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| **About the Measure** |
| **Protocol Id** | 730702 |
| **Domain:** | Tobacco Regulatory Research: Agent  |
| **Measure:** | Tobacco Brand and Variety  |
| **Definition:** | This measure consists of questions used to determine the tobacco product brand and type used by the respondent most often in the last 30 days.  |
| **Purpose:** | This measure is used to assess the type and brand of tobacco product used by respondents.  |
| **Essential PhenX Protocols:** | Use of Tobacco Products [741401]  |
| **Related PhenX Protocols:** | History of Switching to Lower Tar and Nicotine Cigarettes [730101]  |
| **Measure Release Date:** | June 24, 2015  |

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| **About the Protocol** |
| **Protocol Release Date:** | June 24, 2015  |
| **Protocol Review Date:** | June 24, 2015  |
| **PhenX Protocol Name:** | Tobacco Brand and Variety - Cigarettes  |
| **Protocol Name From Source:** | National Survey on Drug Use and Health (NSDUH), 2014  |
| **Protocol Availability:** | Available  |
| **Keywords:** | Tobacco Regulatory Research; TRR; cigar brand; cigar; cigar type; cigar variety; tobacco brand; tobacco variety; little cigars; cigarillos; TUS-CPS; agent; brand; tobacco type; tobacco product; cigarette smoking; menthol; cigarettes; regulars; smokeless tobacco; snus; moist snuff; dip tobacco; split tobacco; Chewing Tobacco; flavors; Population Assessment of Tobacco and Health; PATH; smokeless; dip; Snuff; spit  |
| **Description:** | Seven questions used to determine the type of cigarette brand that is most often used by the respondent in the past 30 days.  |
| **Specific Instructions:** | Although the National Survey on Drug Use and Health (NSDUH) only asks about Marlboro in Q5, the PhenX Working Group (WG) feels other brands could be asked about as well.While the source instrument was developed to be administered by computer, the WG acknowledges these questions can be administered in a noncomputerized format. |
| **Protocol:** | 1. The next questions are about the brand of cigarettes you smoke-the brand is the name that is on the pack. During the past 30 days, what brand of cigarettes did you smoke **most often**? 1 [ ] American Spirit 2 [ ] Basic 3 [ ] Benson & Hedges 4 [ ] Camel 5 [ ] Capri 6 [ ] Carlton 7 [ ] Doral 8 [ ] GPC 9 [ ] Kent 10 [ ] Kool 11 [ ] Liggett Select 12 [ ] Marlboro 13 [ ] Merit 14 [ ] Misty 15 [ ] Monarch 16 [ ] More 17 [ ] Newport 18 [ ] Pall Mall 19 [ ] Parliament 20 [ ] Salem 21 [ ] USA Gold 22 [ ] Vantage 23 [ ] Viceroy 24 [ ] Virginia Slims 25 [ ] Winston 26 [ ] A brand not on this list [ ] Don’t Know/Refused2. [IF Q1 = 26] Please think again about the brand of cigarettes you smoke. During the past 30 days, what brand of cigarettes did you smoke **most often**? 1 [ ] Alpine 2 [ ] Barclay 3 [ ] Belair 4 [ ] Best Value 5 [ ] Bristol 6 [ ] Bugler (roll-your-own) 7 [ ] Cambridge 8 [ ] Century 9 [ ] Chesterfield 10 [ ] Eve 11 [ ] Harley Davidson 12 [ ] Lark 13 [ ] L&M 14 [ ] Lucky Strike 15 [ ] Magna16 [ ] Maverick17 [ ] Max18 [ ] Montclair19 [ ] Now20 [ ] Old Gold21 [ ] Players22 [ ] Private Label23 [ ] Pyramid24 [ ] Raleigh25 [ ] Richland26 [ ] Saratoga27 [ ] Satin28 [ ] State Express29 [ ] Sterling30 [ ] Tareyton31 [ ] Top (roll-your-own)32 [ ] True33 [ ] A brand not on this list[ ] Don’t Know/Refused3. [IF Q2 = 33] Please type in the name of the brand of cigarettes you smoked **most often** during the past 30 days. If you’re not sure how to spell the brand, just make your best guess. BRAND SMOKED: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [ ] Don’t Know/Refused 4. [IF Q3 BLANK OR DK/REF] Were the cigarettes you smoked during the past 30 days menthol? 1 [ ] Yes 2 [ ] No [ ] Don’t Know/Refused 5. What length were the Marlboro cigarettes you smoked most often during the past 30 days? Were they shorts, regulars (also known as king-sized), or 100s?1 [ ] Shorts 2 [ ] Regulars or king-sized 3 [ ] 100s 6. During the past 30 days, that is, since [DATEFILL], have you smoked part or all of a roll-your-own tobacco cigarette? 1 [ ] Yes 2 [ ] No [ ] Don’t Know/Refused |
| **Selection Rationale:** | The protocol from the 2014 National Survey on Drug Use and Health (NSDUH) was selected because this survey is the primary combined source of information on the use of drugs, alcohol, and tobacco in the civilian, noninstitutionalized population of the United States. The study was initiated in 1971, and it is currently conducted on an annual basis. NSDUH is a survey that includes substance use and is administered to individuals aged 12 and older. |
| **Source:** | Substance Abuse and Mental Health Services Administration. (2013, October). *2014 National Survey on Drug Use and Health. CAI specifications for programming. English version.* Rockville, MD: Author. Questions CG11, CG11a, CG12, CGMENTH1, CGLNTH, CG14. |
| **Language** | EnglishOther languages available at source  |
| **Participant:** | Adolescents and adults (12+) |
| **Personnel and Training Required:** | None |
| **Equipment Needs:** | None |
| **Standards** |  |
| **General References:** | None. |
| **Mode of Administration:** | Self-administered questionnaire  |
| **Derived Variables:** | None |
| **Requirements:** |

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| **Requirement Category** | **Required (Yes/No)** |
| **Major equipment** | No |
| **Specialized training** | No |
| **Specialized requirements for biospecimen collection** | No |
| **Average time of greater than 15 minutes in an unaffected individual** | No |

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| **Annotations for Specific Conditions:** | None |
| **Process and Review:** | Not applicable.  |