

National Adult Tobacco Survey

2012-2013 National Adult Tobacco Survey Sample Design and Methodology Summary

January 2015

Table of Contents

<u>Chapter</u>		<u>Page</u>
1	Overview.....	1-1
2	Instrument Development and Cognitive Testing.....	2-1
	Development and Repurposing of the NATS	2-1
	Questionnaire Development Process	2-2
	Questionnaire Content.....	2-3
	Cognitive Testing	2-3
3	Sampling Methodology	3-1
	Sample Design.....	3-1
	Landline Samples	3-5
	Cell Phone Sample.....	3-5
4	Data Collection Methodology.....	4-1
	Mailing Efforts	4-1
	Advance Letter	4-1
	Extended Interviews	4-2
	Pretest	4-2
	Sample Preparation.....	4-3
	Translation of Advanced Letter and Questionnaire	4-3
	Data Collector Recruitment and Training.....	4-4
	Recruitment.....	4-4
	Training	4-4
	Development of Training Materials	4-5
	Stages of Data Collector Training	4-5
	Self-Paced.....	4-5
	Interactive Web-based Training.....	4-6
	Role Plays	4-7
	General Interviewing Techniques Training (GIT)	4-7
	CATI Training with Teltrain	4-7

Training for Spanish-Language Interviewing.....	4-8
---	-----

<u>Chapter</u>		<u>Page</u>
	Schedule and Number of Data Collectors Trained.....	4-8
	Refusal Avoidance and Conversion	4-8
	Data Collector Performance.....	4-8
	Scheduling and Release of Work.....	4-9
	LiveVox	4-9
	Inbound Toll-Free Calls.....	4-10
5	Quality Control	5-1
	Advance Letter Mailing.....	5-1
	Computer-Assisted Telephone Interview Testing.....	5-1
	Online Range and Logic Checking	5-1
	Training.....	5-1
	Supplemental Training/Debriefing.....	5-2
	Triage	5-2
	Using Comments and Problem Sheets to Find and Identify Problems.....	5-3
6	Outcome Results	6-1
7	Data Processing	7-1
	Data Review	7-1
	Data Coding	7-1
	Data Delivery	7-2
 <u>Appendixes</u>		
A	Training Plan	A-1
	Updated NATS (National Adult Tobacco Study) 2012-13 Training Plan	A-1
	Review of Commonly Asked Questions and Answers	A-2
B	NATS 2012-2013 Codebook	B-1

<u>Appendixes (continued)</u>	<u>Page</u>
C	Description of Westat Result Code and AAPOR Result Code Crosswalk.....
	C-1
	Introduction
	C-1
	Coding the Outcome of Each Call: Internal.....
	C-1
	Coding the Final Outcome of Each Case: Internal
	C-3
	Screeners for Landline Cases.....
	C-4
	Screeners for Cell-Phone Cases.....
	C-5
	Other Relevant Variables for Conversion Into AAPOR Result Codes
	C-6
	Determining AAPOR Result Codes
	C-8
	Step 1: Consider Pre-Call Results
	C-9
	Step 2: Consider Results at Extended Level if No Code from Pre-Call.....
	C-10
	Step 3: Consider Results at Screener Level if No Other Code.....
	C-11
	Discussion of Changes to Process of Converting Into AAPOR Result Codes
	C-15
D	NATS 2012-2013 Cognitive Testing Report
	D-1

Tables

2-1	NATS Questionnaire: Number of questions by topic	2-3
3-1	Completes and goals by state and sample type	3-3
4-1	Advanced mailout dates and quantities	4-1
4-2	Text changed to be read as needed	4-2
4-3	Timeslice definitions	4-10

<u>Tables (continued)</u>	<u>Page</u>
6-1 Landline and cell phone completes: Overall and by state	6-1
6-2 AAPOR Result codes.....	6-3
6-3 NATS Overall AAPOR refusal, cooperation, and contact rates by sample type	6-4
6-4 AAPOR Refusal, cooperation, and contact rate definitions	6-4
C-1 Westat result codes and descriptions	C-2
C-2 Westat final call outcome codes and descriptions	C-3
C-3 Codes for MSG pre-call result variable	C-6
C-4 Codes for LVRSLT variable	C-7
C-5 Codes for SKED.ANSMACH variable.....	C-7
C-6 Codes for SCR.N.MSGREAD and DASM.MSGREAD variables.....	C-7
C-7 Codes for FONE.RECORDN variable.....	C-8
C-8 Codes for MSG NIRF.REFWHO variable	C-8
C-9 AAPOR result assignment for pre-called sampled.....	C-9
C-10 AAPOR result assignment for extended level results	C-10
C-11 AAPOR result assignment based on screener results	C-12

The Centers for Disease Control and Prevention (CDC) and the American Legacy Foundation developed the NATS, which was originally administered as a one-time survey in 2009-2010. The original NATS questionnaire was designed using constructs from the *Key Outcome Indicators for Evaluating Comprehensive Tobacco Control Programs*, CDC's comprehensive framework for evaluation of tobacco control programs.

The 2012-2013 National Adult Tobacco Survey (NATS), a stratified, random-digit dialed, telephone survey of non-institutionalized adults 18 years of age and older, was conducted from October, 2012 to July, 2013. The purpose of the survey was to determine the prevalence of tobacco use as well as the factors promoting and impeding tobacco use among a nationally representative sample of adults.

Three hundred and five data collectors completed 57,999 full interviews and 2,198 eligible partial interviews (at least 60% complete) for a total of 60,197 qualified interviews, with just over 70,000 hours of interviewer labor hours dedicated to live data collection. Throughout this document, references to “completes” or “completed surveys” includes eligible partials unless otherwise stated. The 60% completion threshold was selected based on common industry practices for other similar types of health-related surveys. Of the 2,198 partial completes, 2,057 (94%) were at least 75% complete, while the remaining 6% of eligible partial completes were between 60% and 75% complete. The 60% threshold ensured that eligible partial interviews included all questions needed to determine smoking status and to determine use of other tobacco products, and the 75% threshold included the frequency of use for non-cigarette tobacco products (the final 25% of the questionnaire included sections on Marketing/Public Education, Purchasing, and Demographics). Five respondents had moved to a U.S. Territory when they were being interviewed, and thus, were excluded from the sample. A total of 60,192 cases were used for the weighting and data analysis.

Development and Repurposing of the NATS

The revision of the NATS questionnaire better enables the data to be used in evaluating the impact of new public health initiatives in tobacco prevention and control. A series of logic models were used to capture short- and long-term public health objectives. The revisions to the NATS questionnaire for 2012-2013 were driven by the following topic areas:

- Advertising restrictions – e.g., prohibitions on free cigarette giveaways, sponsorship of sports events, use of product descriptors deemed to be misleading;
- Information dissemination – e.g., graphic health warnings on cigarette packs, information about harmful and potentially harmful constituents in tobacco products;
- Product standards – e.g., regulations to reduce tobacco product addictiveness, appeal and/or levels of toxicants;
- Modified risk tobacco product applications – e.g., marketing of reduced harm or reduced exposure products; and
- Public education – e.g., campaigns to inform the public about tobacco regulation and to advance regulatory goals.

The revised NATS questionnaire captured the following constructs:

- **Cigarette Use Patterns.** Cigarettes are by far the largest contributor to tobacco-related disease and death in the U.S., and the questions in this section address current and past usage patterns. Many of these are the same questions as those in the previous NATS.
- **Susceptibility (Cigarettes).** These questions are asked among young adults (18-29 years old) to gauge non-smokers susceptibility to taking up cigarette smoking.
- **Purchasing Behavior (Cigarettes).** Information about smokers' purchasing patterns and use of price promotions is necessary to inform evidence-based interventions for tobacco use prevention and control programs and policies.
- **Other Tobacco Products.** With the emergence of novel tobacco products and potential for future marketing of modified risk tobacco products it is important to monitor the awareness, use, susceptibility, and risk perceptions of non-cigarette tobacco products.

- **Addiction (all Tobacco).** The most significant driver of continued use and lack of quitting success, addiction, will be important to monitor, specifically as tobacco product changes are implemented.
- **Cessation.** Standard measures of intention to quit, quit attempts, and quitting success, both for cigarettes and all tobacco product use.
- **Secondhand Smoke.** These questions measured perceptions about the harmful effects of SHS to non-smokers.
- **Marketing/Public Education.** These questions measure exposure to different types of marketing and promotion, as well as responses to health warnings on packages and advertisements.
- **Demographics.** These questions measure important covariates to identify differential impacts among subpopulations, including gender, income, marital status, and education..
- **Knowledge/Attitudes/Perceptions.** Knowledge, attitudes and perceptions of the health risks associated with tobacco products predict intentions and behaviors. These questions measure short-term outcomes of tobacco use prevention and control programs and policies

Questionnaire Development Process

The 2009-2010 NATS questionnaire, originally developed by CDC to evaluate progress towards National Tobacco Control Program and Healthy People 2020 goals, was used as the basis for the 2012-2013 NATS. The 2012-2013 NATS was designed to provide time-critical data on additional measures of nicotine dependence, risk perceptions, susceptibility of initiation among young adults, and exposure to marketing. Furthermore, tobacco use questions were expanded to encompass the full spectrum of products currently available on the market at the time.

Expert review and limited cognitive interviewing were performed on draft questionnaire items to identify opportunities to improve measure performance. Some of the changes that were made to the English and Spanish questionnaires included shortening lengthy questions; defining terms within the questions; rewording questions for clarity; and simplifying response options to decrease respondent burden. Once final, the questionnaire was programed in Cheshire, a Westat-developed Computer-assisted telephone interviewing (CATI) system.

Questionnaire Content

The questionnaire was divided into twelve sections. Table 2-1 below identifies the sections and the number of questions within each section. The table also shows the total number of non-tobacco questions within each section..

Table 2-1. NATS Questionnaire: Number of questions by topic

Section	Total number of questions	Non-tobacco questions
General Health	2	2
Cigarette Smoking	15	0
Susceptibility - Cigarettes	3	0
Other Tobacco Products	34	0
Addiction	6	0
Cessation	8	0
Marketing/Public Education	11	0
Purchasing	6	0
Demographic Items	16	16
Opinions and Attitudes	14	0
Secondhand Smoke	2	0
Closing Questions	2	2
Total	119	20

Cognitive Testing

Before fielding the final instrument, selected items were cognitively tested with 4 groups of 9 respondents in English and Spanish to assist in identifying and removing potential causes of response error. Each group of 9 contained respondents who offered a unique perspective on survey items based on their age and primary language. The four groups consisted of English-speakers aged 18-29 years, English speakers aged 30 years and over, Spanish-speakers aged 18-29 years, and Spanish-speakers aged 30 years and over. All interviews were completed in person at Westat's campus in Rockville, Maryland.

English-speaking respondents were recruited using a Craigslist advertisement and Westat's internal recruiting database. Interested parties contacted Westat and the recruiter administered a screener over the telephone to determine if the caller was eligible to participate. Spanish-speaking respondents were recruited by EurekaFacts, a business with expertise in recruiting Spanish-speaking respondents. Recruiters used the same screener, translated into Spanish.

Eligible individuals were invited to participate in the cognitive testing. To be eligible, participants had to be 18 years of age or older, not have participated in an interview or focus group for at least six months prior to the NATS interviews, or ever participated in more than one interview or focus group. A mix of current cigarette smokers, never smokers, and former smokers were recruited. In addition, Westat recruited respondents who have used a variety of other tobacco products, including cigarettes, cigars, water pipes, smokeless tobacco, and dissolvable tobacco products.

At the start of each face-to-face cognitive interview, the respondent was given the informed consent form, which included a description of the study, potential risks of participating, the right to terminate participation at any point in time, steps taken to protect anonymity, and the manner in which the data would be handled and used.

All cognitive interviews were conducted by experienced survey methodologists. Interviewers administered the selected items from the questionnaire, using follow-up probes concurrently. The cognitive probes focused primarily on item interpretation and ease of response.

Each respondent received \$75 as compensation for their time. The full cognitive testing results are included in Appendix D.

Sample Design

The universe for the 2012-2013 NATS study consisted of non-institutionalized adults aged 18 years and over residing in the 50 states and the District of Columbia (DC). Interviews were not conducted with adults living in group quarters. The sample design was a dual frame Random Digit Dialing (RDD) sample, with independent samples drawn from landline and cell phone frames. NATS 2012-2013 used a non-overlapping design where the cell phone frame was used only to find households that were cell phone only, i.e., households that rely exclusively on cell phones because they do not have a landline to use for receiving calls. The samples from each frame were also stratified by state to ensure adequate representation of each state, as well as to garner higher numbers of completed surveys from states with larger populations. Also, listed landline phone numbers (numbers that were matched to an address) were over-sampled versus unlisted numbers at a ratio of 1.5 to 1 in order to enhance efficiency and reduce costs. In all, 1,283,782 phone numbers were sampled through the RDD process, including 985,809 landline numbers and 297,973 cell phone numbers.

The sample supplier was Marketing Systems Group (MSG), which maintains the Genesys database of landline and cell telephone numbers, with landline numbers cross-referenced to addresses when available. MSG supplies samples for thousands of research studies, including a variety of national studies conducted by the CDC or conducted by states for their own purposes using protocols developed by the CDC.

The sample design for the 2012-2013 NATS had specific semi-proportional goals by state and by sample frame. Each state and the overall sample goals included 25 percent cell-only households and 75 percent landline households, regardless of whether they also had a cell phone. While recent evidence suggests that more than 25 percent of U.S. households are cell-only, the 25 percent goal was specified by CDC because it was more cost-effective. Completing surveys with cell-only respondents was considerably more expensive than completing surveys with landline households for three primary reasons. First, there was no reliable way to “purge” non-residential and non-working phone numbers. Second, the law prohibits making call attempts to cell phones using automated predictive dialers, which allows for more efficient resolution of non-contact calls. Third, the

eligibility rate among cell phone numbers was relatively low because many people reached are under the age of 18, are not cell-only, or are otherwise ineligible.

The state goals included a minimum of 800 combined completes (600 landline and 200 cell-only) from each state. Thirty states had goals of 800, accounting for 24,000 of the 60,000 target completes. The 20 most populous states had goals above 800, with the remaining 36,000 completes distributed across these states in approximate proportion to their populations. Actual production yielded numbers of complete surveys that were very close to state goals, and Westat met between 97.6 percent and 105.6 percent of the goal for each state. Table 3-1 below compares the actual numbers of completed surveys by state for each sample type and overall.

Due to a higher than anticipated purge rate (the percentage of cases screened by MSG as non-working or non-residential), monthly progress for landline completes was considerably lower than targeted. Original estimates assumed that approximately 45% of sampled landline cases would be purged as non-working or non-residential. The actual percentage purged for the duration of NATS 2012-2013 was 57.8%. While purged cases are ineligible and do impact the response rate, the higher-than-expected purge rate had a large impact on the overall sample yield rate (i.e. number of completes per sampled number). It also provided considerably fewer potential household cases from which to meet the target of completed surveys. Rather than having the expected 8.2 potential household phone numbers, the higher purge rate left about 6.3 potential household phone numbers, or about three-fourths of the sample that was needed based on the original estimates. Starting in January 2013, Westat requested a substantially larger amount of initial landline sample (total 985,809) to provide the number of workable phone numbers needed and to catch up on overall progress.

Table 3-1. Completes and goals by state and sample type

State	Landline sample			Cell sample			Overall		
	Completes	Goal	% of Goal met	Completes	Goal	% of Goal met	Completes	Goal	% of Goal met
Alabama	589	600	98.2%	195	200	97.5%	784	800	98.0%
Alaska	612	600	102.0%	200	200	100.0%	812	800	101.5%
Arizona	735	753	97.6%	245	251	97.6%	980	1,004	97.6%
Arkansas	582	600	97.0%	201	200	100.5%	783	800	97.9%
California	4,369	4,203	103.9%	1,376	1,401	98.2%	5,745	5,604	102.5%
Colorado	604	600	100.7%	205	200	102.5%	809	800	101.1%
Connecticut	597	600	99.5%	205	200	102.5%	802	800	100.3%
Delaware	617	600	102.8%	202	200	101.0%	819	800	102.4%
District of Columbia	597	600	99.5%	211	200	105.5%	808	800	101.0%
Florida	2,067	2,107	98.1%	726	702	103.4%	2,793	2,809	99.4%
Georgia	1,142	1,117	102.2%	363	372	97.6%	1,505	1,489	101.1%
Hawaii	607	600	101.2%	200	200	100.0%	807	800	100.9%
Idaho	586	600	97.7%	243	200	121.5%	829	800	103.6%
Illinois	1,481	1,460	101.4%	469	487	96.3%	1,950	1,947	100.2%
Indiana	717	727	98.6%	240	242	99.2%	957	969	98.8%
Iowa	591	600	98.5%	207	200	103.5%	798	800	99.8%
Kansas	592	600	98.7%	196	200	98.0%	788	800	98.5%
Kentucky	587	600	97.8%	197	200	98.5%	784	800	98.0%
Louisiana	602	600	100.3%	205	200	102.5%	807	800	100.9%
Maine	587	600	97.8%	214	200	107.0%	801	800	100.1%
Maryland	642	647	99.2%	217	216	100.5%	859	863	99.5%
Massachusetts	736	748	98.4%	247	249	99.2%	983	997	98.6%
Michigan	1,140	1,120	101.8%	395	373	105.9%	1,535	1,493	102.8%
Minnesota	617	600	102.8%	225	200	112.5%	842	800	105.3%
Mississippi	585	600	97.5%	209	200	104.5%	794	800	99.3%
Missouri	663	678	97.8%	240	226	106.2%	903	904	99.9%
Montana	604	600	100.7%	204	200	102.0%	808	800	101.0%
Nebraska	605	600	100.8%	205	200	102.5%	810	800	101.3%
Nevada	630	600	105.0%	205	200	102.5%	835	800	104.4%
New Hampshire	595	600	99.2%	189	200	94.5%	784	800	98.0%
New Jersey	977	985	99.2%	312	328	95.1%	1,289	1,313	98.2%
New Mexico	600	600	100.0%	212	200	106.0%	812	800	101.5%

Table 3-1. Completes and goals by state and sample type (continued)

State	Landline sample			Cell sample			Overall		
	Completes	Goal	% of Goal Met	Completes	Goal	% of Goal Met	Completes	Goal	% of Goal Met
New York	2,167	2,208	98.1%	728	736	98.9%	2,895	2,944	98.3%
North Carolina	1,087	1,067	101.9%	405	356	113.8%	1,492	1,423	104.8%
North Dakota	608	600	101.3%	195	200	97.5%	803	800	100.4%
Ohio	1,282	1,300	98.6%	424	433	97.9%	1,706	1,733	98.4%
Oklahoma	575	600	95.8%	206	200	103.0%	781	800	97.6%
Oregon	625	600	104.2%	220	200	110.0%	845	800	105.6%
Pennsylvania	1,429	1,425	100.3%	466	475	98.1%	1,895	1900	99.7%
Rhode Island	610	600	101.7%	193	200	96.5%	803	800	100.4%
South Carolina	594	600	99.0%	200	200	100.0%	794	800	99.3%
South Dakota	606	600	101.0%	204	200	102.0%	810	800	101.3%
Tennessee	711	715	99.4%	235	238	98.7%	946	953	99.3%
Texas	2,790	2,843	98.1%	931	948	98.2%	3,721	3791	98.2%
Utah	586	600	97.7%	215	200	107.5%	801	800	100.1%
Vermont	597	600	99.5%	204	200	102.0%	801	800	100.1%
Virginia	900	897	100.3%	296	299	99.0%	1,196	1196	100.0%
Washington	774	761	101.7%	251	254	98.8%	1,025	1015	101.0%
West Virginia	592	600	98.7%	214	200	107.0%	806	800	100.8%
Wisconsin	638	639	99.8%	226	213	106.1%	864	852	101.4%
Wyoming	598	600	99.7%	200	200	100.0%	798	800	99.8%
Total	45,024	45,000	100.1%	15173	15,000	101.2%	60,197	60,000	100.3%

Landline Samples

The NATS landline sample consisted of a list-assisted RDD sample of telephone numbers. To build the list-assisted frame, all possible telephone numbers were divided into blocks (or banks) of 100 numbers (e.g., 617-492-1200 to 617-492-1299). A 100-block is the series of 100 phone numbers defined by the last two digits of a 10-digit telephone number. For phone numbers with the first eight digits in common, there are 100 possible combinations of the last two digits (ranging from 00-99). To enhance efficiency and reduce costs, the frame excludes zero-blocks, i.e., those 100-blocks with zero listed phone numbers. As mentioned above, landline numbers were classified into listed and unlisted substrata based on whether the phone number was linked to an address in MSG's databases. Because listed landline numbers are much more likely to reach residential households, MSG used a sampling ratio of 1.5-to-1 for selection of telephone numbers from the listed and unlisted substrata, respectively to allow greater efficiency.

Telephone numbers were stratified into state-based strata according to the primary state served (by the area code and prefix). Prior to delivering the sample to Westat, MSG removed known non-working and known business numbers among the landline sample. Westat did not follow-up with these cases further, and thus, followed-up with about 42% of the originally generated landline sample.

Cell Phone Sample

The cell phone sample was an RDD sample of phone numbers from cell phone and cell/landline exchanges. The exchanges originate from the Telecordia® TPM™ Data Source, which included both cell phone exchanges and mixed-use exchanges. The NATS cell phone sample was stratified explicitly by state to help control the geographic distribution of the sample. The goal tracking process for cell-only surveys used the state identified by the area code and prefix of the cell phone number. However, many cell phone respondents likely lived in a state other than the one indicated by their phone number. The NATS dataset uses the actual state of residence reported, rather than the state indicated by area code and exchange. The actual state of residence was not collected until late in the interview (and then only for people who completed the interview).. The CDC has handled this issue in other nationwide surveys and has found that the net effect has a relatively minor impact on the overall geographic distribution of cell phone respondents.

Mailing Efforts

Advance Letter

Advance letters were sent to all sampled households for which addresses were obtained, with the exception of a relatively small number of sample records used as reserve sample during the final two months of data collection. Letters were double-sided with English on one side and Spanish on the other, and were addressed “Dear Resident.” Because cell phone numbers could not be reverse-matched for addresses, no advanced letter was mailed to cell phone respondents.

Each monthly sample was divided into two mail “batches” in order to maximize the number of cases that could be called at the optimal time, which was about 5 days after the mailing and ideally 1-2 days after the household received the letter. Table 4-1 below shows the mailout dates and the quantity mailed for each batch, by month.

Table 4-1. Advanced mailout dates and quantities

Sample wave month	1st Batch mailout date	1st Batch quantity	2nd Batch mailout date	2nd Batch quantity
October	9/29/2012	10,000	10/5/2012	13,750
November	10/29/2012	12,000	11/3/2012	11,801
December	11/27/2012	12,000	12/3/2012	11,763
January	12/27/2012	18,000	1/4/2013	18,558
February	1/28/2013	18,000	2/4/2013	18,342
March	2/25/2013	18,000	3/1/2013	17,854
April	3/27/2013	18,000	4/2/2013	18,691
May	4/26/2013	14,000	5/2/2013	13,120
June	5/28/2013	17,000	6/3/2013	16,184
Total		137,000		140,063

Extended Interviews

Pretest

Westat fielded the pretest during August 13-19, 2012. Due to factors related primarily to sample performance, including the higher-than-expected purge rate discussed previously, only 58 surveys out of the targeted goal of 100 were completed. The client monitoring session for the pretest took place on Thursday, August 16, 2012.

Due to the shortfall in completed surveys, Westat extended the pretest to include August 28th through September 2nd of 2012 and obtained additional landline sample from MSG. This extended fielding enabled Westat to complete a total of 120 pretest interviews.

In early September, Westat delivered a dataset with the initial 58 completed interviews, the full pretest memo and the full pretest data files. The pretest effort identified several issues to be addressed prior to the launch of the full study. These issues are summarized below:

- Changes to question wording
 - Moving text describing other tobacco products to be read if needed to reduce respondent frustration/impatience. (See Table 4-2 below).

Table 4-2. Text changed to be read as needed

Question	Variable	Text changed to be read as needed
21	CIGARPAST	“Cigarillos” are medium cigars that sometimes are sold with plastic or wooden tips. Some common brands are Black and Mild’s, Swisher Sweets, Dutch Masters and Phillies Blunts. Cigarillos are usually sold individually or in packs of 5 or 8. In contrast, little filtered cigars look like cigarettes and are usually brown in color. Like cigarettes, little filtered cigars have a spongy filter and are sold in packs of 20. Some common brands are Prime Time and Winchester little filtered cigars.
36	ECIGHEARD	Electronic cigarettes, or e-cigarettes as they are often called, are battery-operated devices that simulate smoking a cigarette, but do not involve the burning of tobacco. The heated vapor produced by an e-cigarette often contains nicotine.
46	SNUSHEARD	Snus is a moist, smokeless tobacco usually sold in individual or pre-packaged small pouches that are placed under the lip against the gum.
51	DISSHEARD	Dissolvable tobacco products contain finely ground tobacco that are placed in the mouth or on the tongue and readily dissolve.

- Adding a sentence to the race and ethnicity questions to explain that each category asks for a “yes” or “no” response (Worded as “Please answer yes or no to each category.”)
- Adding a question to verify that income is 150K or greater if respondent answers “np” when asked if their income is less than 150K.
- Adding response options of “Don’t Know” and “Refused” to select screens (Questions 109 through 124). Typically, these are not displayed and interviewers are trained to enter the appropriate codes. However, some questions about the risk perceptions of tobacco products, as well as other questions, were likely to have a significant number of “Don’t Know” responses.

Sample Preparation

On a monthly basis, Westat received two landline sample files and one cell phone sample file. The two landline files consisted of an address file and phone file. Once Westat received the files, a statistician reviewed and checked the files. The statistician first conducted a quality control procedure by matching the ID in the address file with the ID in the phone file to ensure accuracy. The statistician then formatted the phone and address files into preexisting layouts. Once this was completed, the statistician looked at the variables to ensure that all necessary variables were included, and also added a random “Baseid” variable. Then, the statistician created appropriate files to be sent to the Telephone Research Center to be uploaded into the CATI system, and mail files were sent to Westat’s Printing Services for the advanced letter mailout.

Translation of Advanced Letter and Questionnaire

Westat’s Translation Services Unit translated the advanced letter and questionnaire into Spanish. Both the letter and questionnaire were translated by one translator and reviewed by another translator and a bilingual editor for quality control. First, a native speaker reviewed the documents, consulting dictionaries and other resources to ensure the translation was appropriate and comprehensible.

Once the translation was complete, the document was reviewed by another translator. This second translator focused on equivalency between the English document and the Spanish translation. The second translator checked for any divergence in meaning between the original and the translation; potential misinterpretations (due to negative connotations or secondary meanings in the translation);

and grammar, spelling, and syntax. The translators worked together to generate a finalized draft, which was reviewed by another bilingual editor for accuracy, completeness, and proper formatting. The pretesting stage of this process was accomplished during the cognitive testing (See Appendix D).

Data Collector Recruitment and Training

Recruitment

The hiring and recruitment of data collectors occurred in August and September of 2012. The staffing department first reached out to the group of hired and experienced data collectors that were not currently assigned to a project. This recruitment effort resulted in the hiring of 223 experienced data collectors for the project. To fill in the remaining positions, the staffing department placed ads on various job boards including the one on westat.com. In this effort, staffing sought individuals who had experience in interviewing or customer service. This resulted in the hiring of 209 new data collectors. Once the new data collector passed the screening process, they went through the Westat on-boarding process, which includes gathering and completing the appropriate paperwork to allow them to legally work for Westat. Once through the screening and on-boarding processes, they went through the General Interviewing Training and project-specific training. Recruitment for Spanish-speaking data collectors took place in conjunction with that for English-only speaking individuals and consisted of the same procedures.

Training

Starting September 6, 2012, Westat fully trained over 100 interviewers to initially staff the survey. An additional 24 individuals completed their training in October. Another 181 data collectors were trained in November, December, and January to accommodate the increased sample size. A training plan for all trainings was developed (Appendix A).

Trainees were divided based on their location: “At Home,” “Twelve Oaks” (Westat’s research center in Rockville) and “Merced” (Westat’s research center in Merced, CA). The “At Home” group consisted of data collectors who worked from home. In total, 28 training sessions included “At Home” interviewers, . 12 sessions included interviewers at “Twelve Oaks” (Rockville, MD), and

seven included “Merced” interviewers. All trainees experienced the same training, regardless of location.

Development of Training Materials

The training materials were developed by a team of individuals, including members of Westat’s tobacco research study team and the TRC. The development started with the creation of a training plan (Appendix A); specific action items were then assigned to the appropriate persons. For example, the study team provided the advance letter for the self-paced tutorial whereas a member of the TRC created the mock interview materials and pronunciation guide. All materials were reviewed and approved by the tobacco research team and the CDC.

Stages of Data Collector Training

For both the pretest and the main study, interviewer training for the NATS 2012-2013 was divided into three sections: Self-Paced study, WebEx Training Session led by Westat staff, and a Role Play session. The following details the structure and content of each training session.

Self-Paced

In the self-paced portion of training, data collectors were expected to review specific materials to familiarize themselves to the study subject as well as the survey instrument. The materials were placed in Westat’s Learning Management System and the data collectors completed them when their schedules allowed. If they did not complete their self-study within the specified timeframe, they were unable to proceed to the next session of training.

Specific tasks expected of the data collectors in their self-paced study included the following:

- Review the Agenda;
- Read the Introduction to the Study;
- Review the Advance Letter;
- Learn about Commonly Asked Questions and Answers;

- Go through a full adult interview (Female smoker/33);
- Watch/Listen to the Pronunciation Guide;
- Review the Tobacco Product Reference sheet;
- Review the Instructions for using LiveVox;
- Complete LiveVox Practice A and Practice B;
- Complete the LiveVox exercise;
- Review Role Play memo; and
- Review Exercise.

Interactive Web-based Training

The WebEx session was led by project staff (i.e., trainer) and was facilitated by a TRC team leader. During the session, the trainer provided an opportunity for the trainees to ask any questions they may have had on the self-paced materials. For the majority of this training session, the trainer and trainees went through the instrument demonstrating different contact procedure scenarios. The trainer would have the interviewing platform open, making it viewable by all trainees on their computer screens via the WebEx technology.

