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| **About the Measure** |
| **Protocol Id** | 740401 |
| **Domain:** | Tobacco Regulatory Research: Vector  |
| **Measure:** | Self-reported Exposure to and Use of Price Promotions for Tobacco Products  |
| **Definition:** | Instrument used to assess exposure to tobacco-product price promotions, including (but not limited to) lower price paid or free tobacco products, discounted prices when buying multiple tobacco product units, and free or discounted tobacco product with purchase of tobacco products.  |
| **Purpose:** | The purpose of this measure is to assess self-reported consumer observations of tobacco-product price promotions and the use of price promotions.  |
| **Essential PhenX Protocols:** | Use of a Regular Brand of Tobacco [741301]  |
| **Related PhenX Protocols:** | Self-reported Exposure to Tobacco Product Advertisements [740601]Self-reported Exposure to Tobacco Product Sponsorships [740701]Self-reported Tobacco Product Price Paid - Cigarettes [740801]Self-reported Tobacco Product Price Paid - Cigars [740802]Self-reported Tobacco Product Price Paid - E-Cigarettes [740803]Self-reported Tobacco Product Price Paid - Smokeless Tobacco [740804]Self-reported Tobacco Product Purchase Location - Cigarettes [740901]Self-reported Tobacco Product Purchase Location - Cigars [740902]Self-reported Tobacco Product Purchase Location - Dissolvable Tobacco [740903]Self-reported Tobacco Product Purchase Location - E-Cigarettes [740904]Self-reported Tobacco Product Purchase Location - Hookah Tobacco [740905]Self-reported Tobacco Product Purchase Location - Pipe [740906]Self-reported Tobacco Product Purchase Location - Smokeless Tobacco [740907]  |
| **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:** | Self-reported Exposure to and Use of Price Promotions for Tobacco Products  |
| **Keywords:** | self-reported exposure to and use of price promotions for tobacco products; Tobacco product advertisements; tobacco; product advertisements; Advertisements; marketing; cigarette products; price promotion; promotions; Population Assessment of Tobacco and Health Study; PATH  |
| **Description:** | This protocol includes 14 questions taken from a combination of the Wave 1 Adult and Youth Population Assessment of Tobacco and Health (PATH) Survey instruments. Collectively, the questions are used to measure consumer exposure to tobacco-product price promotions, including (but not limited to) lower price paid or free tobacco products, discounted prices when buying multiple tobacco product units, and free or discounted tobacco product with purchase of tobacco products. |
| **Specific Instructions:** | The Working Group (WG) recommends the following:* Questions from both the Youth and Adult Population Assessment of Tobacco and Health (PATH) questionnaires are included in this protocol, and the WG believes that questions may be asked of all respondents (12 years of age and up).
* To answer these questions, investigators will need to determine whether a respondent has a regular brand of tobacco. To do so, the WG is recommending that investigators add the Use of a Regular Brand of Tobacco Toolkit measure.
* The WG recommends that Question 9 be asked of all respondents instead of only "Current or Experimental Current tobacco users who do not have a regular brand."

In addition, the WG recommends that investigators consider CLEARLY defining "tobacco products" BY NOTING WHETHER THAT DEFINITION INCLUDES OR EXCLUDES certain types of related products BASED ON THESE CRITERIA: products that are intended for human consumption; made or derived from tobacco; typically contain nicotine, but sometimes do not; and are not Food and Drug Administration-approved tobacco cessation products. |
| **Protocol:** | 1. In the past 6 months, have you gotten a discount coupon for any tobacco product?[ ] 1 Yes[ ] 2 No [ ] -8 DON’T KNOW[ ] -7 REFUSEDASK: All respondents2. Where did you get discount coupons from? Choose all that apply.[ ] 1 The mail[ ] 2 E-mail[ ] 3 The Internet[ ] 4 Social Networks (such as Facebook and Twitter)[ ] 5 A text message[ ] 6 On a cigarette pack or other tobacco product[ ] 7 From a friend or other person[ ] 8 Some other way: SPECIFY\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[ ] -8 DON’T KNOW3. In the past 6 months, have you received an e-mail message with promotions or coupons for cigarettes or tobacco products?[ ] 1 Yes[ ] 2 No[ ] -8 DON’T KNOW[ ] -7 REFUSEDASK: All respondents4. In the past 6 months, have you received promotions or coupons for cigarettes or tobacco products in the mail?