

Iowa Tobacco Cessation Program Evaluation: FY2017

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Executive Summary:

Iowa Tobacco Cessation Program Evaluation FY17

Prepared by UNI's Center for Social and Behavioral Research

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PURPOSE AND METHODOLOGY

This report presents findings for the fiscal year 2017 (FY17) of the Iowa Tobacco Quitline Evaluation conducted by the Center for Social and Behavioral Research (CSBR) at the University of Northern Iowa (UNI). The study was funded by the Iowa Department of Public Health (IDPH) Division of Tobacco Use Prevention and Control (Tobacco Division). The purpose of this project is to evaluate Quitline Iowa, a service for state residents that provides telephone-based tobacco cessation counseling. All Iowa residents who call Quitline Iowa are eligible to receive free tobacco cessation counseling. The primary goals of the Quitline evaluation are: 1) to assess tobacco quit rates among Quitline Iowa clients; 2) to assess client satisfaction; and 3) to assess program consistency.

The study participant samples were created monthly by separating the intake data, provided by Alere Wellbeing (Seattle, WA) from June 2015 to July 2016, and National Jewish Health (Denver, CO) from August 2016 to November 2016, into 6- and 12-month periods. For most callers, counseling lasts about 2 months. Therefore, following up with callers 7 or 13 months after their first call helps ensure an approximate 6-month or 12-month period of time from treatment to follow-up. A random sample of Quitline callers was drawn from each group. At 7-month follow-up, respondents who consented to follow-up 13 months after their first call become a part of the 13-month group. Those respondents are referred to as the “panel” or “panel respondents.” IDPH had contracted with UNI to select 75% of its cases at 7-month follow-up and 25% of its cases at 13-month follow-up (minimum 75 and 25 cases per month). In order to be part of the study, the smokers must have been 18 years or older, have provided a telephone number, and have consented to participate in the follow-up study. Due to the 7- or 13-month lags between intake and follow-up data collection, the intake data and corresponding follow-up data were collected during different time periods. The intake data that correspond to the follow-up data used in this report were collected from callers who first contacted Quitline Iowa between June 1, 2015 and November 30, 2016. The follow-up data used in this report were collected from July 1, 2016 through June 30, 2017. Follow-up data during quarter two through four were collected using an updated questionnaire from previous evaluations, designed in collaboration with IDPH. The updated questionnaire is provided in Appendix A. When applicable, responses from all four quarters are reported. However, due to changes in the questionnaire, not all questions have responses from all quarters. These questions are noted wherever they occur in the report. Full Quarter 1 responses were provided in the first quarter report to IDPH.

Where possible, missing information was replaced with the most recent demographic information that had been archived for those individuals during the last 18 months. There were 9,693 eligible respondents in 2016 and of those, interviews were completed with 1,148. All interviews were completed in English. The statistical significance for the analyses was set at 95% and data were not weighted. Among the completed follow-up interviews, 954 were completed 7 months after their first call and 386 were completed 13 months after (including 192 in the panel).

SUMMARY OF FINDINGS

- At intake, 77% of Quitline Iowa callers had smoked one pack or less per day. Twenty percent of callers smoked more than a pack of cigarettes per day.
- Among respondents who said they had not quit smoking cigarettes, there were statistically significant decreases in the number of cigarettes smoked per day in the 7-month and 13-month follow-up cohort. Respondents in the 7-month cohort on average reduced their daily cigarette consumption by 5.1 cigarettes (from 19.1 at intake to 14 at follow-up). Respondents in the 13-month cohort on average reduced their daily cigarette consumption by 5.6 cigarettes (from 19.0 at intake to 13.4 at follow-up).
- Among all respondents, 25% said they had not smoked cigarettes or used other tobacco in the past 30 days (23% after 7 months and 31% after 13 months). Approximately three-fourths of respondents in both groups who said they had used tobacco in the past 30 days said they had smoked every day in the last 30 days.
- Respondents who had used tobacco in the past 30 days differed significantly from those had not used tobacco in the past 30 days by marital status.
- Among all respondents who had smoked cigarettes in the past 30 days, 58% smoked their first cigarette within 30 minutes of waking.
- Among all respondents, 11% said they had used e-cigarettes in the past 30 days. Of those, 22% said they currently use e-cigarettes every day, 59% said some days, and 20% said not at all.
- About 34% of both the 7-month follow-up group and the 13-month follow-up group said they intended to quit using tobacco within the next thirty days. Two-thirds of tobacco users among all respondents who smoked in the last 30 days said they intended to quit using tobacco within the next 6 months.
- Sixty percent of respondents in the 7-month group and 63% in the 13-month groups said they were either *very satisfied* or *mostly satisfied* with the services they received. Satisfaction was much higher among respondents who had quit smoking than among those who had not.
- Most respondents said they would recommend, or have already recommended Quitline Iowa to a friend in need of similar services (84% of the 7-month group, 81% of the 13-month group).

- The overwhelming majority of those still smoking said they were going to keep trying to quit smoking (90%), that the people at Quitline listened carefully to what they said (87%), and that the people at Quitline were helpful (82%).
- Among all respondents, 20% said they had visited the Quitline Iowa website.

CONCLUSIONS

This ongoing evaluation of Quitline Iowa shows that the services provide effective tobacco cessation support to Iowans. Approximately 31% of all respondents reached for 13-month follow-up interviews were able to quit using tobacco even up to one year after treatment. Respondents report a willingness to continue to try to quit using tobacco. Approximately two-thirds of tobacco users who smoked in the last 30 days reporting that they intended to quit using tobacco within the next 6 months. Respondents, on average, were also able to reduce the number of cigarettes per day from intake to our follow-up call. Respondents in the 7-month cohort on average reduced their daily cigarette consumption by 5.1 cigarettes while respondents in the 13-month cohort on average reduced their daily cigarette consumption by 5.6 cigarettes.

Section 1: Demographics and Tobacco Use at Intake

Completed Interviews

Follow-up interviews continued with Quitline clients throughout FY17. Data collection continued with both the 7-month and the 13-month follow-up cohorts. See Table 1 for monthly data collection breakdown. During FY17, 1,340 interviews were completed. Of these, 954 were in the 7-month cohort, and 386 in the 13-month cohort, of which 192 in the panel. For all analyses in the remainder of this report excluding Section 7, unless indicated otherwise, panel respondents were retained in the 7-month follow-up group but excluded from the 13-month follow-up group.

Table 1: Number of completed interviews, by cohort and month

| Quarter | Month | Completed 7-month interviews | Completed 13-month interviews |
|---------|-----------|------------------------------|-------------------------------|
| 1 | July | 80 | 37 |
| 1 | August | 82 | 28 |
| 1 | September | 83 | 33 |
| 2 | October | 97 | 31 |
| 2 | November | 69 | 34 |
| 2 | December | 86 | 31 |
| 3 | January | 75 | 37 |
| 3 | February | 61* | 31 |
| 3 | March | 83* | 36 |
| 4 | April | 89* | 32 |
| 4 | May | 63* | 23 |
| 4 | June | 86* | 33 |

* National Jewish data.

Demographic Characteristics

Demographic characteristics of the sample can be seen in Table 2 on the next page. More than one-half of all respondents (63%) were female. Most were White (88%) and non-Hispanic (95%). An independent-samples t-test was conducted to compare ages of respondents and non-respondents. Non-respondents were significantly younger ($M = 45.6, SD = 13.0$) than respondents ($M = 50.2, SD = 13.0; t(1,105.8) = -8.91, p < .001$, two-tailed).

Table 2: Demographic characteristics of the sample at intake (Alere and National Jewish)

| | | Total unique follow-up sample | 7-month follow-up group | 13-month follow-up group | Non- respondents to follow-up |
|------------------|----------------------------------|--|-------------------------------|--------------------------------|-------------------------------------|
| Gender | Female | 63% | 62% | 66% | 55% |
| | Male | 36% | 36% | 34% | 34% |
| | Missing/refused | 2% | 2% | -- | 11% |
| Race | White | 88% | 87% | 91% | 68% |
| | Black | 5% | 5% | 6% | 5% |
| | Asian | < 1% | < 1% | -- | < 1% |
| | American Indian/Alaska Native | 1% | 1% | 1% | 1% |
| | Native Hawaiian/Pacific Islander | <1% | < 1% | -- | <1% |
| | Other | 1% | 1% | 2% | 2% |
| | Two or more races | 1% | 1.7% | -- | 2% |
| | Missing/refused | 3% | 3.5% | -- | 22% |
| Hispanic/Latino | Yes | 2% | 2% | 2% | 2% |
| Education | | | | | |
| | Less than high school | 15% | 15% | 16% | 13% |
| | High school or GED | 34% | 34% | 34% | 31% |
| | Some college* | 33% | 33% | 31% | 23% |
| | College or university degree | 16% | 16% | 17% | 11% |
| | Missing/refused | 3% | 3% | 2% | 22% |
| Health insurance | Private | 13% | 14 | 9% | 11% |
| | Medicaid | 61% | 58% | 76% | 55% |
| | Medicare | 19% | 21 | 9% | 11% |
| | None | 5% | 4% | 6% | 5% |
| | Missing/refused | 3% | 3% | 1% | 17% |

Note: "--" denotes zero cases in that field

*Includes technical and trade schools.