The trainees took turns reading the questions as if they were the interviewer. The trainer acted as the respondent, answering the questions based on the practice scenario. The trainee then told the trainer which response option should be coded based on the respondent's answer. Upon completion of this training, the trainees knew how to proceed if they encountered any of the possible call outcomes including non-working and non-residential numbers, non-contacts such as answering machines, refusals during the introduction or screener, appointment scheduling, ineligible respondent/household, language issues (Spanish, other languages, or speech/hearing problems. The training also included how to properly code interrupted surveys (e.g. where the respondent refused or requested a callback during the main interview) and how to handle these when calling back.

Role Plays

In the final stage of training, the data collectors were paired up, each taking a turn as the interviewer and as the respondent. They were expected to complete a total of six role plays as the interviewer and another six as the respondent. These role plays presented different scenarios to the trainee that the interviewer might encounter during live production. A listing of these scenarios can be found in Appendix A – Training Plan.

General Interviewing Techniques Training (GIT)

Every new data collector participated in a four hour web-based GIT session. In GIT, data collectors were introduced to Westat and to survey research, shown types of survey questions and recording conventions, and taught basic ways to obtain accurate data through active listening and probing. They learned confidentiality procedures and methods for gaining respondent cooperation. The format was interspersed with exercises leading into the next lesson. Electronic transfer of exercise completion allowed the home office to review the trainee's accuracy in demonstrating knowledge and readiness for the next training stage.

CATI Training with Teltrain

Before the project-specific training, each new trainee participated in an interactive, computer-assisted tutorial training program that was supervised, but self-administered. It took each participant through the procedures for conducting interviews using CATI. The session instructed data collectors on the use of the computers, on all Westat CATI recording functions, and on special CATI commands. The script included practice in logging on to the computer and in using the keyboard, particularly those keys that control the flow of the CATI interview.

Included in the Teltrain session was a tutorial lesson on the coding of contact procedures. The contact results that were covered were: ring no answers; non-working numbers; fax machine tones; answering machines; and busy signals. Through headphones, trainees experienced exact replications of common contact situations and learned the proper coding techniques through presentation and practice. A follow-up test was administered to evaluate mastery of the contact procedures. After scoring 100 percent on this test, a data collector was eligible for the project-specific training.

Training for Spanish-Language Interviewing

All Spanish data collectors completed the English self-paced, WebEx, and Role Play sessions. They also participated in at least 2 separate Spanish Role Play sessions in which they completed the interview in Spanish with another Spanish-speaking data collector. All requirements for completion were the same as those for the English role plays. Bilingual supervisors monitored the Spanish role plays to evaluate interviewers' ability to conduct the survey conversationally, accurately, and professionally in Spanish.

Schedule and Number of Data Collectors Trained

Training with the first group began in September 2012 and continued through January 2013. Table 4-3 below shows the training dates and the number of individuals trained on each date. The numbers include data collectors from all three groups, regardless of location (i.e. at-home, in-center (TA) and in-center (Merced)).

Refusal Avoidance and Conversion

After two weeks on production, data collectors with at least four hours of work on the project participated in a refusal avoidance review session. In this session, the trainer and data collectors met as a group via WebEx where they discussed common respondent refusal techniques and ways to redirect the respondent back to the questionnaire. Refusal conversion presented common refusal scenarios and the strategies that could be used to convert the refusal to a complete.

Refusal conversion was not attempted a second time with hostile refusals. In other words, cases that were hostile on the first refusal conversion did not receive a second refusal conversion attempt. However, all other sampled persons temporarily classified as refusals were eligible for refusal conversion.

Data Collector Performance

At a minimum, ten percent of all interviewers were monitored at least once a week. They were evaluated on their telephone manner and rapport with the respondents. More specifically, the

interviewer was assessed on reading the questions verbatim, listening to the comments and questions of respondents and providing accurate probes when necessary, correctly recording the information, and gaining respondent cooperation. Westat Team Leaders and other supervisory and management staff conducted 3,201 hours of monitoring during the study. This represents 25.8% of the 12,398 hours that interviewers spent on calls connected to respondents (completed surveys, ineligible screeners, refusals, and setting appointments). While the other types of call outcomes that comprised about 43,000 hours of interviewer work time (non-contacts, non-working, and non-residential) were monitored to ensure proper coding protocol, the majority of monitoring focused on the call attempts that resulted in human contact. Monitoring efforts averaged about 75 hours per week, but were higher during times when recently trained interviewers were working. To further guarantee quality control, supervisors were assigned to a maximum of ten interviewers with whom they participated in daily briefing calls. Additionally, Westat reviewed call center shift reports and internal project tracking reports daily.

Scheduling and Release of Work

LiveVox

The outbound calls were scheduled and managed using LiveVox, a telephony system that allows data collectors to call CATI projects utilizing a predictive dialer. Predictive dialing allows the telephony system to call through cases and deliver to data collectors only those cases that require data collector intervention. The cases delivered to data collectors are those that are answered by a live respondent, cases answered by an answering machine, or those that the predictive dialer cannot define as a ring no answer, busy, or fax machine.

To maximize contact likelihood, cases that never had contact with the respondent received at least one call attempt in each of seven day and timeframe combinations called timeslice queues. These non-contact cases received at least one call per timeslice queue, up to a total of five calls per timeslice, before being finalized. The default timeslice open and close times (in respondent time) are listed below in Table 4.3.

Table 4-3. Timeslice definitions

Timeslice open and close times (respondent time)
M – F 9:00 AM – 2:00 PM
M – F 2:00 PM – 6:00 PM
M – F 6:00 PM – 7:30 PM
M – F 7:30 PM – 9:00 PM
M – F 6:00 PM – 9:00 PM
SAT – 10:00 AM – 6:00 PM
SUN – 2:00 PM – 10:00 PM

Inbound Toll-Free Calls

A toll-free phone number was included on the advanced letter. This allowed the respondent to contact Westat in the event they had questions, comments, or concerns about the study. This number was also included in the message left on answering machines. Respondents could call this number if they wished to participate even before they received a call-back. Westat's Inbound Support Services (IBSS) received the incoming calls. IBSS had a list of general and project-specific frequently asked questions with scripted answers so that they could assist any respondent who called. If the respondent was responding to a message left on their answering machine, the IBSS staff would forward the call to a project data collector. If the respondent called during non-project hours, an appointment for a callback was scheduled.

Westat IBSS staff logged 8,088 inbound calls for NATS 2012-2013. Of these, about 49 percent were calls from sampled households indicating their refusal to participate. IBSS staff identified these records and immediately coded them as refusals to prevent further calls. About 31 percent of cases were requests by sampled households for an appointment at a specific time and date where IBSS staff were able to locate the record and set the callback in the CATI system. The remaining calls were problem cases or cases where the caller did not provide enough information for IBSS staff to locate the sample record. Common problems were callers reporting that the number being called belonged to a minor under the age of 18, that the number belonged to a business, or that the respondent or household could not participate due to health problems or language barrier.

Advance Letter Mailing

Westat staff implemented quality control measures to guarantee a quality mailing effort. First, project staff reviewed proofs of mailing materials, more specifically, the advance letter and the outer envelope. Once the letters were printed and placed in the envelopes, project staff reviewed the contents of the mailing for ten percent of the sample to ensure that the letters were correct and that all of the information successfully merged onto the letter and the envelopes. Additionally, for five percent of the sample, Westat staff verified that the envelopes were stamped with first class postage, sealed, and had the official CDC logo.

Computer-Assisted Telephone Interview Testing

To ensure that the CATI instrument was of the highest quality, each response to each question, as well as every path in the questionnaire, was tested prior to the start of production. Additionally, data reviewers looked at frequencies of the test data to ensure that the program organized the data properly and was recording values according to the survey specifications.

Online Range and Logic Checking

Westat also developed a skip program to check data against its defined conditions. Westat provided the CDC with an electronic test version of the programmed survey for additional quality control.

Training

Training delivery, sequencing, scheduling, and assessments are controlled via Westat's specialized Learning Management System (LMS). As previously noted, training consisted of knowledge-based learning delivered via self-paced, computer based training, and skill-based learning delivered via live web-conferencing sessions. The LMS executes the curriculum in sequence and each module is

followed by a scored assessment. Westat required mastery of each before moving on to the next module. Upon completion of the knowledge-based portion of training, the trainees were permitted to register for the skill-based, live web conference sessions. As previously stated, a lead trainer lead an interactive session combining some lecture with mock interviewing in which the trainer played the part of the respondent and each trainee is called on to act as the data collector, demonstrating the skills that were the focus of the session. Each trainee was assessed before moving on to monitored role plays. Only after successfully completing the role plays did data collectors advance to live interviewing.

Supplemental Training/Debriefing

Two to three weeks after completion of the Role Play training, active data collectors participated in an hour-long review session. The purpose of the review was to provide a refresher of the material, to allow data collectors to speak candidly of their experiences, and to ask questions of the team leader and fellow data collectors. To accommodate the number of data collectors and provide various times, several review sessions were held. Most topics related to clarifying protocols for unusual situations and sharing strategies for gaining cooperation. Likely reflecting the extensive development of the questionnaire (material from previous rounds, cognitive testing, and pretesting), interviewers rarely expressed issues related to the questionnaire wording and when expressed, they reflected the perspective of small number of data collectors. Consequently, no script changes were proposed based on review and debriefing sessions.

Triage

Members of the triage team monitored data collection and handled issues related to sample allocation, such as ensuring that data collectors had enough available sample to work for their shift. In the event that a data collector ran out of work, triage staff recorded the information into the project-specific form detailing the issue and the resolution. This report was then sent to the TRC Operations Manager, project coordinator, and project research assistant for their review. All information was collected and sent via secure servers and no respondent information was disclosed.

Using Comments and Problem Sheets to Find and Identify Problems

In the event that the interviewer encountered an issue during data collection, they were instructed to fill out and submit a “problem sheet.” This is a secure online form that is accessible by the project coordinator. Problems include setting the wrong appointment time or any issues with the program or scheduler. In most cases, problems were solved within a few business days.

There were 45,024 completed surveys in the landline sample and 15,197 completed surveys in the cell sample. The Response Rate section below gives the additional details of response rates by sample type.

Table 6-1 below gives the total number of completes, the count of landline completes, count of cell completes, and the response rate for both Landline and Cell samples (AAPOR RR4). See Appendix C for a description of the Westat result code to AAPOR code crosswalk. The AAPOR RR4 was calculated using the following formula.¹

$$(I+P)/((I+P) + (R+NC+O) + e(UH+UO))$$

- I = Complete interview (1.1);
- P = Partial interview (1.2);
- R = Refusal and break-off (2.10);
- NC = Non-contact (2.20);
- O = Other (2.30);
- UH = Unknown if household/occupied HU (3.10);
- UO = Unknown, other (3.20, 3.30, 3.40, 3.90); and
- e = Estimated proportion of cases of unknown eligibility that are eligible.

Table 6-1. Landline and cell phone completes: Overall and by state

State	Total completes	Landline completes	Cell completes	Total response rate (AAPOR 4)	Landline response rate (AAPOR 4)	Cell response rate (AAPOR 4)
Total	60,197	45,024	15,173	44.9	47.2	36.3
Alabama	784	589	195	41.9	41.9	41.7
Alaska	812	612	200	54.3	54.0	55.4
Arizona	980	735	245	46.3	48.4	36.3
Arkansas	783	582	201	45.2	45.4	42.4
California	5,745	4,369	1,376	41.7	42.8	33.8
Colorado	809	604	205	50.6	53.6	37.7
Connecticut	802	597	205	38.1	43.5	27.4

¹ Standard Definitions Final Dispositions of Case Codes and Outcome Rates for Surveys, Revised 2011, RDD Telephone Surveys, In-Person Household Surveys, Mail Surveys of Specifically Named Persons, Internet Surveys of Specifically Named Persons, AAPOR
http://www.aapor.org/AM/Template.cfm?Section=Standard_Definitions2&Template=/CM/ContentDisplay.cfm&ContentID=3156.

Table 6-1. Landline and cell phone completes: Overall and by state (continued)

State	Total completes	Landline completes	Cell completes	Total response rate (AAPOR 4)	Landline response rate (AAPOR 4)	Cell response rate (AAPOR 4)
Delaware	819	617	202	38.6	41.7	30.7
District of Columbia	808	597	211	50.6	54.3	36.9
Florida	2,793	2,067	726	43.9	46.4	34.5
Georgia	1,505	1,142	363	45.3	47.7	35.7
Hawaii	807	607	200	42.1	42.0	30.6
Idaho	829	586	243	52.3	53.0	42.6
Illinois	1,950	1,481	469	45.7	47.9	36.2
Indiana	957	717	240	45.2	48.5	34.4
Iowa	798	591	207	49.8	52.9	39.9
Kansas	788	592	196	50.9	53.9	41.5
Kentucky	784	587	197	45.5	49.3	35.0
Louisiana	807	602	205	42.9	43.6	40.5
Maine	801	587	214	48.0	51.2	38.5
Maryland	859	642	217	44.2	48.1	34.1
Massachusetts	983	736	247	39.3	44.2	31.0
Michigan	1,535	1,140	395	47.5	51.1	35.9
Minnesota	842	617	225	50.3	54.9	38.1
Mississippi	794	585	209	43.2	43.4	41.2
Missouri	903	663	240	43.8	45.5	36.4
Montana	808	604	204	49.6	55.5	31.9
Nebraska	810	605	205	50.0	52.0	40.6
Nevada	835	630	205	41.6	42.8	33.6
New Hampshire	784	595	189	46.2	48.4	40.6
New Jersey	1,289	977	312	34.1	36.3	29.0
New Mexico	812	600	212	48.9	51.0	40.3
New York	2,895	2,167	728	40.1	43.3	31.6
North Carolina	1,492	1,087	405	46.0	48.5	38.7
North Dakota	803	608	195	50.8	52.6	45.5
Ohio	1,706	1,282	424	46.0	48.7	36.1
Oklahoma	781	575	206	44.7	46.0	39.9
Oregon	845	625	220	54.1	56.8	41.5
Pennsylvania	1,895	1,429	466	40.9	44.8	33.0
Rhode Island	803	610	193	39.6	45.5	28.7
South Carolina	794	594	200	44.7	47.5	35.6
South Dakota	810	606	204	53.2	54.7	45.5
Tennessee	946	711	235	43.8	46.1	35.0
Texas	3,721	2,790	931	45.3	46.3	36.4
Utah	801	586	215	50.9	53.1	40.5
Vermont	801	597	204	48.4	55.5	36.8
Virginia	1,196	900	296	42.4	45.3	34.5
Washington	1,025	774	251	50.0	52.5	35.6
West Virginia	806	592	214	39.9	42.8	36.9
Wisconsin	864	638	226	48.9	51.8	39.7
Wyoming	798	598	200	53.9	53.8	54.9

Completes totaled 60,197. Of these, 45,024 were from the landline sample and 15,197 came from the cell phone sample. The overall response rate (AAPOR 4) was 44.9 percent. The landline response rate was 47.2 and the cell phone rate was 36.3 percent.

Table 6-2 below shows the frequency of AAPOR result codes by sample frame.

Table 6-2. AAPOR Result codes

AAPOR Code	AAPOR Result	Landline	Cell	Total
1.1	Complete	43,819	14,180	57,999
1.21	Partial – 60% to 75% complete	60	81	141
1.22	Partial – more than 75% complete	1,145	912	2,057
2.11	Refusal	9,341	1,164	10,505
2.111	Household-level refusal	1,154	327	1,481
2.112	Known-respondent refusal	8,161	3,110	11,271
2.2	Non-contact	1,356	449	1,805
2.21	Respondent never available	2,785	943	3,728
2.31	Deceased respondent	28	2	30
2.32	Physically or mentally unable/incompetent	1,196	26	1,222
2.33	Language problem	372	126	498
2.331	Household-level language problem	485	261	746
2.36	Miscellaneous	33	13	46
3.1	Unknown if housing unit/unknown about address	90,021	76,695	166,716
3.13	No answer	86,268	6,156	92,424
3.14	Answering machine-don't know if household	28,679	18,022	46,701
3.21	No screener completed	58,235	43,171	101,406
4.1	Out of sample - other strata than originally coded	29	820	849
4.3	Non-working/disconnect	557,246	93,589	650,835
4.31	Non-working number	14	1	15
4.32	Disconnected number	7	1	8
4.33	Temporarily out of service	1	0	1
4.41	Number changed	1	0	1
4.46	Landline phone	0	574	574
4.5	Nonresidence	95,109	12,997	108,106
4.53	Group quarters	0	2	2
4.54	Person not Household resident	144	20	164
4.7	No eligible respondent	120	24,331	24,451
Total		985,809	297,973	1,283,782

Table 6-3 below gives the overall AAPOR Refusal Rates, Cooperation Rates, and Contact Rates for the landline and cell samples. Westat used AAPOR's definitions for the refusal, cooperation, and contact rates (Table 6-4). The refusal rate consists of "the proportion of all cases in which a housing unit or the respondent refuses to be interviewed, or breaks-off an interview, of all potentially eligible cases. The report provides three definitions of refusal rates, which differ from dispositions of cases

of unknown eligibility. The cooperation rate is “the proportion of all cases interviewed of all eligible units ever contacted. The report provides four definitions of cooperation rates, ranging from minimum or lowest rate, to a maximum or highest rate. The contact rate is “the proportion of all cases in which some responsible housing unit member was reached.” The report provides three definitions of contact rates.

Table 6-3. NATS Overall AAPOR refusal, cooperation, and contact rates by sample type

	Total	Landline	Cell
N	1,283,782	985,809	297,973
AAPOR Refusal Rate 1	4.7	5.6	2.8
AAPOR Refusal Rate 2	17.3	19.5	11
AAPOR Refusal Rate 3	25.4	26.6	21.3
AAPOR Cooperation Rate 1	67.5	66.7	70.2
AAPOR Cooperation Rate 2	70	68.5	75.1
AAPOR Cooperation Rate 3	69.5	68.9	71.7
AAPOR Cooperation Rate 4	72.2	70.8	76.7
AAPOR Contact Rate 1	17.2	19.7	12.2
AAPOR Contact Rate 2	64.2	69	48.3
AAPOR Contact Rate 3	94.0	94.1	93.6

Table 6-4. AAPOR Refusal, cooperation, and contact rate definitions

Cooperation Rate 1 $I/(I+P)+R+O$
Cooperation Rate 2 $(I+P)/((I+P)+R+O)$
Cooperation Rate 3 $I/((I+P)+R)$
Cooperation Rate 4 $(I+P)/((I+P)+R)$
Refusal Rate 1 $R/((I+P)+(R+NC+O) + UH + UO)$
Refusal Rate 2 $R/((I+P)+(R+NC+O) + e(UH + UO))$
Refusal Rate 3 $R/((I+P)+(R+NC+O))$
Contact Rate 1 $(I+P)+R+O / (I+P)+R+O+NC+ (UH + UO)$
Contact Rate 2 $I+P)+R+O / (I+P)+R+O+NC + e(UH+UO)$
Contact Rate 3 $(I+P)+R+O / (I+P)+R+O+NC$

Computed contact rates vary widely depending on the definition used. Contact Rate 1 assumes that all non-contacted numbers were potentially eligible households or cell respondents while Contact Rate 3 assumes that almost all of these un-contacted numbers were ineligible. These formulas represent the extremes, whereas the best assumption is that some percentage of these numbers was eligible. This assumption makes Contact Rate 2 the most reasonable estimate, though AAPOR's calculation of the eligibility rate e relies on further assumptions that treat many never-contacted cases as unknown eligibility even though the call history may have encountered an answering machine with a message suggesting the number was a residential.

Data Review

Data review consisted of two full data reviews. A full data review included looking at data from the entire questionnaire and was conducted twice during data collection. The first review occurred after the survey amassed 100 completes. In this process, the data reviewer ensured that the program was behaving as it should (e.g., skip patterns were working correctly). In this check on skip patterns, the reviewer ran frequencies of all the questions and checked the number of responses for each question, ensuring that the same number of responses went to the next “scheduled” question, whether it was the next sequential question or one further in the instrument. The second full review occurred at the end of data collection. Both reviews confirmed that the CATI program followed the questionnaire as written and specified.

Data Coding

In addition to frequency reviews, the data reviewer also looked at interviewer and respondent comments. In some cases, the interviewer would include a comment to record any extrapolating information the respondent said or to clarify a previous question’s answer. The data reviewer would review these comments and make any appropriate edits to the data. The reviewer also looked at “other/specify” answers to see if they could be coded into an existing response category, and also deleted any “duplicate data” (e.g., the respondent answered “yes” to a question and the interviewer also included “yes, the SR smokes” in the “other/specify” field). This was done on an ad hoc basis throughout data collection, as well as at the end of data collection. The reviewer also “standardized” common “other/specify” responses that did not fit into an existing category (e.g., “Latin America; from Cuba to “Latin America”).

On a daily basis, the data reviewer ran a program to identify cases that did not complete the entire interview. With this list of ID’s the data reviewer pulled up a keystroke report and restored the case to the point that the last response was recorded. The case was then rereleased into the queue to be called again and completed.

Data Delivery

All records in the raw and cleaned data files were matched with the sample data; therefore, each record had the sample demographic data associated with their answers to the survey. Additionally, final result codes were translated to AAPOR codes. Cumulative raw and clean SAS data files were also delivered at the close of a wave that included all data through the most recent wave. A codebook for the cumulative data file is available in Appendix B.

Appendix A

Training Plan

Appendix A

Training Plan

Updated NATS (National Adult Tobacco Study) 2012-13 Training Plan

Self-Tutorial LMS

Time Allotted – 2 hours

Session 1	Review the Agenda	2 minutes
Session 2	Read the Intro to the Study	5 minutes
Session 3	Review Advance Letter	3 minutes
Session 4	Learn about Commonly Asked Questions and Answers	10 minutes
Session 5	Go through a full adult interview (Female smoker/33) to begin learning the interview questions.	35 minutes
Session 6	Watch/Listen to the Pronunciation Guide	5 minutes
Session 7	Review the Tobacco Product Reference Sheet	2 minutes
Session 8	Read the instructions for using LiveVox, for use later when doing role plays in training	8 minutes
Session 9	Complete the LiveVox Practice A and Practice B	25 minutes
Session 10	Complete the LiveVox exercise	10 minutes
Session 11	Read the memo to be prepared for Role Plays	5 minutes
Session 12	Complete the Exercise using LMS materials as needed	10 minutes

Webexx

3½ hours

Introductions	5 minutes
Questions from self-tutorial	5 minutes
Interactive Interview (Male, non-smoker, 73)	30 minutes
Break	15 minutes
Review LiveVox Instructions/Do 2 or 3 actual logons to demo the process. Address questions. Everyone should have done this as part of their self-tutorial-did they do it?	60 minutes

Contact Procedures

1 hr. 15 min

1. Answering Machine
2. Extended level refusal
3. Extended Cell Time Zone Change/Exact Appt. setting
4. Non-working number at extended level
5. Cell – user is under age 18 (Ineligible)
6. Cell – user mostly uses landline (Ineligible)
7. Restart in extended, segueing into a general appt.
8. Problem case – selected adult is incapacitated
9. Language problem – Spanish, Other Language discussed
10. Language problem – Speech and hearing
11. Business reached
12. Mail out of advance letter

Questions

5 minutes

Gaining Cooperation

15 minutes

Review of Commonly Asked Questions and Answers

Role Plays

3 Hours

Role Play A – LiveVox role play done by self without a partner
Role Play 1 (Landline, M/23, smoker, 3 adults in HH-next birthday selected)
Role Play 2 (Landline, M/31, tobacco products user, Screener R selected)
Role Play 3 (Cell, F/61, R selected, non-smoker)
For the Spanish speakers, this would be done in Spanish.
Role Play 4 (Cell, F/27, R selected smoker)
For the Spanish speakers, this would be done in Spanish.
Role Play 5 – Cell ineligible (underage cell user/owner)
Role Play 6 – Cell ineligible (cell only used for emergencies, mostly uses landline)

Appendix B

NATS 2012-2013 Codebook

Appendix B

NATS 2012-2013 Codebook

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
	LASTDATE	num	8	INTERVIEW DATE		From call history	
1	GENHEALTH	num	3	WOULD YOU SAY THAT IN GENERAL YOUR HEALTH IS...?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = EXCELLENT 2 = VERY GOOD 3 = GOOD 4 = FAIR 5 = POOR	Questionnaire	/ASK ALL/
2	AGE	num	4	WHAT IS YOUR AGE?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED	Questionnaire	/ASK ALL/
3	SMOK100	num	3	HAVE YOU SMOKED AT LEAST 100 CIGARETTES IN YOUR ENTIRE LIFE?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK ALL/
4	SMOKNOW	num	3	DO YOU NOW SMOKE CIGARETTES...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = EVERY DAY 2 = SOME DAYS 3 = NOT AT ALL	Questionnaire	/ASK IF Q2 AGE EQ (18-29) OR Q3 SMOK100 EQ 1/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
5	SMOKTYPE	num	3	WHEN YOU SMOKE CIGARETTES, DO YOU USUALLY SMOKE....?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = PREMADE CIGARETTES 2 = ROLL-YOUR-OWN 3 = BOTH	Questionnaire	/ASK IF Q4 SMOKNOW EQ (1,2)/
6	SMOKMENTHREG	num	3	HAVE YOU EVER SMOKED MENTHOL CIGARETTES FOR 6 MONTHS OR MORE?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q3 SMOK100 EQ 1/
7	SMOKMENTHNOW	num	3	CURRENTLY, WHEN YOU SMOKE CIGARETTES, HOW OFTEN DO YOU SMOKE MENTHOL CIGARETTES...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = ALL OF THE TIME 2 = MOST OF THE TIME 3 = SOME OF THE TIME 4 = RARELY 5 = NEVER	Questionnaire	/ASK IF Q4 SMOKNOW EQ (1,2)/
8	SMOKPERDAY	num	3	ON AVERAGE, ABOUT HOW MANY CIGARETTES DO YOU NOW SMOKE EACH DAY?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED	Questionnaire	/ASK IF Q4 SMOKNOW EQ 1/
9	SMOKDAYS30	num	2	ON HOW MANY OF THE PAST 30 DAYS DID YOU SMOKE CIGARETTES?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED	Questionnaire	/ASK IF Q4 SMOKNOW EQ 2/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
10	SMOKSOMEDAY	num	3	# OF CIG SMOKED 1 DAY IN PAST 30 DAYS	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED	Questionnaire	/ASK IF Q9 SMOKDAYS30 EQ (1-30)/
11	SMOKLAST1	num	3	HOW LONG HAS IT BEEN SINCE YOU COMPLETELY STOPPED SMOKING CIGARETTES?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = DAYS 2 = WEEKS 3 = MONTHS 4 = YEARS 666 = DATE 888 = TODAY	Questionnaire	/ASK IF (Q3 SMOK100 EQ 1 AND Q4 SMOKNOW EQ (3,-8,-7)) OR (Q4 SMOKNOW EQ 2 AND Q9 SMOKDAYS30 EQ (0,-8,-7))/
11	SMOKLSD2	num	4	# OF DAYS SINCE LAST SMOKED CIGARETTE	-1 = INAPPLICABLE -9 = NOT ASCERTAINED	Questionnaire	Filled if smoklast1=1
11	SMOKLSM2	num	3	# OF MONTHS SINCE LAST SMOKED CIGARETTE	-1 = INAPPLICABLE -9 = NOT ASCERTAINED	Questionnaire	Filled if smoklast1=3
11	SMOKLSW2	num	4	# OF WEEKS SINCE LAST SMOKED CIGARETTE	-1 = INAPPLICABLE -9 = NOT ASCERTAINED	Questionnaire	Filled if smoklast1=2
11	SMOKLSY2	num	3	# OF YEARS SINCE LAST SMOKED CIGARETTE	-1 = INAPPLICABLE -9 = NOT ASCERTAINED	Questionnaire	Filled if smoklast1=4
11	SMOKL2DD	num	3	DATE OF STOPPED SMOKING CIGARETTE (DAY)	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED	Questionnaire	Filled if smoklast1=666
11	SMOKL2MM	num	3	DATE OF STOPPED SMOKING CIGARETTE (MONTH)	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED	Questionnaire	Filled if smoklast1=666

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
11	SMOKL2YY	num	4	DATE OF STOPPED SMOKING CIGARETTE (YEAR)	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED	Questionnaire	Filled if smoklast1=666
12	SMOKEVER	num	3	HAVE YOU EVER TRIED CIGARETTE SMOKING, EVEN ONE OR TWO PUFFS?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF (Q2 AGE EQ (18-29) AND Q3 SMOK100 EQ (2,-8,-7) AND Q4 SMOKNOW EQ (3,-8,-7)) OR (Q2 AGE EQ (-8,-7,30-130) AND Q3 SMOK100 EQ (2,-8,- 7))/
13	SMOKFIRSTAGE	num	4	HOW OLD WERE YOU THE FIRST TIME YOU SMOKED PART OR ALL OF A CIGARETTE?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED	Questionnaire	/ASK IF Q3 SMOK100 EQ 1 OR (Q2 AGE EQ (18-29) AND Q3 SMOK100 EQ (2,-8,-7) AND Q4 SMOKNOW EQ (1,2)) OR Q12 SMOKEVER EQ 1/
14	SMOKDLYPAST	num	3	HAVE YOU EVER SMOKED CIGARETTES EVERY DAY FOR AT LEAST 6 MONTHS?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q3 SMOK100 EQ 1 OR Q2 AGE EQ (18-29) AND Q3 SMOK100 EQ (2,-8,-7) AND Q4 SMOKNOW EQ (1,2)) OR Q12 SMOKEVER EQ 1/
15	SMOKDLYAGE	num	4	HOW OLD WERE YOU WHEN YOU FIRST STARTED SMOKING CIGARETTES EVERY DAY?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED	Questionnaire	/ASK IF Q4 SMOKNOW EQ 1 OR Q14 SMOKDLYPAST EQ 1/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
16	SMOKDLYLAST1	num	3	ABOUT HOW LONG HAS IT BEEN SINCE YOU LAST SMOKED CIGARETTES ON A DAILY BASIS?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = DAYS 2 = WEEKS 3 = MONTHS 4 = YEARS 666 = DATE 888 = TODAY	Questionnaire	/ASK IF Q4 SMOKNOW EQ 2 AND Q14 SMOKDLYPAST EQ 1/
16	SMOKDLD2	num	4	DAYS SINCE LAST SMOKED ON A DAILY BASIS	-1 = INAPPLICABLE -9 = NOT ASCERTAINED	Questionnaire	Fill if SMOKDLYLAST1=1
16	SMOKDLM2	num	3	MTHS SINCE LAST SMOKED ON A DAILY BASIS	-1 = INAPPLICABLE -9 = NOT ASCERTAINED	Questionnaire	Fill if SMOKDLYLAST1=3
16	SMOKDLW2	num	4	WEEKS SINCE LAST SMOKED ON A DAILY BASIS	-1 = INAPPLICABLE -9 = NOT ASCERTAINED	Questionnaire	Fill if SMOKDLYLAST1=2
16	SMOKDLY2	num	3	YEARS SINCE LAST SMOKED ON DAILY BASIS	-1 = INAPPLICABLE -9 = NOT ASCERTAINED	Questionnaire	Fill if SMOKDLYLAST1=4
16	SMOKDLDD	num	3	Date of DAYS OF LAST SMOKED CIGARETTE	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED	Questionnaire	Fill if SMOKDLYLAST1=666
16	SMOKDLMM	num	3	Date of MONTH OF LAST SMOKED CIGARETTE	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED	Questionnaire	Fill if SMOKDLYLAST1=666

