**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. 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), electronic cigars (e-cigars), electronic pipes (e-pipes), or e-vaporizers  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  C4\_5. Switch to mild or some other brand of cigarettes  C4\_6. Use nicotine replacements like the nicotine patch, nicotine gum, nicotine lozenges, nicotine nasal spray, or nicotine inhaler  C4\_7. Use medications like Wellbutrin, Zyban, buproprion, Chantix, or varenicline  C4\_8. Get help from a telephone quit line  C4\_9. Get help from a website such as Smokefree.gov  C4\_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  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), electronic cigars (e-cigars), electronic pipes (e-pipes), or e-vaporizers  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  C4\_5. Switch to mild or some other brand of cigarettes  C4\_6. Use nicotine replacements like the nicotine patch, nicotine gum, nicotine lozenges, nicotine nasal spray, or nicotine inhaler  C4\_7. Use medications like Wellbutrin, Zyban, buproprion, Chantix, or varenicline  C4\_8. Get help from a telephone quit line  C4\_9. Get help from a website such as Smokefree.gov  C4\_10. Get help from a doctor or other health professional  C4\_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. No  C5a\_1. Primary care physician  C5a\_2. Nurse  C5a\_3. Physician’s Assistant (PA) or Nurse Practitioner (NP)  C5a\_4. Pharmacist  C5a\_5. Dentist or dental hygienist  C5a\_6. Eye doctor, optometrist, or ophthalmologist  C5a\_7. Therapist, psychologist, psychiatrist C5a\_8. Cardiologist  C5a\_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 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 | 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 future  D16. 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 to   1. Yes 2. No   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 | Revision (Minor) | Do you believe cigarette smoking is related to   1. Yes 2. No   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  D21\_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 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 | 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 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 | 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. 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 | 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. Sad  F26b\_x. Afraid  F26d\_x. Ashamed  F26f\_x. Hopeful  F26g\_x. Motivated  F26h\_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 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. |