The average ages of respondents were as follows:

| | |
|--|---------------------------------|
| Total unique follow-up sample (n = 1,148): | 50 years (range 18 to 88 years) |
| 7-month follow-up group (n = 954): | 50 years (range 18 to 88 years) |
| 13-month follow-up group (n = 194): | 50 years (range 20 to 83 years) |
| Non-respondents to follow-up (n = 8,545): | 46 years (range 18 to 82 years) |

Table 3: Additional demographic characteristics of the sample at follow-up

| | | Total unique follow-up sample | 7-month follow-up group | 13-month follow-up group |
|-----------------------------------|---------------------------------|-------------------------------------|-------------------------------|--------------------------------|
| Marital Status | Married | 26% | 26% | 27% |
| | Divorced | 32% | 32% | 33% |
| | Widowed | 9% | 9% | 6% |
| | Separated | 6% | 6% | 5% |
| | Never married | 20% | 20% | 20% |
| Member of an unmarried couple | | 6% | 6% | 8% |
| Income | Less than \$10,000 | 31% | 31% | 28% |
| | \$10,000 to less than \$15,000 | 16% | 16% | 18% |
| | \$15,000 to less than \$20,000 | 9% | 9% | 12% |
| | \$20,000 to less than \$25,000 | 8% | 8% | 7% |
| | \$25,000 to less than \$35,000 | 10% | 10% | 9% |
| | \$35,000 to less than \$50,000 | 7% | 7% | 6% |
| | \$50,000 to less than \$75,000 | 6% | 5% | 8% |
| | \$75,000 to less than \$100,000 | 2% | 3% | 2% |
| | \$100,000 or more | 1% | 1% | 1% |
| Missing/refused | | 11% | 11% | 11% |
| Education | | | | |
| Less than high school | | 13% | 12% | 16% |
| High school or GED | | 36% | 36% | 36% |
| Some college | | 23% | 23% | 25% |
| Associates or other 2-year degree | | 14% | 15% | 10% |
| College degree | | 9% | 9% | 11% |
| Graduate degree | | 3% | 3% | 2% |
| Missing/refused | | 1% | 2% | -- |

Note: Reflects data collection at follow-up, collected by CSBR.

Tobacco Use at Intake

At intake, approximately 20% of callers smoked more than a pack of cigarettes per day, and slightly less than half of respondents (47%) smoked between a half-pack and a full pack of cigarettes per day (Table 4). Twenty-eight percent of respondents used tobacco within 5 minutes of waking and about 24% used tobacco between 6 and 30 minutes after waking (Table 4). There were no significant differences between follow-up groups at intake.

Table 4: Tobacco use at intake

| | | Total unique follow-up sample | 7-month follow-up group | 13-month follow-up group | Non- respondents to follow-up |
|-----------------------------|---------------------------|--|-------------------------------|--------------------------------|-------------------------------------|
| Cigarettes per day | <1 | 6% | 6% | 8% | 3% |
| | 1-10 | 24% | 24% | 23% | 21% |
| | 11-20 | 47% | 48% | 44% | 40% |
| | 21-30 | 13% | 13% | 14% | 10% |
| | 31-40 | 6% | 6% | 10% | 5% |
| | 41 or more | 1% | 1% | 1% | 1% |
| | Missing/refused/not asked | 3% | 3% | -- | 20% |
| Time to first tobacco usage | | | | | |
| | 5 minutes or less | 28% | 27% | 36% | 20% |
| | 6-30 minutes | 24% | 20% | 42% | 14% |
| | 31-60 minutes | 6% | 6% | 8% | 4% |
| | Longer than 60 minutes | 5% | 4% | 8% | 3% |
| | Missing/refused/not asked | 37% | 43% | 6% | 59% |

Note: 1-10 is less than half a pack, 11-20 is a half- to a full-pack, 21-30 is a full-pack to one and a half full-packs, 31-40 is one and a half full-packs to two-full packs, and 41 or more is more than two full-packs a day.

Section 2: Tobacco Use at Follow-Up

Tobacco Use in the Past 30 Days

Among all respondents, 25% said they had not smoked cigarettes or used other tobacco in the past 30 days (23% after 7 months and 31% after 13 months; Figure 1). Among all respondents who said they had used tobacco in the past 30 days, 5% said they had not used any tobacco in the past week. Five percent of respondents who had used tobacco in the past 30 days at 7-month follow-up and four percent at 13-month follow-up reported not using tobacco in the past week.

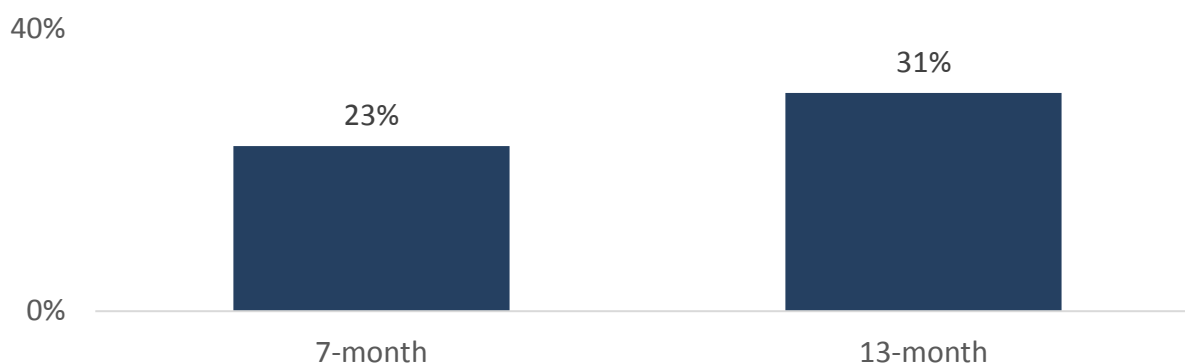


Figure 1: Thirty-day cessation rate

Among respondents who said they had used tobacco in the past 30 days, the types of tobacco used can be seen in Table 5.

Table 5: Type of tobacco products used in past 30 days (among those who had not quit)

| | 7-month | 13-month |
|---------------------------|---------|----------|
| Cigarettes | 91% | 93% |
| Cigars | 10% | 10% |
| Pipes | 1% | 2% |
| Smokeless | 3% | 1% |
| Electronic Smoking Device | 15% | 13% |
| Other | -- | 1% |

Note: Because some people used more than one type of tobacco, percentages sum to more than 100%.

Current Cigarette Use at Follow-Up

Approximately three-fourths of respondents in both the 7-month and 13-month groups who said they had used tobacco in the past 30 days said they had smoked every day in the last 30 days (Figure 2). Respondents in the 7-month group said they had smoked an average of 26 days in the past 30 days and respondents in the 13-month group said they had smoked an average of about 27 days in the past 30 days.

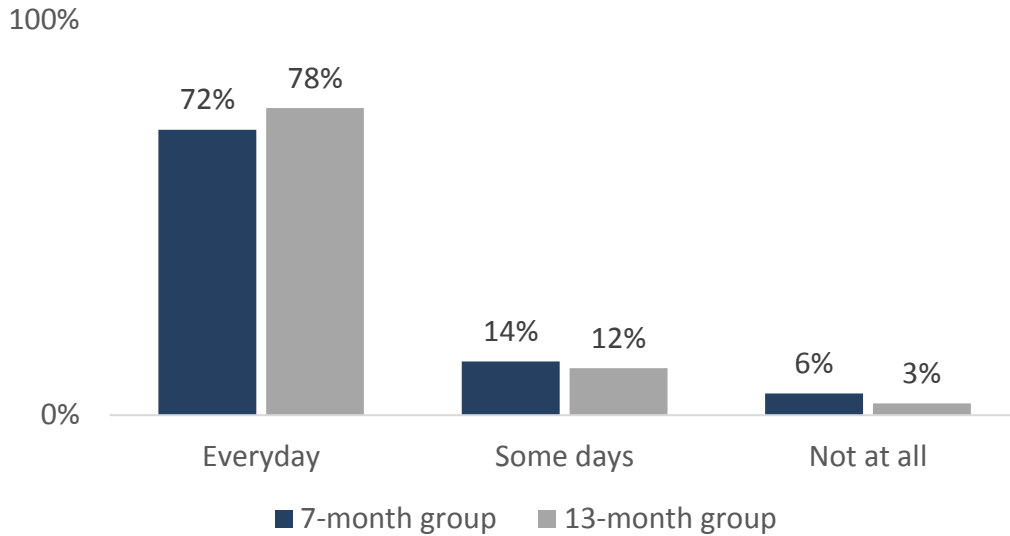


Figure 2: Current smoking behavior (among those who had not quit)

Among respondents who said that they had not quit smoking cigarettes, there was a statistically significant decrease in the number of cigarettes smoked per day at follow-up compared to the number at intake for the 7-month and 13-month follow-up groups. In the 7-month group, the average number of cigarettes smoked per day decreased from 19.1 at intake ($M = 19.1, SD = 10.4$) to 14 at follow-up ($M = 14, SD = 9.2; t(610) = -13.3, p < .001$). In the 13-month group, the average number of cigarettes smoked per day decreased from 19 at intake ($M = 19, SD = 11.2$) to 13.4 at follow-up ($M = 13.4, SD = 7.7; t(116) = -5.6, p < .001$).

In the 7-month group, approximately half of respondents who said they had smoked between half a pack and one pack per day at intake and 67% of respondents who said they had smoked between one and two packs per day at intake reduced their consumption during the follow-up period (Figure 3). In the 13-month group, more than half of respondents who said they had smoked between half pack and one pack per day at intake and 80% of respondents who said they had smoked between one and two packs per day at intake reduced their consumption during the follow-up period (Figure 3).

