



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.

Ask all.

Read out each source of information.

Now I want to ask you about tobacco advertising. In the last 6 months, have you noticed cigarettes or tobacco products being advertised in any of the following places?

1. On posters or billboards?

1 Yes

2 No

7 Not applicable

8 Refused

9 Don't know

2. In newspapers or magazines?

1 Yes

2 No

7 Not applicable

8 Refused

9 Don't know

3. On radio?

1 Yes

2 No

7 [] Not applicable

8 [] Refused

9 [] Don't know

DISPLAY TRANSITION TEXT: The following questions ask about tobacco advertising that you may have seen.

4. What is the brand of your favorite tobacco advertisement?

[WHEN A RESPONDENT SELECTS A BRAND, GO TO Q5]

1 [] The brand is not listed SPECIFY: _____

2 [] I do not have a favorite advertisement

-8 [] DON'T KNOW

-7 [] REFUSED

ASK: All respondents

DISPLAY 20 RANDOMLY SELECTED TOBACCO ADS HERE, ONE AT A TIME.

5. In the past 12 months, have you seen this advertisement before this study?

1 [] Yes

2 [] No GO TO NEXT AD; IF LAST AD, END

-8 [] DON'T KNOW GO TO NEXT AD; IF LAST AD, END

-7 [] REFUSED GO TO NEXT AD; IF LAST AD, END

ASK: All respondents

6. How much do you like this advertisement? Do you...

1 [] Like this ad

2 [] Have no opinion about this ad

3 [] Dislike this ad

-8 [] DON'T KNOW

-7 [] REFUSED