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| **About the Measure** |
| **Protocol Id** | 740501 |
| **Domain:** | Tobacco Regulatory Research: Vector  |
| **Measure:** | Self-reported Exposure to Tobacco Advertising at Point of Sale  |
| **Definition:** | Instrument used to assess tobacco product advertising exposure at the point of sale, including signs, displays, shelving units, and functional items such as trashcans and ashtrays.  |
| **Purpose:** | The purpose is to measure consumer exposure to tobacco product advertisements, which have been proven to increase the appeal of and demand for tobacco products.  |
| **Essential PhenX Protocols:** | Cigarette Smoking Status - Adolescent [30603]Cigarette Smoking Status - Adult [30604]  |
| **Related PhenX Protocols:** | Self-reported Exposure to and Use of Price Promotions for Tobacco Products [740401]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 Tobacco Advertising at Point of Sale  |
| **Keywords:** | self-reported exposure to tobacco advertising at point of sale; Tobacco product advertisements; tobacco; product advertisements; Advertisements; marketing; cigarette products; branding; Population Assessment of Tobacco and Health Study; PATH; e-cigarettes; retail  |
| **Description:** | This protocol uses a combination of questions from the Wave 1 Adult and Wave 2 Youth Population Assessment of Tobacco and Health (PATH) Survey instruments. Collectively, the questions are used to measure consumer exposure to tobacco-product advertisements, which have been proven to increase the appeal of and demand for tobacco products. |
| **Specific Instructions:** | Although questions from both the Youth and Adult Population Assessment of Tobacco and Health (PATH) questionnaires are included in this protocol, the Working Group (WG) believes questions 1-4 may be asked of all respondents. Question 5 should not be asked of youth respondents.In order to answer question 5, investigators will need to determine whether or not the respondent is *not* an experimental current user. To do so, the WG is recommending that investigators add the Smoking Status - Adult measure. If the respondent has ever smoked but has *not* smoked 100 cigarettes in their lifetime and does not smoke every day or some days, then they are eligible to complete question 5.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.For Question 3, the WG recommends sharing the below list of tobacco products with the respondent to aide in their response.

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| TOBACCO PRODUCT LIST | Cigarettes |
| E-Cigarettes |
| Cigars |
| Cigarillos |
| Filtered Cigars |
| Pipe |
| Hookah |
| Snus |
| Smokeless Tobacco |
| Dissolvable Tobacco |

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| **Protocol:** | 1. In the past 30 days, how often did you visit a convenience store, small market, or liquor store?[ ] 1 Never [End Questions][ ] 2 Once a month[ ] 3 2-3 times per month[ ] 4 Once a week[ ] 5 2-3 times per week[ ] 6 Almost every day[ ] -8 DON’T KNOW[ ] -7 REFUSEDASK: All respondents.2. In the past 30 days, when you visited convenience stores, small markets, or liquor stores, how often did you see ads for e-cigarettes?[ ] 1 Never[ ] 2 Rarely[ ] 3 Sometimes[ ] 4 Often[ ] -8 DON’T KNOW[ ] -7 REFUSEDASK: Respondents who have visited a store or market.3. In the past 30 days, when you visited convenience stores, small markets, or liquor stores, how often did you see ads for tobacco products?[ ] 1 Never[ ] 2 Rarely[ ] 3 Sometimes[ ] 4 Often[ ] -8 DON’T KNOW[ ] -7 REFUSEDASK: Ask respondents who have visited a store or market.4. The next questions are about things you may have seen inside or outside shops or stores where people can buy tobacco products. In the past 30 days, have you seen cigarette or other tobacco packages being displayed, including on shelves or on the counter?[ ] 1 Yes[ ] 2 No[ ] -8 DON’T KNOW[ ] -7 REFUSEDASK: All respondents5. Since you quit using tobacco, has there been a time when seeing a tobacco product display or other signs that tobacco is sold there, has given you an urge to buy tobacco?[ ] 1 Yes[ ] 2 No [ ] -8 DON’T KNOW [ ] -7 REFUSED ASK: Former tobacco users who are not experimental current users of tobacco |
| **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, PATH Wave 2 Youth Extended Interview, 2014, Marketing, Advertising, and Promotion, Items R02\_YX0182, R02\_YX0183, R02\_YX0178.National 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, 2013, Industry, Advertising, and Promotion Section, Items AX0205, AX0212. |
| **Language** | EnglishOther languages available at source  |
| **Participant:** | Youth (12-17) and adults (18+) |
| **Personnel and Training Required:** | None. |
| **Equipment Needs:** | None. |
| **Standards** |  |
| **General References:** | National Institutes of Health, U.S. Food and Drug Administration. (2014). Population Assessment of Tobacco and Health (PATH) Study: Attachment 2 English PATH Study Data Collection Instruments: 2a.7 - English Youth: Extended Interview, 2014-06-17. 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.  |