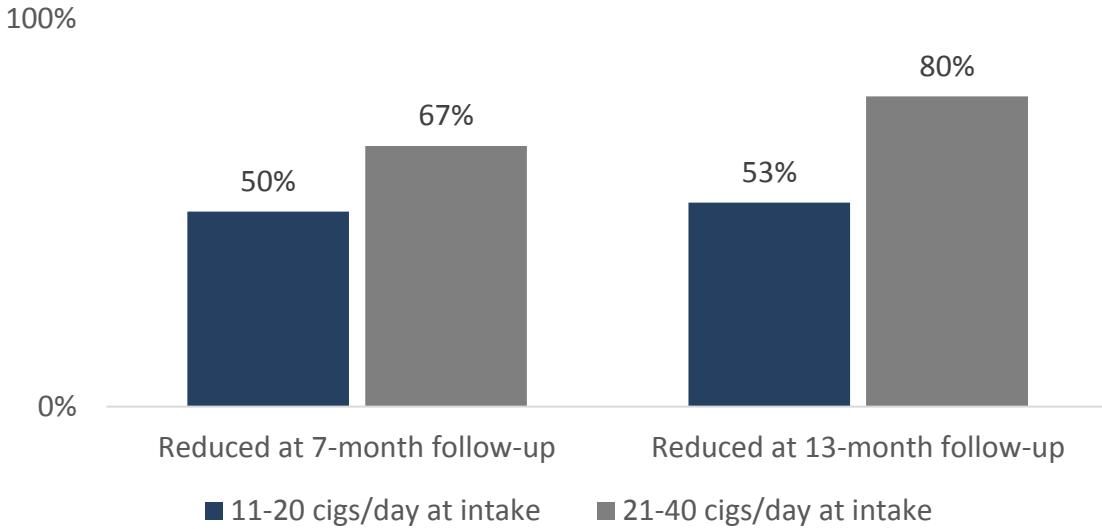


Figure 3: Percent of smoker who reduced cigarette consumption at follow-up

Among respondents in the 7-month and 13-month groups who had smoked cigarettes in the past 30 days, approximately two-thirds smoked their first cigarette within 30 minutes of waking (Figure 4).

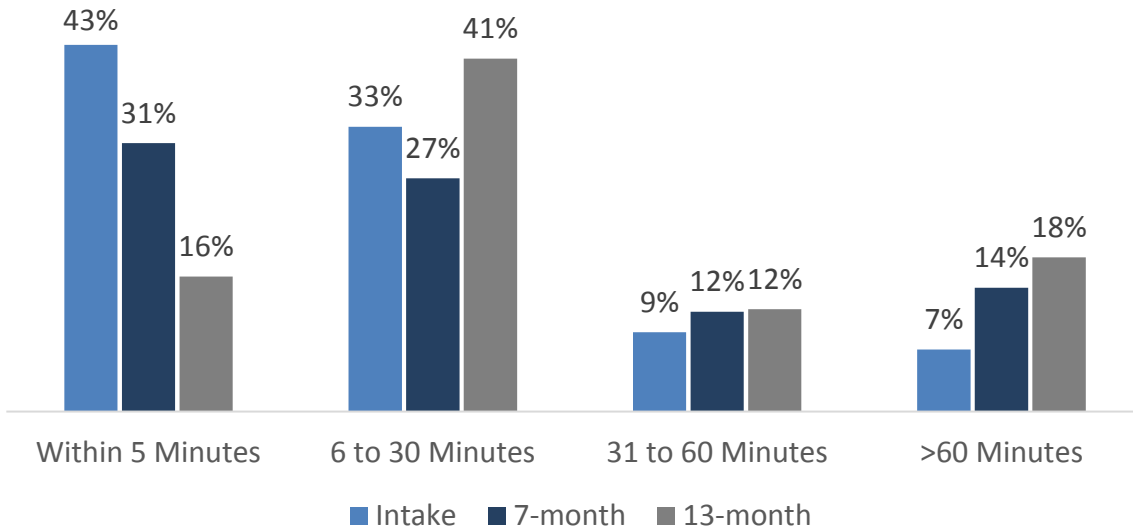


Figure 4: Time to first cigarette after waking at 7-month and 13-month follow-up groups (among cigarette smokers)

From intake to follow-up (among respondents for whom the data were available), differences were reported in the length of time respondents in the 7-month follow-up group waited to have their first cigarette of the day. Among respondents in the 7-month cohort who waited less than

five minutes after waking at intake to have their first cigarette, 42% waited longer at follow-up. Among respondents who waited 6 to 30 minutes after waking at intake, 33% waited longer to smoke at follow-up. Among respondents who waited 31 to 60 minutes at intake, 33% waited longer at follow-up. Of note is the finding that, among respondents who waited more than 60 minutes at intake, 37% decreased the length of time they waited during the follow-up period as did 33% of respondents who waited between 31 and 60 minutes at intake (Figure 5).

From intake to follow-up (among respondents for whom the data were available), differences were also reported in the length of time respondents in the 13-month follow-up group waited to have their first cigarette of the day. Among respondents in the 13-month cohort who waited less than five minutes to have their first cigarette, 72% waited longer at follow-up than at intake. Among respondents who waited 6 to 30 minutes at intake, 28% waited longer to smoke at follow-up. Among respondents who waited 31 to 60 minutes at intake, 50% waited longer at follow-up. Of note is the finding that, among respondents who waited more than 60 minutes at intake, 40% decreased the length of time they waited during the follow-up period as did 20% of respondents who waited between 31 and 60 minutes at intake (Figure 5).

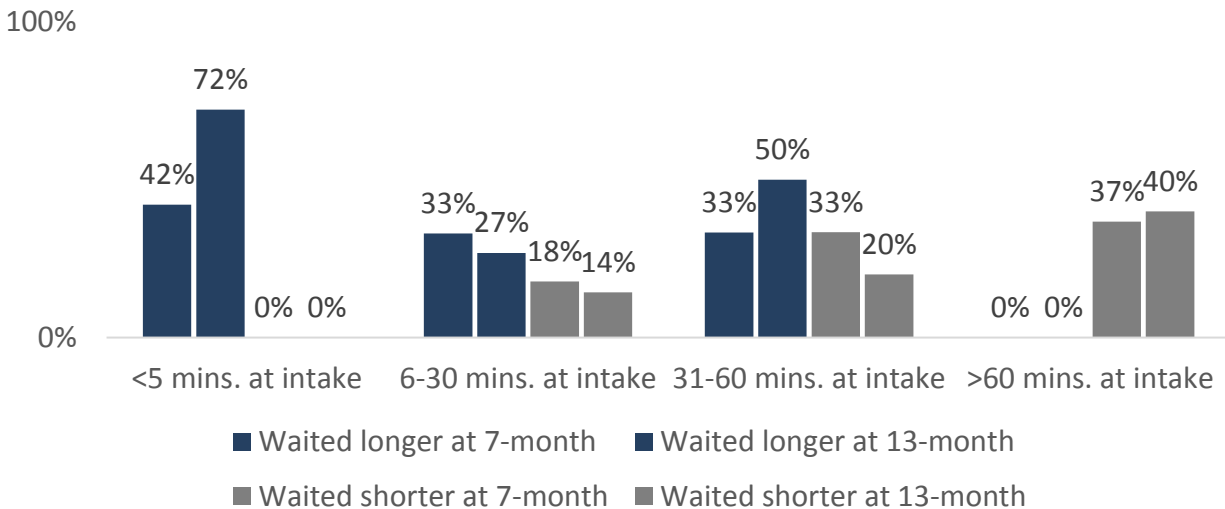


Figure 5: Change of time waited for first cigarette of the day between intake and follow-up

Subgroup Differences in Tobacco Use

Respondents who said they had used tobacco in the past 30 days were compared to those who said they had not used tobacco in the past 30 days to determine whether or not there were significant associations with demographic groups. There were no significant differences in quit rates by age, gender, race, Hispanic ethnicity, educational attainment, income, or type of insurance. Respondents who had used tobacco in the past 30 days differed significantly from those had not used tobacco in the past 30 days by marital status ($\chi^2(5, N=1137) = 12.514, p = .028, \phi = .105$).

Section 3: E-Cigarette Use

Among all respondents, 11% said they had used e-cigarettes in the past 30 days. No significant differences were found when analyzing the data by follow-up cohort, gender, or type of health insurance. Younger respondents ($M=46$, $SD=13.5$) were more likely to use e-cigarettes in the past 30 days than older respondents ($M=51$, $SD=12.9$; $t(559)=-2.85$, $p=.005$).

Among those who reported ever using e-cigarettes, 22% said they currently use e-cigarettes every day, 59% said some days, and 20% said not at all. Current e-cigarette use was higher among the 7-month cohort than the 13-month cohort. Among respondents who had ever used e-cigarettes, when asked why they use e-cigarettes, the most common reasons provided among 7-month respondents were that e-cigarettes might be less harmful to people around the respondents than cigarettes and using e-cigarettes helped them to quit smoking cigarettes (Figure 6). Among the 13-month cohort, perceptions about e-cigarettes' lower price and less harmfulness than cigarettes, and to help with quitting smoking cigarettes were the most commonly cited reason for using e-cigarettes.