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
16	SMOKDLYY	num	4	Date of YEARS OF LAST SMOKED CIGARETTE	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED	Questionnaire	Fill if SMOKDLYLAST1=666
17	SMOKYRAGO	num	3	AROUND THIS TIME 12 MONTHS AGO, WERE YOU SMOKING CIGARETTES EVERY DAY, SOME DAYS, OR NOT AT ALL?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = EVERY DAY 2 = SOME DAYS 3 = NOT AT ALL	Questionnaire	/ASK IF Q3 SMOK100 EQ 1 OR (Q2 AGE EQ (18-29) AND Q3 SMOK100 EQ (2,-8,-7) AND Q4 SMOKNOW EQ (1,2)) OR Q12 SMOKEVER EQ 1/
18	SUSCEPT1	num	3	HAVE YOU EVER BEEN CURIOUS ABOUT SMOKING A CIGARETTE? WOULD YOU SAY...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = DEFINITELY YES 2 = PROBABLY YES 3 = PROBABLY NOT 4 = DEFINITELY NOT	Questionnaire	/ASK IF Q2 AGE EQ (18-29) AND Q12 SMOKEVER EQ (2,-8,-7)/
19	SUSCEPT2	num	3	DO YOU THINK YOU WILL SMOKE A CIGARETTE SOON? WOULD YOU SAY...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = DEFINITELY YES 2 = PROBABLY YES 3 = PROBABLY NOT 4 = DEFINITELY NOT	Questionnaire	/ASK IF Q2 AGE EQ (18-29) AND Q3 SMOK100 EQ (2,-8,-7) AND Q4 SMOKNOW EQ (3,-8,-7)/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
20	SUSCEPT3	num	3	DO YOU THINK YOU WILL SMOKE A CIGARETTE IN THE NEXT YEAR? WOULD YOU SAY...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = DEFINITELY YES 2 = PROBABLY YES 3 = PROBABLY NOT 4 = DEFINITELY NOT	Questionnaire	/ASK IF Q2 AGE EQ (18-29) AND Q3 SMOK100 EQ (2,-8,-7) AND Q4 SMOKNOW EQ (3,-8,-7)/
21	CIGARPAST	num	3	HAVE YOU SMOKED CIGARS, CIGARILLOS, OR LITTLE FILTERED CIGARS AT LEAST 50 TIMES IN YOUR ENTIRE LIFE?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK ALL/
22	CIGARNOW	num	3	DO YOU NOW SMOKE CIGARS, CIGARILLOS, OR LITTLE FILTERED CIGARS EVERY DAY, SOME DAYS, RARELY, OR NOT AT ALL?	-1 = INAPPLICABLE -7 = REFUSED, -8 = DK -9 = NOT ASCERTAINED 1 = EVERY DAY 2 = SOME DAYS 3 = RARELY 4 = NOT AT ALL	Questionnaire	/ASK IF (Q2 AGE EQ (18-29) AND Q21 CIGARPAST EQ (2,-8)) OR Q21 CIGARPAST EQ 1/
23	CIGARTYPE	num	3	IS THE SIZE OF THE CIGARS, CIGARILLOS, OR LITTLE FILTERED CIGARS THAT YOU USUALLY SMOKE...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = AROUND THE LENGTH OF A CIGARETTE 2 = AROUND LENGTH OF DOLLAR BILL 3 = BETWEEN LENGTH OF CIGARETTE AND A DOLLAR 4 = DON'T HAVE A USUAL SIZE OF CIGAR	Questionnaire	/ASK IF (Q22 CIGARNOW EQ (1,2,3)/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
24	CIGARFILT	num	3	DO YOU USUALLY SMOKE A CIGAR, CIGARILLO OR LITTLE FILTERED CIGAR THAT HAS...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = SPONGY FILTER 2 = PLASTIC TIP 3 = WOODEN TIP 4 = NO FILTER OR TIP	Questionnaire	/ASK IF (Q22 CIGARNOW EQ (1,2,3) AND Q23 CIGARTYPE EQ (1,2,3,-8)/\
25	CIGARBRAND	char	40	WHAT IS THE NAME BRAND OF THE CIGAR, CIGARILLO, OR LITTLE FILTERED CIGAR THAT YOU USUALLY SMOKE?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED	Questionnaire	/ASK IF (Q22 CIGARNOW EQ (1,2,3) AND Q23 CIGARTYPE EQ (1,2,3,-8) AND Q24 CIGARFILT EQ (1,2,3,4,- 8)/
26	CIGARFLAV	num	3	IN THE PAST 30 DAYS, WERE ANY OF THE CIGARS, CIGARILLOS, OR LITTLE FILTERED CIGARS THAT YOU SMOKED FLAVORED TO TASTE LIKE MENTHOL OR MINT, CLOVE, SPICE, CANDY, FRUIT, CHOCOLATE OR OTHER SWEETS?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO 3=I DIDN'T USE PRODUCT IN PAST 30 DAYS	Questionnaire	/ASK IF (Q22 CIGARNOW EQ (1,2,3)/
27	CIGARSUSCEPT	num	3	DO YOU THINK YOU WILL SMOKE A CIGAR, CIGARILLO OR LITTLE FILTERED CIGAR WITHIN THE NEXT YEAR? WOULD YOU SAY...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = DEFINITELY YES 2 = PROBABLY YES 3 = PROBABLY NOT 4 = DEFINITELY NOT	Questionnaire	/ASK IF Q2 AGE EQ (18- 29) AND Q21CIGARPAST EQ (2,- 8) AND Q22 CIGARNOW EQ (4,-8)/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
28	PIPEREGPAST	num	3	HAVE YOU SMOKED A REGULAR PIPE FILLED WITH TOBACCO AT LEAST 50 TIMES IN YOUR ENTIRE LIFE?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK ALL/
29	PIPEREGNOW	num	3	DO YOU NOW SMOKE A REGULAR PIPE FILLED WITH TOBACCO EVERY DAY, SOME DAYS, RARELY, OR NOT AT ALL?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = EVERY DAY 2 = SOME DAYS 3 = RARELY 4 = NOT AT ALL	Questionnaire	/ASK IF (Q2 AGE EQ (18-29) AND Q28 PIPEREGPAST EQ (2,-8)) OR Q28 PIPEREGPAST EQ 1/
30	PIPEREGSUSCEPT	num	3	DO YOU THINK YOU WILL SMOKE A REGULAR PIPE FILLED WITH TOBACCO WITHIN THE NEXT YEAR? WOULD YOU SAY...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = DEFINITELY YES 2 = PROBABLY YES 3 = PROBABLY NOT 4 = DEFINITELY NOT	Questionnaire	/ASK IF Q2 AGE EQ (18-29) AND Q28 PIPEREGPAST EQ (2,-8) AND Q29 PIPEREGNOW EQ (4,-8)/
31	PIPEWTREVER	num	3	HAVE YOU EVER SMOKED TOBACCO IN A HOOKAH IN YOUR ENTIRE LIFE?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK ALL/
32	PIPEWTRTIMES	num	3	HOW MANY TIMES IN TOTAL DO YOU THINK YOU HAVE SMOKED TOBACCO IN A HOOKAH DURING YOUR LIFETIME? WOULD YOU SAY...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = 1-5 TIMES 2 = 6-20 TIMES 3 = 21-50 TIMES 4 = OVER 50 TIMES	Questionnaire	/ASK IF Q31PIPEWTREVER EQ 1/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
33	PIPEWTRNOW	num	3	DO YOU NOW SMOKE TOBACCO IN A HOOKAH EVERY DAY, SOME DAYS, RARELY OR NOT AT ALL?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = EVERY DAY 2 = SOME DAYS 3 = RARELY 4 = NOT AT ALL	Questionnaire	/ASK IF Q31 PIPEWTREVER EQ 1/
34	PIPEWTRSUSCEPT	num	3	DO YOU THINK YOU WILL SMOKE TOBACCO IN A HOOKAH WITHIN THE NEXT YEAR? WOULD YOU SAY...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = DEFINITELY YES 2 = PROBABLY YES 3 = PROBABLY NOT 4 = DEFINITELY NOT	Questionnaire	/ASK IF Q2 AGE EQ (18-29) AND (Q31 PIPEWTREVER EQ (2,-8) OR Q33 PIPEWTRNOW EQ (4,-8))/
35	PIPEFLAV	num	3	WAS ANY OF THE TOBACCO SMOKED IN A REGULAR PIPE OR HOOKAH FLAVORED? (SEE QUESTIONNAIRE)	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO 3= I DIDN'T USE PRODUCT IN PAST 30 DAYS	Questionnaire	/ASK IF Q29PIPREG NOW EQ (1,2,3) OR Q33 PIPEWTRNOW EQ (1,2,3)/
36	ECIGHEARD	num	3	BEFORE TODAY, HAD YOU EVER HEARD OF ELECTRONIC CIGARETTES OR E-CIGARETTES?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK ALL/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
37	ECIGEVER	num	3	HAVE YOU EVER USED AN ELECTRONIC CIGARETTE, EVEN JUST ONE TIME IN YOUR ENTIRE LIFE?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q36 ECIGHEARD EQ 1/
38	ECIGTIMES	num	3	HOW MANY TIMES IN TOTAL DO YOU THINK YOU HAVE USED AN ELECTRONIC-CIGARETTE DURING YOUR LIFETIME?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = 1-10 TIMES 2 = 11-20 TIMES 3 = 21-50 TIMES 4 = OVER 50 TIMES	Questionnaire	/ASK IF Q37 ECIGEVER EQ 1/
39	ECIGNOW	num	3	DO YOU NOW USE ELECTRONIC CIGARETTES....?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = EVERY DAY 2 = SOME DAYS 3 = RARELY 4 = NOT AT ALL	Questionnaire	/ASK IF Q37 ECIGEVER EQ 1/
40	ECIGFLAV	num	3	WERE ANY OF THE ELECTRONIC CIGARETTES THAT YOU USED IN THE PAST 30 DAYS FLAVORED TO TASTE LIKE MENTHOL, MINT, CLOVE, SPICE, CANDY, FRUIT, CHOCOLATE, OR OTHER SWEETS?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO 3 = I DIDN'T USE PRODUCT IN PAST 30 DAYS	Questionnaire	/ASK IF Q39 ECIGNOW EQ (1,2,3)/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
41	ECIGSUSCEPT	num	3	DO YOU THINK YOU WILL USE AN ELECTRONIC CIGARETTE OR E-CIGARETTE IN THE NEXT YEAR? WOULD YOU SAY...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = DEFINITELY YES 2 = PROBABLY YES 3 = PROBABLY NOT 4 = DEFINITELY NOT	Questionnaire	/ASK IF Q37 ECIGEVER EQ (2,-8) OR Q39 ECIGNOW EQ (4,-8)/
42	SMKOTHAGE	num	4	HOW OLD WERE YOU WHEN YOU FIRST SMOKED A CIGAR, CIGARILLO, OR LITTLE FOLTERED CIGAR; A REGULAR PIPE OR HOOKAH; OR AN ELECTRONIC CIGARETTE- EVEN IF ONLY ONE OR TWO PUFFS?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED	Questionnaire	/ASK IF Q21 CIGARPAST EQ 1 OR Q31PIPEWTREVER EQ 1 OR Q28 PIPEREGPAST EQ 1 OR Q37 ECIGEVER EQ 1/
43	CSDPAST	num	3	HAVE YOU USED CHEWING TOBACCO, SNUFF OR DIP AT LEAST 20 TIMES IN YOUR ENTIRE LIFE?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK ALL/
44	CSDNOW	num	3	DO YOU NOW USE CHEWING TOBACCO, SNUFF, OR DIP...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = EVERY DAY 2 = SOME DAYS 3 = RARELY 4 = NOT AT ALL	Questionnaire	/ASK IF (Q2 AGE EQ (18-29) AND Q43 CSDPAST EQ (2,-8)) OR Q43 CSDPAST EQ 1/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
45	CSDSUSCEPT	num	3	DO YOU THINK YOU WILL CHEW TOBACCO, OR USE SNUFF OR DIP WITHIN THE NEXT YEAR? WOULD YOU SAY...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = DEFINITELY YES 2 = PROBABLY YES 3 = PROBABLY NOT 4 = DEFINITELY NOT	Questionnaire	/ASK IF Q2 AGE EQ (18-29) AND Q43 CSDPAST EQ (2,-8) AND Q44 CSDNOW EQ (4,-8)/
46	SNUSHEARD	num	3	HAVE YOU EVER HEARD OF SNUS, SUCH AS CAMEL SNUS OR MARLBORO SNUS?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK ALL/
47	SNUSEVER	num	3	HAVE YOU EVER TRIED SNUS, EVEN JUST ONE TIME IN YOUR ENTIRE LIFE?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q46 SNUSHEARD EQ 1/
48	SNUSTIMES	num	3	HOW MANY TIMES IN TOTAL DO YOU THINK YOU HAVE USED SNUS DURING YOUR LIFETIME?	-1 = INAPPLICABLE -7 = REFUSED, -8 = DK -9 = NOT ASCERTAINED 1 = 1-10 TIMES 2 = 11-20 TIMES 3 = 21-50 TIMES 4 = OVER 50 TIMES	Questionnaire	/ASK IF Q47 SNUSEVER EQ 1/
49	SNUSNOW	num	3	DO YOU NOW USE SNUS...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = EVERY DAY 2 = SOME DAYS 3 = RARELY 4 = NOT AT ALL	Questionnaire	/ASK IF Q47 SNUSEVER EQ 1/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
50	SNUSSUSCEPT	num	3	DO YOU THINK YOU WILL USE SNUS WITHIN THE NEXT YEAR? WOULD YOU SAY...?	-1 = INAPPLICABLE -7 = REFUSED, -8 = DK -9 = NOT ASCERTAINED 1 = DEFINITELY YES 2 = PROBABLY YES 3 = PROBABLY NOT 4 = DEFINITELY NOT	Questionnaire	/ASK IF Q47 SNUSEVER EQ (2,-8) OR Q49 SNUSNOW EQ (4,-8)/
51	DISSHEARD	num	3	HAVE YOU EVER HEARD OF A DISSOLVABLE TOBACCO PRODUCT?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK ALL/
52	DISSEVER	num	3	HAVE YOU EVER TRIED A DISSOLVABLE TOBACCO PRODUCT, EVEN JUST ONE TIME IN YOUR ENTIRE LIFE?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q51 DISSHEARD EQ 1/
53	DISSTIMES	num	3	HOW MANY TIMES IN TOTAL DO YOU THINK YOU HAVE USED A DISSOLVABLE TOBACCO PRODUCT DURING YOUR LIFETIME?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = 1-10 TIMES 2 = 11-20 TIMES 3 = 21-50 TIMES 4 = OVER 50 TIMES	Questionnaire	/ASK IF Q52 DISSEVER EQ 1/
54	DISSNOW	num	3	DO YOU NOW USE DISSOLVABLE TOBACCO PRODUCTS....?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = EVERY DAY 2 = SOME DAYS 3 = RARELY 4 = NOT AT ALL	Questionnaire	/ASK IF Q52 DISSEVER EQ 1/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
55	DISSSUSCEPT	num	3	DO YOU THINK YOU WILL USE A DISSOLVABLE TOBACCO PRODUCT WITHIN THE NEXT YEAR? WOULD YOU SAY...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = DEFINITELY YES 2 = PROBABLY YES 3 = PROBABLY NOT 4 = DEFINITELY NOT	Questionnaire	/ASK IF Q52 DISSEVER EQ (2,-8) OR Q54 DISSNOW EQ (4,-8)/
56	SMKLSFLAV	num	3	IN THE PAST 30 DAYS, WAS ANY OF THE SMOKELESS TOBACCO PRODUCTS THAT YOU USED FLAVORED TO TASTE LIKE MENTHOL, MINT, CLOVE, SPICE, CANDY, FRUIT, CHOCOLATE, OR OTHER SWEETS?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO 3 = I DIDN'T USE PRODUCT IN PAST 30 DAYS	Questionnaire	/ASK IF Q44 CSDNOW EQ (1,2,3) OR Q49 SNUSNOW EQ (1,2,3) OR Q54 DISSNOW EQ (1,2,3)/
57	SMKLSAGE	num	4	HOW OLD WERE YOU WHEN YOU FIRST TRIED SMOKELESS TOBACCO PRODUCT?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED	Questionnaire	/ASK IF Q43 CSDPAST EQ 1 OR Q47 SNUSEVER EQ 1 OR Q52 DISSEVER EQ 1/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
58	TOBACYRAGO	num	3	AROUND THIS TIME 12 MONTHS AGO, WERE YOU USING ANY KIND OF TOBACCO PRODUCT?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF (Q12 SMOKEVER EQ 2 OR Q17 SMOKYRAGO EQ 3) AND (Q21 CIGARPAST EQ 1 OR Q31 PIPEWTREVER EQ 1 OR Q28 PIPEREGPAST EQ 1 OR Q37 ECIGEVER EQ 1 OR Q43 CSDPAST EQ 1 OR Q47 SNUSEVER EQ 1 OR Q52 DISSEVER EQ 1) OR [Q2 AGE EQ (18-29) AND (Q22CIGARNOW EQ (1,2,3) OR Q29 PIPEREGNOW EQ (1,2,3) OR Q44 CSDNOW EQ (1,2,3))]/
59	OTHQUITALL	num	3	HAVE YOU COMPLETELY QUIT USING ALL TYPES OF TOBACCO PRODUCTS, INCLUDING CIGARETTES, SMOKELESS TOBACCO, E- CIGARETTES, CIGARS AND PIPES?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF [(Q3 SMOK100 EQ 1 AND Q4 SMOKNOW EQ 3) OR Q12SMOKEVER EQ 1] AND [(Q21 CIGARPAST EQ 1 AND Q22 CIGARNOW EQ 4) OR (Q31 PIPEWTREVER EQ 1 AND Q33 PIPEWTRNOW EQ 4) OR (Q28 PIPEREGPAST EQ 1 AND Q29 PIPEREGNOW EQ 4) OR (Q37 ECIGEVER EQ 1 AND Q39 ECIGNOW EQ 4) OR (Q43 CSDPAST EQ 1 AND Q44 CSDNOW EQ 4) OR (Q47 SNUSEVER AND Q49 SNUSNOW EQ 4) OR (Q52 DISSEVER AND Q54 DISSNOW EQ 4)]/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
60	OTHQUIT1	num	3	ABOUT HOW LONG HAS IT BEEN SINCE YOU COMPLETELY QUIT USING TOBACCO?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = DAYS 2 = WEEKS 3 = MONTHS 4 = YEARS 666 = DATE 888 = TODAY	Questionnaire	ASKED OF RESPONDENTS WHO HAVE COMPLETELY QUIT USING ALL TYPES OF TOBACCO PRODUCTS.
60	OTHQUTD2	num	4	DAYS AGO COMPLETELY QUIT USING TOBACCO	-1 = INAPPLICABLE -9 = NOT ASCERTAINED	Questionnaire	Fill if OTHQUIT1=1
60	OTHQUTM2	num	3	MONTH AGO COMPLETELY QUIT USING TOBACCO	-1 = INAPPLICABLE -9 = NOT ASCERTAINED	Questionnaire	Fill if OTHQUIT1=3
60	OTHQUTW2	num	4	WEEKS AGO COMPLETELY QUIT USING TOBACCO	-1 = INAPPLICABLE -9 = NOT ASCERTAINED	Questionnaire	Fill if OTHQUIT1=2
60	OTHQUTY2	num	3	YEARS AGO COMPLETELY QUIT USING TOBACCO	-1 = INAPPLICABLE -9 = NOT ASCERTAINED	Questionnaire	Fill if OTHQUIT1=4
60	OTHQUTDD	num	3	DATE OF DAY OF COMPLETELY QUIT USING TOBACCO	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED	Questionnaire	Fill if OTHQUIT1=666
60	OTHQUTYY	num	4	DATE OF YEARS OF COMPLETELY QUIT USING TOBACCO	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED	Questionnaire	Fill if OTHQUIT1=666
60	OTHQUTMM	num	3	DATE OF MONTH OF COMPLETELY QUIT USING TOBACCO	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED	Questionnaire	Fill if OTHQUIT1=666

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
61	SOMEDAYUSE	num	3	THINKING ABOUT THESE TOBACCO PRODUCTS, ARE THERE SOME DAYS WHEN YOU DO NOT ANY OF THESE PRODUCTS?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	Asked of respondents who do not use any tobacco product every day and who use two or more tobacco products some days or rarely. /ASK IF EVERYDAYPRODUCTCOUNT EQ 0 AND SOMEDAYPRODUCTCOUNT EQ (2-8)
62	SMOKWAKE1	num	4	MINUTES AFTER WAKING UP TO 1ST USE CIGARETTE/CIGAR	-1 = INAPPLICABLE -9 = NOT ASCERTAINED	Questionnaire	Fill if SMOKWNUM=1
62	SMOKWAKE2	num	3	HOURS AFTER WAKING UP TO HAVE 1ST CIGARETTE/CIGAR	-1 = INAPPLICABLE -9 = NOT ASCERTAINED	Questionnaire	Fill if SMOKWNUM=2
62	SMOKWNUM	num	3	THINKING ABOUT THE TOBACCO PRODUCTS YOU USE, ON AVERAGE, HOW SOON AFTER YOU WAKE UP DO YOU USUALLY FIRST USE THIS PRODUCT OR ONE OF THESE PRODUCTS?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = MINUTES 2 = HOURS	Questionnaire	/Asked of respondents who now use a tobacco product every day/ /ASK IF EVERYDAYPRODUCTCOUNT EQ (1-8) OR Q61 SOMEDAYUSE EQ 2/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
63	AWAKEN	num	3	DO YOU SOMETIMES WAKE UP AT NIGHT IN ORDER TO HAVE A CIGARETTE OR OTHER TOBACCO PRODUCT?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q4 SMOKNOW EQ (1,2) OR Q22 CIGARNOW EQ (1,2,3) OR Q33 PIPEWTRNOW EQ (1,2,3) OR Q29 PIPEREGNOW EQ (1,2,3) OR Q39 ECIGNOW EQ (1,2,3) OR Q44 CSDNOW EQ (1,2,3) OR Q49 SNUSNOW EQ (1,2,3) OR Q54DISSNOW EQ (1,2,3)/
64	TOBACCRAVE	num	3	DURING THE PAST 30 DAYS, HAVE YOU HAD A STRONG CRAVING TO USE TOBACCO PRODUCTS OF ANY KIND?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q4 SMOKNOW EQ (1,2) OR Q22 CIGARNOW EQ (1,2,3) OR Q33 PIPEWTRNOW EQ (1,2,3) OR Q29 PIPEREGNOW EQ (1,2,3) OR Q39 ECIGNOW EQ (1,2,3) OR Q44 CSDNOW EQ (1,2,3) OR Q49 SNUSNOW EQ (1,2,3) OR Q54 DISSNOW EQ (1,2,3)/
65	TOBACNEED	num	3	DURING THE PAST 30 DAYS, DID YOU EVER FEEL LIKE YOU REALLY NEEDED TO USE A TOBACCO PRODUCT?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q4 SMOKNOW EQ (1,2) OR Q22 CIGARNOW EQ (1,2,3) OR Q33 PIPEWTRNOW EQ (1,2,3) OR Q29 PIPEREGNOW EQ (1,2,3) OR Q39 ECIGNOW EQ (1,2,3) OR Q44 CSDNOW EQ (1,2,3) OR Q49 SNUSNOW EQ (1,2,3) OR Q54 DISSNOW EQ (1,2,3)/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
66	TOBACWANT	num	3	DURING THE PAST 30 DAYS, WAS THERE A TIME WHEN YOU WANTED TO USE A TOBACCO PRODUCT SO MUCH THAT YOU FOUND IT DIFFICULT TO THINK OF ANYTHING ELSE?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q4 SMOKNOW EQ (1,2) OR Q22 CIGARNOW EQ (1,2,3) OR Q33 PIPEWTRNOW EQ (1,2,3) OR Q29 PIPEREGNOW EQ (1,2,3) OR Q39 ECIGNOW EQ (1,2,3) OR Q44 CSDNOW EQ (1,2,3) OR Q49 SNUSNOW EQ (1,2,3) OR Q54 DISSNOW EQ (1,2,3)/
67	TOBACIRRIT	num	3	HOW TRUE IS THIS STATEMENT FOR YOU? AFTER NOT USING TOBACCO FOR A WHILE, I FEEL RESTLESS AND IRRITABLE. WOULD YOU SAY...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = NOT AT ALL TRUE 2 = SOMETIMES TRUE 3 = OFTEN TRUE 4 = ALWAYS TRUE	Questionnaire	/ASK IF Q4 SMOKNOW EQ (1,2) OR Q22 CIGARNOW EQ (1,2,3) OR Q33 PIPEWTRNOW EQ (1,2,3) OR Q29 PIPEREGNOW EQ (1,2,3) OR Q39 ECIGNOW EQ (1,2,3) OR Q44 CSDNOW EQ (1,2,3) OR Q49 SNUSNOW EQ (1,2,3) OR Q54 DISSNOW EQ (1,2,3)/
68	QUITATTEMPT	num	3	DURING THE PAST 12 MONTHS, HAVE YOU STOPPED SMOKING FOR 24 HOURS OR MORE BECAUSE YOU WERE TRYING TO QUIT?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q4 SMOKNOW EQ (1,2)/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
69	ECIGSWITCH	num	3	AT ANY TIME DURING THE PAST 12 MONTHS, DID YOU COMPLETELY SWITCH FROM SMOKING TRADITIONAL CIGARETTES TO USING ELECTRONIC OR E-CIGARETTES?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q11 SMOKLAST LESS THAN OR EQUAL TO 12 MONTHS AND Q37 ECIGEVER EQ 1/
70	SMKLSSWITCH	num	3	AT ANY POINT DURING THE PAST 12 MONTHS, DID YOU COMPLETELY SWITCH FROM SMOKING CIGARETTES TO USING A SMOKELESS TOBACCO PRODUCT, SUCH AS CHEWING TOBACCO, DIP, SNUFF, OR SNUS?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q11 SMOKLAST LESS THAN OR EQUAL TO 12 MONTHS/
71	QUITCIGS	num	3	ARE YOU THINKING ABOUT QUITTING CIGARETTES FOR GOOD?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q4 SMOKNOW EQ (1,2)/
72	QUITCIGSOON	num	3	HOW SOON ARE YOU LIKELY TO QUIT SMOKING? WOULD YOU SAY...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = WITHIN THE NEXT 30 DAYS 2 = WITHIN THE NEXT 6 MONTHS 3 = WITHIN THE YEAR 4 = LONGER THAN A YEAR	Questionnaire	/ASK IF Q71 QUITCIGS EQ 1/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
73	QUITALLTOBAC	num	3	ARE YOU THINKING ABOUT QUITTING THE USE OF ALL TOBACCO PRODUCTS FOR GOOD?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF [Q71 QUITCIGS EQ 1 AND (Q22 CIGARNOW EQ (1,2,3) OR Q33 PIPEWTRNOW EQ (1,2,3) OR Q29 PIPEREGNOW EQ (1,2,3) OR Q39 ECIGNOW EQ (1,2,3) OR Q44 CSDNOW EQ (1,2,3) OR Q49 SNUSNOW EQ (1,2,3) OR Q54 DISSNOW EQ (1,2,3))] OR [Q4 SMOKNOW EQ (3,7,9) AND (Q22 CIGARNOW EQ (1,2,3) OR Q33 PIPEWTRNOW EQ (1,2,3) OR Q29 PIPEREGNOW EQ (1,2,3) OR Q39 ECIGNOW EQ (1,2,3) OR Q44 CSDNOW EQ (1,2,3) OR Q49 SNUSNOW EQ (1,2,3) OR Q54 DISSNOW EQ (1,2,3))]/
74	QUITALLTOBACSOON	num	3	HOW SOON ARE YOU LIKELY TO QUIT USING ALL TOBACCO PRODUCTS? WOULD YOU SAY...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = WITHIN THE NEXT 30 DAYS 2 = WITHIN THE NEXT 6 MONTHS 3 = WITHIN THE YEAR 4 = LONGER THAN A YEAR	Questionnaire	/ASK IF Q73 QUITALLTOBAC EQ 1/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
75	QUITPASTYR	num	3	DURING THE PAST 12 MONTHS, DID YOU STOP USING ALL KINDS OF TOBACCO PRODUCTS FOR MORE THAN ONE DAY BECAUSE YOU WERE TRYING TO QUIT USING TOBACCO?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q4 SMOKNOW EQ (1,2) OR Q22 CIGARNOW EQ (1,2,3) OR Q33 PIPEWTRNOW EQ (1,2,3) OR Q29 PIPEREGNOW EQ (1,2,3) OR Q39 ECIGNOW EQ (1,2,3) OR Q44 CSDNOW EQ (1,2,3) OR Q49 SNUSNOW EQ (1,2,3) OR Q54 DISSNOW EQ (1,2,3)/
76B	PROMO2	num	3	HAVE YOU NOTICED PROMOTIONS FOR FREE SAMPLES OF SMOKELESS TOBACCO PRODUCTS IN STORES AND VENUES WHERE CHILDREN ARE ALLOWED, IN THE PAST 30 DAYS?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q2 AGE EQ (18-29) OR Q4 SMOKNOW EQ (1,2) OR Q22 CIGARNOW EQ (1,2,3) OR Q33 PIPEWTRNOW EQ (1,2,3) OR Q29 PIPEREGNOW EQ (1,2,3) OR Q39 ECIGNOW EQ (1,2,3) OR Q44 CSDNOW EQ (1,2,3) OR Q49 SNUSNOW EQ (1,2,3) OR Q54 DISSNOW EQ (1,2,3)/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
76C	PROMO3	num	3	(HAVE YOU NOTICED PROMOTIONS FOR) EVENTS BEING SPONSORED BY A CIGARETTE OR SMOKELESS TOBACCO BRAND NAME OR LOGO,(IN THE PAST 30 DAYS)?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q2 AGE EQ (18-29) OR Q4 SMOKNOW EQ (1,2) OR Q22 CIGARNOW EQ (1,2,3) OR Q33 PIPEWTRNOW EQ (1,2,3) OR Q29 PIPEREGNOW EQ (1,2,3) OR Q39 ECIGNOW EQ (1,2,3) OR Q44 CSDNOW EQ (1,2,3) OR Q49 SNUSNOW EQ (1,2,3) OR Q54 DISSNOW EQ (1,2,3)/
76D	PROMO4	num	3	(HAVE YOU NOTICED PROMOTIONS FOR) CIGARETTES SOLD SINGLY IN STORES, OTHERWISE KNOWN AS “LOOSIES,” (IN THE PAST 30 DAYS)?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q2 AGE EQ (18-29) OR Q4SMOKNOW EQ (1,2) OR Q22 CIGARNOW EQ (1,2,3) OR Q33 PIPEWTRNOW EQ (1,2,3) OR Q29 PIPEREGNOW EQ (1,2,3) OR Q39 ECIGNOW EQ (1,2,3) OR Q44 CSDNOW EQ (1,2,3) OR Q49 SNUSNOW EQ (1,2,3) OR Q54 DISSNOW EQ (1,2,3)/
76A	PROMO1	num	3	HAVE YOU NOTICED PROMOTIONS FOR FREE SAMPLES OF CIGARETTES, IN THE PAST 30 DAYS?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q2 AGE EQ (18-29) OR Q4SMOKNOW EQ (1,2) OR Q22 CIGARNOW EQ (1,2,3) OR Q33 PIPEWTRNOW EQ (1,2,3) OR Q29 PIPEREGNOW EQ (1,2,3) OR Q39 ECIGNOW EQ (1,2,3) OR Q44 CSDNOW EQ (1,2,3) OR Q49 SNUSNOW EQ (1,2,3) OR Q54 DISSNOW EQ (1,2,3)/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
77A	RECVPROMO1	num	3	DID YOU RECEIVE COUPONS, REBATES, BUY 1 GET 1 FREE, 2 FOR 1, OR ANY OTHER SPECIAL PROMOTIONS IN THE MAIL FOR ANY TOBACCO PRODUCT IN THE PAST 30 DAYS?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q2 AGE EQ (18-29) OR Q4SMOKNOW EQ (1,2) OR Q22 CIGARNOW EQ (1,2,3) OR Q33 PIPEWTRNOW EQ (1,2,3) OR Q29 PIPEREGNOW EQ (1,2,3) OR Q39 ECIGNOW EQ (1,2,3) OR Q44 CSDNOW EQ (1,2,3) OR Q49 SNUSNOW EQ (1,2,3) OR Q54 DISSNOW EQ (1,2,3)/
77B	RECVPROMO2	num	3	DID YOU RECEIVE COUPONS, REBATES, BUY 1 GET 1 FREE, 2 FOR 1, OR ANY OTHER SPECIAL PROMOTIONS FROM THE INTERNET FOR ANY TOBACCO PRODUCT IN THE PAST 30 DAYS?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q2 AGE EQ (18-29) OR Q4SMOKNOW EQ (1,2) OR Q22 CIGARNOW EQ (1,2,3) OR Q33 PIPEWTRNOW EQ (1,2,3) OR Q29 PIPEREGNOW EQ (1,2,3) OR Q39 ECIGNOW EQ (1,2,3) OR Q44 CSDNOW EQ (1,2,3) OR Q49 SNUSNOW EQ (1,2,3) OR Q54 DISSNOW EQ (1,2,3)/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
77C	RECVPROMO3	num	3	DID YOU RECEIVE COUPONS, REBATES, BUY 1 GET 1 FREE, 2 FOR 1, OR ANY OTHER SPECIAL PROMOTIONS IN AN EMAIL SENT BY A TOBACCO COMPANY (FOR ANY TOBACCO PRODUCT IN THE PAST 30 DAYS)?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q2 AGE EQ (18-29) OR Q4SMOKNOW EQ (1,2) OR Q22 CIGARNOW EQ (1,2,3) OR Q33 PIPEWTRNOW EQ (1,2,3) OR Q29 PIPEREGNOW EQ (1,2,3) OR Q39 ECIGNOW EQ (1,2,3) OR Q44 CSDNOW EQ (1,2,3) OR Q49 SNUSNOW EQ (1,2,3) OR Q54 DISSNOW EQ (1,2,3)/
77D	RECVPROMO4	num	3	(DID YOU RECEIVE COUPONS, REBATES, BUY 1 GET 1 FREE, 2 FOR 1, OR ANY OTHER SPECIAL PROMOTIONS) WITH THE PURCHASE OF ANY TOBACCO PRODUCT, (IN THE PAST 30 DAYS)?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q2 AGE EQ (18-29) OR Q4SMOKNOW EQ (1,2) OR Q22 CIGARNOW EQ (1,2,3) OR Q33 PIPEWTRNOW EQ (1,2,3) OR Q29 PIPEREGNOW EQ (1,2,3) OR Q39 ECIGNOW EQ (1,2,3) OR Q44 CSDNOW EQ (1,2,3) OR Q49 SNUSNOW EQ (1,2,3) OR Q54 DISSNOW EQ (1,2,3)/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
77E	RECVPROMO5	num	3	(DID YOU RECEIVE COUPONS, REBATES, BUY 1 GET 1 FREE, 2 FOR 1, OR ANY OTHER SPECIAL PROMOTIONS) WITH THE PURCHASE OF A NON-TOBACCO PRODUCT, (IN PAST 30 DAYS)?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q2 AGE EQ (18-29) OR Q4SMOKNOW EQ (1,2) OR Q22 CIGARNOW EQ (1,2,3) OR Q33 PIPEWTRNOW EQ (1,2,3) OR Q29 PIPEREGNOW EQ (1,2,3) OR Q39 ECIGNOW EQ (1,2,3) OR Q44 CSDNOW EQ (1,2,3) OR Q49 SNUSNOW EQ (1,2,3) OR Q54 DISSNOW EQ (1,2,3)/
77F	RECVPROMO6	num	3	(DID YOU RECEIVE COUPONS, REBATES, BUY 1 GET 1 FREE, 2 FOR 1, OR ANY OTHER SPECIAL PROMOTIONS) AT AN EVENT, BAR, OR NIGHTCLUB FOR ANY TOBACCO PRODUCT IN THE PAST 30 DAYS?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q2 AGE EQ (18-29) OR Q4SMOKNOW EQ (1,2) OR Q22 CIGARNOW EQ (1,2,3) OR Q33 PIPEWTRNOW EQ (1,2,3) OR Q29 PIPEREGNOW EQ (1,2,3) OR Q39 ECIGNOW EQ (1,2,3) OR Q44 CSDNOW EQ (1,2,3) OR Q49 SNUSNOW EQ (1,2,3) OR Q54 DISSNOW EQ (1,2,3)/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
77G	RECVPROMO7	num	3	(DID YOU RECEIVE COUPONS, REBATES, BUY 1 GET 1 FREE, 2 FOR 1, OR ANY OTHER SPECIAL PROMOTIONS) FROM FRIENDS OR FAMILY (FOR ANY TOBACCO PRODUCT IN THE PAST 30 DAYS)?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q2 AGE EQ (18-29) OR Q4SMOKNOW EQ (1,2) OR Q22 CIGARNOW EQ (1,2,3) OR Q33 PIPEWTRNOW EQ (1,2,3) OR Q29 PIPEREGNOW EQ (1,2,3) OR Q39 ECIGNOW EQ (1,2,3) OR Q44 CSDNOW EQ (1,2,3) OR Q49 SNUSNOW EQ (1,2,3) OR Q54 DISSNOW EQ (1,2,3)/
77H	RECVPROMO8	num	3	(DID YOU RECEIVE COUPONS, REBATES, BUY 1 GET 1 FREE, 2 FOR 1, OR ANY OTHER SPECIAL PROMOTIONS) FROM SOME OTHER SOURCE (FOR ANY TOBACCO PRODUCT IN THE PAST 30 DAYS)?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q2 AGE EQ (18-29) OR Q4SMOKNOW EQ (1,2) OR Q22 CIGARNOW EQ (1,2,3) OR Q33 PIPEWTRNOW EQ (1,2,3) OR Q29 PIPEREGNOW EQ (1,2,3) OR Q39 ECIGNOW EQ (1,2,3) OR Q44 CSDNOW EQ (1,2,3) OR Q49 SNUSNOW EQ (1,2,3) OR Q54 DISSNOW EQ (1,2,3)/
77I	RECVPROMO_OTH	char	40	WHAT WAS THE SOURCE OF THE PROMOTION THAT YOU RECEIVED?	-1 = INAPPLICABLE -9 = NOT ASCERTAINED	Questionnaire	Fill if RECVPROMO8=1

