_7. Hole in throat (stoma or tracheotomy)D21\_8. Buerger’s DiseaseD21\_9. Amputations (removal of limbs)D21\_10. AsthmaD21\_11. GallstonesD21\_12. COPD or Chronic bronchitisD21\_13. Periodontal or gum diseaseD21\_14. Premature birthD21\_15. Colorectal cancerD21\_16. Macular degeneration or blindnessD21\_17. DepressionD21\_18. Anxiety DisorderD21\_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. |
| **F24d\_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

F24d\_x\_1. Notice the ad on a Website that you were visiting?F24d\_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. |
| **F25\_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

F25a\_x. This ad is worth rememberingF25b\_x. This ad grabbed my attentionF25c\_x. This ad is powerfulF25d\_x. This ad is informativeF25e\_x. This ad is meaningful to meF25f\_x. This ad is convincingF25g\_x. This ad is ridiculousF25h\_x. This ad is terribleF25i\_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

F25a\_x. This ad is worth rememberingF25b\_x. This ad grabbed my attentionF25c\_x. This ad is powerfulF25d\_x. This ad is informativeF25e\_x. This ad is meaningful to meF25f\_x. This ad is convincing | 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** | 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)F26a\_x. SadF26b\_x. AfraidF26c\_x. IrritatedF26d\_x. AshamedF26e\_x. DiscouragedF26f\_x. HopefulF26g\_x. MotivatedF26h\_x. UnderstoodF26i\_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)F26a\_x. SadF26b\_x. AfraidF26d\_x. AshamedF26f\_x. HopefulF26g\_x. MotivatedF26h\_x. Understood | 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** | Did seeing these ads make you want to do any of the following?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, electronic hookahs (e-hookahs), electronic cigars (e- cigars), electronic pipes (e-pipes), or e-vaporizers
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, buproprion, 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
 | Deletion | N/A | This item is no longer needed for analysis. |
| **F35a\_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. |
| **F38** | 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. |
| **G8a** | 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. |
| **G11** | 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 unionG15\_2. Insurance purchased directly from an insurance companyG15\_3. Medicare, for people age 64 and over, or people with certain disabilitiesG15\_4. Medicaid, or any kind of government assistance plan for those with low incomes or disabilityG15\_5. TRICARE or other military health careG15\_6. VA (including those who have ever enrolled for or used VA health care)G15\_7. Indian Health ServiceG15\_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. |