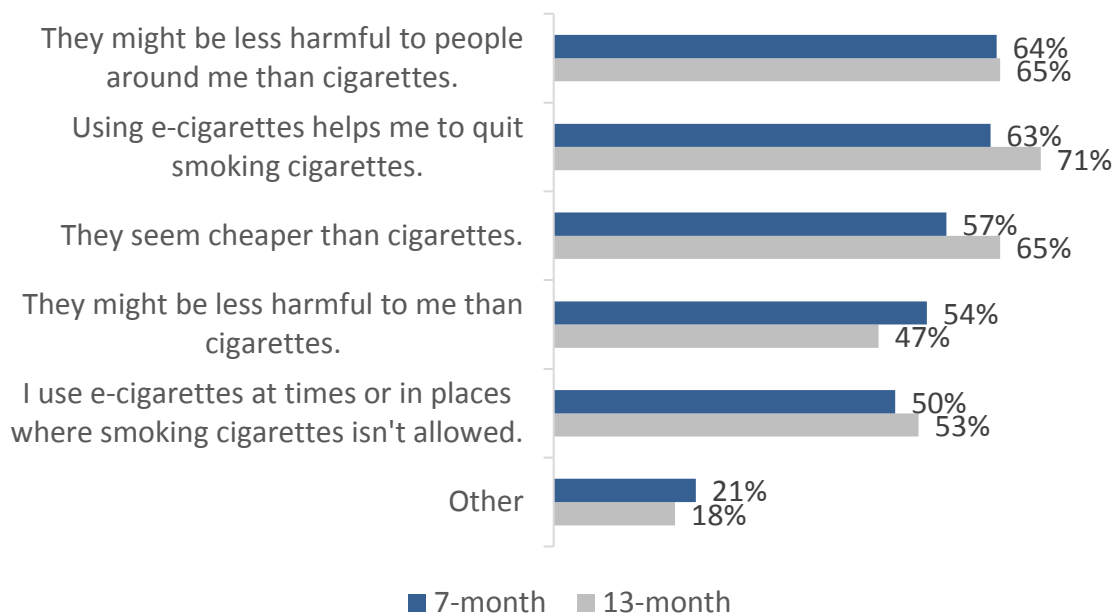


Figure 6: Reasons for using e-cigarettes

Among respondents in both follow-up cohorts who had used e-cigarettes and who had indicated that they had smoked cigarettes, pipes, cigars, or cigarillos, 67% of the 7-month and 92% of the 13-month cohorts reported that they had used e-cigarettes when they were unable to smoke. Among both cohorts, no respondents reported using e-cigarettes when they were unable to use chewing tobacco, snuff, or dip.

Section 4: Tobacco Cessation

Intention to Quit

The majority of tobacco users among all respondents who reported using tobacco in the last 30 days said they intended to quit using tobacco within the next 6 months (Figure 7). Interestingly, in direct contrast to some respondents' previous responses, 8% of respondents in the 7-month follow-up group and 5% of respondents in the 13-month follow-up group reported that they had quit using tobacco.

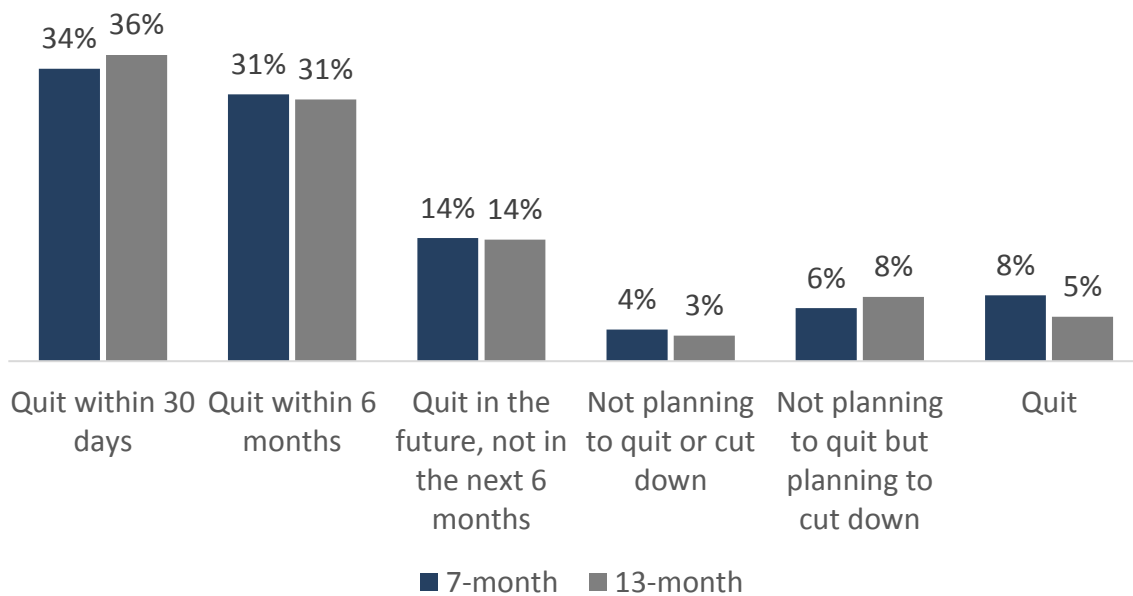


Figure 7: Intention to quit using tobacco

Cessation Attempts

The percentage of respondents still using tobacco who said they had stopped using tobacco for 24 hours or longer was 90% overall (78% in the 7-month group and 89% in the 13-month group). Among those who attempted to quit (i.e. stopped for 24 hours or longer), about one third of both follow-up groups made just one quit attempt during the follow-up period (Figures 8 and 9).

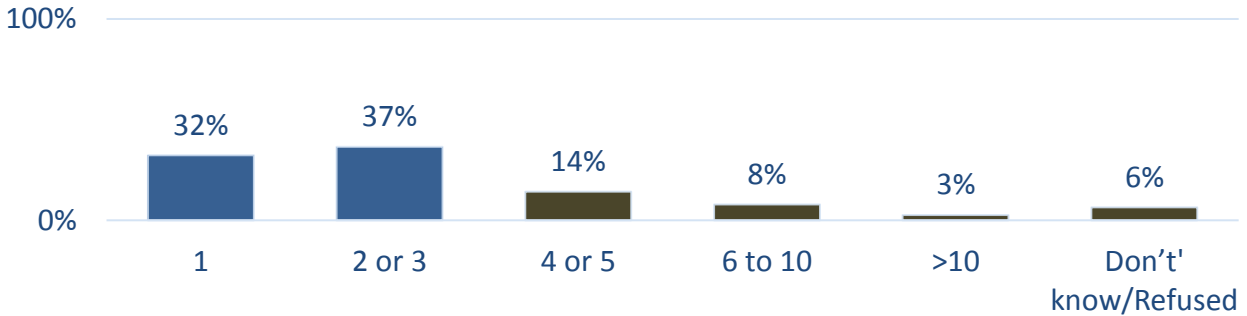


Figure 8: Number of quit attempts in 7-month follow-up among those who attempted

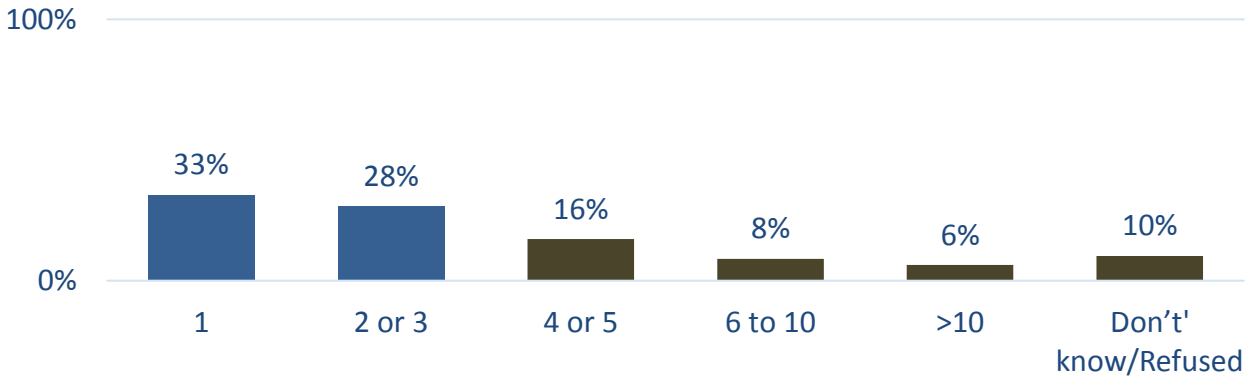


Figure 9: Number of quit attempts in 13-month follow-up among those who attempted

Among all respondents (7-month and 13-month groups combined) who made at least one quit attempt during the follow-up period, respondents who had quit in the past 30 days were more likely to have fewer quit attempts than did respondents who had not quit in the past 30 days (2.2 vs 3.5; $t(879.2) = 5.736, p < .001$).

Among all respondents, 79% said they used any products or medications during the follow-up period to help them quit using tobacco (80% in the 7-month group and 76% in the 13-month group). The most commonly used products or medications were nicotine patches and Chantix (Figure 10).