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
78	WARNLOOKCIG	num	3	HOW OFTEN, IF AT ALL, HAVE YOU SEEN A HEALTH WARNING ON CIGARETTE PACKS IN THE PAST 30 DAYS? WOULD YOU SAY...?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = VERY OFTEN 2 = OFTEN 3 = SOMETIMES 4 = RARELY 5 = NEVER	Questionnaire	/ASK ALL/
79	WARNSTOPCIG	num	3	IN THE PAST 30 DAYS, HAS A HEALTH WARNING ON A CIGARETTE PACK STOPPED YOU FROM HAVING A CIGARETTE WHEN YOU WERE ABOUT TO SMOKE ONE? WOULD YOU SAY...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = MANY TIMES 2 = A FEW TIMES 3 = ONCE 4 = NEVER 5 = NO URGE TO SMOKE CIG IN PAST 30 DAYS	Questionnaire	/ASK IF Q78 WARNLOOKCIG EQ (1,2,3,4)/
80	WARNAVDCIG	num	3	IN THE PAST 30 DAYS, HAVE YOU DONE ANYTHING TO AVOID SEEING HEALTH WARNINGS ON CIGARETTE PACKS?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q78 WARNLOOKCIG EQ (1,2,3,4)/
81	WARNRISKCIG	num	3	HOW OFTEN, IF AT ALL, HAVE YOU THOUGHT ABOUT THE HEALTH RISKS OF SMOKING CIGARETTES IN THE PAST 30 DAYS? WOULD YOU SAY...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = VERY OFTEN 2 = OFTEN 3 = SOMETIMES 4 = RARELY 5 = NEVER	Questionnaire	/ASK IF Q78 WARNLOOKCIG EQ (1,2,3,4)/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
82	WARNLOOKSMKLS	num	3	HOW OFTEN, IF AT ALL, HAVE YOU SEEN HEALTH WARNINGS ON SMOKELESS TOBACCO PACKAGES IN THE PAST 30 DAYS? WOULD YOU SAY...?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = VERY OFTEN 2 = OFTEN 3 = SOMETIMES 4 = RARELY 5 = NEVER	Questionnaire	/ASK ALL/
83	WARNSTOPSMKLS	num	3	IN THE PAST 30 DAYS, HAVE THE HEALTH WARNINGS ON SMOKELESS TOBACCO PACKAGES STOPPED YOU FROM USING SMOKELESS TOBACCO WHEN YOU WERE ABOUT TO? WOULD YOU SAY...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = MANY TIMES 2 = A FEW TIMES 3 = ONCE 4 = NEVER 5 = NO URGE TO SMOKE CIG IN PAST 30 DAYS	Questionnaire	/ASK IF Q82 WARNLOOKSMKLS EQ (1,2,3,4)/
84	WARNRISKSMKLS	num	3	HOW OFTEN, IF AT ALL, HAVE YOU THOUGHT ABOUT THE HEALTH RISKS OF USING SMOKELESS TOBACCO IN THE PAST 30 DAYS? WOULD YOU SAY...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = VERY OFTEN 2 = OFTEN 3 = SOMETIMES 4 = RARELY 5 = NEVER	Questionnaire	/ASK IF Q82 WARNLOOKSMKLS EQ (1,2,3,4)/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
85	WARNNOTICE	num	3	IN THE PAST 30 DAYS, HAVE YOU NOTICED ANY HEALTH WARNINGS ON TOBACCO ADVERTISEMENTS IN STORES WHERE TOBACCO PRODUCTS ARE SOLD?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q2 AGE EQ (18-29) OR Q4 SMOKNOW EQ (1,2) OR Q22 CIGARNOW EQ (1,2,3) OR Q33 PIPEWTRNOW EQ (1,2,3) OR Q29 PIPEREGNOW EQ (1,2,3) OR Q39 ECIGNOW EQ (1,2,3) OR Q44 CSDNOW EQ (1,2,3) OR Q49 SNUSNOW EQ (1,2,3) OR Q54 DISSNOW EQ (1,2,3)/
86	CHEMSEEN	num	3	HOW OFTEN HAVE YOU SEEN A LIST OF THE CHEMICALS CONTAINED IN TOBACCO PRODUCTS IN THE PAST TWELVE MONTHS? WOULD YOU SAY...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = NEVER 2 = RARELY 3 = SOMETIMES 4 = OFTEN	Questionnaire	/ASK IF Q4 SMOKNOW EQ (1,2) OR Q22 CIGARNOW EQ (1,2,3) OR Q33 PIPEWTRNOW EQ (1,2,3) OR Q29 PIPEREGNOW EQ (1,2,3) OR Q39 ECIGNOW EQ (1,2,3) OR Q44 CSDNOW EQ (1,2,3) OR Q49 SNUSNOW EQ (1,2,3) OR Q54 DISSNOW EQ (1,2,3)
87	BGHTPAST30D	num	3	HAVE YOU BOUGHT ANY CIGARETTES FOR YOURSELF IN THE PAST 30 DAYS?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q4 SMOKNOW EQ (1,2)/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
88	BUYQUANT2	num	3	THE LAST TIME YOU BOUGHT CIGARETTES FOR YOURSELF, DID YOU BUY THEM BY THE PACK, BY THE CARTON, OR AS SINGLES OR LOOSE CIGARETTES?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = BY THE PACK 2 = BY THE CARTON 3 = AS SINGLES OR LOOSE CIGARETTES 91 = OTHER SPECIFY	Questionnaire	/ASK IF Q87 BGHTPAST30D EQ 1/
88	BUYQU2OT	char	30	OTHER SPECIFY	-1 = INAPPLICABLE -9 = NOT ASCERTAINED	Questionnaire	Fill if BUYQUANT2=91
89	COSTPACK2	num	8	WHAT PRICE DID YOU PAY FOR THE LAST PACK OF CIGARETTES YOU BOUGHT?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED	Questionnaire	/ASK IF Q88 BUYQUANT2 EQ 1/
90	COSTCARTON2	num	8	WHAT PRICE DID YOU PAY FOR THE LAST CARTON OF CIGARETTES YOU BOUGHT?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED	Questionnaire	/ASK IF Q88 BUYQUANT2 EQ 2/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
91	BUYWHERE	num	3	THE LAST TIME YOU BOUGHT CIGARETTES FOR YOURSELF, DID YOU BUY THEM...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = CONENIENCE STORES OR GAS STATION 2 = SUPERMARKET 3 = LIQUORS STORE 4 = DRUG STORE 5 = TOBACCO DISCOUNT STORE 6 = ANOTHER DISCOUNT STORE,SUCH AS WAL-MART 7 = INDIAN RESERVATION 8 = VENDING MACHINE 9 = INTERNET 10 = ANOTHER PERSON 91 = OTHER	Questionnaire	/ASK IF Q87 BGHTPAST30D EQ 1/
91	BUYWHERE_OTHER	char	30	OTHER SPECIFY	-1 = INAPPLICABLE -9 = NOT ASCERTAINED	Questionnaire	/ASK IF Q87 BGHTPAST30D EQ 1/
92	SPECOFFERS	num	3	IN THE PAST 30 DAYS, DID YOU USE COUPONS, REBATES, BUY 1 GET 1 FREE, 2 FOR 1, OR ANY OTHER SPECIAL PROMOTIONS WHEN YOU BOUGHT CIGARETTES?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q87 BGHTPAST30D EQ 1/
93	MARITAL2	num	3	What is your marital status?	-7 = REFUSED; -8 = DK -9 = NOT ASCERTAINED 1 = MARRIED 2 = LIVING WITH A PARTNER 3 =DIVORCED 4 = WIDOWED 5 = SEPARATED 6 =SINGLE/NEVER MARRY/NOT LIVING W PARTNER 91 = OTHER	Questionnaire	/ASK ALL/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
93	MARITAOT	char	30	OTHER SPECIFY	-1 = INAPPLICABLE -9 = NOT ASCERTAINED	Questionnaire	Filled if MARITAL2=91
94	HISPANIC	num	3	ARE YOU HISPANIC OR LATINO, OR OF SPANISH ORIGIN?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK ALL/
95A	HISPMULTI1	num	3	ARE YOU MEXICAN,MEXICAN AMERICAN,CHICANO ?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q94 HISPANIC EQ 1/
95B	HISPMULTI2	num	3	ARE YOU PUERTO RICAN?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q94 HISPANIC EQ 1/
95C	HISPMULTI3	num	3	ARE YOU CUBAN?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q94 HISPANIC EQ 1/
95D	HISPMULTI4	num	3	ARE YOU ANOTHER HISPANIC,LATINO,SPANISH ORIGIN	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q94 HISPANIC EQ 1/
95E	HISPMULTI_OT H	char	40	OTHER SPECIFIED HISPANIC ORIGIN	-1 = INAPPLICABLE -9 = NOT ASCERTAINED	Questionnaire	Filled if HISPMULTI4=1

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
96A	RACEMULTI1	num	3	ARE YOU WHITE?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK ALL/
96B	RACEMULTI2	num	3	ARE YOU BLACK OR AFRICAN AMERICAN?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK ALL/
96C	RACEMULTI3	num	3	ARE YOU ASIAN?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK ALL/
96D	RACEMULTI4	num	3	ARE YOU NATIVE HAWAIIAN/PACIFIC ISLANDER	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK ALL/
96E	RACEMULTI5	num	3	ARE YOU AMERICAN INDIAN/ALASKA NATIVE?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK ALL/
96F	RACEMULTI6	num	3	ARE YOU SOME OTHER RACIAL CATEGORY?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK ALL/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
96G	RACEMULTI_OTH	char	40	OTHER SPECIFIED RACIAL CATEGORY	-1 = INAPPLICABLE -9 = NOT ASCERTAINED	Questionnaire	Filled if RACEMULTI6=1
97A	ASIANMULTI1	num	3	ARE YOU ASIAN INDIAN?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q96C RACEMULTI3 EQ 1/
97B	ASIANMULTI2	num	3	ARE YOU CHINESE?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q96C RACEMULTI3 EQ 1/
97C	ASIANMULTI3	num	3	ARE YOU FILIPINO?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q96C RACEMULTI3 EQ 1/
97D	ASIANMULTI4	num	3	ARE YOU JAPANESE?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q96C RACEMULTI3 EQ 1/
97E	ASIANMULTI5	num	3	ARE YOU KOREAN?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q96C RACEMULTI3 EQ 1/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
97F	ASIANMULTI6	num	3	ARE YOU VIETNAMESE?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q96C RACEMULTI3 EQ 1/
97G	ASIANMULTI7	num	3	Are you SOME OTHER ASIAN CATEGORY?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q96C RACEMULTI3 EQ 1/
97H	ASIANMULTI_O TH	char	40	OTHER SPECIFIED ASIAN?	-1 = INAPPLICABLE -9 = NOT ASCERTAINED	Questionnaire	Fill if ASIANMULTI7=1
98A	NHOPIMULTI1	num	3	ARE YOU NATIVE HAWAIIAN?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q96D RACEMULTI4 EQ 1/
98B	NHOPIMULTI2	num	3	ARE YOU GUAMANIAN OR CHAMORRO?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q96D RACEMULTI4 EQ 1/
98C	NHOPIMULTI3	num	3	ARE YOU SAMOAN?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q96D RACEMULTI4 EQ 1/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
98D	NHOPIMULTI4	num	3	ARE YOU ANOTHER PACIFIC ISLANDER CATEGORY?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q96D RACEMULTI4 EQ 1/
98E	NHOPIMULTI_OTH	char	40	OTHER SPECIFIED PACIFIC ISLANDER	-1 = INAPPLICABLE -9 = NOT ASCERTAINED	Questionnaire	FILL IF NHOPIMULTI4=1
99	EDUCA2	num	3	WHAT IS THE HIGHEST LEVEL OF SCHOOL YOU HAVE COMPLETED OR THE HIGHEST DEGREE YOU HAVE RECEIVED?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = 5TH GRADE OR LESS 2 = 6TH GRADE 3 = 7TH GRADE 4 = 8TH GRADE 5 = 9TH GRADE 6 = 10TH GRADE 7 = 11TH GRADE 8 = 12 GRADE, NO DIPLOMA 9 = GED OR EQUIVALENT 10 = HIGH SCHOOL DIPLOMA 11 = SOME COLLEGE, NO DEGREE 12 = CERTIFICATE, DIPLOMA, OR ASSOCIATE DEGREE 13 = ASSOCIATE DEGREE: ACADEMIC PROGRAM 14 = "BACHELORS DEGREE" 15 = "MASTERS DEGREE" 16 = PROFESSIONAL SCHOOL DEGREE(MD,DDS,DVM,LL) 17 = DOCTORAL DEGREE(PHD,EDD) 18 = ASSOCIATE DEGREE: UNSPECIFIED	Questionnaire	/ASK ALL/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
100	GENDER	num	3	Are you male or female?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = MALE 2 = FEMALE	Questionnaire	/ASK ALL/
101	TELNOSGT1	num	3	Do you have more than one landline telephone number in your household?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF SAMPLE FILE TYPE EQ LANDLINE/
102	TELNOSRES	num	3	How many of these are residential numbers?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED	Questionnaire	/ASK IF Q101 TELNOSGT1 EQ 1/
103	CELLPERS	num	3	Do you have a cell phone for personal use?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF SAMPLE FILE TYPE EQ LANDLINE/
104	CELLSHARE	num	3	Do you share a cell phone for personal use (at least one-third of the time) with other adults?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q103 CELLPERS EQ (2,-8,-7)/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
105	CELLUSUAL	num	3	DO YOU USUALLY SHARE THIS CELL PHONE (AT LEAST ONE-THIRD OF THE TIME) WITH ANY OTHER ADULTS?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK IF Q103 CELLPERS EQ 1/
106	CELLPCTSH	num	4	PERCENT OF INCOMING CALLS RECEIVED ON CELL PHONE	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED	Questionnaire	/ASK IF Q103 CELLPERS EQ 1 OR Q104 CELLSHARE EQ 1/
107	STATEFIPS	char	2	WHAT STATE DO YOU LIVE IN? (SELF- REPORED)	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED AK = ALASKA AL = ALABAMA AR = ARKANSAS AZ = ARIZONA CA = CALIFORNIA CO = COLORADO CT = CONNECTICUT DC = DISTRICT OF COLUMBIA DE = DELAWARE FL = FLORIDA GA = GEORGIA HI = HAWAII IA = IOWA ID = IDAHO IL = ILLINOIS IN = INDIANA KS = KANSAS KY = KENTUCKY LA = LOUISIANA MA = MASSACHUSETTS	Questionnaire	/ASK ALL/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
					MD = MARYLAND ME = MAINE MI = MICHIGAN MN = MINNESOTA MO = MISSOURI MS = MISSISSIPPI MT = MONTANA NC = NORTH CAROLINA ND = NORTH DAKOTA NE = NEBRASKA NH = NEW HAMPSHIRE NJ = NEW JERSEY NM = NEW MEXICO NV = NEVADA NY = NEW YORK OH = OHIO OK = OKLAHOMA OR = OREGON PA = PENNSYLVANIA PR = PUERTO RICO RI = RHODE ISLAND SC = SOUTH CAROLINA SD = SOUTH DAKOTA TN = TENNESSEE TX = TEXAS UT = UTAH VA = VIRGINIA VT = VERMONT WA = WASHINGTON WI = WISCONSIN WV = WEST VIRGINIA WY = WYOMING		
108	ZIPCODE	num	5	WHAT IS YOUR ZIP CODE?	-8 = DK -9 = NOT ASCERTAINED	Questionnaire	/ASK ALL/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
109	SMKADDICT	num	3	OVERALL, WOULD YOU SAY THAT CIGARETTE SMOKING IS—...?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = NOT AT ALL ADDICTIVE 2 = MODERATELY ADDICTIVE 3 = VERY ADDICTIVE	Questionnaire	/ASK ALL/
110	CGRADDICT	num	3	OVERALL, WOULD YOU SAY THAT CIGAR SMOKING IS—...?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = NOT AT ALL ADDICTIVE 2 = MODERATELY ADDICTIVE 3 = VERY ADDICTIVE	Questionnaire	/ASK ALL/
111	SMKLSADDICT	num	3	OVERALL, WOULD YOU SAY THAT SMOKELESS TOBACCO USE IS—...?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = NOT AT ALL ADDICTIVE 2 = MODERATELY ADDICTIVE 3 = VERY ADDICTIVE	Questionnaire	/ASK ALL/
112	HARMCIG	num	3	HOW HARMFUL DO YOU THINK CIGARETTE SMOKING IS TO A PERSON'S HEALTH?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = NOT AT ALL HARMFUL 2 = MODERATELY HARMFUL 3 = VERY HARMFUL	Questionnaire	/ASK ALL/
113	HARMCIGAR	num	3	HOW HARMFUL DO YOU THINK CIGAR SMOKING IS TO A PERSON'S HEALTH?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = NOT AT ALL HARMFUL 2 = MODERATELY HARMFUL 3 = VERY HARMFUL	Questionnaire	/ASK ALL/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
114	HARMSMKLS	num	3	HOW HARMFUL DO YOU THINK USING SMOKELESS TOBACCO IS TO A PERSON'S HEALTH?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = NOT AT ALL HARMFUL 2 = MODERATELY HARMFUL 3 = VERY HARMFUL	Questionnaire	/ASK ALL/
115	HARMDISS	num	3	HOW HARMFUL DO YOU THINK USING DISSOLVABLE TOBACCO IS TO A PERSON'S HEALTH?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = NOT AT ALL HARMFUL 2 = MODERATELY HARMFUL 3 = VERY HARMFUL	Questionnaire	/ASK ALL/
116	HARMLONG	num	3	HOW LONG DO YOU THINK SOMEONE HAS TO SMOKE BEFORE IT HARMS THEIR HEALTH? WOULD YOU SAY...?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = LESS THAN A YEAR 2 = 1 YEAR 3 = 5 YEARS 4 = 10 YEARS 5 = 20 YEARS OR MORE	Questionnaire	/ASK ALL/
117	CIGHALF	num	3	HOW MUCH DO YOU THINK YOUR RISK OF DEVELOPING A SMOKING-RELATED DISEASE WOULD DECREASE IF YOU CUT THE AMOUNT THAT YOU SMOKE IN HALF? WOULD YOU SAY...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = NOT AT ALL 2 = A LITTLE 3 = SOMEWAHT 4 = A LOT	Questionnaire	/ASK IF Q4 SMOKNOW EQ (1,2) OR Q22 CIGARNOW EQ (1,2,3)/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
118	HARMSOME	num	3	HOW MUCH DO YOU THINK PEOPLE HARM THEMSELVES WHEN THEY SMOKE CIGARETTES SOME DAYS BUT NOT EVERY DAY? WOULD YOU SAY...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = NOT AT ALL 2 = A LITTLE 3 = SOMEWAHT 4 = A LOT	Questionnaire	/ASK IF Q2 AGE EQ (18-29) OR Q4 SMOKENOW EQ (1,2)/
119	SMKLSHALF	num	3	HOW MUCH DO YOU THINK YOUR RISK OF DEVELOPING A SMOKING-RELATED DISEASE WOULD DECREASE IF YOU CUT YOUR SMOKELESS TOBACCO USE BY HALF? WOULD YOU SAY...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = NOT AT ALL 2 = A LITTLE 3 = SOMEWAHT 4 = A LOT	Questionnaire	/ASK IF Q44 CSDNOW EQ (1,2,3) OR Q49 SNUSNOW EQ (1,2,3) OR Q54 DISSNOW EQ (1,2,3)/
120	CHEMTHINK	num	3	HOW OFTEN HAVE YOU THOUGHT ABOUT THE CHEMICALS CONTAINED IN TOBACCO PRODUCTS IN THE PAST TWELVE MONTHS? WOULD YOU SAY...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = NEVER 2 = RARELY 3 = SOMETIMES 4 = OFTEN	Questionnaire	/Asked of respondents who now use any tobacco product/
121	CNCRNOTH	num	3	HOW CONCERNED ARE YOU THAT YOUR SMOKING COULD AFFECT THE HEALTH OF SOMEONE ELSE? WOULD YOU SAY....?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = NOT AT ALL 2 = A LITTLE 3 = SOMEWAHT 4 = A LOT	Questionnaire	/ASK IF Q4 SMOKNOW EQ (1,2) OR Q22 CIGARNOW EQ (1,2,3) OR Q33 PIPEWTRNOW EQ (1,2,3) OR Q29 PIPEREGNOW EQ (1,2,3)/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
122	SMOKSTART	num	3	IF YOU HAD TO DO IT OVER AGAIN, WOULD YOU HAVE STARTED USING TOBACCO? WOULD YOU SAY...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = DEFINITELY NOT 2 = PROBABLY NOT 3 = PROBABLY YES 4 = DEFINITELY YES	Questionnaire	/ASK IF Q4 SMOKNOW EQ (1,2) OR Q22 CIGARNOW EQ (1,2,3) OR Q33 PIPEWTRNOW EQ (1,2,3) OR Q29 PIPEREGNOW EQ (1,2,3) OR Q39 ECIGNOW EQ (1,2,3) OR Q44 CSDNOW EQ (1,2,3) OR Q49 SNUSNOW EQ (1,2,3) OR Q54 DISSNOW EQ (1,2,3)/
123	HOMERULES2	num	3	NOT COUNTING DECKS, PORCHES, OR GARAGES, INSIDE YOUR HOME, IS SMOKING ...?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = ALWAYS ALLOWED 2 = ALLOWED ONLY AT SOME TIMES OR IN SOME PL 3 = NEVER ALLOWED	Questionnaire	/ASK ALL/
124	SHSVEHPOL	num	3	NOT COUNTING MOTORCYCLES, IN THE VEHICLES THAT YOU OR FAMILY MEMBERS WHO LIVE WITH YOU OWN OR LEASE, IS SMOKING...?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = ALWAYS ALLOWED 2 = SOMETIMES ALLOWED IN AT LEAST ONE VEHICL 3 = NEVER ALLOWED IN ANY VEHICLE 4 = R FAMILY DOES NOT OWN OR LEASE A VEHICLE	Questionnaire	/ASK ALL/
125	INCLES50	num	3	ANNUAL HH INCOME ALL SOURCE LESS \$50K	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	/ASK ALL/

