

Data Collection Worksheet

Please Note: The Data Collection Worksheet (DCW) is a tool to aid investigators to integrate the collection of PhenX measures in your study. The PhenX measures that you selected and added to your Cart are presented in the DCW in alphabetical order. The DCW includes worksheets for data collection. Variables derived from the collected data are shown in the Data Dictionary (DD) with variable names and unique PhenX variable identifiers. The collection of DCWs produced by the Toolkit is not designed as a data collection instrument. Each investigator will decide how to integrate PhenX measures into data collection for their study.

1. Did you talk to anyone about this ad?

Yes

No

2. When you talked about this ad, did you talk about any of the following topics? (“These ads were good”, “These ads were NOT good”, “I should not smoke”, “The person I was talking to or someone else I know should not smoke”, “Other, specify_____”)

Yes

No