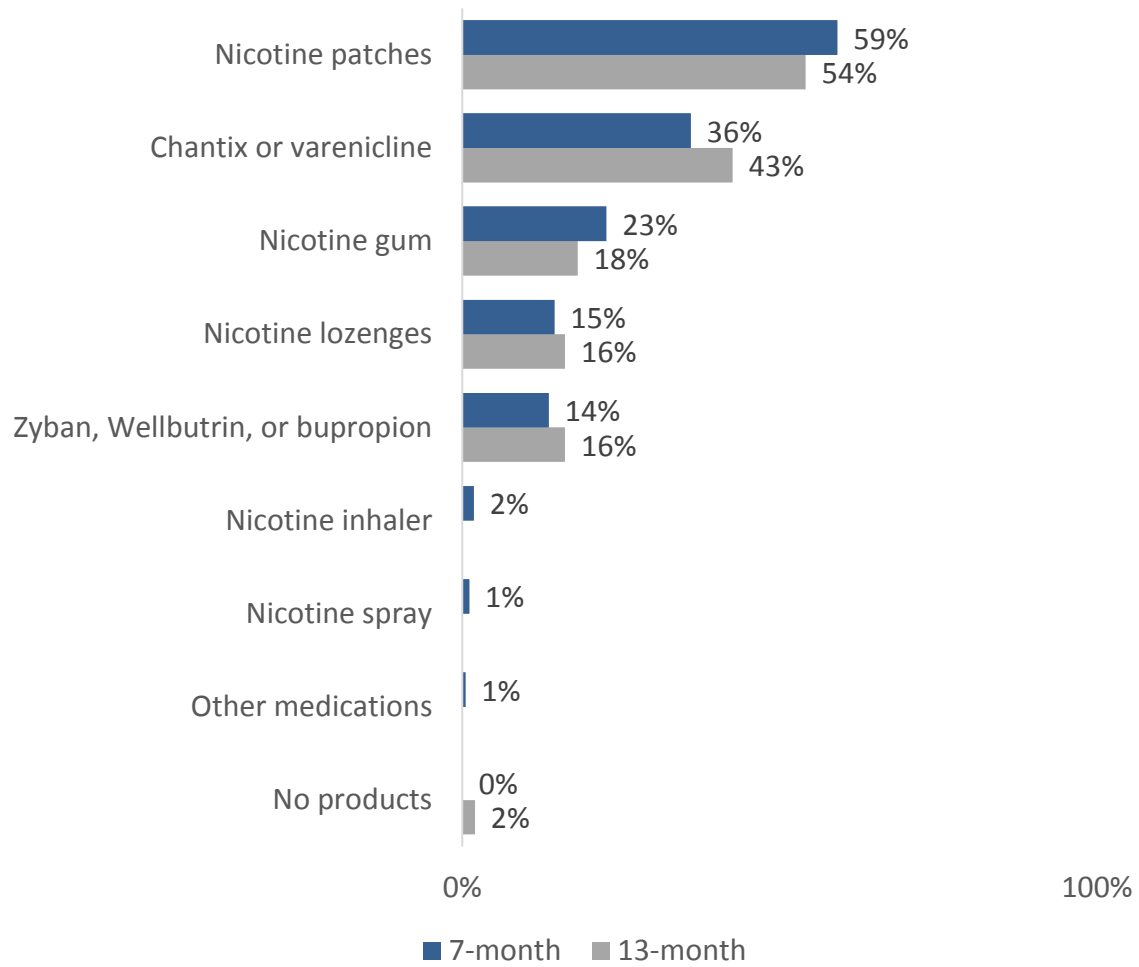


Figure 10: Types of products or medications used

Barriers to Quitting

All respondents were asked to name the three hardest things about quitting tobacco for them (Figure 11). The top five responses across the follow-up cohorts were the *association of tobacco products with other activities, nicotine addiction, stress, other reasons, and other tobacco users*.

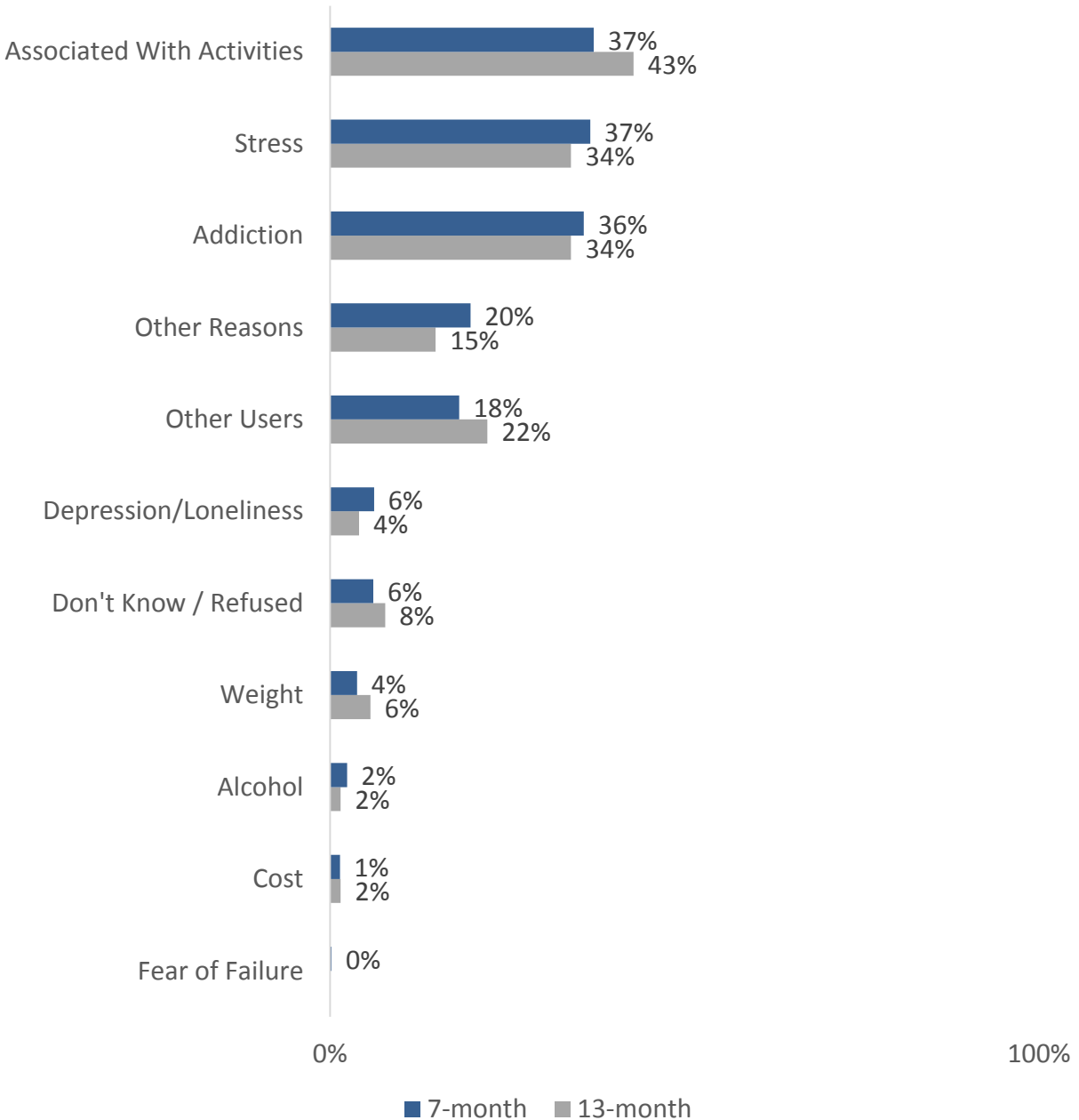


Figure 11: Hardest things about quitting tobacco.

Respondents who had attempted to quit tobacco were asked to name the three most helpful things for them while they were quitting tobacco (Figure 12). *Other things, replacement behaviors, using nicotine replacements such as the patch, family / friend support, and staying busy* were the five most common responses.

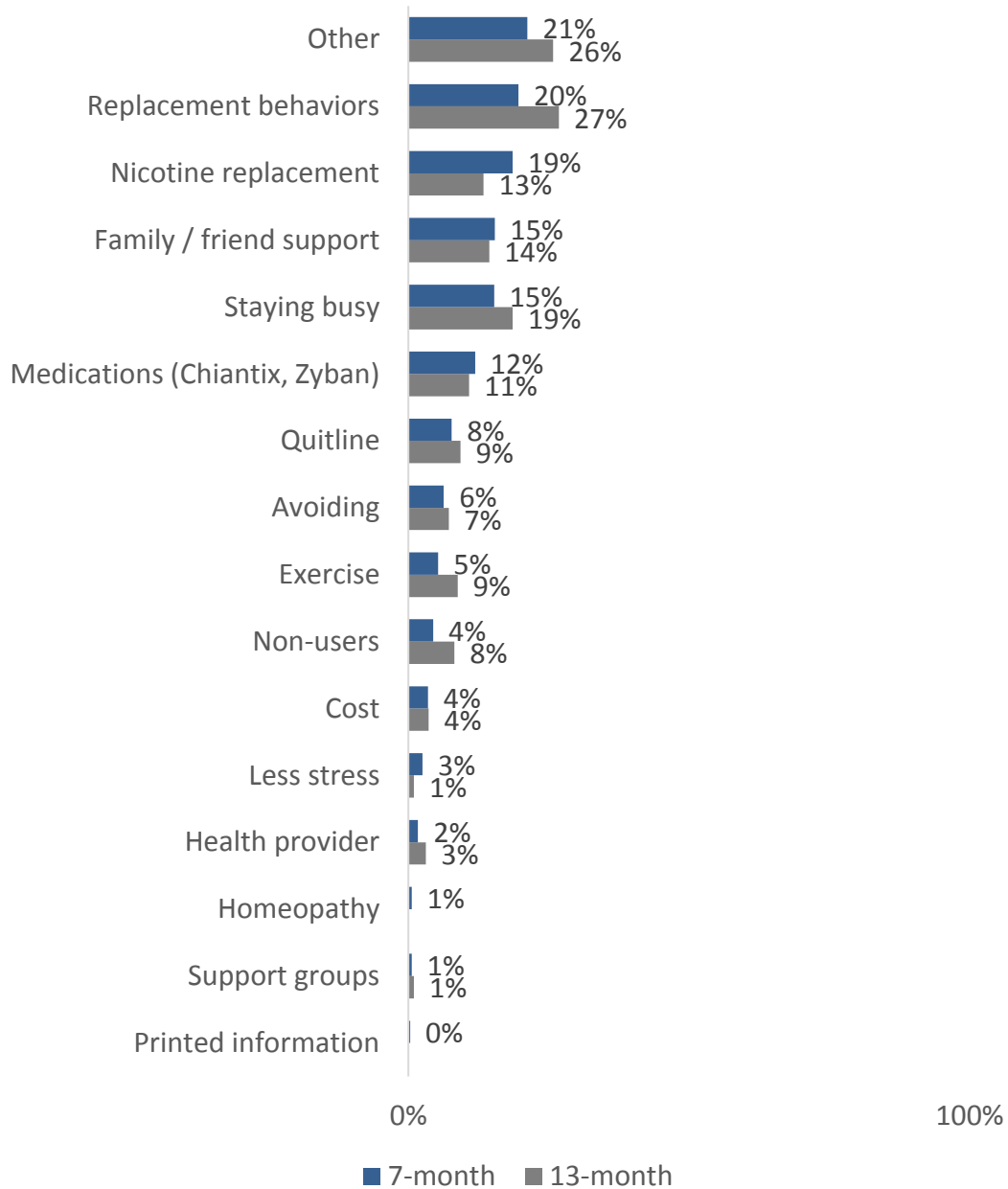


Figure 12: What three things do you think were the most helpful to you in quitting (among respondents who had made one or more quit attempts after Quitline intake)?