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
125-02	INCLES30	num	3	ANNUAL HH INCOME ALL SOURCE LESS \$30K	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	Fill if INCLES40=1
125-03	INCLES40	num	3	ANNUAL HH INCOME ALL SOURCE LESS \$40K	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	Fill if INCLES50=1
125-04	INCLES20	num	3	ANNUAL HH INCOME ALL SOURCE LESS \$20K	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	Fill if INCLES30=1
125-05	INCLES70	num	3	ANNUAL HH INCOME ALL SOURCE LESS \$70K	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	Fill if INCLES50=2
125-06	INCLS100	num	3	ANNUAL HH INCOME ALL SOURCE LESS \$100K	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	Fill if INCLES70=2

Question no.	Variable	Type	Length	Question/label	Format	Source	Skip pattern
125-07	INCLS150	num	3	ANNUAL HH INCOME ALL SOURCE LESS \$150K	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = YES 2 = NO	Questionnaire	Fill if INCLES100=2
126A	SEXUALORIEN T1	num	3	DO YOU THINK OF YOURSELF AS...?	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = GAY 2 = STRAIGHT 3 = BISEXUAL 4 = SOMETHING ELSE 5 = RESPONDENT DOES NOT UNDERSTAND RESPONSES	Questionnaire	/ASK ALL/
126B	SEXUALORIEN T2	num	3	BY SOMETHING ELSE, DO YOU MEAN THAT ...?	-1 = INAPPLICABLE -9 = NOT ASCERTAINED 1 = NOT STRAIGHT BUT IDENTIFY W OTHER LABEL 2 = TRANSGENDER, TRANSSEXUAL, OR GENDER VARIANT 3 = HAVE NOT FIGURED OUT YOUR SEXUALITY 4 = DO NOW THINK OF YOURSELF AS HAVING SEXUA 5 = "DONT USE LABELS TO IDENTIFY YOURSELF" 6 = "MADE A MISTAKE AND DIDN'T MEAN TO PICK" 7 = MEAN SOMETHING ELSE	Questionnaire	

Question no.	Variable	Type	Length	Question/label	Format	Source
126C	SEXUALORIEN T3	num	3	YOU GAVE “DON’T KNOW” AS AN ANSWER. IS THAT BECAUSE ...?	-1 = INAPPLICABLE -7 = REFUSED -8 = DK -9 = NOT ASCERTAINED 1 = DONT UNDERSTAND THE WORDS 2 = UNDERSTAND WORDS, BUT HAVENT FIGUREDOUT 3 = MEAN SOMETHING ELSE	Questionnaire
126D	SEXUALORIEN T_OTH	char	40	PLEASE TELL ME WHAT YOU MEAN BY “SOMETHING ELSE”?	-1 = INAPPLICABLE -9 = NOT ASCERTAINED	questionnaire
	INCOME2	num	2	INCOME FILL VARIABLE	-7 = REFUSED, -8 = DK -9 = NOT ASCERTAINED 1 = INCOME LESS THAN 20,000 2 = INCOME 20,000 TO LESS THAN 30,000 3 = INCOME 30,000 TO LESS THAN 40,000 4 = INCOME 40,000 TO LESS THAN 50,000 5 = INCOME 50,000 TO LESS THAN 70,000 6 = INCOME 70,000 TO LESS THAN 100,000 7 = INCOME 100,000 TO LESS THAN 150,000 8 = INCOME 150,000 OR MORE	Computed or calculated
	AGEGRP_R	num	8	AGE GROUP RECODE	1 = 18-24 yrs 2 = 25-34 yrs 3 = 35-44 yrs 4 = 45-54 yrs 5 = 55-64 yrs 6 = 65+ yrs 7 = UNKNOWN	Computed or calculated

Question no.	Variable	Type	Length	Question/label	Format	Source
	COSTCARTON2_R	num	8	COST PER CARTON RECODE	1 = 10.00-19.99 2 = 20.00-29.99 3 = 30.00-39.99 4 = 40.00-49.99 5 = 50.00-59.99 6 = 60.00-69.99 7 = 70.00-79.99 8 = 80.00-89.99 9 = 90 -1 = INAPPLICABLE, -7 = REFUSED, -8 = DK, -9 = NOT ASCERTAINED	Computed or calculated (only on clean file)
	COSTPACK2_R	num	8	COST PER PACKAGE RECODE	0=<0.99 1 = 1.00-1.99 2 = 2.00-2.99 3 = 3.00-3.99 4 = 4.00-4.99 5 = 5.00-5.99 6 = 6.00-6.99 7 = 7.00-7.99 8 = 8.00-8.99 9 = 9.00-9.99 10 = 10.00-10.99 11 = 11.00-11.99 12 = 12.00-12.99 13 = 13.00-13.99 14 = 14.00-14.99 15 = 15.00-15.99 16 = 16.00-16.99 17 = 17.00-17.99 18 = 18.00-18.99 19 = 19.00-19.99 20 = 20 -7 = REFUSED -8 = DK -9 = NOT SCERTAINED	Computed or calculated

Question no.	Variable	Type	Length	Question/label	Format	Source
					1 = LESS THAN HIGH SCHOOL DIPLOMA, GED, OR EQUIVALENT 2 = HIGH SCHOOL DIPLOMA, GED, OR EQUIVALENT 3 = SOME COLLEGE, NO DEGREE 4 = POST HIGH SCHOOL CERTIFICATE OR	Computed or calculated
	HOMERULES2_R	num	8	HOME RULES RECODE	1 = ALWAYS ALLOWED 2 = ALLOWED ONLY AT SOME TIMES OR IN SOME PLACES 3 = NEVER ALLOWED 4 = UNKNOWN	Computed or calculated
	OTHQUITDAYS	num	8	DAYS AGO COMPLETELY QUIT USING TOBACCO RECODE	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED	Computed or calculated
	PIPEWTREVER_R	num	8	EVER USE WATER PIPE RECODE	1 = YES 2 = NO 3 = UNKNOWN	Computed or calculated
	RACEETHNIC	num	8	RACE ETHNICITY RECODE	1 = WHITE ONLY, NON-HISPANIC 2 = BLACK ONLY, NON-HISPANIC 3 = ASIAN ONLY, NON-HISPANIC 4 = NAT. HAWAIIAN OR OTHER PAC. ISL. ONLY, NON-HISPANIC 5 = AMER. INDIAN, AK NAT. ONLY, NON-HISPANIC 6 = OTHER RACE ONLY, NON-HISPANIC 7 = MULTIRACIAL, NON-HISPANIC 8 = HISPANIC 9 = UNKNOWN	Computed or calculated
	RACEETHNIC_R	num	8	RACE ETHNICITY RECODE 2	1 = WHITE ONLY, NON-HISPANIC 2 = BLACK ONLY, NON-HISPANIC 3 = ASIAN ONLY, NON-HISPANIC 4 = OTHER NON-HISPANIC 5 = HISPANIC 6 = UNKNOWN	Computed or calculated

Question no.	Variable	Type	Length	Question/label	Format	Source
	SMOKDLYLASTDAYS	num	8	DAYS SINCE LAST SMOKED ON A DAILY BASIS RECODE	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED	Computed or calculated
	SMOKEVER_R	num	8	EVER TRIED CIGARETTES RECODE	1 = YES 2 = NO 3 = UNKNOWN	Computed or calculated
	SMOKLASTDAYS	num	8	DAYS OF STOPPED SMOKING CIGARETTES RECODE	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED	Computed or calculated
	SMOKSTATUS_R	num	8	SMOKING STATUS RECODE	1 = CURRENT EVERYDAY SMOKER 2 = CURRENT SOME DAYS SMOKER 3 = FORMER SMOKER 4 = NEVER SMOKER 5 = UNKNOWN	Computed or calculated
	SMOKSTATUS2_R	num	8	SMOKING STATUS (2 LEVELS) RECODE	1 = CURRENT EVERYDAY OR SOME DAYS SMOKER 2 = NEVER SMOKER OR FORMER SMOKER 3 = UNKNOWN	Computed or calculated (only on clean file),
	SEQNO	num	8	ANNUAL SEQUENCE NUMBER		From sample file
	DENSTR	num	8	DENSITY STRATUM:	1 = LISTED NUMBER STRATUM 2 = NOT LISTED ONE-PLUS BLOCK STRATUM 3 = CELL PHONE STRATUM 9 = TERRITORY OR JURISDICTION	From sample file
	GEOSTR	num	8	GEOGRAPHIC STRATUM: 1		From sample file
	STSTR	num	5	SAMPLE DESIGN STRATIFICATION VARIABLE		From sample file
	NRECSEL	num	8	NUMBER OF RECORDS SELECTED FROM		From sample file

Question no.	Variable	Type	Length	Question/label	Format	Source
	NRECSTR	num	8	NUMBER OF RECORDS IN STRATUM		From sample file
	PRECALL	num	8	GENESYS-ID CALLING STATUS:	1=TO BE CALLED 3=NON-WORKING NUMBER 4=CELLULAR-PRO-T-S 5=BUSINESS PHONE (INCLUDING TERRITORY OR JURISDICTION) 6=CELLULAR-INTERVIEWER	From sample file
	LOADMNTN	num	3	SAMPLE MONTH	1 = OCTOBER 2 = NOVEMBER 3 = DECEMBER 4 = JANUARY 5 = FEBRUARY 6 = MARCH 7 = APRIL 8 = MAY 9 = JUNE	From sample file
	REPDEPTH	num	8	REPLICATE DEPTH		From sample file
	REPNO	num	8	REPLICATE NUMBER: 05000001-05000035		From sample file
	STATEFIPS_S	char	2	FIPS STATE CODE FROM SAMPLE FILE	SAME AS CENSUS STATE FIPS CODE	From sample file
	DISPO	char	8	FINAL DISPOSITION	1.1000 = COMPLETED SURVEY 1.2100 = PARTIAL COMPLETED SURVEY (UNTIL QUESTION 60) 1.2200 = PARTIAL COMPLETED SURVEY (UNTIL QUESTION 92)	From call history
	LANGUAGE	num	3	INTERVIEWING LANGUAGE	1 = ENGLISH 2 = SPANISH	From call history
	LNOADULT	num	3	NUMBER OF ADULTS AGE 18 OR OLDER IN HH	-7 = REFUSED -8 = DK -9 = NOT ASCERTAINED	From call history

Question no.	Variable	Type	Length	Question/label	Format	Source
	LNOMEN	num	8	NUMBER OF MEN IN HOUSEHOLD		From call history
	LNOWOMEN	num	8	NUMBER OF WOMEN IN HOUSEHOLD		From call history
	NOATTMPTS	num	8	NUMBER OF ATTEMPTS		From call history
	PHONE_TYPE	num	3	TELEPHONE TYPE-LAND/CELL	1 = LANDLINE 2 = CELL PHONE	From call history
	WT_NATIONAL	num		THE WEIGHT USED TO CALCULATING NATIONAL ESTIMATES.		
	STATEFIPS_I	num	2	WHAT STATE DO YOU LIVE IN? (Imputed State FIPS)	1 = 'AL' 2 = 'AK' 4 = 'AZ' 5 = 'AR' 6 = 'CA' 8 = 'CO' 9 = 'CT' 10 = 'DE' 11 = 'DC' 12 = 'FL' 13 = 'GA' 15 = 'HI' 16 = 'ID' 17 = 'IL' 18 = 'IN' 19 = 'IA' 20 = 'KS' 21 = 'KY' 22 = 'LA' 23 = 'ME' 24 = 'MD' 25 = 'MA' 26 = 'MI'	From call history

Question no.	Variable	Type	Length	Question/label	Format	Source
					27 = 'MN' 28 = 'MS' 29 = 'MO' 30 = 'MT' 31 = 'NE' 32 = 'NV' 33 = 'NH' 34 = 'NJ' 35 = 'NM' 36 = 'NY' 37 = 'NC' 38 = 'ND' 39 = 'OH' 40 = 'OK' 41 = 'OR' 42 = 'PA' 44 = 'RI' 45 = 'SC' 46 = 'SD' 47 = 'TN' 48 = 'TX' 49 = 'UT' 50 = 'VT' 51 = 'VA' 53 = 'WA' 54 = 'WV' 55 = 'WI' 56 = 'WY'	
	AGEGROUP5_R	num	8	AGE GROUP RECODE (5-LEVEL)	1 = 18-29 2 = 30-39 3 = 40-49 4 = 50-64 5 = 65+ 7 = UNKNOWN	Computed or calculated

Question no.	Variable	Type	Length	Question/label	Format	Source
	SMOKEVER2_R2	num	8	EVER TRIED CIGARETTES RECODE	1 = YES 2 = NO 3 = UNKNOWN	Computed or calculated
	SMOKSTATUS_R2	num	8	CIGARETTE SMOKING STATUS (4-LEVEL) RECODE	1 = CURRENT EVERYDAY SMOKER 2 = CURRENT SOME DAYS SMOKER 3 = FORMER SMOKER 4 = NEVER SMOKER 7 = UNKNOWN	Computed or calculated
	SMOKSTATUS2	num	8	SMOKING STATUS (3 LEVELS) RECODE	1 = CURRENT SMOKER 2 = FORMER SMOKER 3 = NEVER SMOKER 7 = UNKNOWN	Computed or calculated (only on clean file),
	SMOKSTATUS2_R2	num	8	SMOKING STATUS (2 LEVELS) RECODE	1 = CURRENT EVERYDAY OR SOME DAYS SMOKER 2 = NEVER SMOKER OR FORMER SMOKER 7 = UNKNOWN	Computed or calculated (only on clean file),
	CCIGAR	num	8	CURRENT CIGAR USE	1 = YES 2 = NO 3 = UNKNOWN	Computed or calculated (only on clean file)
	CECIG	num	8	CURRENT E-CIGARETTE USE	1 = YES 2 = NO 3 = UNKNOWN	Computed or calculated (only on clean file)
	CWTRPIPE	num	8	CURRENT WATERPIPE/HOOKAH USE	1 = YES 2 = NO 3 = UNKNOWN	Computed or calculated (only on clean file)
	CTRADPIPE	num	8	CURRENT TRADITIONAL PIPE USE	1 = YES 2 = NO 3 = UNKNOWN	Computed or calculated (only on clean file)
	CSMKLS	num	8	CURRENT SMOKELESS TOBACCO (CHEWING, SUFF ORDIP) USE	1 = YES 2 = NO 3 = UNKNOWN	Computed or calculated (only on clean file)

Question no.	Variable	Type	Length	Question/label	Format	Source
	CSNUS	num	8	CURRENT SNUS USE	1 = YES 2 = NO 3 = UNKNOWN	Computed or calculated (only on clean file)
	CDISS	num	8	CURRENT DISSOLVABLE TOBACCO USE	1 = YES 2 = NO 3 = UNKNOWN	Computed or calculated (only on clean file)

Appendix C

Description of Westat Result Code and AAPOR Result Code Crosswalk

Appendix C

Description of Westat Result Code and AAPOR Result Code Crosswalk

Introduction

Two different kinds of response rates for NATS are presented. The Cooperation Rate (CR) is the proportion of all respondents interviewed of all eligible units in which a respondent was selected and actually contacted. Non-contacts are excluded from the denominator. This rate is based on contacts with households containing an eligible respondent. For the landline RDD sample, we expected to attain a CR of 50 percent to 80 percent, varying by state, with a mean of 65 percent to 70 percent. For the cell phone RDD sample, we expected to attain a CR of 40 percent to 70 percent, with a mean of 55 percent to 60 percent. Response Rate (RR) is the number of completed interviews as the numerator and an estimate of the number of eligible units in the sample as the denominator. For the landline RDD sample, we expected to attain a RR of 40 percent to 50 percent, varying by state, with a mean of 45 percent. For the cell phone RDD sample, we expected to attain a RR of 30 percent to 40 percent, with a mean of 35 percent.

Coding the Outcome of Each Call: Internal

Each case receives a series of call attempts until a threshold for finalizing a case is met. This threshold depends upon the outcomes of the call attempts. A case in which someone answers the phone on the first call and completes the full interview while on that call is finalized quickly. On the other hand, if every call to a case results in a ring no answer, or an answering machine only, more call attempts (up to 15) will be made before the case is finalized.

The internal result codes that are used to record the outcome of each call attempt are presented in Table C-1 below, along with the description of when this code is used.

Table C-1. Westat result codes and descriptions

Westat code	Description
-1	Work that has yet to receive a call attempt
1	Call attempt resulted in a ring, no answer
16	Call is dropped during connection attempt
17	A case previously finalized as a final non-contact has been re-fielded
19	A “ring no answer” was coded when case was brought up for an appointment and a second call could not be made because it was late at night.
2	Initial refusal. Respondent refuses to do the interview or to continue with the interview.
29	A refusal case has cooled off for the proper amount of time, okay to re-contact.
3	Call results in “regular” busy signal.
39	The case was busy at the end of the day. It was rescheduled for normal calling algorithm for the next day.
41	Respondent requests a callback to complete the interview at a general time, e.g., day, evening or weekend.
42	Respondent requests a callback to complete the interview at a specific date and time.
49	Because an interviewer was not available for an exact appointment, we missed the appointment. The case was rescheduled for normal calling algorithm for the next day.
5	Telephone is answered by an answering machine.
57	When calling in LiveVox, no respondent when connected
59	An “answering machine” was coded when case was brought up for an appointment and a second call could not be made because it was late at night.
61	Initial hearing or speech problem
62	Initial language problem, language other than English
7	Questionable Ring. Code used anytime the call results in a sound that cannot be identified. Examples include dead air, “fast” busy signals, and possible modem or fax tones. After a case is coded 7 three times, it is assigned a phone result of NW (non-working). If a screener, the NW becomes the final code.
8	Problem. All other situations that are not included in other interim codes. Passes the case to be reviewed by TRC supervisors, Study Area, or Programmer.
9	Respondent requested a mailout describing the study before completing the interview. The case will be “aged” before being made available for callback.
CS	Screener completed and eligible adult selected.

Coding the Final Outcome of Each Case: Internal

Once a case has met a threshold for a finalization code, based on the call outcomes in its history, it does not receive any further calls. These internal final codes are in Table C-2 below, along with their description. Some finalized codes reflect outcomes that occur during a call, such as completed interviews and ineligible cases, while others reflect information gleaned from the call attempt itself, such as a non-working number.

Table C-2. Westat final call outcome codes and descriptions

Westat code	Description
CA	The selected adult answered interview questions through Question 60, but did not complete the interview. Assigned only after the conclusion of the calling period, with call attempts made to complete the interview until that time.
CC	The selected adult answered interview questions through Question 75, but did not complete the interview. Assigned only after the conclusion of the calling period, with call attempts made to complete the interview until that time.
CO	Adult interview completed.
IE	Ineligible Screener because no one in the household is 18 or older (if Landline sample). No one who owns the phone is 18 or older (if cell phone sample).
IH	Ineligible Screener. This is a cell phone sample case and the R can be reached on a landline.
IP	Ineligible Screener. This is a cell phone sample case and did not reach a cell phone.
IR	Ineligible Screener. This is a cell phone sample case and the R does not live in a private residence.
LH	Two calls to this respondent resulted in a hearing or speech communication problem.
LM	Questionnaire had a language problem and has reached the maximum calling algorithm.
LP	Two calls to this respondent resulted in a non-English communication problem.
MC	The calling algorithm has been fulfilled. At least one “human” contact has been made at the number and there are no refusals or language problems in the call history for the household.
ML	The calling algorithm has been fulfilled. An attempt to contact someone else in the HH resulted in an interim language problem, but this particular questionnaire has had no interim language problem in its call history.
MR	The calling algorithm has been fulfilled. An attempt to contact someone else in the HH resulted in an interim refusal, but this particular questionnaire has had no refusal in its call history.
MT	The maximum number of call attempts has been made across all telephone numbers.
NA	No Answer. The calling algorithm has been fulfilled with no “human” or answering machine contact.
ND	Non-response: subject deceased
NF	Not found. Phone number finalized. Respondent unknown or no longer at this number; or referred to a new number to reach the respondent.
NL	The sampled person was not located after within-household selection..
NM	The calling algorithm has been fulfilled for a telephone number and only answering machine contact was made.

Table C-2. Westat final call outcome codes and descriptions (continued)

Westat code	Description
NO	Non-response: other. Questionnaire for which no other final result code is applicable.
NP	Non-response: subject not available in field period
NR	The number called was not a residential number. Included are businesses, institutions, agencies, modems, public facilities, vacation homes, and group quarters.
NS	Non-response: subject physically or mentally incapable of completing interview
NW	A call attempt reached a telephone company recording that indicated the telephone Number is not working; or on three separate call attempts the case was a Questionable Ring (7). NW is a final code for screeners and a phone result for extended interviews.
OE	Enumeration error - The respondent enumerated in the screener and selected for the extended interview is not a member of the household.
OO	Other out of scope - The questionnaire is out of scope and no other final code applies at both the Screener and Extended level.
OP	On two separate attempts, the respondent enumerated in the screener is 'never heard of' at the extended interview level and the correct phone # has been dialed.
R3	A Re-Released Final Refusal (RB) has received an additional refusal.
RB	Refusal - On at least two calls, the respondent refused to be interviewed or broke off during the interview and refused to continue.
RM	Questionnaire had a refusal code and has reached the maximum calling algorithm.

Screener for Landline Cases

Determining the eligibility of a case is a key component in applying the correct AAPOR result code to each case. In this section, we demonstrate the process by which eligibility of landline cases is determined. Eligibility determination of cell phone cases is discussed in the next section.

For landline cases, the respondent on the phone must answer two questions to confirm whether a member of their household is eligible to complete the interview. These two questions are provided below, followed by the response options for each that can be coded by the data collector. The last response option, "GT", leads to alternate codes if necessary, such as a refusal.

1. Are you a member of this household and at least 18 years old?
 (Variable name = SCRN.SHHQUEX1)
 1. Yes
 2. No

- 3. Probable business
 - AM. Answering machine
 - RT. Retry autodialer
 - NW. Nonworking, disconnected, changed
 - GT. Go to result
- 2. Is this phone number used for...
(Variable name = SCR.N.SFONEUSE)
 - 1. Home use,
 - 2. Home and business use, or
 - 3. Business use only?
 - GT. Go to result

If and when these two questions are answered with the italicized responses, the case is determined to have an eligible respondent associated with it. Subsequent questions collect the information on how many adults live in the household, after which one adult is randomly selected to be the designated respondent for the survey.

Screeners for Cell-Phone Cases

Cases in the cell-phone sample have different eligibility requirements from the landline cases and have, therefore, a different set of questions that test for eligibility. The sequence of questions for the cell phone group is below.

- 1. Are you at least 18 years old?
(Variable name = SCR.N.HHQUX1)
 - 1. Yes
 - 2. No
 - 3. Probable business
 - 4. Not a cell phone
 - GT. Go to result

2. Do you use this cell phone for...
(Variable name = SCR.N.CFONEUSE)
 1. Personal use,
 2. Personal and business use, or
 3. Business use only?
 4. Not a cell phone
 5. Not R's cell phone

GT. Go to result

3. In your home, is a cell phone the only way you can be reached by telephone?
(Variable name = SCR.N.CONLPHN)
 1. Yes
 2. No

GT. Go to result

If any response indicates that someone is not an eligible respondent, they do not receive any further questions, and the result code reflects the reason for ineligibility. After cell phone users have answered the first two questions with the italicized responses, they are considered to fall into the 'Housing unit, unknown if eligible response' category of AAPOR result codes. If cell phone users answer all three questions with the italicized responses, then they are considered eligible respondents. For eligible respondents, the interview questions follow.

Other Relevant Variables for Conversion Into AAPOR Result Codes

Table C-3. Codes for MSG pre-call result variable

<i>Variable description:</i> The result code recorded for all landline cases in the sample file delivered by our vendor, MSG, describing the outcome of an automated pre-call.	
<i>Outcome value</i>	<i>Outcome description</i>
1	Seemingly valid landline number
3	Non-working number
4	Cell number identified by Pro-T-S system
5	Non-residential number
6	Cell number identified by individual

Table C-4. Codes for LVRSLT variable

<i>Variable description:</i> Some landline cases are managed fully by the auto-dialer (LiveVox), including recording a finalized outcome, with no data collector involvement. In these cases, the outcome is recorded in the LVRSLT variable. The labels are the same as those recorded by the CATI system based on data collector input.	
<i>Outcome value</i>	<i>Outcome description</i>
-1	Work that has yet to receive an attempt
1	The call attempt resulted in a ring, no answer
16	Call is dropped during connection attempt
3	Call results in “regular” busy signal.
5	Telephone is answered by an answering machine.
57	When calling in LiveVox, no respondent when connected
7	Questionable Ring. Code used anytime the call results in a sound that cannot be identified. Examples include dead air, “fast” busy signals, and possible modem or fax tones. After a case is coded 7 three times, it is assigned a phone result of NW. If a screener, the NW becomes the final code.
NA	No Answer. The calling algorithm has been fulfilled with no “human” or answering machine contact.
NM	The calling algorithm has been fulfilled for a telephone number and only answering machine contact was made.
NW	A call attempt reached a telephone company recording that indicated the telephone number is not working; or on three separate call attempts the case was a Questionable Ring (7). NW is a final code for screeners and a phone result for extended interviews.

Table C-5. Codes for SKED.ANSMACH variable

<i>Variable description:</i> If the data collector indicates that they have reached an answering machine, CATI displays the following prompt: “Did this answering machine sound like it was...” with response options as below:	
<i>Outcome value</i>	<i>Outcome description</i>
1	Residential
2	Non-residential
3	Privacy manager
4	Language other than English
5	Can’t tell, uncertain

Table C-6. Codes for SCR.N.MSGREAD and DASM.MSGREAD variables

<i>Variable descriptions:</i> These two variables each reflect the status of messages left on answering machines at the screener and extended level, respectively. For most of the response options, the response can be coded at any or all of the following stages: I (Initial), L (Language problem), and R (Refusal). Because the status of whether a message is left or not is the same regardless of stage, the same outcomes for different stages are combined.	
<i>Outcome value</i>	<i>Outcome description</i>
-1	Inapplicable
-9	Not ascertained
I1/L1/R1	Yes, successfully left message
I2/L2/R2	Tried to leave message
I3/L3/R3	Didn’t leave message, talked to someone
I4/L4/R4	Tried to leave message twice

I5/L5/R5	No, did not leave message
----------	---------------------------

Table C-7. Codes for FONE.RECORDN variable

<i>Variable description:</i> At the extended level, data collectors reaching a telephone company recording describing why a number is not working are prompted by CATI to enter the reason provided by the recording.	
<i>Outcome value</i>	<i>Outcome description</i>
1	Changed to a new number
2	Temporarily disconnected
3	Now non-published
4	No longer working/disconnected
5	Not completed as dialed
6	Not available in area code
91	Other
-8	Don't know

Table C-8. Codes for MSG NIRF.REFWHO variable

<i>Variable description:</i> At the extended level, data collectors who record the call outcome as a refusal are asked whether the interview was refused by the selected person (the designated respondent as determined during the screener process), by someone else in the household, or they don't know.	
<i>Outcome value</i>	<i>Outcome description</i>
1	Selected person
2	Someone else
-8	Don't know

Determining AAPOR Result Codes

The tables below lay out how original result codes are translated into AAPOR result codes by means of specified outcome values on given variables.

The left-most column reflects an initial result code, either from the MSG pre-call or Westat's result codes. The second column contains the condition that relates that initial result code to an AAPOR result code. In many instances, a single Westat result code can lead to multiple AAPOR result codes, by means of different conditions set up by unique outcomes of variables.

As one example, the Westat result code of MC at the screener level reflects that at some point human contact was made, such as someone answering the phone and asking to be called back at another time. This Westat result code would lead to different AAPOR result codes depending on how many of the eligibility questions the respondent completed before ending the call. Thus, in the first column of Step 3, the Westat result code MC is noted. In the second column, there are three conditions associated with this result code. The first condition captures landline and cell phone users

who have answered all eligibility questions. The second condition captures cell phone users who use the phone for personal use, which we are considering equivalent to being an eligible housing unit, but whether they are an eligible respondent is not yet known. There is no equivalent condition for the landline users, because personal phone use is the last eligibility question, which renders them a fully eligible respondent. The third condition captures all other respondents who have not answered enough eligibility questions to determine even whether a housing unit has been reached. Because these three conditions reflect differences in the eligibility status, they each receive different AAPOR result codes.

The translations from original result codes to AAPOR result codes are presented in three separate tables below, reflecting the three types of result codes that could be applied to a case: a result from a pre-call, a result from an extended level survey, or a result from a screener level survey. The tables are presented in order of priority, such that if a case meets the criteria for an AAPOR result code in one table, this result code is assigned and the translations specified in other tables are not considered.

Step 1: Consider Pre-Call Results

When the sample file of landline phone numbers is delivered by the vendor, MSG, each case is labeled with the result of an automated pre-call. Some of these pre-call result codes reflect numbers that are not working, or are not eligible because they are non-residential or are actually cell phones that should not be called as part of the landline sample. Thus, these cases can be assigned an appropriate AAPOR result code immediately, without any further calls.

Table C-9. AAPOR result assignment for pre-called sample

MSG result	Conditions	AAPOR result
3	Always	4.3000
5	Always	4.5000
4	Always	4.4500
6	Always	4.4500
Else	Always	Step 2

Step 2: Consider Results at Extended Level if No Code from Pre-Call

For cases not marked as non-working, non-residential, or not eligible by the pre-call results, data collectors make calls in attempts to obtain a completed interview. Any respondent that is reached must first complete a screener, and only after the screener is complete is the extended level interview initiated. If a case has a result code at the extended level, it indicates that a respondent has completed all of the eligibility questions in the screener, and that an eligible respondent at the number has been identified to complete the extended interview. Therefore, all cases that have a result code at the extended level will fall into one of two categories of AAPOR results: Interview (Category 1) or Eligible, non-interview (Category 2). Because one person has been designated as the respondent by the extended interview stage, some conditions and AAPOR result codes reflect a distinction between the designated respondent and another household member taking a particular action, such as refusing to participate.