[ ] 1 Yes[ ] 2 No[ ] -8 DON’T KNOW[ ] -7 REFUSEDASK: All respondents5. In the past 6 months, have you used a discount coupon to purchase a tobacco product?[ ] 1 Yes[ ] 2 No[ ] -8 DON’T KNOW[ ] -7 REFUSEDASK: Respondents who have obtained a discount coupon 6. In the past 30 days, when you were in a store that sells tobacco, did you buy a brand of tobacco product other than your usual brand because you noticed a special price offer?[ ] 1 Yes[ ] 2 No [ ] -8 DON’T KNOW [ ] -7 REFUSED ASK: Current tobacco users who have a regular brand7. In the past 30 days, have you bought a brand of tobacco product other than your usual brand because of a promotion?[ ] 1 Yes[ ] 2 No[ ] -8 DON’T KNOW[ ] -7 REFUSEDASK: Current tobacco users who have a regular brand8. In the past 30 days, has this happened just once or twice, a few times, or quite regularly?[ ] 1 Once or twice[ ] 2 A few times[ ] 3 Quite regularly[ ] -8 DON’T KNOW[ ] -7 REFUSEDASK: Respondents who bought a brand other than their usual brand because it was on sale 9. In the past 30 days, have you ever bought a brand of tobacco product because you noticed a promotion for it?[ ] 1 Yes[ ] 2 No[ ] -8 DON’T KNOW[ ] -7 REFUSEDASK: All respondents10. In the past 6 months, have you seen a tobacco sweepstakes ad?[ ] 1 Yes[ ] 2 No[ ] -8 DON’T KNOW[ ] -7 REFUSEDASK: All respondents11. In the past 6 months, have you participated in a tobacco sponsored sweepstakes?[ ] 1 Yes[ ] 2 No[ ] -8 DON’T KNOW[ ] -7 REFUSEDASK: All respondentsA Quick Response code is a white square with black dots in it, sometimes called a QR code.12. Have you ever used a smart phone to scan a QR code for a tobacco product or to enter a sweepstakes or drawing from a tobacco company?[ ] 1 Yes[ ] 2 No GO TO NEXT SECTION[ ] -8 DON’T KNOW GO TO NEXT SECTION[ ] -7 REFUSED GO TO NEXT SECTIONThe next questions ask about your experience buying cigarettes.13. In the past 30 days, did you use a coupon when buying cigarettes?[ ] 1 Yes[ ] 2 No END QUESTIONNAIRE[ ] 3 I did not buy cigarettes in the past 30 days END QUESTIONNAIRE[ ] -8 DON’T KNOW END QUESTIONNAIRE[ ] -7 REFUSED END QUESTIONNAIREASK: Current users14. How many times in the past 30 days have you used a coupon to buy cigarettes?[ ] 1 I\_\_I\_\_I Number of times[ ] -8 DON’T KNOW[ ] -7 REFUSEDASK: Current users who have used a coupon to buy cigarettes in the last 30 days |
| **Selection Rationale:** | The Population Assessment of Tobacco and Health (PATH) Study is a nationally representative, in-person longitudinal cohort study of nonusers and users of tobacco products, and those at risk for tobacco use across the United States. Respondents 12 years old and up are asked questions on tobacco use, attitudes, and health, and biospecimens (buccal cell, urine, and blood) are collected from adults. The PATH Study was implemented to provide an evidence base for assessing and monitoring the Food and Drug Administration’s regulatory actions in meeting its mandate under the Family Smoking Prevention and Tobacco Control Act. Regulatory domains include product standards, new and modified risk products, health warnings, and health education campaigns. |
| **Source:** | National Institutes of Health (NIH) and the U.S. Food and Drug Administration (FDA), Population Assessment of Tobacco and Health (PATH) Study, Wave 1 Youth Extended Interview 7.5, 2013, Items YX0477, YX0478, YX0479, YX0475, YX0476National Institutes of Health (NIH) and the U.S. Food and Drug Administration (FDA), Population Assessment of Tobacco and Health (PATH) Study, PATH Wave 1 Adult Extended Interview 7.5, 2013, Items AX0179, AX0180, AX0206, AX0208, AX0209, AX0496, AC1097, AC1098, AX0207 |
| **Language** | EnglishOther languages available at source  |
| **Participant:** | Adult (18+) and youth (12-17) |
| **Personnel and Training Required:** | None. |
| **Equipment Needs:** | None. |
| **Standards** |  |
| **General References:** | National Institutes of Health, U.S. Food and Drug Administration. (2013). Population Assessment of Tobacco and Health (PATH) Study: Final Youth Baseline (Wave 1) Questionnaire. Bethesda, MD: National Institutes of Health.National Institutes of Health, U.S. Food and Drug Administration. (2013). Population Assessment of Tobacco and Health (PATH) Study: Final Adult Baseline (Wave 1) Questionnaire. Bethesda, MD: National Institutes of Health. |
| **Mode of Administration:** | Interviewer-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.  |