Respondents who had not yet made at least one quit attempt were asked to name what they think would be the three most helpful things for them when they attempt to quit using tobacco (Figure 13). *Replacement behaviors, Nicotine replacements, such as the patch, gum, or inhalers, and Other* were the three most common responses.

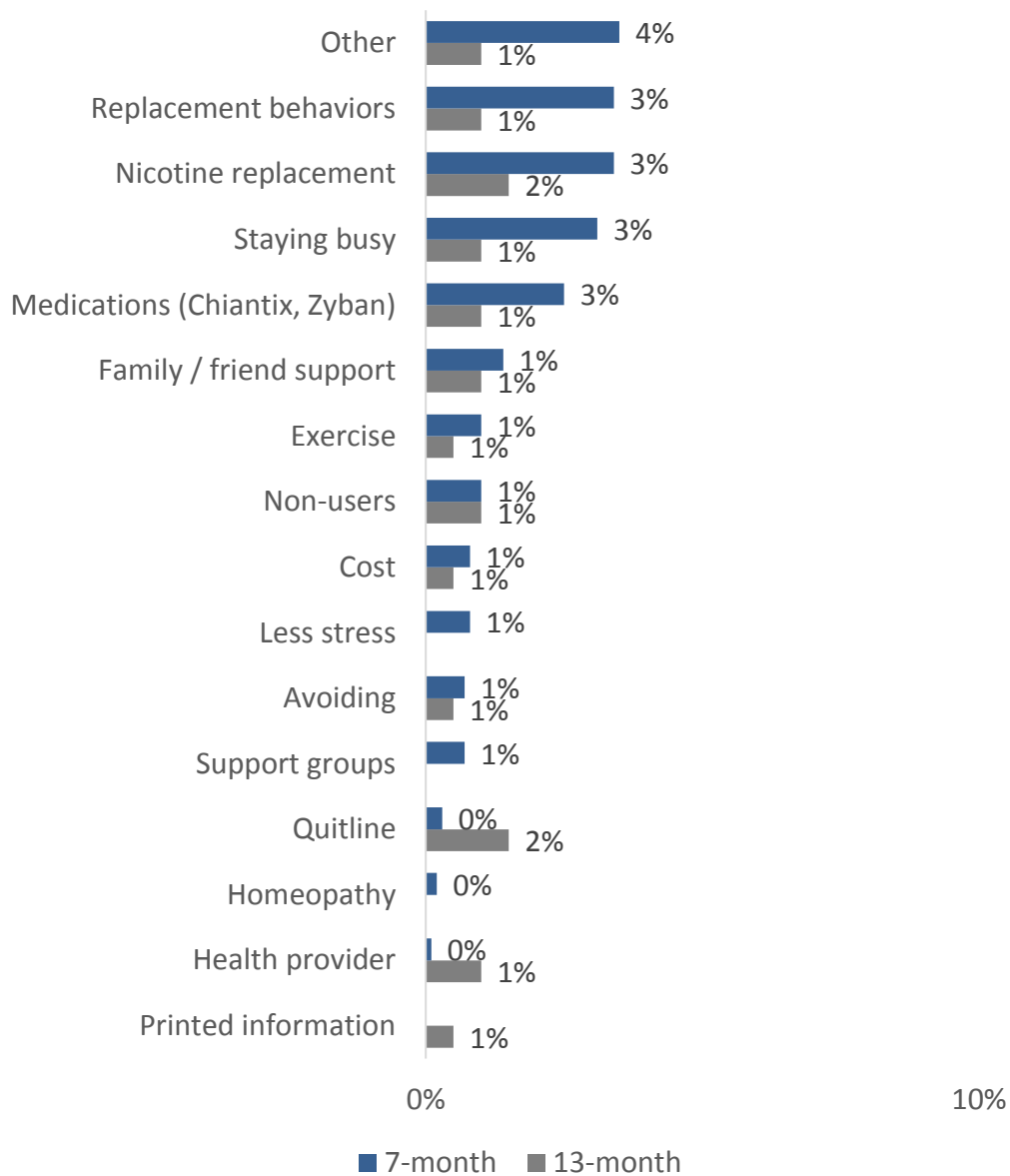


Figure 13: What three things do you think would be most helpful to you in your future quit attempts (among respondents who had not made a quit attempt after Quitline intake)?

Section 5: Additional Findings

Satisfaction

A majority of respondents in both the 7- and 13-month follow-up groups said that they were either *very satisfied* or *mostly satisfied* with the services they received (59% in the 7-month and 63% in the 13-month cohort groups; Figure 14).

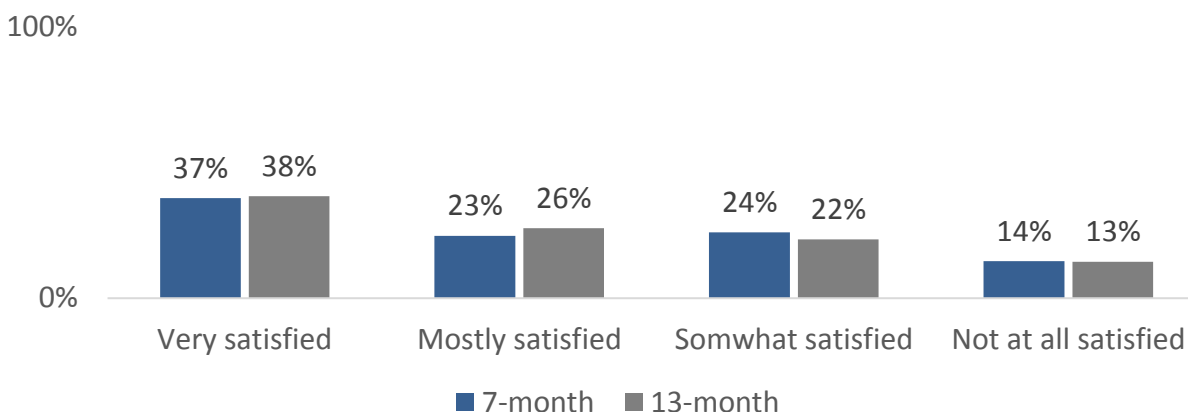


Figure 14: Satisfaction with Quitline Iowa services (7-month and 13-month comparison)

While the majority of respondents reported being pleased with the Quitline services, respondents who were not entirely satisfied with their services were asked an open-ended follow-up question to identify the aspect(s) of the Quitline Iowa program that they viewed as unsatisfactory. Many respondents who reported being less than fully satisfied with Quitline Iowa were not able to identify a specific issue with the program, however the most commonly cited areas of concern were access to program services, coordination of medications, and coach quality.

Respondents reported difficulty in contacting and scheduling calls with the Quitline and that the calls from Quitline were at poor times or not according to the schedule they had previously arranged. Some respondents also indicated a complete lack of follow-up calls and when they tried to contact Quitline they were unable to talk to a coach or experienced excessive hold or wait times. Some respondents even reported not receiving any telephone services from the Quitline. There was approximately an equal number of respondents who indicated that there were either too many calls or too few calls for the program to be effective. Some respondents also identified issues with the text messaging system where they were not able to properly opt-out and continued to receive messages.

Respondents also indicated trouble in getting nicotine replacement therapies, most notably the difficulty experienced while trying to coordinate Quitline, their insurance, and their primary care

physician. Respondents expressed confusion and frustration with the process and were often not sure whether insurance or Quitline was supposed to cover a medication or for what duration. Many respondents indicated that they did not receive NRT at all or that delivery of NRT was delayed. Unrelated to Quitline Iowa, some respondents reported that the NRT did not work for them or they had an unanticipated negative physical reaction to the medication.

Coach quality was also identified as an unsatisfactory aspect of Quitline Iowa. Some respondents felt that the coaches did not provide helpful tips, had poor telephone manners or rude behavior, or did not have the demeanor or enthusiasm to inspire motivation to change in the respondent. A few respondents also wished that they were able to talk to one coach consistently throughout the process, rather than talking to different coaches each time and others did not like the use of automated calls and would rather have talked to a coach.

These issues aside, most respondents said they *definitely*, *probably*, or *already have recommended* Quitline Iowa to a friend in need of similar services (84% in the 7-month and 81% in the 13-month cohort groups; see Figure 15). The differences of satisfaction and the likelihood to recommend Quitline services between cohorts were not statistically significant.

