



Data Collection Worksheet

Please Note: The Data Collection Worksheet (DCW) is a tool to aid integration of a PhenX protocol into a study. The PhenX DCW is not designed to be a data collection instrument. Investigators will need to decide the best way to collect data for the PhenX protocol in their study. Variables captured in the DCW, along with variable names and unique PhenX variable identifiers, are included in the PhenX Data Dictionary (DD) files.

1. When you are using the Internet, how often do you see any ads or promotions for cigarettes or other tobacco products?

- A. I do not use the Internet GO TO Q6
- B. Never
- C. Rarely
- D. Sometimes
- E. Most of the time
- F. Always

2. Sometimes people use the Internet or apps to connect with other people online through social networks like Facebook, YouTube, Instagram, Snapchat, and Twitter. This is often called social media.

In the past 7 days, have you used any social media?

- 1 Yes
- 2 No
- 8 DON'T KNOW
- 7 REFUSED

3. On an average weekday, about how much time do you spend using social media?

- 1 None
- 2 Half an hour or less
- 3 About 1 hour
- 4 About 2 hours
- 5 About 3 hours

- 6 [] About 4 hours
- 7 [] About 5 hours
- 8 [] About 6 hours
- 9 [] 7 hours or more
- 8 [] DON'T KNOW
- 7 [] REFUSED

ASK: Respondents who have used social media in the past 7 days (Q2 = 1).

4. On an average weekend day, about how much time do you spend using social media?

- 1 [] None
- 2 [] Half an hour or less
- 3 [] About 1 hour
- 4 [] About 2 hours
- 5 [] About 3 hours
- 6 [] About 4 hours
- 7 [] About 5 hours
- 8 [] About 6 hours
- 9 [] 7 hours or more
- 8 [] DON'T KNOW
- 7 [] REFUSED

ASK: Respondents who have used social media in the past 7 days (Q2 = 1).

5. In the past 7 days, have you seen any content posted on any social media related to any of the following products? Choose all that apply.

- 1 [] Cigarettes
- 2 [] E-cigarette or other electronic nicotine products
- 3 [] Traditional cigars
- 4 [] Cigarillos
- 5 [] Filtered cigars
- 6 [] Pipe tobacco

7 Shisha or hookah tobacco

8 Snus

9 Smokeless tobacco (such as moist snuff, dip, spit, or chew)

10 IQOS

11 Nicotine pouches (such as Zyn, on!, or Velo)

12 Other types of oral nicotine products (such as Velo lozenges, Rogue tablets, Lucy gum, or Pixotine toothpicks)

13 Some other type of product (SPECIFY)

14 None of the above

-8 DON'T KNOW

-7 REFUSED

ASK: Respondents who have used social media in the past 7 days (Q2 = 1).

6. During the past 30 days, did a tobacco company send you information (other than coupons) through ... **(CHOOSE ALL THAT APPLY)**

A. The mail

B. E-mail

C. A text message

D. Some other way

E. I did not receive any information from a tobacco company

Protocol source: <https://www.phenxtoolkit.org/protocols/view/740102>