Table C-10. AAPOR result assignment for extended level results

Westat results	Conditions	AAPOR result
-1	Always	2.2000
1	Always	2.2100
15	Always	2.2000
2	NIRF.REFWHO = 1 on <i>any</i> instance	2.1120
	NIRF.REFWHO = 2 on <i>all</i> instances	2.1110
	Else	2.1100
29	NIRF.REFWHO = 1 on <i>any</i> instance	2.1120
	NIRF.REFWHO = 2 on <i>all</i> instances	2.1110
	Else	2.1100
3	Always	2.2100
41	Always	2.3600
42	Always	2.3600
49	Always	2.3600
5	BASM.MSGREAD = I1, L1, or R1	2.2210
	Else	2.2220
57	Always	2.2100
61	Always	2.3200
62	Always	2.3300
7	Always	2.2000
8	Always	2.3600
9	Always	2.3600
CA	Always	1.2100
CC	Always	1.2200
CO	Always	1.1000
LH	Always	2.3200
LM	Always	2.3300
LP	Always	2.3300

Table C-10. AAPOR result assignment for extended level results (continued)

Westat results	Conditions	AAPOR result
MC	Always	2.2100
ML	Always	2.3310
MR	Always	2.1110
MT	Always	2.2100
ND	Always	2.3100
NF	Always	2.2000
NL	Always	2.2000
NO	Always	2.3600
NP	Always	2.2100
NS	Always	2.3200
NW	If FONE.RECORDN = 1	4.4100
	If FONE.RECORDN = 2	4.3300
	If FONE.RECORDN = 4	4.3200
	If FONE.RECORDN = 5 or 6	4.3100
	Else	4.3000
OE	Always	4.5400
OO	Always	4.1000
OP	Always	4.5400
R3	NIRF.REFWHO = 1 on any instance	2.1120
	NIRF.REFWHO = 2 on all instances	2.1110
	Else	2.1100
RB	NIRF.REFWHO = 1 on any instance	2.1120
	NIRF.REFWHO = 2 on all instances	2.1110
	Else	2.1100
RM	NIRF.REFWHO = 1 on any instance	2.1120
	NIRF.REFWHO = 2 on all instances	2.1110
	Else	2.1100
Else	Always	Go to Step 3

Step 3: Consider Results at Screener Level if No Other Code

Before all eligibility questions have been answered and a respondent selected, cases are considered to be at the screener level. Cases at the screener level have a lot of variability, and include cases in progress, cases finalized as non-residential or ineligible, and cases that have received the prescribed number of call attempts and still have not reached anyone. Cases in progress include those where someone has picked up but not finished answering eligibility questions (e.g. appointments, first refusals, or language barriers), as well as cases that have only reached an answering machine or a ring no answer, but have not yet been called enough times to finalize the case as non-reachable. The purpose of the screener is to determine eligibility, so respondents who have completed all, some, or none of the screener have different eligibility, resulting in unique AAPOR result codes; most of the conditions in this table capture participants at different states of eligibility.

Table C-11. AAPOR result assignment based on screener results

Westat result	Condition	AAPOR result
-1	If LVRSLT variable contains result code	Find LVRSLT result in Westat result column
	Else	3.1100
1	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.2100
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1300
16	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.2000
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1600
17	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.2000
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1000
2	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.1100
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1000
29	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.1100
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1000
3	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.2100
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1200
39	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.2100
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1200
41	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.3600
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1000
42	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.3600
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1000
49	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.3600
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1000

Table C-11. AAPOR result assignment based on screener results (continued)

Westat result	Condition	AAPOR result
5	If (SCRN.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1) AND SCR.N.MSGREAD = I1, L1 or R1	2.2210
	If (SCRN.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1) AND SCR.N.MSGREAD = anything other than I1, L1, or R1	2.2220
	If neither of the two statements above are true AND SKED.ANSMACH = 1	3.2100
	If neither of the first two statements above are true AND SKED.ANSMACH = 2	4.5000
	Else	3.1400
57	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.2000
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1300
61	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.3200
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1000
62	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.3300
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1000
7	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.2000
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1600
8	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.3600
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1000
82	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.3600
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1000
9	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.3600
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1000
CS	Always	2.3600
IE	Always	4.7000
IH	Always	4.7000
IP	Always	4.4600
IR	Always	4.5300

Table C-11. AAPOR result assignment based on screener results (continued)

Westat result	Condition	AAPOR result
LH	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.3200
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1000
LM	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.3300
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1000
LP	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.3300
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1000
MC	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.2100
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1000
ML	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.3310
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1000
MR	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.1110
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1000
MT	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.2100
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1000
NA	Always	3.1300
ND	Always	2.3100
NF	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.2000
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1000
NM	If SKED.ANSMACH = 1	3.2100
	If SKED.ANSMACH = 2	4.5000
	Else	3.1400
NO	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.3600
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1000
NP	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.2100
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1000
NR	Always	4.5000

Table C-11. AAPOR result assignment based on screener results (continued)

Westat result	Condition	AAPOR result
NS	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.3200
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1000
NW	Always	4.3000
OO	Always	4.1000
OP	Always	4.5400
R3	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.1100
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1000
RB	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.1100
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1000
RM	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.1100
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1000
RP	If SCR.N.SFONEUSE = 1 or 2 OR SCR.N.CONLPH = 1	2.1100
	If SCR.N.CFONEUSE = 1 OR 2 AND SCR.N.CONLPH = anything other than 1 or 2	3.2100
	Else	3.1000

Discussion of Changes to the Process of Converting Into AAPOR Result Codes

Westat has internal codes for call results and case outcomes that are used by many automated processes to manage cases efficiently, including scheduling when a case should get another call, and how and when a case should be finalized. Therefore, these internal codes remain the most effective option to use while a case is in progress, while translating from these internal result codes into AAPOR result codes occurs after the case has been finalized.

This translation process has gone through iterations over the course of NATS production, with all changes reflecting the goal of labeling each case with the AAPOR result code that most accurately describes the status of the case. The key updates made to the current translation plan reflect the importance of first determining which of the four broad categories a case belongs to (Interview, Eligible non-interview, Unknown eligibility non-interview, or Not eligible), and then selecting the most appropriate subcategory.

In a prior plan for translating Westat result codes into AAPOR result codes, some cases that fit a subcategory, such as Refusal and breakoff, were incorrectly placed into that subcategory even if they were not verified as meeting the broader category, “Eligible non-interview”. This also occurred for cases that had answering machines with an outgoing message implying a household, language problems, and appointments. Because this study has specific eligibility criteria, these must be met before a case should be considered eligible. Some cases with these outcomes, such as refusals, will have answered the necessary questions of the screener, and when that is true, the case will be labeled with one of the subcategories of the eligible, non-interview category. However, when eligibility has not yet been determined, these cases more appropriately fall within the “Unknown eligibility, non-interview” category. The updated translation plan reflects this change and now only labels cases as eligible if they have completed the necessary eligibility questions.

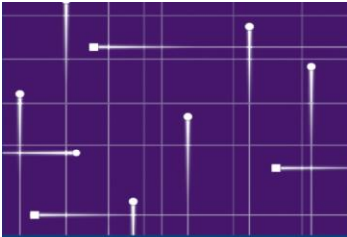
The current translation plan also changes the variable used to determine when a cell phone case is eligible, with the new variable correctly being the last question that all respondents on a cell phone (unless screened out previously as ineligible) are asked in the screener. For the landline cases, although the relevant variable defining eligibility has not changed, there was an error in outcome codes on the prior translation plan, and that has been corrected. These changes are unlikely to impact many cases as they only apply to situations in which respondents completed the screener questions but did not complete the respondent selection process. However, the current translation plan more accurately categorizes those respondents as eligible when that situation occurs.

Appendix D

NATS 2012-2013 Cognitive Testing Report

Appendix D

NATS 2012-2013 Cognitive Testing Report



idea *services*

Instrument Design, Evaluation, and Analysis Services

National Adult Tobacco Study

Cognitive Testing Report
March 23, 2012



Table of Contents

Introduction	4
Recruitment	4
Testing Methods	7
Overall Findings	7
Tobacco.....	7
Tobacco Products Other Than Cigarettes	8
Questionnaire Issues and Recommendations	8
Roll Your Own.....	8
Cigars, Cigarillos, and Little Filtered Cigars.....	10
Water Pipes, Hookahs, and Pipes Other Than Water Pipes	11
Flavored Tobacco Products	14
Use of Tobacco Products Other Than Cigarettes	15
Snus	16
Dissolvable Tobacco	17
Awakening	17
Craving and Addiction.....	18
Cessation Attempts	19
Promotions	20
Chemicals in Tobacco.....	23
Perception of Health Risk	24

Appendices

Appendix 1. Recruiting Ad.....	25
Appendix 2. Recruitment Screener.....	26
Appendix 3. Informed Consent.....	30
Appendix 4. Older Cognitive Interviewing Protocol	31
Appendix 5. Younger Cognitive Interviewing Protocol	50

Introduction

Westat has been contracted by the CDC to cognitively test a newly revised version of the National Adult Tobacco Study, which seeks to determine tobacco use prevalence and the factors promoting and impeding tobacco use among adults. Before fielding the final instrument, selected items were cognitively tested with 36 respondents in English and Spanish to help identify and remove potential causes of response error.

This memo contains the results of cognitive testing of the instrument. It is organized as follows:

- A description of recruiting procedures and recruiting demographics;
- A brief description of the methods used to test the survey;
- An overall summary of our findings; and
- Detailed recommendations for items based on the testing results.

Recruitment

English-language respondents were recruited using a Craigslist advertisement and Westat's internal recruiting database. (The text of the Craigslist ad is provided in Appendix 1.) Interested parties contacted Westat and the recruiter administered the screener (see Appendix 2) over the telephone to determine if the caller was eligible to participate. Spanish-language respondents were recruited by EurekaFacts, a small business with expertise in recruiting Spanish-speaking respondents. Recruiters used the same screener, translated into Spanish. EurekaFacts made use of website postings, communications with community organizations, its own participant database, and “snowballing” referrals from recruited individuals. Eligible individuals were invited to participate in the study.

To be eligible, participants had to be 18 or older. A mix of current cigarette smokers, non-smokers, and former smokers were recruited. In addition, Westat sought respondents who have used a variety of tobacco products, including cigarettes, water pipes, smokeless tobacco, and dissolvable tobacco products. In addition, respondents could not have participated in an interview or focus group at least 6 months prior to the NATS interviews, or more than one interview or focus group ever.

Tables 1-4 show the demographics of the 36 respondents who completed interviews. Spanish-speaking respondents were asked their country of origin to ensure a diversity of dialects.

Table 1. Respondent Demographics for English-speaking Respondents, Ages 18-29

Respondent ID	Gender	Age	Highest Level of Education	Race	Current, Past, or Nonsmoker?	Cigarettes	Pipes or Water Pipes	Cigars or Cigarillos	Electronic cigarettes	Smokeless Tobacco	Snus	Dissolvable Tobacco
12	Female	18-29	High school	White	Some days	x						
15	Female	18-29	Some college	Black	Some days	x	x	x				
26	Male	18-29	Some college	Black	Past	x		x				
29	Male	18-29	High school	White	Some days	x		x	x			
40	Male	18-29	College	White	Everyday	x		x		x	x	
44	Male	18-29	Some college	Latino	Everyday	x		x				
54	Male	18-29	Some college	Black	Everyday	x	x	x	x			
59	Male	18-29	High school	White	Some days	x				x	x	
84	Female	18-29	College	Asian	Non-smoker							

Table 2. Respondent Demographics for English-speaking Respondents, Ages 30+

Respondent ID	Gender	Age	Highest Level of Education	Race	Current, Past, or Nonsmoker?	Cigarettes	Pipes or Water Pipes	Cigars or Cigarillos	Electronic cigarettes	Smokeless Tobacco	Snus	Dissolvable Tobacco
1	Male	40-49	High school	White	Everyday	x			x			
25	Female	50-59	High school	Black	Past	x						
32	Male	30-39	College	Asian/white	Everyday	x	x	x	x			x
39	Female	30-39	High school	Black	Non-smoker	x	x					
43	Male	60-69	Some college	White	Past	x	x					
45	Male	30-39	Some college	Hispanic	Everyday	x	x	x	x			
76	Female	40-49	College	Black	Everyday	x	x	x				
81	Female	40-49	Some college	Black	Everyday	x	x	x		x		x
85	Female	70-79	High School	White	Non-smoker							

Table 3. Respondent Demographics for Spanish-speaking Respondents, Ages 18-29

Respondent ID	Gender	Age	Highest Level of Education	Country of Origin	Current, Past, or Nonsmoker?	Cigarettes	Pipes or Water Pipes	Cigars or Cigarillos	Electronic cigarettes	Smokeless Tobacco	Snus	Dissolvable Tobacco
5	Male	18-29	College	Venezuela	Some days	x	x	x				
15	Female	18-29	College	Nicaragua	Some days	x	x					x
20	Male	18-29	Some college	Argentina	Some days	x	x		x			
43	Male	18-29	Less than high school	El Salvador	Non-smoker							
53	Female	18-29	Some college	Chile	Some days	x		x				
54	Male	18-29	Some college	Nicaragua	Some days	x		x				
57	Male	18-29	High school	El Salvador	Everyday	x	x	x	x			
64	Female	18-29	College	Colombia	Some days	x	x	x	x			
65	Female	18-29	College	Bolivia	Some days	x	x	x				

Table 4. Respondent Demographics for Spanish-speaking Respondents, Ages 30+

Respondent ID	Gender	Age	Highest Level of Education	Country of Origin	Current, Past, or Nonsmoker?	Cigarettes	Pipes or Water Pipes	Cigars or Cigarillos	Electronic cigarettes	Smokeless Tobacco	Snus	Dissolvable Tobacco
1	Female	60-69	College	Perú	Past	x		x				
11	Female	30-39	College	Bolivia	Some days	x						x
12	Male	50-59	Less than high school	Honduras	Non-smoker							
14	Male	30-39	Some college	El Salvador	Some days	x	x	x				
18	Female	40-49	Some college	México	Everyday	x		x				
31	Male	40-49	High school	Guatemala	Everyday	x		x		x		x
34	Male	60-69	High school	Chile	Everyday	x		x				
47	Female	40-49	High school	Guatemala	Some days	x		x				
48	Female	40-49	College	Nicaragua	Some days	x	x	x				

Testing Methods

All interviews were completed in-person at Westat's Rockville, MD campus. The cognitive interviews were conducted in four sets, with 9 interviews in each round:

- Younger English-language respondents, ages 18-29;
- Older English-language respondents, ages 30 and above;
- Younger Spanish-language respondents, ages 18-29; and,
- Older Spanish-language respondents, ages 30 and above.

At the start of each face-to-face cognitive interview, the respondent was provided with the informed consent form (Appendix 3). Information provided on the informed consent was reinforced through a verbal explanation. The informed consent included a description of the study, potential risks of participating, the right to terminate participation at any point in time, steps taken to protect anonymity, and how the interview information will be handled and used by the study.

All cognitive interviews were conducted by experienced survey methodologists. Interviewers administered the selected items from the questionnaire, asking follow-up probes concurrently. The cognitive probes focused primarily on item interpretation and ease of response. Two cognitive interviewing protocols with developed probes, one for older adults (30 years old and up) and one for younger adults (18-29 years old), are attached (Appendices 4 and 5).

All respondents gave permission to be audio recorded. Each respondent received \$75 for their time.

Overall Findings

Overall, most questions seemed to function fairly well. Since only selected items from the instrument were tested, it is not possible to draw any conclusions about the instrument as a whole. There were two overall issues that emerged across both languages and both age groups: respondent misunderstanding of the word *tobacco* and issues with the phrase *tobacco products other than cigarettes*.

Tobacco

At several points, respondents included non-tobacco products, such as marijuana, cloves, or herbs, in their responses. (See discussions below in the *Roll Your Own, Cigars, and Pipes* sections.) In addition, some respondents were unsure of how to classify some of the newer products, such as electronic cigarettes and dissolvable tobacco. For several, these products were nicotine products, not tobacco products. (See discussions below for items in the *Use of Tobacco Products Other Than Cigarettes and Dissolvable Tobacco* sections.)

RECOMMENDATIONS

- Given respondent tendency to include non-tobacco use for some items, we suggest including an introduction at the beginning of the questionnaire that stresses that this survey asks about tobacco products *only*. This introduction should also delineate what is meant by *tobacco*.

Tobacco Products Other Than Cigarettes

Across the items, respondents struggled with this phrase. (See discussions below in the *Flavored Tobacco Products* and *Use of Tobacco Products Other Than Cigarettes* sections.) Some respondents simply failed to hear the phrase *other than* and specifically answered for cigarettes. Others, particularly Spanish speakers, thought of non-tobacco products.

RECOMMENDATIONS

- There is no single solution for this issue. We suggest the following strategies:
 - Arrange the questionnaire so that items are clearly grouped together based on whether they ask about all tobacco products, cigarettes only, or non-cigarette tobacco products.
 - Whenever possible, use specific fills based on respondents' previous report of use. Rather than asking everyone about tobacco products other than cigarettes, ask a pipe smoker about pipes, snus users about snus, etc.
 - Make the exclusion of cigarettes more explicit: *These questions ask about tobacco products, not including cigarettes* or *Do not include cigarettes in your answer*.

Questionnaire Issues and Recommendations

Roll Your Own

SMOKEEVER

ASKED OF YOUNGER RESPONDENTS

Have you ever tried cigarette smoking, even one or two puffs? Please consider both pre-made cigarettes that were purchased as well as cigarettes containing tobacco that you may have rolled for yourself, or that another person may have rolled for you.

¿Alguna vez ha probado cigarrillos, así sea una o dos caladas o chupadas? Incluya tanto los cigarrillos que se venden listos para fumar como aquellos cigarrillos que usted mismo(a) haya enrollado o que otra persona haya enrollado para usted.

This item was only asked of those who did not currently smoke cigarettes and who haven't smoked 100 cigarettes in their entire life, which included two English-language respondents and two Spanish-language respondents.

One English-language respondent felt that it was a long question and suggested shortening it to "Have you ever smoked ever?" Another found the term "pre-made" to be misleading: "I automatically thought of someone making the cigarette." After hearing the question a second time, she understood the question, but suggested the term "store-bought" instead.

One Spanish-speaking respondent, when asked about the phrase *roll your own*, said, "Me imagino que los que hacen de marihuana." (I think about those made of marijuana.) When asked if they preferred the verb *armar* over *enrollar*, one preferred *armar* and one preferred *enrollar*.

Because of the difficulty translating the term *puffs*, the Spanish translation included two terms: *caladas* and *chupadas*. Respondents preferred the term *pitada* over the term *calada*.

RECOMMENDATIONS

- In the Spanish-language questionnaire, because the verb *enrollar* may connote marijuana use, include the verb *armar* to clarify.
- In the Spanish-language questionnaire, replace the term *calada* with *pitada*.
- See discussion above of *Tobacco* in the overall findings.

SUGGESTED SPANISH REWORDING

¿Alguna vez ha probado cigarrillos, así sea una o dos chupadas o pitadas? Incluya tanto los cigarrillos que se venden listos para fumar como aquellos cigarrillos que usted mismo(a) haya enrollado o que otra persona haya enrollado para usted.

SMOKTYPE

ASKED OF OLDER RESPONDENTS

When you smoke cigarettes, do you usually smoke pre-made cigarettes, roll-your-own, or both?

Cuando fuma cigarrillos, ¿normalmente fuma cigarrillos que ya vienen listos para fumar, enrolla sus propios cigarrillos o fuma de ambos?

English language respondents did not appear to have any difficulty answering this question. They were familiar with the term “roll-your-own” and understood “pre-made” to refer to “cigarettes you buy out of the store.” Respondents offered other terms for pre-made, including: boxed, manufactured, packaged, ready-for-use, and “just cigarettes.”

Some older Spanish language respondents interpreted “roll-your-own” as referring to non-tobacco use.

RECOMMENDATIONS

- In the Spanish-language questionnaire, because the verb *enrollar* may connote marijuana use, include the verb *armar* to clarify.
- See discussion above of *Tobacco* in the overall findings.

SUGGESTED SPANISH REWORDING

Cuando fuma cigarrillos, ¿normalmente fuma cigarrillos que ya vienen listos para fumar, enrolla sus propios cigarrillos o fuma de ambos?

Cigars, Cigarillos, and Little Filtered Cigars

CIGARPAST

ASKED OF YOUNGER AND OLDER RESPONDENTS

The next questions are about tobacco products that you smoke other than cigarettes, specifically cigars, cigarillos and little filtered cigars that look like brown cigarettes. Some common brands are Black and Milds, Swisher Sweets, Dutch Masters, White Owl, or Phillies Blunts.

Have you smoked cigars, cigarillos, or little filtered cigars at least 50 times in your entire life?

Las siguientes preguntas son acerca de productos de fumar de tabaco sin incluir cigarillos, específicamente cigarros o puros, cigarritos y cigarritos con filtro que se asemejan a cigarillos de color café o marrón. Algunas marcas conocidas son Black and Milds, Swisher Sweets, Dutch Masters, White Owl o Phillies Blunts.

¿Ha fumado cigarros o puros, cigarritos o cigarritos con filtro por lo menos 50 veces durante toda su vida?

Several respondents needed clarification about whether this included cigars/cigarillos in which the tobacco had been removed and replaced with something else. One respondent answered, “Yes, but... I just dump the insides and use the paper for marijuana.”

Several respondents had difficulty with the length of this item, while one had difficulty with the “50 times” threshold. This respondent exclaimed, “Wow!” and explained that he didn't keep track of how many cigars he had smoked. He thought it was probably close to 50 times, but answered “I don't know.”

For most respondents, the list of brands appeared to function well. One remarked, “I didn't know what those were until you said the brands.” When asked, respondents most frequently suggested adding Capones, Padrone, Game, and Backwoods. The brands Toberlos, Casa a Vega, Ashton, Arturo Ferdan were also mentioned.

For Spanish language respondents, the translation of *cigar* and *cigarillo* were problematic. Both *cigarros* and *cigarillos* are frequently used to refer to cigarettes. One respondent answered, “Sí, me han dado a probar un delgaditillo que hay. Generalmente las mujeres fuman de esos....conozco esos cigarros, esos cigarillos.” (Yes, I've tried a thin one. Usually women smoke that kind [of cigarettes]... I know those cigars, those cigarettes). Here, she uses the word *cigarros* to mean cigarettes.

RECOMMENDATIONS

- In the Spanish-language questionnaire, use *puros* and *puritos* instead of *cigars* and *cigarritos*.
- See discussion above of *Tobacco* in the overall findings.

SUGGESTED SPANISH REWORDING

Las siguientes preguntas son acerca de productos de fumar de tabaco sin incluir cigarillos, específicamente puros, puritos y puritos con filtro que se asemejan a cigarillos de color café o marrón. Algunas marcas conocidas son Black and Milds, Swisher Sweets, Dutch Masters, White Owl o Phillies Blunts .

¿Ha fumado puros, puritos o puritos con filtro por lo menos 50 veces durante toda su vida?

Water Pipes, Hookahs, and Pipes Other Than Water Pipes

PIPEWTREVER

ASKED OF YOUNGER AND OLDER RESPONDENTS

The next question asks you about smoking tobacco in a water pipe. A water pipe is also called a hookah. Have you ever smoked tobacco in a water pipe in your entire life?

Las siguientes preguntas son acerca de fumar tabaco en una pipa de agua, también conocida como narguile, cachimba o hookah. ¿Ha fumado tabaco alguna vez en una pipa de agua en toda su vida?

Some respondents were not familiar with the term *water pipe*. One Spanish-language younger respondent queried, “No entiendo cuál es esa pipa de agua. Primera vez que lo escucho. ¿Pipa de agua?” (I don’t know what a water pipe is. It’s the first time I’ve heard it. Water pipe?) One English-language young adult respondent observed, “It sounds scary... like a hard core drug, like a crack pipe or meth pipe.”

Most English-language respondents were familiar with the term *hookah*, even when they had never used one. For some, the term *hookah* gave enough context to enable them to deduce the meaning of “water pipe.” One English-language older respondent reported that she had not heard of a water pipe, but “if you know one [hookah], you know what the other is [water pipe]. Several respondents noted that without the term *hookah*, the term *water pipe* “sounds like a bong.”

Across all groups, some respondents associated water pipes with non-tobacco use, specifically marijuana. One English-language young adult respondent at first answered that he had used a water pipe more than 50 times. Upon further probing, the respondent corrected himself, having only smoked tobacco in a water pipe once. He explained that he hadn’t heard the word “tobacco.”

Some respondents felt that it would be easier to answer these questions if they simply asked about a *hookah*. One felt that “first describing what a hookah is makes the question a little more confusing than... ask[ing] more directly if they ever smoked a hookah.” The majority of the respondents who answered this question affirmatively had used a hookah rather than some other type of water pipe.

Spanish-language older respondents were less likely to be familiar with the term *hookah* or the concept of a water pipe at all. In addition, the term *cachimba* was either unfamiliar to respondents or connoted a regular, traditional pipe. One respondent suggested adding the term *shisha*, as a popular alternative term for a hookah in Mexico.

PIPEWTRPAST

ASKED OF YOUNGER RESPONDENTS

How many times in total do you think you have smoked tobacco in a water pipe during your lifetime? Would you say...

¿Cuántas veces en total cree que ha fumado tabaco en una pipa de agua durante toda su vida? ¿Diría que...?

Several respondents felt that the first response option (1-10 times) was too broad; many emphasized that they had used a hookah only once or twice, frequently at hookah bars. Respondents described hookahs as a “social thing.” One Spanish-language respondent said, “Cuando la fumo, es en casa de mis amigos Peruanos y lo usamos en reuniones familiares o cuando estamos celebrando algo muy especial.” (When I smoke it, it is at my Peruvians’ friends’ home and we use it during family gatherings or when we are celebrating something very special.)

One English-language younger respondent felt that hookah set-up was simply too involved for individual use: “It doesn’t make sense to smoke it by yourself.... you have to set everything up. You have to get the water, the coal, it takes about 30 minutes.”

PIPEOTHPST

ASKED OF YOUNGER AND OLDER RESPONDENTS

Have you smoked tobacco in a pipe *other* than a water pipe at least 50 times in your entire life?

¿Ha fumado tabaco en una pipa aparte de una pipa de agua por lo menos 50 veces en toda su vida?

For some respondents, the phrase “pipe other than a water pipe” was confusing. These respondents tended to hear the phrase “water pipe” and not the phrase “other than.” One older respondent answered “no,” despite the fact that he was a pipe smoker. Another respondent associated “pipe other than a water pipe” with “one-hitters,” glass pipes in paraphernalia stores that are “disguised” as a cigarette. Spanish-language respondents found the translation of *a pipe other than a water pipe* (*una pipa aparte de una pipa de agua*) to be particularly awkward and confusing.

Other respondents correctly interpreted *pipe other than a water pipe* to be a “traditional” pipe, describing it as a “Sherlock Holmes pipe,” “old man pipe,” “una pipa que fuman los viejitos” (a pipe that little old men smoke), “old school pipe,” “gentleman’s pipe,” “corncob pipe,” and a “pipe you hold in your hand.” One older respondent explained, “just a classic, tweed coat, patched elbow, pipe smoker.” Another older respondent imagined that “it’s a pipe you see a man use. Never seen a woman use it.” Spanish-language respondents in particular associated this type of pipe with the “pipa de Popeye”—Popeye’s pipe.

Tested Alternative

In response to misinterpretations of the phrase *pipe other than a water pipe*, the cognitive testing team developed an alternative series of pipe questions. This series first asked about regular pipes and then water pipes. Beginning with the 10th interview, English and Spanish-language respondents were asked to compare this alternative series with the original. The findings are included below, with the following caveats: (1) not all respondents had the opportunity to compare the two series and (2) when asking respondents to compare two items, the respondents’ stated preference does not necessarily indicate which would perform best.

ASKED OF YOUNGER AND OLDER RESPONDENTS

The next questions ask about smoking tobacco in pipes. One question asks about smoking tobacco in a regular pipe. The other asks about smoking tobacco in a water pipe, also known as a hookah.

First, I want to ask you about smoking tobacco in a regular pipe. Have you smoked tobacco in a regular pipe at least 50 times in your entire life?

Now, I want to ask you about smoking tobacco in a water pipe, also known as a hookah. Have you ever smoked tobacco in a water pipe in your entire life?

Las próximas preguntas son acerca de fumar tabaco en pipas. La primera tiene que ver con fumar tabaco en una pipa regular. La segunda tiene que ver con fumar tabaco en una pipa de agua, también conocida como narguile, cachimba o hookah?

Primero quiero preguntarle acerca de fumar tabaco en una pipa convencional. ¿Ha fumado tabaco alguna vez en una pipa convencional por lo menos 50 veces durante toda su vida?

Ahora quiero preguntarle acerca de fumar tabaco en una pipa de agua, también conocida como narguile, cachimba o hookah. Ha fumado tabaco alguna vez en una pipa de agua en toda su vida?

Most English-language respondents preferred the alternative wording. One respondent felt that it was more natural to ask about regular pipes and then water pipes, “because you're going gradually... from norm to obscure.” Another respondent felt that the question about the water pipe was “more understandable” with the new question order.

Some younger Spanish-language respondents had issues with the translations of *a regular pipe* (*una pipa regular* and *una pipa convencional*). In general, Spanish-language respondents found the translation of the introduction to be confusing and repetitive.

RECOMMENDATIONS

- Given confusion over the phrase *a pipe other than a water pipe*, reverse the order of the pipe questions, asking about a regular pipe first.
- Given respondent confusion over the term *water pipe*, and the prevalent use of hookahs, we suggest asking respondents about *a hookah or other water pipe*. This will hopefully minimize respondent confusion while still including water pipes that aren't hookahs.
- For the Spanish-language questionnaire, translate *regular pipe* as *una pipa tradicional*. Remove *cachimba* from the list of water pipe terms.
- Based on respondent feedback, modify the response options for the question about lifetime hookah use to allow respondents to answer *1 to 3 times*.
- See discussion above of *Tobacco* in the overall findings.

SUGGESTED ENGLISH REWORDING

The next questions ask about smoking tobacco in pipes. The first question asks about a regular pipe. The second one asks about a hookah or other water pipe.

First, I want to ask you about a regular pipe. Have you smoked tobacco in a regular pipe at least 50 times in your entire life?

Now, I want to ask you about a hookah or other water pipe. Have you ever smoked tobacco in a hookah or other water pipe in your entire life?