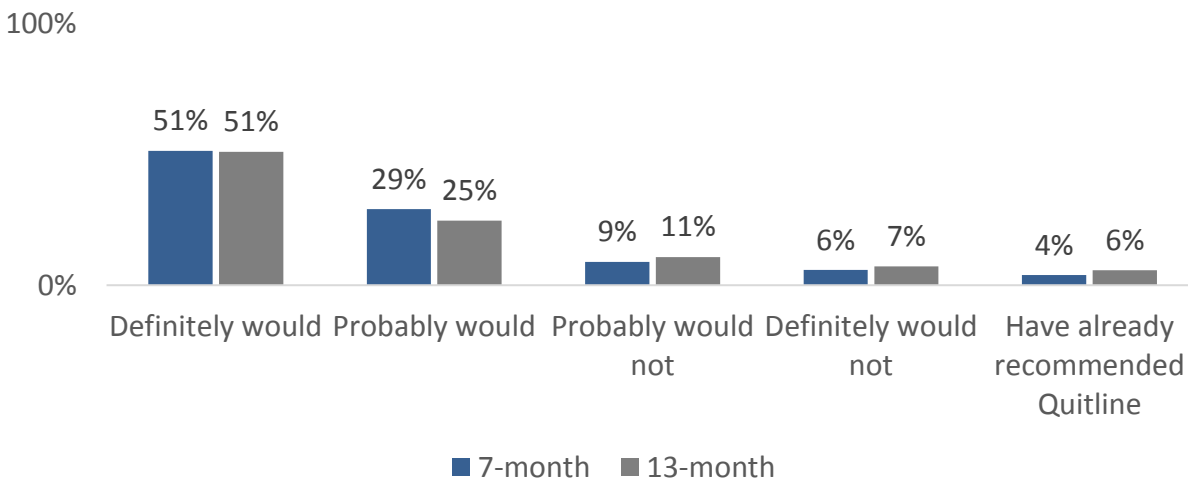


Figure 15: Would recommend Quitline Iowa to others (7-month and 13-month comparison)

Follow-up respondents who had quit tobacco in the past 30 days and those who had not quit differed in their levels of satisfaction with Quitline services ($\chi^2(3, N = 1120) = 89.16, p < .001, phi = .282$) (Figure 16). Among respondents who said they had not used tobacco in the past 30 days, 82% said they were either *very satisfied* or *mostly satisfied*. Among respondents who said they had used tobacco in the past 30 days (i.e. had not quit), 55% were *very satisfied* or *mostly satisfied*.

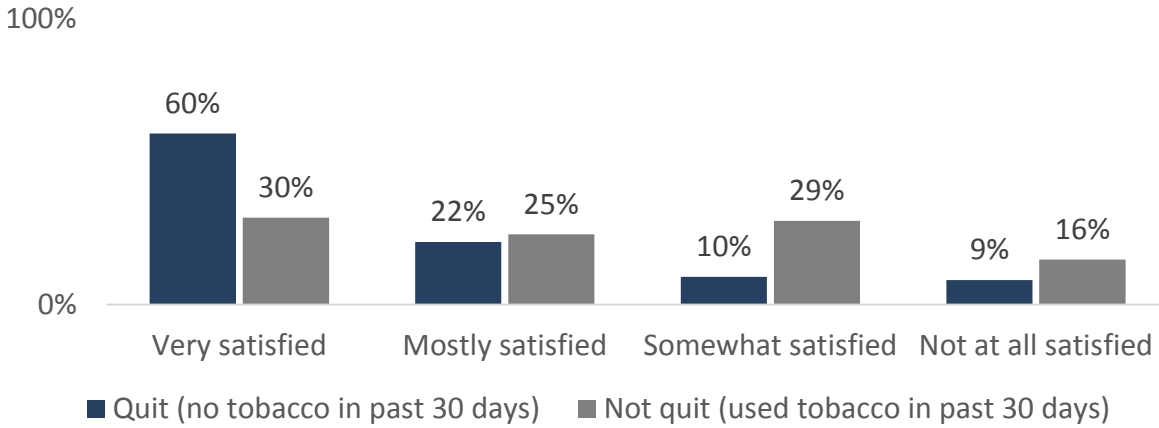


Figure 16: Satisfaction with Quitline Iowa services (quit versus not quit comparison)

Follow-up respondents who had not smoked in the past 30 days were more likely to report that they would definitely recommend Quitline Iowa to a friend in need of similar help than those who had not quit; however, those who had not quit were more likely to report that they think they probably would recommend Quitline Iowa (Figure 17). A Chi-square test for independence indicated a significant association between smoking status and recommendation of quitline, $\chi^2 (4, N = 1137) = 39.71, p < .001, phi = .187$.

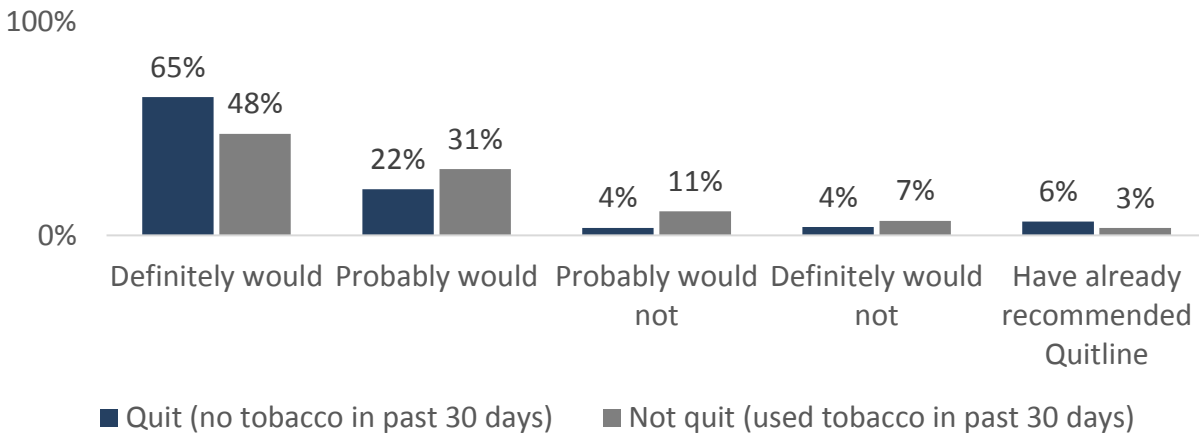


Figure 17: Would recommend Quitline Iowa to others (quit versus not quit comparison)

Respondents who had not quit smoking were asked how strongly they agreed with a series of statements about their smoking behavior, cessation, and the services they received through Quitline Iowa. The four response options were *strongly agree*, *agree*, *disagree*, and *strongly disagree*. The *strongly agree* and *agree* response options were combined to show the proportion of respondents who agreed with each statement (Figure 18). Respondents of the 13-month cohort were more likely than those of the 7-month cohort to agree with the statement that *the Quitline services were good, I just wasn't ready to quit* (2.95 vs. 2.78, $t(200.6) = 2.087, p = .038$).

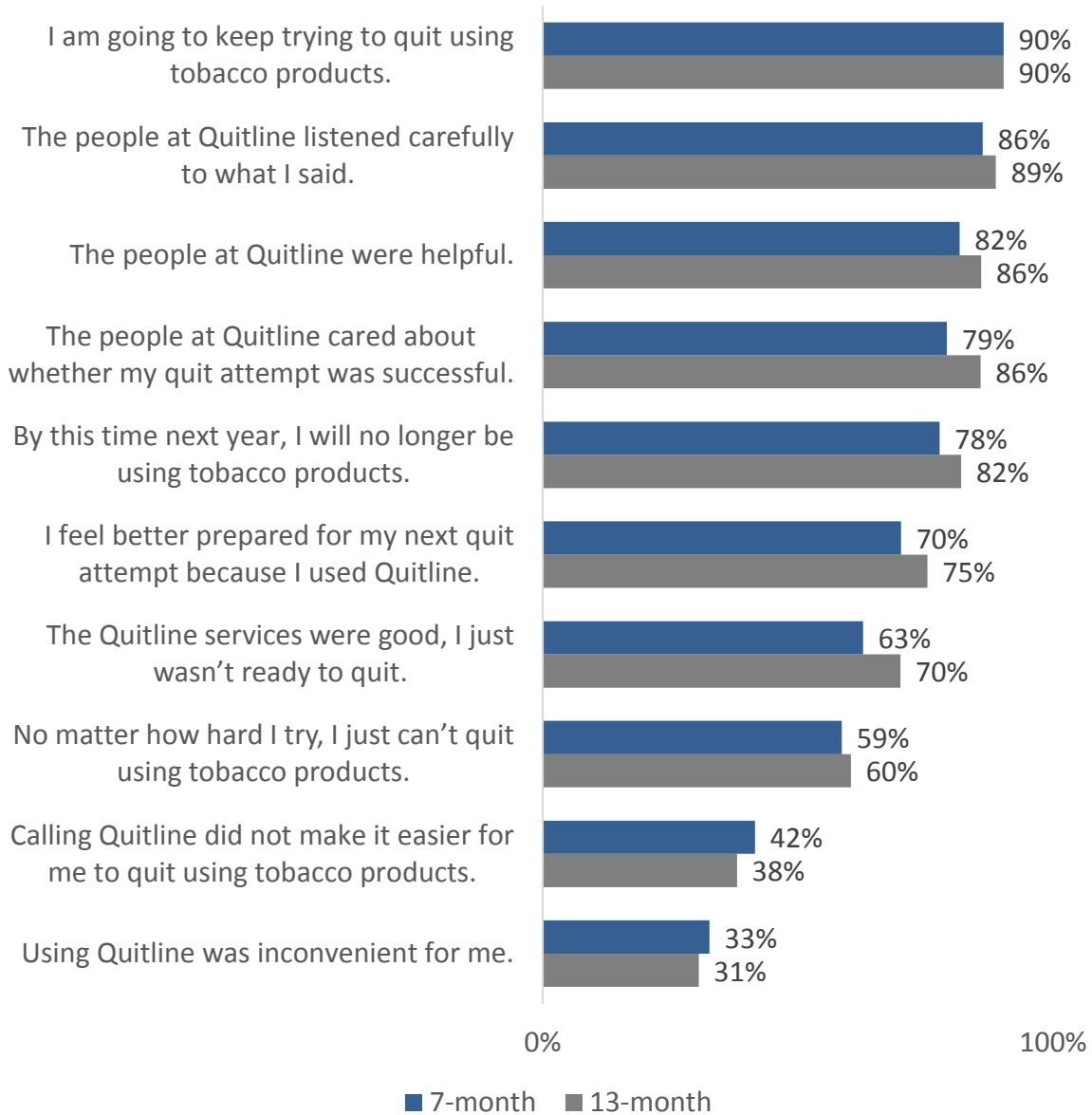


Figure 18: Perceptions about smoking, cessation, and Quitline services (among those who did not quit smoking), % Strongly Agree or Agree.

