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| **Domain:** | Substance Use-related Community Factors |
| **Measure:** | Cigarette Price |
| **Definition:** | Instrument used to ask about the price paid the last time a respondent purchased cigarettes. |
| **Purpose:** | The purpose of this measure is to collect information from respondents on the quantity and price paid for cigarettes during their last purchase and the location of that purchase. The information collected is then averaged across respondents in a given community to obtain a community-level measure of the market price for cigarettes. |
| **Essential PhenX Measures:** | Current Age Gender Tobacco - Smoking Status |
| **Related PhenX Measures:** | Tobacco - 30-Day Quantity and Frequency |
| **Collections:** | Neighborhood Substance Use-related Community Factors |
| **Keywords:** | World Health Organization, WHO, Global Adult Tobacco Survey, GATS, Tobacco, Cigarettes, Cigarette price, Cigarette quantity, SAA, Substance Use-related Community Factors |

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| **Protocol Release Date:** | February 24, 2012 |
| **PhenX Protocol Name:** | Cigarette Price |
| **Protocol Name from Source:** | The Expert Review Panel has not reviewed this measure yet. |
| **Description:** | The Global Adult Tobacco Survey (GATS) was launched in 2007 as a new component of the ongoing Global Tobacco Surveillance System (GTSS). The GATS was designed for international comparisons of tobacco measures. It enables investigators to collect data on the tobacco use of respondents age 15 and older and on key tobacco control measures. It is intended to generate comparable data within and across countries. Interviewers ask respondents questions and collect responses using a handheld computer. The questions in this protocol are taken from the Economics section of GATS. |
| **Specific Instructions:** | Use this protocol only after ascertaining that the respondent is a current smoker.  The data from this measure should be aggregated across respondents to get a measure of average cigarette prices in a community; this is done by averaging the price paid per cigarette, based on the individual responses across all smoking respondents in a given community.  This instrument can be tailored for use in different countries, where different brands of cigarettes in differing amounts are available. While the Global Adult Tobacco Survey (GATS) was conducted using a handheld computer, these questions may be asked using other modes of administration. |
| **Protocol:** | The next few questions are about the last time you purchased cigarettes for yourself to smoke.  1a. The last time you bought cigarettes for yourself, how many cigarettes did you buy?  [ ] 1 CIGARETTES  [ ] 2 PACKS  [ ] 3 CARTONS  [ ] 4 OTHER (SPECIFY) → 1c. [SPECIFY THE UNIT]: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  [ ] 5 NEVER BOUGHT CIGARETTES → **END QUESTIONS**  [ ] 9 REFUSED → **SKIP TO 3**  1b. [ENTER NUMBER OF (CIGARETTES/PACKS/CARTONS/OTHER)]  \_\_ \_\_ \_\_  1d. [IF 1a = OTHER, GO TO 1dA] Did each (pack/carton) contain (10/100) cigarettes, (20/200) cigarettes, or another amount?  *[ADJUST AMOUNTS/CATEGORIES FOR SPECIFIC COUNTRY]*  [ ] 1 10/100  [ ] 2 20/200  [ ] 7 OTHER AMOUNT → 1dA. How many cigarettes were in each (pack/carton/other)? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  [ ] 9 REFUSED  2. In total, how much money did you pay for this purchase?  [IF DON’T KNOW OR REFUSED, ENTER 999]  \_\_\_\_\_\_\_\_\_\_\_\_\_ *[ADJUST RANGE AND DK/REF VALUE FOR SPECIFIC COUNTRY]*  3. What brand did you buy the last time you purchased cigarettes for yourself?  *[INSERT LIST OF BRANDS FOR SPECIFIC COUNTRY]*  [ ] 1 ?  [ ] 2 ?  [ ] 3 ?    [ ]  ? OTHER → 3a. [SPECIFY BRAND]: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  [ ] 99 REFUSED  4. The last time you purchased cigarettes for yourself, where did you buy them?  *[ADJUST CATEGORIES FOR SPECIFIC COUNTRY]*  [ ] 1 VENDING MACHINE  [ ] 2 STORE  [ ] 3 STREET VENDOR  [ ] 4 MILITARY STORE  [ ] 5 DUTY-FREE SHOP  [ ] 6 OUTSIDE THE COUNTRY  [ ] 7 KIOSKS  [ ] 9 INTERNET  [ ] 10 FROM ANOTHER PERSON → 4a. [SPECIFY LOCATION]: \_\_\_\_\_\_\_\_\_\_\_\_\_\_  [ ] 77 DON’T REMEMBER  [ ] 99 REFUSED |
| **Selection Rationale:** | The protocol from the Global Adult Tobacco Survey (GATS) is a nationally representative household survey. The quantity and price information collected through this interviewer-administered questionnaire is useful for assessing cigarette purchasing behaviors. |
| **Source:** | World Health Organization. (2010). *The World Health Organization Global Adult Tobacco Survey (GATS).* Section F, Economics—Manufactured Cigarettes, Questions F01-F04. |
| **Life Stage:** | Adult Adolescent |
| **Language of source:** | English |
| **Participant:** | Adolescents and adults aged 15 years or older |
| **Personnel and Training Required:** | Interviewer must be trained and found competent to conduct personal interviews with individuals from the general population. The interviewer should be trained to prompt respondents further if a "don’t know" response is provided. |
| **Equipment Needs:** | None |
| **Standards:** | |  |  |  |  | | --- | --- | --- | --- | | **Standard** | **Name** | **ID** | **Source** | | Common Data Element (CDE) | Substance use Cigarette Cost Assessment Description Text | 3371997 | [CDE Browser](https://cdebrowser.nci.nih.gov/CDEBrowser/search?elementDetails=9&FirstTimer=0&PageId=ElementDetailsGroup&publicId=3371997&version=1.0) | |
| **General references:** | None |
| **Mode of Administration:** | Interviewer-administered questionnaire |
| **Derived Variables:** | None |
| **Requirements:** | |  |  | | --- | --- | | **Requirement Category** | **Required** | | Major equipment | No | | Specialized training | No | | Specialized requirements for biospecimen collection | No | | Average time of greater than 15 minutes in an unaffected individual | No | |
| **Process and Review:** | The Expert Review Panel has not reviewed this measure yet. |