How many times in total do you think you have smoked tobacco in a hookah or other water pipe during your lifetime? Would you say... 1-3 times, 4-20 times, 21-50 times, or more than 50 times?

SUGGESTED SPANISH REWORDING

Las próximas preguntas son acerca de fumar tabaco en pipas: pipas tradicional y hookahs o otros pipas de agua. Primero quiero preguntarle acerca de fumar tabaco en una pipa tradicional. ¿Ha fumado tabaco en una pipa tradicional por lo menos 50 veces durante toda su vida?

Ahora quiero preguntarle acerca de fumar tabaco en una pipa de agua, también conocida como narguile, hookah o shisha. ¿Ha fumado tabaco alguna vez en una pipa de agua en toda su vida?

¿Cuántas veces en total cree que ha fumado tabaco en una hookah o una pipa de agua durante toda su vida? ¿Diría que...? 1-3 veces, 4-20 veces, 21-50 veces, más de 50 veces?

Flavored Tobacco Products

SMKFLAV

ASKED OF YOUNGER RESPONDENTS

This question asks about tobacco products that you have smoked, *not including cigarettes*. This includes cigars, pipes, water pipes, and electronic cigarettes. In the past 30 days, were any of the tobacco products that you smoked flavored to taste like menthol, mint, clove, spice, candy, fruit, chocolate, or other sweets?

Esta pregunta es acerca de los productos de tabaco que usted ha fumado sin incluir cigarrillos. Se refiere a cigarros o puros, pipas, pipas de agua y cigarrillos electrónicos. En los últimos 30 días, ¿tuvo alguno de los productos que fumó sabores como mentol, menta, clavo de olor, especia, dulce, fruta, chocolate u otros dulces?

One respondent included menthol cigarettes in his response. Another included K-2, explaining: "It's not tobacco, but it is a smoking product in stores. It's new. It's flavored tobacco, kind of. It's spicy. It's stronger than cigarettes. It makes you light headed." (K-2 is advertised online as an herbal incense that is legal to smoke.)

For several of the respondents, the time reference was lost. Many felt that the item was lengthy and convoluted.

RECOMMENDATIONS

- Instead of asking respondents about all of these items, use a fill to ask only products the respondent has reported using.
- See discussion above of *Tobacco Products Other Than Cigarettes* in the overall findings.

SUGGESTED ENGLISH REWORDING

In the past 30 days, were any of the {CIGARS/PIPES/HOOKAHS/ELECTRONIC CIGARETTES} you smoked flavored to taste like menthol, mint, clove, spice, candy, fruit, chocolate, or other sweets?

SUGGESTED SPANISH REWORDING

En los últimos 30 días, ¿tuvo alguno de los/las {PUROS/PURITOS/PIPAS/HOOKAHS/CIGARRILLOS ELECTRÓNICOS} que fumó sabores como mentol, menta, clavo de olor, especia, dulce, fruta, chocolate u otros dulces?

SMOKMENTHNOW

ASKED OF OLDER RESPONDENTS

Currently, when you smoke cigarettes, do you usually smoke menthol cigarettes...

Actualmente, cuando fuma cigarrillos, ¿normalmente fuma cigarrillos mentolados...?

Overall, respondents did not have any difficulty answering this item. Overwhelmingly, most respondents felt that this was actually a yes/no question: you either smoke menthols or you don't. One respondent, however, reported switching between menthol and other types of cigarettes every week. One respondent asked a clarifying question, "Should I include cigars?"

RECOMMENDATIONS

- Leave as is for both English and Spanish language versions.

Use of Tobacco Products Other Than Cigarettes

SMKOTHAGE

ASKED OF YOUNGER RESPONDENTS

How old were you when you first smoked any tobacco product other than cigarettes, even if only one or two puffs?

¿Qué edad tenía usted la primera vez que fumo algún producto con tabaco aparte de cigarrillos, incluso si fue solo una o dos caladas o chupadas?

A few respondents answered this item based on cigarette or non-tobacco (i.e., marijuana) use.

Because of the difficulty translating the term *puffs*, the Spanish translation included two terms: *caladas* and *chupadas*. Respondents preferred the terms *pitada* or *chupada* over the term *calada*.

RECOMMENDATIONS

- In the Spanish-language questionnaire, replace the term *calada* with the alternative *pitada*.
- See discussion above of *Tobacco Products Other Than Cigarettes* in the overall findings.

SUGGESTED ENGLISH REWORDING

How old were you when you first smoked any tobacco product other than cigarettes, even if only one or two puffs?

SUGGESTED SPANISH REWORDING

¿Qué edad tenía usted la primera vez que fumo algún producto de tabaco aparte de cigarrillos, incluso si fue solo una o dos pitadas o chupadas?

SMKOTHEVER/NOW

ASKED OF YOUNGER AND OLDER RESPONDENTS

Have you ever used/ Do you now use any tobacco product other than cigarettes?

¿Alguna vez ha probado otro/ ¿Actualmente usa algún producto de tabaco aparte de cigarrillos?

Some respondents failed to include hookah or regular pipe use, answering only for their cigarette use. One older respondent answered “yes,” but then commented, “That’s technically a ‘no.’” He explained that he smoked electronic cigarettes, which were a nicotine product, not a tobacco product.

The phrase *now use* was unclear for respondents who had recently quit, but may have had a tobacco product occasionally since. One respondent had quit smoking cigarettes about 9 months ago, but in past month had had two Black and Milds.

Several Spanish-language respondents were unsure what *producto de tabaco aparte de cigarrillos* actually meant. One speculated, “Pienso a que se refiere a los cigarrillos de marihuana” (I think it refers to marihuana.) Another questioned, “No entiendo que quiere decir la parte de ‘aparte de cigarrillos’... pensaría que puede ser como droga...” (I don’t understand what you mean by other than cigarettes... I’d think it could mean drugs...).

RECOMMENDATIONS

- See discussion above of *Tobacco Products Other Than Cigarettes* in the overall findings.

Snus

SNUSHEARD

ASKED OF YOUNGER AND OLDER RESPONDENTS

Have you ever heard of snus, such as Camel Snus or Marlboro Snus?

¿Alguna vez ha oído hablar del snus como Camel Snus o Marlboro Snus?

Many respondents suggested including the definition, although several respondents who initially answered *no* incorrectly changed their response to *yes* after hearing the definition. These respondents confused snus with snuff or chewing tobacco. One asked, “Are you talking about snuff?” Another was bemused, saying, “Yo pensé que se llamaba snuff” (I thought it was called snuff). One respondent even corrected the interviewer, saying, “Oh, the word is snuff.”

One respondent correctly changed his answer from *yes* to *no* after hearing the definition; he had initially thought snus was snuff. After hearing the definition, he said that snus sounded like a re-packaging of an old product, Skoal Bandits.

One respondent did not think that the definition needed to be included “because either you know what it is or you don't.” Another younger respondent felt that there was no need to define snus, since it was increasingly popular for office use, since there was no bulge, no need to spit, and no smoke breaks. In contrast, one younger respondent had never heard of it and speculated it was an “old school thing,” concluding, “I don't see my demographic doing that.”

One respondent incorrectly answered “yes,” because she was familiar with the Camel and Marlboro brands, although not their snus products: “Los Camel, los Marlboro, los cigarros. Diría que si la conozco” (Camel, Marlboro, the cigarettes. I'd say yes I know them).

RECOMMENDATIONS

- To minimize confusion, drop the brands from the question.
- Because the definition is more likely to mislead respondents, do not include in the item.
- Pronunciation of the term *snus* will be critical; this should be emphasized during interviewer training.

SUGGESTED ENGLISH REWORDING

Have you ever heard of snus?

SUGGESTED SPANISH REWORDING

¿Alguna vez ha oído hablar del snus?

Dissolvable Tobacco

DISSHEARD

ASKED OF YOUNGER AND OLDER RESPONDENTS

Have you ever heard of a dissolvable tobacco product? Some examples of these product names are Ariva, Stonewall, Camel orbs, Camel sticks, or Camel strips.

¿Alguna vez ha oído hablar de productos de tabaco que se disuelven? Algunas marcas de estos productos son Ariva, Stonewall, Camel orbs, Camel sticks o Camel strips.

Most respondents had not heard of the term “dissolvable tobacco product.” One respondent enquired whether it was edible. One young respondent speculated that it was “something placed on the tongue that dissolves.” Another guessed that it was “another type of dip.” One asked, “Would it be the same as the tobacco you put next to the gum and absorb?” Another conjectured, “Un polvo que viene en una cajita y se disuelve en agua?” (Some sort of powder that comes in a small box and it dissolves in water?) One respondent interpreted dissolvable products as being cigarettes with smoke that dissipates in the air (confusing them with e-cigarettes): “Son cigarillos en que el humo se disuelve en el aire y son menos dainos para los demas.”

One respondent was familiar with the item, noting “It’s right behind the guy at 7-11... It’s a little cardboard box that doesn’t look nothing like cigarettes.” A few respondents questioned whether these were actual “tobacco” products, considering them instead to be nicotine.

Several respondents felt that the brand name Ariva was familiar: two thought that it was a smoking cessation drug; one vaguely recalled that it was an antidepressant, and two respondents thought Ariva was nicotine gum.

RECOMMENDATIONS

- Leave as is for both English and Spanish language versions.

Awakening

SMOKWAVE

ASKED OF YOUNGER AND OLDER RESPONDENTS

How soon after you wake up do you usually have your first cigarette or other tobacco product? Would you say...Within 5 minutes, From 6 to 30 minutes, From more than 30 minutes to 1 hour, or After more than 1 hour?

¿Qué tan pronto después de que se despierta consume normalmente su primer cigarrillo u otro producto de tabaco? ¿Diría que... En 5 minutos, De 6 a 30 minuto, De más de 30 minutos a 1 hora o Después de más de 1 hora?

Respondents who were only social smokers found the response options to be too condensed, reporting that the time of their first tobacco product varies widely, based on social occasions. One respondent only smoked after drinking, commenting, “Time of day doesn’t matter.”

Some smokers also reported that they felt the item assumed that they smoked on a daily basis. One commented, “Fue difícil porque asumen que uno fuma todos los días” (It was difficult [to answer] because there’s the assumption that you smoke every day). Several answered “more than one hour,” but gave a caveat: “Después de más de 1 hora pero puedo ir días sin fumar” (After more than 1 hour but I can go days without smoking). Another respondent firmly insisted, “I only smoke after dark.”

Several respondents only included cigarettes in their answer. One asked, “What if I don't smoke cigarettes?” The respondent felt it would be clearer to ask only about the “first tobacco product” and to not mention cigarettes at all.

RECOMMENDATIONS

- See discussion above of *Tobacco Products Other Than Cigarettes* in the overall findings.
- Since respondents appeared to have fewer issues with items that simply asked about tobacco products, drop the reference to cigarettes.
- Modify the response options to better capture social or occasional use by lengthening the timeframes and allowing for non-daily use.

SUGGESTED ENGLISH REWORDING

How soon after you wake up do you usually have your first tobacco product? Would you say...Within 5 minutes, within half an hour, after more than an hour, or do you not have tobacco every day?

SUGGESTED SPANISH REWORDING

¿Qué tan pronto después de que se despierta consume normalmente su primer producto de tabaco? ¿Diría que...En 5 minutos, En medio hora, Después de más de una hora, o no fuma tabaco cada día?

Craving and Addiction

TOBACCRAVE, TOBACNEED, TOBACWANT

ASKED OF YOUNGER AND OLDER RESPONDENTS

During the past 30 days, have you had a strong craving to use tobacco products of any kind?

Durante los últimos 30 días, ¿ha sentido ansias o ganas fuertes de usar cualquier tipo de productos de tabaco?

During the past 30 days, did you ever feel like you really needed to use a tobacco product?

Durante los últimos 30 días, ¿alguna vez sintió que necesitaba usar un producto de tabaco con urgencia?

During the past 30 days, was there a time when you wanted to use a tobacco product so much that you found it difficult to think of anything else?

Durante los últimos 30 días, ¿hubo alguna ocasión en que usted quería usar un producto de tabaco con tal deseo que se le dificultaba pensar en otra cosa?

Most respondents had no difficulty answering this series of items. Three found them to be repetitive.

Several respondents felt that there was a “big jump” between the second and third items in this series. One felt that the third item was an “extreme” and recommended asking if you went “out of your way” to use a tobacco product.

A few respondents felt that this item did not necessarily capture addiction. One respondent explained that he never reached the stage where he couldn't think of anything else, because he was a regular smoker. He smoked a cigarette *before* his craving caused him to be distracted. Another pointed out that the third was “more when you're trying to stop.” Most respondents considered the third item to signify intense addiction.

RECOMMENDATIONS

- Leave as is for both English and Spanish language versions.

Cessation Attempts

OTHQUIT1, OTHQUIT2

ASKED OF YOUNGER RESPONDENTS

When was the last time that you used any tobacco product?

¿Cuándo fue la última vez que usó algún producto de tabaco?

An English-language respondent answered this item in term of age. There were no issues with this item.

RECOMMENDATIONS

- Allow interviewers to record an age for this item. Years since tobacco use can then be calculated using the respondent's age as reported elsewhere.

SMOKQUIT1, SMOKQUIT2

ASKED OF OLDER RESPONDENTS

When did you last smoke a cigarette?

¿Cuándo fumó un cigarrillo por última vez?

This item was only asked of former cigarette smokers, two English-language and two Spanish-language. None seemed to have any difficulty answering this item.

Respondents were asked to compare this question to the alternative wording of “About how long has it been since you COMPLETELY quit smoking cigarettes?” Most felt the two were different questions that might have different answers. This was particularly true of those who recently quit; one respondent, who stopped smoking 22 years ago, felt the two questions were equivalent.

RECOMMENDATIONS

- Since most respondents found the two versions to be two different questions, we recommend that version choice depend upon research intent.

SMKLSSWITCH

ASKED OF OLDER RESPONDENTS

At any time during the past 12 months, did you completely switch from smoking cigarettes to using a smokeless tobacco product?

En algún momento durante los últimos 12 meses, ¿cambió por completo de fumar cigarrillos a usar un producto de tabaco que no se fuma?

Only two respondents received this item. One was unsure if *smokeless tobacco product* included electronic cigarettes. Another included electronic cigarettes and chewing tobacco when answering.

For Spanish-language respondents, the phrase *un producto de tabaco que no se fuma* (*smokeless tobacco product*) was problematic. The alternative offered during the interview (*sin humo*), however, fared worse.

RECOMMENDATIONS

- Before asking about smokeless tobacco products, include an introduction that clarifies what is included in this category.

Promotions

PROM01-PROM04

ASKED OF OLDER RESPONDENTS

In the past 30 days, have you noticed any of the following types of promotions for tobacco products?

- Free samples of cigarettes
- Free samples of smokeless tobacco products in stores and venues where children are allowed
- Events being sponsored by a cigarette or smokeless tobacco brand name or logo
- Cigarettes sold singly, otherwise known as “loosies”

En los últimos 30 días, ¿ha notado alguno de los siguientes tipos de promociones de productos de tabaco?

- *Muestras gratis de cigarrillos*
- *Muestras gratis de productos de tabaco que no se fuma en tiendas y lugares donde hay niños*
- *Eventos patrocinados por una compañía o con un logotipo de cigarrillos o de productos de tabaco que no se fuma*
- *Cigarrillos que se venden individualmente o por unidad, conocidos también como “suelitos”.*

Only two respondents recalled the timeframe throughout this item. Most respondents forgot the timeframe during the course of the question. One respondent felt that the first and third promotions were repetitive, since samples were usually found at sponsored events. Another found the first and second to be repetitive, since they both asked about free samples.

A few respondents reporting seeing “loosies” sold outside gas stations or from taco food trucks. One thought singles weren't sold anymore, “in this century.” Some respondents preferred the term *suelitos* for *loosies*.

RECOMMENDATIONS

- Repeat the stem for each item. Allow interviewers to drop the stem when/if it appears no longer necessary.
- Include *suelitos* (another term for loosies) along with *suelitos*.

SUGGESTED ENGLISH REWORDING

In the past 30 days, have you noticed free samples of cigarettes?
In the past 30 days, have you noticed free samples of smokeless tobacco products in stores and venues where children are allowed?
{In the past 30 days, have you noticed} events being sponsored by a cigarette or smokeless tobacco brand name or logo?
{In the past 30 days, have you noticed} cigarettes sold singly, otherwise known as “loosies”

SUGGESTED SPANISH REWORDING

En los últimos 30 días, ¿ha notado alguno de los siguientes tipos de promociones de productos de tabaco?
En los últimos 30 días, ¿ha notado muestras gratis de cigarillos?
{En los últimos 30 días, ¿ha notado} muestras gratis de productos de tabaco que no se fuma en tiendas y lugares donde hay niños?
{En los últimos 30 días, ¿ha notado} eventos patrocinados por una compañía o con un logotipo de cigarillos o de productos de tabaco que no se fuma?
}En los últimos 30 días, ¿ha notado} cigarillos que se venden individualmente o por unidad, conocidos también como “sueltos” o “sueltitos”?

RECVPROMO1-RECVPROMO8, RECVPROMO_OTH

ASKED OF OLDER RESPONDENTS

During the past 30 days, did you receive coupons, rebates, buy 1 get 1 free, 2 for 1, or any other special promotions for any tobacco products...?

- In the mail?
- From the internet?
- In an email sent by a tobacco company?
- With the purchase of a tobacco product?
- With the purchase of a non-tobacco product?
- At an event, bar, or nightclub?
- From friends or family?
- From some other source?

En los últimos 30 días, ¿recibió cupones, descuentos, promociones de compre 1 lleve 1 gratis, compre 2 por el precio de 1 o algún otro tipo de promoción especial de productos de tabaco...?

- *Por el correo?*
- *Por internet?*
- *Por correo electrónico o email de una compañía de tabaco?*
- *Con la compra de un producto de tabaco?*
- *Con la compra de un producto sin tabaco?*
- *En un evento, un bar o una discoteca?*
- *De amigos o familiares?*
- *De alguna otra fuente?*

Again, most respondents forgot the timeframe during the course of the question. One respondent reported answering this item for her experiences over her lifetime.

One respondent found it difficult to know if he received some type of promotion when purchasing tobacco products, since he would buy his brand of cigarettes regardless: “I don't pay attention to it because I'm not price shopping.”

A few respondents found it difficult to follow “purchase of a non-tobacco product.” One asked, “You mean like a six-pack of beer?”

Two respondents included cigarettes that they received from friends or family, rather than just promotions. One included a free sample given by a friend; another included cheaper cigarettes a family member brought from Mexico.

RECOMMENDATIONS

- Repeat the stem periodically to remind respondents of the time frame and that the question is asking about coupons/rebates, not free samples.
- Replace non-tobacco product with *another product*.

SUGGESTED ENGLISH REWORDING

During the past 30 days, did you receive coupons, rebates, buy 1 get 1 free, 2 for 1, or any other special promotions for any tobacco products...?

In the mail?

From the internet?

In an email sent by a tobacco company?

During the past 30 days, did you receive coupons, rebates, buy 1 get 1 free, 2 for 1, or any other special promotions for any tobacco products...?

With the purchase of a tobacco product?

With the purchase of another product?

During the past 30 days, did you receive coupons, rebates, buy 1 get 1 free, 2 for 1, or any other special promotions for any tobacco products...?

At an event, bar, or nightclub?

From friends or family?

From some other source?

SUGGESTED SPANISH REWORDING

En los últimos 30 días, ¿recibió cupones, descuentos, promociones de compre 1 lleve 1 gratis, compre 2 por el precio de 1 o algún otro tipo de promoción especial de productos de tabaco...? Por el correo?

Por internet?

Por correo electrónico o email de una compañía de tabaco?

En los últimos 30 días, ¿recibió cupones, descuentos, promociones de compre 1 lleve 1 gratis, compre 2 por el precio de 1 o algún otro tipo de promoción especial de productos de tabaco...?

Con la compra de un producto de tabaco?

Con la compra de un otro producto?

En los últimos 30 días, ¿recibió cupones, descuentos, promociones de compre 1 lleve 1 gratis, compre 2 por el precio de 1 o algún otro tipo de promoción especial de productos de tabaco...?

En un evento, un bar o una discoteca?

De amigos o familiares?

De alguna otra fuente?

Chemicals in Tobacco

HARMCHEMS

ASKED OF YOUNGER AND OLDER RESPONDENTS

In the past year, how often have you seen a list of the chemicals contained in tobacco products? Would you say...

Durante el año pasado, ¿con qué frecuencia ha visto una lista de las sustancias químicas que hay en los productos de tabaco? ¿Diría que...?

Respondents reported seeing lists of chemicals on the internet, at school, and in anti-smoking commercials. Many assumed that the chemicals would be listed on the tobacco products themselves, even if they had not read it. One younger respondent stated that it could be found on the back of a Snus can in the “General Sargeant's warning” [sic]. These respondents distinguished between what they had “seen” and what they had “read.”

Some respondents tentatively offered their memories of the chemicals found in tobacco products, mentioning rat poison, tar, and carpet glue. A few respondents who were actively trying to quit had searched out a list of chemicals.

Respondents frequently failed to register the timeframe *In the past year* and answered in terms of the past 6 months or, in some cases, their entire lifetime. Another respondent interpreted past year to mean the calendar year (January-December 2011). One respondent struggled to remember if her last memory was in the past year (“I don't remember the last time the Truth campaign aired”) and was reluctant to answer.

RECOMMENDATIONS

- Ask about the *past 12 months* instead of the *past year*.

SUGGESTED ENGLISH REWORDING

In the past 12 months, how often have you seen a list of the chemicals contained in tobacco products? Would you say...

SUGGESTED SPANISH REWORDING

Durante los últimos 12 meses, ¿con qué frecuencia ha visto una lista de las sustancias químicas que hay en los productos de tabaco? ¿Diría que...?

ALTERNATIVE HARMCHEMS

ASKED OF YOUNGER AND OLDER RESPONDENTS

In the past year, how often have you thought about the chemicals contained in tobacco products? Would you say...

Durante el año pasado, ¿con que frecuencia ha pensado en las sustancias químicas que hay en los productos de tabaco? ¿Diría que...?

Respondents did not appear to have difficulty with this item. Many reported that they thought of chemicals when they were attempting to quit. One explained, “It's a ticking time bomb. Time to quit before my mouth falls off.”

Some respondents reported thinking about chemicals after a day of heavy smoking or when undertaking physical exertion. One younger respondent described being frustrating when doing

something physical, “Damn, that's tar in my lungs.” Others reported thinking about chemicals when they have a sore throat or headache as the result of smoking.

RECOMMENDATIONS

- Ask about the *past 12 months* instead of the *past year*.

SUGGESTED ENGLISH REWORDING

In the past 12 months, how often have you thought about the chemicals contained in tobacco products? Would you say...

SUGGESTED SPANISH REWORDING

Durante los últimos 12 meses, ¿con que frecuencia ha pensado en las sustancias químicas que hay en los productos de tabaco? ¿Diría que...?

Perception of Health Risk

CIGHALF

ASKED OF OLDER RESPONDENTS

How much do you think your risk of disease would decrease if you cut the amount that you smoke in half? Would you say...

¿Cuánto cree que disminuiría su riesgo de una enfermedad si reduce a la mitad su uso de tabaco? ¿Diría que...?

Respondents did not appear to have any difficulty answering this question. Two respondents who smoked rarely felt that their risk of disease would not change, given the small amount smoked. Others felt that their risk would be reduced a lot: “It's just unhealthy to smoke cigarettes, causing harm. Obviously, reducing that helps.”

RECOMMENDATIONS

- Leave as is for both English and Spanish language versions.

Appendix 1: Recruiting Ad

\$75—Smokers (current and former) needed for one-hour research study

Westat is looking for smokers (both current and former) to take part in a research study.

The interview will take about an hour and will be held in Rockville, Maryland. You will receive \$75 cash for your time.

The purpose of the interview is to test survey questions about tobacco use.

All information you give us will be treated as strictly confidential. No information about you will be shared with others, and you will not be put on a marketing/ mailing list.

If you want to know more about Westat, please visit our website: www.westat.com.

If you are interested in participating, please call 301-610-8824. You will reach voicemail. In your message, please specify that you're calling about the smoking study and provide your **name, phone number and a good time to reach you**.

Someone from Westat may then contact you and ask a few additional questions to determine if you meet certain eligibility requirements. If you do, we will schedule an appointment with you for an interview time.

Please understand that we may not be able to use everyone who contacts us. Thank you.

Appendix 2: Recruitment Screener

National Adult Tobacco Study Screener for Cognitive Interview Respondents

Hello, my name is Martha Popovic and I work for Westat, a local research firm. We're doing research for the CDC's Office on Smoking and Health to evaluate materials for a study about tobacco use. If you are eligible and you agree to participate, we will give you \$75 to complete an in-person interview that should last about an hour. In order to find out if you are eligible to be interviewed, I need to ask you a few questions.

1. May I go ahead?
 - ☐ YES
 - ☐ NO → **TERMINATE**

2. How old are you?
 - ☐ UNDER 18 → **INELIGIBLE**
 - ☐ 18-29
 - ☐ 30-39
 - ☐ 40-49
 - ☐ 50-59
 - ☐ 60-69
 - ☐ 70-79
 - ☐ 80+

3. How many individual interviews or focus groups have you participated in at Westat or other survey research companies?
 - ☐ MORE THAN ONE → **INELIGIBLE**
 - ☐ ONE
 - ☐ ZERO → **GO TO QUESTION 5**

4. When was that?
- ☐ IN THE PAST 6 MONTHS → **INELIGIBLE**
 - ☐ MORE THAN 6 MONTHS AGO
5. Have you smoked at least 100 cigarettes in your entire life?
- ☐ YES
 - ☐ NO → **IF 18-29, THEN ELIGIBLE AS NONSMOKER**
OTHERWISE → INELIGIBLE
6. Do you now smoke cigarettes every day, some days or not at all?
- ☐ EVERY DAY → **ELIGIBLE AS CIGARETTE SMOKER**
 - ☐ SOME DAYS → **ELIGIBLE AS CIGARETTE SMOKER**
 - ☐ NOT AT ALL → **ELIGIBLE AS PAST SMOKER**
7. Do you currently use a pipe or a hookah or have you used one regularly in the past?
- ☐ YES → **ELIGIBLE AS PIPE/HOOKAH SMOKER**
 - ☐ NO
8. Which, if any, of the following tobacco products do you use now or have used regularly in the past?
- ☐ Cigars or cigarillos → **ELIGIBLE AS CIGAR SMOKER**
[EX: BLACK & MILDS, SWISHER SWEETS, DUTCH MASTERS, WHITE OWL, PHILLIES BLUNTS]
 - ☐ Electronic cigarettes (i.e., e-cigarettes) → **ELIGIBLE AS E-SMOKER**
 - ☐ Chewing tobacco, snuff, or dip → **ELIGIBLE AS SMOKELESS USER**
[EX: SKOAL, COPENHAGEN, GRIZZLY, LEVI GARRETT, RED MAN, DAY'S WORK]
 - ☐ Snus → **ELIGIBLE AS SNUS USER**
[PRONOUNCED TO RHYME WITH GOOSE]
 - ☐ Dissolvable tobacco product → **ELIGIBLE AS DISSOLVABLE USER**
[EX: ARIVA, STONEWALL, CAMEL ORBS, CAMEL STICKS, CAMEL STRIPS]
9. [RECORD GENDER, IF NOT OBVIOUS, ASK] Are you male or female?
- RECRUIT A MIX**
- ☐ MALE
 - ☐ FEMALE

10. What is your race/ethnicity?

RECRUIT A MIX

- ☐ BLACK OR AFRICAN AMERICAN
- ☐ HISPANIC OR LATINO
- ☐ WHITE
- ☐ AMERICAN INDIAN OR ALASKA NATIVE
- ☐ ASIAN
- ☐ NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER
- ☐ OTHER

11. What is the highest level of education you have completed?

RECRUIT A MIX

- ☐ LESS THAN HIGH SCHOOL
- ☐ COMPLETED 12TH GRADE/HIGH SCHOOL GRADUATE
- ☐ SOME COLLEGE/2-YEAR COLLEGE/TECHNICAL SCHOOL
- ☐ COLLEGE DEGREE
- ☐ GRADUATE OR PROFESSIONAL SCHOOL

IF INELIGIBLE

Thank you very much for your interest, but you are not eligible for this study. Thank you very much for your time. We will destroy the information you have provided.

IF ELIGIBLE & WAITLIST

Thank you for answering all my questions. We may contact you soon to participate in an in-person interview. Can I have your name, phone number and/or email so that we can get in touch with you?

Name: _____

Phone: _____

Email: _____

IF ELIGIBLE & SCHEDULING

Thank you for answering all my questions. I'd like to invite you to participate in an in-person interview that will take about an hour to complete. We'll pay you \$75 for your time with us. Let me give you some available times and you tell me what would be best for you.

INTERVIEW DATE AND TIME:

The interview will be held at the Westat facility in Rockville. I would like to send you directions. Where can I send them? Also, may I please have your phone number in case we need to get hold of you for any reason?

COLLECT RESPONDENT NAME, ADDRESS (IF APPLICABLE), PHONE AND EMAIL

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Appendix 3: Informed Consent

Consent to answer questions to be used in the National Adult Tobacco Survey

You are being asked to take part in a research study conducted by the CDC. This study is to help us test questions about tobacco use. The findings from talking to you will help us to improve these questions.

The interview will last about an hour. You will receive \$75 as thanks for your time.

Your participation in this study is voluntary. You may choose not to answer any question, and you can stop this interview at any time.

Researchers from the project may be observing this interview so they hear your comments about the survey questions.

There are no known risks to you for taking part in this interview. All the data we collect will be kept private. Your name will never be linked to your answers to the questions nor will it appear in any written reports or publications. There are also no direct benefits to you for taking part in this interview, but your answers will help us improve the survey materials.

With your permission, I will audio-record the interview. This is in case I missed something in my notes. The recording and all study materials that identify you will be destroyed after the completion of the study.

If you have any questions about this study, please call Jocelyn Newsome at 301-212-3734.

If you have any questions about your rights as a participant in this study, please call Sharon Zack at 301-610-8828.

I have read the information above and:

- ☐ I agree to participate in the interview.
- ☐ I agree to have my interview audio-recorded.

Signature

Date

Print Name

Name of Researcher

Appendix 4: Older Cognitive Interviewing Protocol

National Adult Tobacco Study (NATS)

Older Adults Cognitive Interview Protocol

Introduction

Hello, my name is _____ and I work for Westat, a survey research company here in Rockville, Maryland. Thank you for taking the time to help with this research study.

Westat has been contracted by the Centers for Disease Control (CDC) to help develop and conduct a national survey that will provide information about tobacco use.

Before this survey is conducted, it's important to test it with the help of people such as yourself. The questions that we are working on today are about your tobacco use, your familiarity with different types of tobacco products, and your experiences with marketing of tobacco.

It is important that the questions make sense, are easy to answer, and that everyone understands the questions the same way. If you agree to take part in this study, we will ask you questions from the survey. We will then ask you to explain what you were thinking and how you came up with your answers. Our purpose is not to collect information about you. Instead, your interview along with those of several others will show us how to improve these questions for a later survey.

Informed Consent

The interview will take about an hour and you will receive \$75 for your time. Your participation is voluntary. You may choose to not answer any question and you can stop this interview any time. There are no known risks to taking part; all of the information we collect will be kept private and we will never use your name in our reports. There are also no direct benefits to taking part, but your answers will help us improve the survey.

With your permission, I will record the interview. The recording and all materials will be destroyed after the completion of the study.

[IF OBSERVERS ARE PRESENT] Some of the researchers developing the questions are here today observing our interview to learn if there are things that might need to be changed.

HAVE RESPONDENT SIGN INFORMED CONSENT. GIVE SECOND COPY TO RESPONDENT TO KEEP.

[IF RESPONDENT AGREES TO RECORDING] I'm going to start the recorder. Today is _____. Now that the recorder is running, let me ask again: is it okay with you if I record this interview?

1. What is your age?

_____ AGE IN YEARS

- ☐ DON'T KNOW/NOT SURE
☐ REFUSED

2. Have you smoked at least 100 cigarettes in your entire life?

CATI HELP SCREEN

HELP: 100 CIGARETTES=5 PACKS

- ☐ YES * **MARK AS CIGARETTE SMOKER**
☐ NO → **GO TO Q8**

☐ DON'T KNOW/NOT SURE → **GO TO Q8**
☐ REFUSED → **GO TO Q8**

3. Do you now smoke cigarettes every day, some days, or not at all?

- ☐ EVERY DAY * **MARK AS CURRENT SMOKER**
☐ SOME DAYS * **MARK AS CURRENT SMOKER**
☐ NOT AT ALL → **GO TO Q6**

☐ DON'T KNOW → **GO TO Q8**
☐ REFUSED → **GO TO Q8**

4. When you smoke cigarettes, do you usually smoke pre-made cigarettes, roll-your-own, or both?

☐ PREMADE CIGARETTES

☐ ROLL-YOUR-OWN

☐ BOTH

☐ DON'T KNOW/NOT SURE

☐ REFUSED

RESEARCH QUESTION How best to refer to purchased cigarettes? How do people understand each type and distinguish between the two?

WHAT, IN YOUR OWN WORDS, IS THIS QUESTION ASKING?

WHAT ARE "PREMADE CIGARETTES"? IF NEEDED, HOW ARE THEY DIFFERENT FROM ROLL-YOUR-OWN?

DO YOU TYPICALLY USE THE TERM "PREMADE CIGARETTES," OR IS THERE ANOTHER TERM YOU USE? WHAT ABOUT "ROLL-YOUR-OWN"? IS THAT A TERM YOU USE, OR IS THERE ANOTHER?

5. Currently, when you smoke cigarettes, do you usually smoke menthol cigarettes...

- ☐ All the time,
- ☐ Most of the time,
- ☐ Some of the time,
- ☐ Rarely, or
- ☐ Never?

- ☐ DON'T KNOW/NOT SURE
- ☐ REFUSED

[ALL→ GO TO Q8 CIGARPAST](#)

RESEARCH QUESTION Are the options appropriate/understandable?

How easy or difficult is it to answer this question? What made it difficult or easy?

What do you think about these answer choices?

6. When did you last smoke a cigarette?

- ☐ TODAY
- ☐ ____ DAY(S) AGO
- ☐ ____ WEEK(S) AGO
- ☐ ____ MONTH(S) AGO
- ☐ ____ YEAR(S) AGO

IF MORE THAN 12 MONTHS → GO TO Q8

- ☐ DON'T KNOW/NOT SURE → GO TO Q8
- ☐ REFUSED → GO TO Q8

RESEARCH QUESTION Consider changing wording to “About how long has it been since you COMPLETELY quit smoking cigarettes?”

In your own words, what is this question asking?

If this question asked how long it had been since you "completely quit smoking cigarettes," would your answer be the same or different? Why?

7. At any time during the past 12 months, did you completely switch from smoking cigarettes to using a smokeless tobacco product?

☐ YES

☐ NO

☐ DON'T KNOW/NOT SURE

☐ REFUSED

RESEARCH QUESTION. New question.

In your own words, what is this question asking?

What is a "smokeless tobacco product"? IF NEEDED, Can you give examples of a "smokeless tobacco product"?

How easy or difficult was it to answer this question?

Tell me more about your answer.

CATI HELP SCREEN

INTERVIEWER: IF RESPONDENT IS UNSURE WHAT CIGARILLOS ARE, SAY:

“Cigarillos are small, regular cigars. They are usually sold individually or in packs of 5 or 8. Some common brands are *Black and Mild’s*, *Swisher Sweets Cigarillos*, and *Phillies Blunts*, but there are others.”

IF RESPONDENT IS UNSURE WHAT VERY SMALL CIGARS THAT LOOK LIKE CIGARETTES ARE, SAY:

“Little filtered cigars that look like cigarettes are usually brown in color and have a spongy filter like a cigarette. They are about the same size as cigarettes and are often sold in packs of 20. Some common brands are *Prime Time* little filter cigars and *Winchester* little filter cigars, but there are others.”

8. The next questions are about tobacco products that you smoke other than cigarettes, specifically cigars, cigarillos and little filtered cigars that look like brown cigarettes. Some common brands are Black and Milds, Swisher Sweets, Dutch Masters, White Owl, or Phillies Blunts.

Have you smoked cigars, cigarillos, or little filtered cigars at least 50 times in your entire life?

- ☐ YES * MARK AS CIGAR SMOKER
- ☐ NO
- ☐ DON'T KNOW/NOT SURE
- ☐ REFUSED

RESEARCH QUESTION Test to see if length is overwhelming for phone interview- should we limit the examples to Black and Milds and Swisher Sweets? Do people need all this description/ examples?

What did you think of this question?

Tell me more about your answer. Are you familiar with cigarillos and "little filtered cigars that look like cigarettes"?

Which, if any, of the brands have you heard of? Are there any brands you think we should leave out? Any brands we should add?

9. The next question asks you about smoking tobacco in a water pipe. A water pipe is also called a hookah. Have you ever smoked tobacco in a water pipe in your entire life?

- ☐ YES * MARK AS HOOKAH SMOKER
- ☐ NO
- ☐ DON'T KNOW/NOT SURE
- ☐ REFUSED

RESEARCH QUESTION Ask respondents about their perception of water pipes vs. hookahs- is one term more recognizable than the other

IF YES, Tell me more about your answer.

Do you use the term "water pipe," "hookah," or some other term to describe this type of pipe?

IF NO, What is this question asking?

Are you familiar with the term "water pipe"? Are you familiar with the term "hookah"?

10. Have you smoked tobacco in a pipe *other* than a water pipe at least 50 times in your entire life?

- ☐ YES * MARK AS PIPE SMOKER
- ☐ NO
- ☐ DON'T KNOW/NOT SURE
- ☐ REFUSED

RESEARCH QUESTION Is the designation of "a pipe other than a water pipe or hookah" confusing? TUS-CPS refers to this as "a regular pipe filled with tobacco".

In your own words, what is this question asking?

What, in your mind, is a "pipe other than a water pipe"? Can you think of some examples?

CATI HELP SCREEN

INTERVIEWER: PRONOUNCE “SNUS” TO RHYME WITH GOOSE.

IF RESPONDENT ASKS WHAT SNUS IS, READ: “Snus” is moist, smokeless tobacco, usually sold in individual or pre-packaged small pouches that are placed under the lip against the gum.”

11. Have you ever heard of snus, such as Camel Snus or Marlboro Snus?

- ☐ YES
- ☐ NO

- ☐ DON'T KNOW/NOT SURE
- ☐ REFUSED

RESEARCH QUESTION: should description of snus be included?

IF YES, What is snus?

I am going to read you a description of snus. READ DESCRIPTION OF SNUS FROM HELP SCREEN. What do you think of this definition? Do you think this definition should be included in the question?

12. Have you ever heard of a dissolvable tobacco product? Some examples of these product names are Ariva, Stonewall, Camel orbs, Camel sticks, or Camel strips.

☐ YES

☐ NO

☐ DON'T KNOW/NOT SURE

☐ REFUSED

IF CIGAR SMOKER, HOOKAH USER, OR PIPE USER → GO TO Q14

RESEARCH QUESTION: New question.

What did you think of this question?

IF NO, Based on the question, what do you think this is?

IF YES, Are you familiar with the term "dissolvable tobacco product"? Is there another word you use for this type of tobacco product?

Which, if any, of the brands have you heard of? Are there any brands you think we should leave out? Any brands we should add?

13. Have you ever used any tobacco product other than cigarettes?

- ☐ YES
- ☐ NO → IF CURRENT SMOKER, GO TO Q16; IF NOT A CURRENT SMOKER, GO TO END
- ☐ DON'T KNOW/NOT SURE → IF CURRENT SMOKER, GO TO Q16; IF NOT A CURRENT SMOKER, GO TO END
- ☐ REFUSED → IF CURRENT SMOKER, GO TO Q16; IF NOT A CURRENT SMOKER, GO TO END

14. Do you now use any tobacco product other than cigarettes?

- ☐ YES * MARK AS OTHER TOBACCO USER → GO TO Q16
- ☐ NO → IF CURRENT SMOKER, GO TO Q16; OTHERWISE, GO TO Q15.
- ☐ DON'T KNOW/NOT SURE → IF CURRENT SMOKER, GO TO Q16; OTHERWISE, GO TO END
- ☐ REFUSED → IF CURRENT SMOKER, GO TO Q16; OTHERWISE, GO TO END

15. When was the last time that you used any tobacco product?

- ☐ TODAY
- ☐ ____ DAY(S) AGO
- ☐ ____ WEEK(S) AGO
- ☐ ____ MONTH(S) AGO
- ☐ ____ YEAR(S) AGO

- ☐ DON'T KNOW/NOT SURE
- ☐ REFUSED

[ALL → GO TO END](#)

RESEARCH QUESTION Is this question asking too much in terms of recall of respondents, specifically dual users? (Might break this out individually by product-would like to first test as-is)

How easy or difficult was it to answer this question? Why?

Tell me more about your answer. IF NEEDED, What tobacco product were you thinking of when you answered this question? FOR DUAL USERS, ASK SPECIFICALLY ABOUT ALL TOBACCO PRODUCTS USED BY RESPONDENT.

16. How soon after you wake up do you usually have your first cigarette or other tobacco product? Would you say...

- ☐ Within 5 minutes,
- ☐ From 6 to 30 minutes,
- ☐ From more than 30 minutes to 1 hour, or
- ☐ After more than 1 hour?

- ☐ DON'T KNOW/NOT SURE
- ☐ REFUSED

RESEARCH QUESTION Will including “other tobacco product” be a problem here? Test for dual-user issue (do we need to know which product they use first?)

Tell me more about your answer. IF NEEDED, What tobacco product were you thinking of when you answered this question? FOR DUAL USERS, ASK SPECIFICALLY ABOUT ALL TOBACCO PRODUCTS USED BY RESPONDENT.

How easy or difficult was it to answer this question? Why?

17. During the past 30 days, have you had a strong craving to use tobacco products of any kind?

- ☐ YES
- ☐ NO

- ☐ DON'T KNOW/NOT SURE
- ☐ REFUSED

18. During the past 30 days, did you ever feel like you really needed to use a tobacco product?

- ☐ YES
- ☐ NO

- ☐ DON'T KNOW/NOT SURE
- ☐ REFUSED

19. During the past 30 days, was there a time when you wanted to use a tobacco product so much that you found it difficult to think of anything else?

☐ YES

☐ NO

☐ DON'T KNOW/NOT SURE

☐ REFUSED

RESEARCH QUESTION Test as a group: crave, need, want. Is this redundant for respondents?

Tell me more about your answer.

In your mind, what difference (if any) is there between these last three questions (craving, needing, or wanting a tobacco product so much you found it difficult to think of anything else)?

20. In the past 30 days, have you noticed any of the following types of promotions for tobacco products?

		YES	NO	DON'T KNOW/ NOT SURE	REFUSED
20A	Free samples of cigarettes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20B	Free samples of smokeless tobacco products in stores and venues where children are allowed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20C	Events being sponsored by a cigarette or smokeless tobacco brand name or logo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20D	Cigarettes sold singly, otherwise known as "loosies"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

RESEARCH QUESTION Cog Testing- is this too Complicated of a question for phone?

What time period were you thinking about when you answered this question?

What reaction, if any, did you have to this question?

How easy or difficult was it to answer this question?

INTERVIEWER: NOTE ANY DIFFICULTY ADMINISTERING QUESTION. NOTE ANY RESPONDENT DIFFICULTIES ANSWER QUESTION.

21. During the past 30 days, did you receive coupons, rebates, buy 1 get 1 free, 2 for 1, or any other special promotions for any tobacco products...?

		YES	NO	DON'T KNOW/ NOT SURE	REFUSED
21A	In the mail?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21B	From the internet?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21C	In an email sent by a tobacco company?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21D	With the purchase of a tobacco product?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21E	With the purchase of a non-tobacco product?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21F	At an event, bar, or nightclub?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21G	From friends or family?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21H	From some other source?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			→ GO TO Q22	→ GO TO Q22	→ GO TO Q22
21I.	What was the source of the promotion that you received?				

RESEARCH QUESTION Complex Q for phone?

What time period were you thinking about when you answered this question?

In your own words, what is this question asking? What did you think about this question?

Tell me more about your answer to {SELECT ANY OF THE YES RESPONSES}. How easy or difficult was it to answer this question?

INTERVIEWER: NOTE ANY DIFFICULTY ADMINISTERING QUESTION. NOTE ANY RESPONDENT DIFFICULTIES ANSWER QUESTION.

22. In the past year, how often have you seen a list of the chemicals contained in tobacco products? Would you say...

- ☐ Never,
- ☐ Rarely,
- ☐ Sometimes, or
- ☐ Often?

- ☐ DON'T KNOW/NOT SURE
- ☐ REFUSED

IF NOT A CURRENT SMOKER OR OTHER TOBACCO USER → GO TO Q24

RESEARCH QUESTION : New question.

Tell me more about your answer.

IF RARELY, SOMETIMES, OR OFTEN, Where did you see a list of chemicals?
IF NEVER, Where would you expect to see a list of chemicals?

23. How much do you think your risk of disease would decrease if you cut the amount that you smoke in half? Would you say...

- ☐ Not at all,
- ☐ A little,
- ☐ Somewhat, or
- ☐ A lot?

- ☐ DON'T KNOW/NOT SURE
- ☐ REFUSED

RESEARCH QUESTION. New question.

Tell me more about your answer. How easy or difficult was it to answer this question? Why?

24. In the past year, how often have you thought about the chemicals contained in tobacco products? Would you say...

- ☐ Never,
- ☐ Rarely,
- ☐ Sometimes, or
- ☐ Often?

- ☐ DON'T KNOW/NOT SURE
- ☐ REFUSED

RESEARCH QUESTION

Tell me more about your answer. IF NEEDED, Under what circumstances do you think about the chemicals contained in tobacco products?

That's my last question. The information you have provided will be used to help improve the health of people all across the US. Thank you very much for your time and cooperation.

Closing and Incentive

IF OBSERVERS ARE PRESENT, CHECK TO SEE IF THEY HAVE FURTHER QUESTIONS.

That is all the questions I have for you. Is there anything we haven't discussed that you would like to mention?

DISCUSS ANY RESPONDENT COMMENTS.

Thank you for your time.

STOP TAPE RECORDER.

GIVE INCENTIVE AND HAVE RESPONDENT SIGN RECEIPT.

Appendix 5: Younger Cognitive Interviewing Protocol

National Adult Tobacco Study (NATS)

Younger Adults Cognitive Interview Protocol

Introduction

Hello, my name is _____ and I work for Westat, a survey research company here in Rockville, Maryland. Thank you for taking the time to help with this research study.

Westat has been contracted by the Centers for Disease Control (CDC) to help develop and conduct a national survey that will provide information about tobacco use.

Before this survey is conducted, it's important to test it with the help of people such as yourself. The questions that we are working on today are about your tobacco use and your familiarity with different types of tobacco products.

It is important that the questions make sense, are easy to answer, and that everyone understands the questions the same way. If you agree to take part in this study, we will ask you questions from the survey. We will then ask you to explain what you were thinking and how you came up with your answers. Our purpose is not to collect information about you. Instead, your interview along with those of several others will show us how to improve these questions for a later survey.

Informed Consent

The interview will take about an hour and you will receive \$75 for your time. Your participation is voluntary. You may choose to not answer any question and you can stop this interview any time. There are no known risks to taking part; all of the information we collect will be kept private and we will never use your name in our reports. There are also no direct benefits to taking part, but your answers will help us improve the survey.

With your permission, I will record the interview. The recording and all materials will be destroyed after the completion of the study.

[IF OBSERVERS ARE PRESENT] Some of the researchers developing the questions are here today observing our interview to learn if there are things that might need to be changed.

HAVE RESPONDENT SIGN INFORMED CONSENT. GIVE SECOND COPY TO RESPONDENT TO KEEP.

[IF RESPONDENT AGREES TO RECORDING] I'm going to start the recorder. Today is _____. Now that the recorder is running, let me ask again: is it okay with you if I record this interview?

1. What is your age?

_____ AGE IN YEARS

- ☐ DON'T KNOW/NOT SURE
☐ REFUSED

2. Have you smoked at least 100 cigarettes in your entire life?

CATI HELP SCREEN

HELP: 100 CIGARETTES=5 PACKS

- ☐ YES **X MARK AS SMOKER**
☐ NO **X MARK AS NON-SMOKER**

☐ DON'T KNOW/NOT SURE
☐ REFUSED

3. Do you now smoke cigarettes every day, some days, or not at all?

- ☐ EVERY DAY **X MARK AS CURRENT SMOKER → GO TO Q5**
☐ SOME DAYS **X MARK AS CURRENT SMOKER → GO TO Q5**
☐ NOT AT ALL **→ IF LIFETIME NON-SMOKER, GO TO Q4; OTHERWISE → GO TO Q5**

☐ DON'T KNOW
☐ REFUSED

4. Have you ever tried cigarette smoking, even one or two puffs? Please consider both pre-made cigarettes that were purchased as well as cigarettes containing tobacco that you may have rolled for yourself, or that another person may have rolled for you.

☐ YES

☐ NO

☐ DON'T KNOW/NOT SURE

☐ REFUSED

RESEARCH QUESTION Ask 1st question and then have a discussion about how people categorize RYO, and if they see it as cigarettes. Long question—can people follow?

In your own words, what is this question asking?

This question mentions both pre-made cigarettes as well as those that were rolled by you (or someone else). Are you familiar with this second type? IF YES, What do you usually call them? IF NEEDED, Do you consider them to be cigarettes or something different?

CATI HELP SCREEN

INTERVIEWER: IF RESPONDENT IS UNSURE WHAT CIGARILLOS ARE, SAY:

“Cigarillos are small, regular cigars. They are usually sold individually or in packs of 5 or 8. Some common brands are *Black and Mild’s*, *Swisher Sweets cigarillos*, and *Phillies Blunts*, but there are others.”

IF RESPONDENT IS UNSURE WHAT VERY SMALL CIGARS THAT LOOK LIKE CIGARETTES ARE, SAY:

“Little filtered cigars that look like cigarettes are usually brown in color and have a spongy filter like a cigarette. They are about the same size as cigarettes and are often sold in packs of 20. Some common brands are *Prime Time* little filter cigars and *Winchester* little filter cigars, but there are others.”

5. The next questions are about tobacco products that you smoke other than cigarettes, specifically cigars, cigarillos and little filtered cigars that look like brown cigarettes. Some common brands are Black and Milds, Swisher Sweets, Dutch Masters, White Owl, or Phillies Blunts.

Have you smoked cigars, cigarillos, or little filtered cigars at least 50 times in your entire life?

- ☐ YES X MARK AS CIGAR SMOKER
☐ NO

☐ DON'T KNOW/NOT SURE
☐ REFUSED

RESEARCH QUESTION Test to see if length is overwhelming for phone interview- should we limit the examples to Black and Milds and Swisher Sweets? Do people need all this description/ examples?

What did you think about this question?

Tell me more about your answer. Are you familiar with cigarillos and "little filtered cigars that look like cigarettes"?

Which, if any, of the brands have you heard of? Are there any brands you think we should leave out? Any brands we should add?

6. The next question asks you about smoking tobacco in a water pipe. A water pipe is also called a hookah. Have you ever smoked tobacco in a water pipe in your entire life?

- ☐ YES **X MARK AS HOOKAH SMOKER**
- ☐ NO → **GO TO Q8**
- ☐ DON'T KNOW/NOT SURE → **GO TO Q8**
- ☐ REFUSED → **GO TO Q8**

RESEARCH QUESTION Ask respondents about their perception of water pipes vs. hookahs- is one term more recognizable than the other

IF YES, Tell me more about your answer.

Do you use the term "water pipe," "hookah," or some other term to describe this type of pipe?

IF NO, What is this question asking?

Are you familiar with the term "water pipe"? Are you familiar with the term "hookah"?

7. How many times in total do you think you have smoked tobacco in a water pipe during your lifetime? Would you say...

- ☐ 1-10,
- ☐ 11-20,
- ☐ 21-50, or
- ☐ over 50 times?

- ☐ DON'T KNOW/NOT SURE
- ☐ REFUSED

RESEARCH QUESTION Are these response options appropriate to actual usage patterns?

How easy or difficult was it to answer this question? Why?

What reaction (if any) did you have to these answer categories? IF NEEDED, Do you think these answer choices make sense, or are there different ones we should use?

IF RESPONDENT IS STRUGGLING WITH RESPONSE OPTIONS, Would it be easier or more difficult to answer this question if the answer choices were "rarely, sometimes, often, or very often"?

8. Have you smoked tobacco in a pipe *other* than a water pipe at least 50 times in your entire life?

☐ YES X MARK AS PIPE SMOKER

☐ NO

☐ DON'T KNOW/NOT SURE

☐ REFUSED

RESEARCH QUESTION Is the designation of “a pipe other than a water pipe or hookah” confusing? TUS-CPS refers to this as “a regular pipe filled with tobacco”.

In your own words, what is this question asking?

What, in your mind, is a "pipe other than a water pipe"? Can you think of some examples?

9. Have you ever used an electronic cigarette, even just one time in your entire life?

☐ YES X MARK AS ELECTRONIC CIGARETTE USER

☐ NO

☐ DON'T KNOW/NOT SURE

☐ REFUSED

→ IF NOT A CIGAR, HOOKAH, OR ELECTRONIC CIGARETTE SMOKER → GO TO Q12

10. This question asks about tobacco products that you have smoked, *not including cigarettes*. This includes cigars, pipes, water pipes, and electronic cigarettes. In the past 30 days, were any of the tobacco products that you smoked flavored to taste like menthol, mint, clove, spice, candy, fruit, chocolate, or other sweets?

- ☐ YES
- ☐ NO
- ☐ RESPONDENT DID NOT USE ANY SMOKED TOBACCO PRODUCT OTHER THAN CIGARETTES IN THE PAST 30 DAYS
- ☐ DON'T KNOW/NOT SURE
- ☐ REFUSED

RESEARCH QUESTION: Long question—is the full description necessary?

In your own words, what is this question asking?

IF YES, Tell me more about your answer. IF NO, Are you familiar with flavored tobacco products?

11. How old were you when you first smoked any tobacco product other than cigarettes, even if only one or two puffs?

_____ age in years

IF ANSWER IS <12 OR >25 YEARS, VERIFY WITH RESPONDENT

- ☐ DON'T KNOW/NOT SURE
- ☐ REFUSED

RESEARCH QUESTION. New question.

In your own words, what is this question asking?

Tell me more about your answer. IF NEEDED, What type of tobacco products were you thinking of when you answered this question? IF NEEDED, Were you including smokeless tobacco products when answering this question?

CATI HELP SCREEN

INTERVIEWER: PRONOUNCE “SNUS” TO RHYME WITH GOOSE.

IF RESPONDENT ASKS WHAT SNUS IS, READ: “Snus” is moist, smokeless tobacco, usually sold in individual or pre-packaged small pouches that are placed under the lip against the gum.”

12. Have you ever heard of snus, such as Camel Snus or Marlboro Snus?

- ☐ YES
- ☐ NO

- ☐ DON'T KNOW/NOT SURE
- ☐ REFUSED

RESEARCH QUESTION: should description of snus be included?

IF YES, What is snus?

I am going to read you a description of snus. READ DESCRIPTION OF SNUS FROM HELP SCREEN. What do you think of this definition? Do you think this definition should be included in the question?

13. Have you ever heard of a dissolvable tobacco product? Some examples of these product names are Ariva, Stonewall, Camel orbs, Camel sticks, or Camel strips.

- ☐ YES
- ☐ NO
- ☐ DON'T KNOW/NOT SURE
- ☐ REFUSED

RESEARCH QUESTION: New question.

What did you think of this question?

IF NO, Based on the question, what do you think this is?

IF YES, Are you familiar with the term "dissolvable tobacco product"? Is there another word you use for this type of tobacco product?

Which, if any, of the brands have you heard of? Are there any brands you think we should leave out? Any brands we should add?

IF CIGAR, HOOKAH, PIPE, OR ELECTRONIC CIGARETTE USER → GO TO Q15

14. Have you ever tried any tobacco product other than cigarettes?

- ☐ YES
- ☐ NO → IF CURRENT SMOKER, GO TO Q17; OTHERWISE, GO TO END.
- ☐ DON'T KNOW/NOT SURE → IF CURRENT SMOKER, GO TO Q17; OTHERWISE, GO TO END.
- ☐ REFUSED → IF CURRENT SMOKER, GO TO Q17; OTHERWISE, GO TO END.

15. Do you now use any tobacco product other than cigarettes?

- ☐ YES * MARK AS OTHER TOBACCO USER → GO TO Q17
- ☐ NO → IF CURRENT SMOKER, GO TO Q17; OTHERWISE, GO TO Q16
- ☐ DON'T KNOW/NOT SURE → IF CURRENT SMOKER, GO TO Q17; OTHERWISE, GO TO END.
- ☐ REFUSED → IF CURRENT SMOKER, GO TO Q17; OTHERWISE, GO TO END.

16. When was the last time that you used any tobacco product?

- ☐ TODAY
- ☐ ____ DAY(S) AGO
- ☐ ____ WEEK(S) AGO
- ☐ ____ MONTH(S) AGO
- ☐ ____ YEAR(S) AGO
- ☐ DON'T KNOW/NOT SURE
- ☐ REFUSED

ALL → GO TO END

RESEARCH QUESTION Is this question asking too much in terms of recall of respondents, specifically dual users? (Might break this out individually by product-would like to first test as-is)

How easy or difficult was it to answer this question? Why?

Tell me more about your answer. IF NEEDED, What tobacco product were you thinking of when you answered this question? FOR DUAL USERS, ASK SPECIFICALLY ABOUT ALL TOBACCO PRODUCTS USED BY RESPONDENT.

17. In the past year, how often have you seen a list of the chemicals contained in tobacco products? Would you say...

- ☐ Never,
- ☐ Rarely,
- ☐ Sometimes, or
- ☐ Often?

- ☐ DON'T KNOW/NOT SURE
- ☐ REFUSED

RESEARCH QUESTION: New question.

Tell me more about your answer.

IF RARELY, SOMETIMES, OR OFTEN, Where did you see a list of chemicals?
IF NEVER, Where would you expect to see a list of chemicals?

18. How soon after you wake up do you usually have your first cigarette or other tobacco product? Would you say...

- ☐ Within 5 minutes,
- ☐ From 6 to 30 minutes,
- ☐ From more than 30 minutes to 1 hour, or
- ☐ After more than 1 hour?

- ☐ DON'T KNOW/NOT SURE
- ☐ REFUSED

RESEARCH QUESTION Will including “other tobacco product” be a problem here? Test for dual-user issue (do we need to know which product they use first?)

Tell me more about your answer. IF NEEDED, What tobacco product were you thinking of when you answered this question? FOR DUAL USERS, ASK SPECIFICALLY ABOUT ALL TOBACCO PRODUCTS USED BY RESPONDENT.

How easy or difficult was it to answer this question? Why?

19. During the past 30 days, have you had a strong craving to use tobacco products of any kind?

- ☐ YES
- ☐ NO

- ☐ DON'T KNOW/NOT SURE
- ☐ REFUSED

20. During the past 30 days, did you ever feel like you really needed to use a tobacco product?

- ☐ YES
- ☐ NO

- ☐ DON'T KNOW/NOT SURE
- ☐ REFUSED

21. During the past 30 days, was there a time when you wanted to use a tobacco product so much that you found it difficult to think of anything else?

- ☐ YES
- ☐ NO

- ☐ DON'T KNOW/NOT SURE
- ☐ REFUSED

RESEARCH QUESTION Test as a group: crave, need, want. Is this redundant for respondents?

What did you think of these three questions? Tell me more about your answer.

In your mind, what difference (if any) is there between these last three questions (craving, needing, or wanting a tobacco product so much you found it difficult to think of anything else)? IF NEEDED, How would you rank these three things, from mildest to most severe?

22. In the past year, how often have you thought about the chemicals contained in tobacco products? Would you say...

- ☐ Never,
- ☐ Rarely,
- ☐ Sometimes, or
- ☐ Often?

- ☐ DON'T KNOW/NOT SURE
- ☐ REFUSED

RESEARCH QUESTION. New question.

Tell me more about your answer. IF NEEDED, Under what circumstances do you think about the chemicals contained in tobacco products?

That's my last question. The information you have provided will be used to help improve the health of people all across the US. Thank you very much for your time and cooperation.

Closing and Incentive

IF OBSERVERS ARE PRESENT, CHECK TO SEE IF THEY HAVE FURTHER QUESTIONS.

That is all the questions I have for you. Is there anything we haven't discussed that you would like to mention?

DISCUSS ANY RESPONDENT COMMENTS.

Thank you for your time.

STOP TAPE RECORDER.

GIVE INCENTIVE AND HAVE RESPONDENT SIGN RECEIPT.