For all follow-up respondents, the *strongly agree* and *agree* response options were combined to show the proportion of respondents who agreed with each statement in terms of their quit status in the past 30 days (Figure 19). Respondents who quit using tobacco in the past 30 days were statistically more likely than those had not quit using tobacco in the past 30 days to agree with the statements *the people at Quitline listened carefully to what I said* ($t(1118) = -4.055, p < .001$), *the people at Quitline cared about whether my quit attempt was successful* ($t(1102) = -4.684, p < .001$), and *the people at Quitline were helpful* ($t(1116) = -4.685, p < .001$). In addition, respondents who quit in the past 30 days were statistically less likely than those had not quit in the past 30 days to agree with the statement *using Quitline was inconvenient for me* ($t(1101) = 3.033, p = .002$)

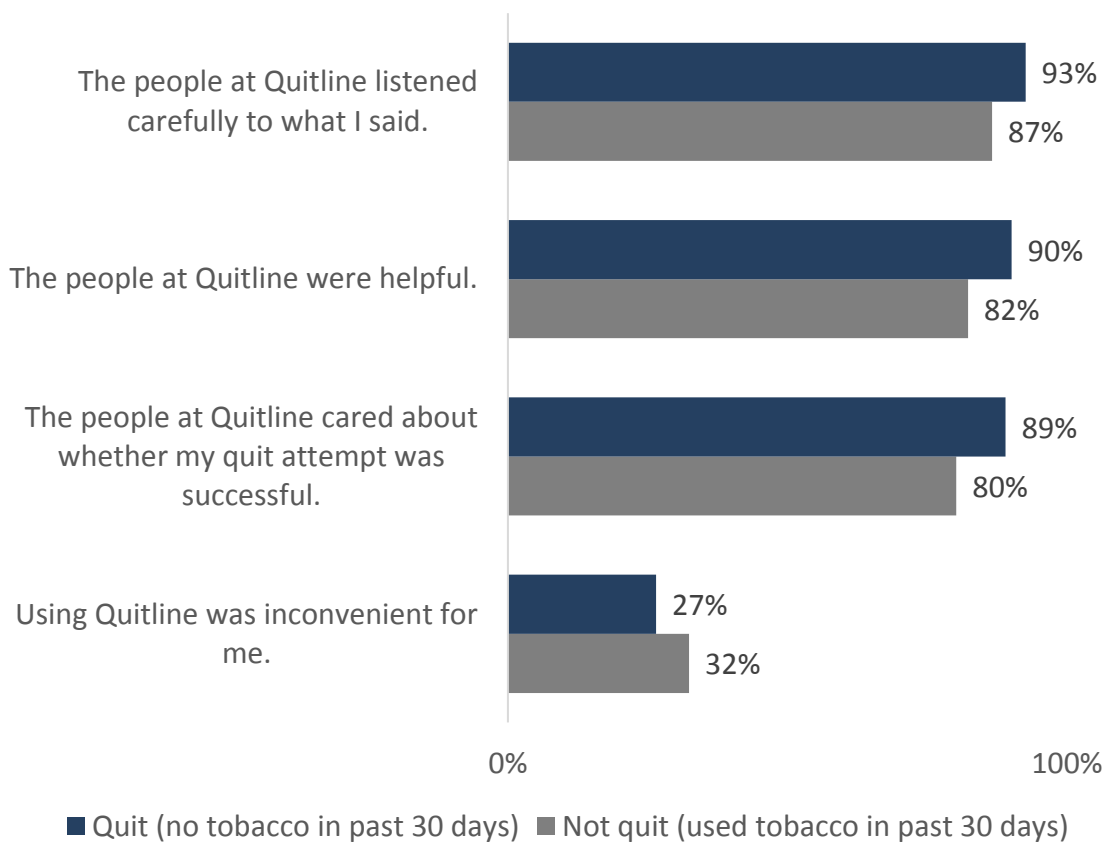


Figure 19: Perceptions about smoking, cessation, and Quitline services (respondents who quit vs. those who did not quit), % Strongly Agree or Agree.

Website Use

Among all respondents, 20% said they had visited the Quitline Iowa website. A Chi-square test for independence indicated no significant association between having smoked in the past 30 days and ever visiting the Quitline website. No significant differences in the number of reported visits to the Quitline website were found when comparing follow-up groups, insurance, use of medication, and gender. Respondents who used the Quitline Iowa website were more likely to be younger ($M = 47, SD = 13.1$) and have attained higher education ($M = 2.78, SD = .91$) than those who did not visit the website ($M = 51, SD = 12.7; t(760) = -3.761, p < .001; M = 2.45, SD = .94; t(1106) = 4.661, p < .001$).

The mean helpfulness rating of the website was 3.8 on a scale of 1 to 5 where 1 was *not at all helpful* and 5 was *extremely helpful*. A majority of respondents who visited the website (67%) rated the website as a 4 or 5 on that scale (Figure 20). No differences in helpfulness ratings were found when comparing insurance, follow-up cohorts, education, age, or gender. Respondents who had quit using tobacco ($M = 4.22, SD = 1.021$) and who had used medication to help quit ($M = 3.92, SD = 1.144$) found the website more useful than those had not quit ($M = 3.64, SD = 1.192; t(226) = -3.674, p < .001$) and had not used medication to help quit ($M = 3.51, SD = 1.214; t(226) = -2.143, p = .033$).

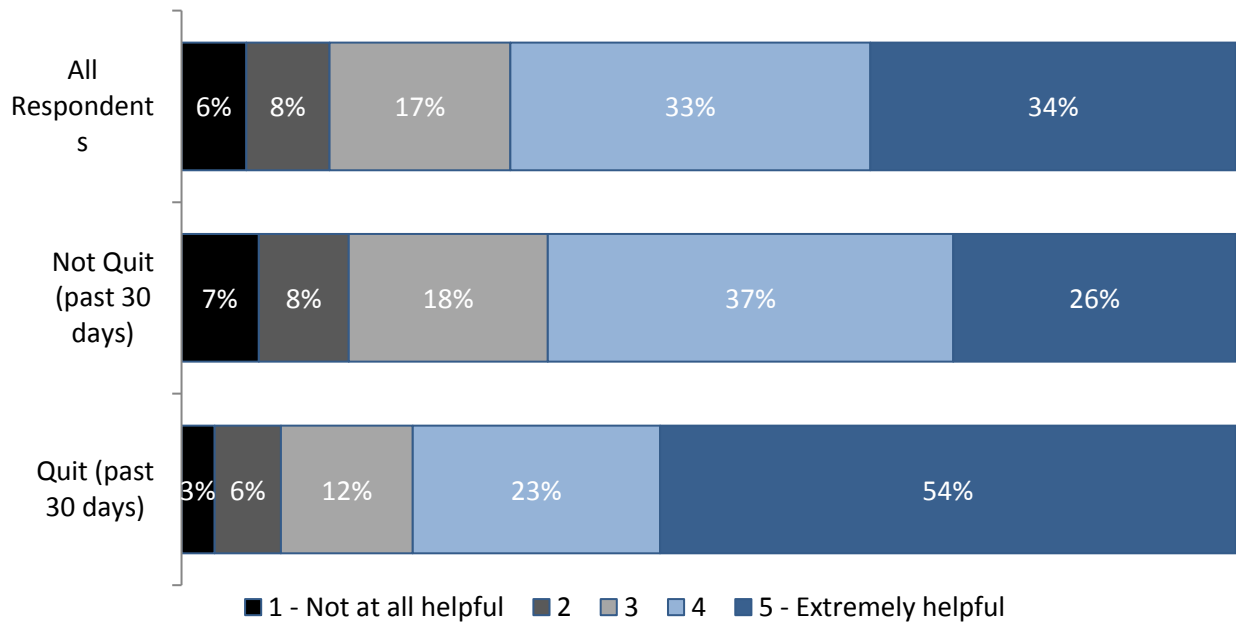


Figure 20: Helpfulness of Quitline website by 30-day cessation status

Health Insurance

More than 40% of respondents in each cohort reached at follow-up reported having healthcare coverage through Medicaid (44% 7-month, 45% 13-month). An additional 28% (28% 7-month, 25% 13-month) reported having healthcare coverage through Medicare (Table 6). Three percent (2% 7-month, 3% 13-month) of respondents reported no healthcare coverage. Of those respondents who reported having healthcare coverage, 45% reported that their insurance covers nicotine replacement therapy. Approximately 31% of respondents did not know whether or not nicotine replacement therapy was covered by their insurance. Approximately one third of respondents (33% 7-month, 35% 13-month) were *very satisfied* or *mostly satisfied* with their insurance’s coverage of nicotine replacement therapy.

All respondents, regardless of insurance status, were asked if they knew how to receive nicotine replacement therapy. Slightly less than half, 49% of all respondents, reported that they knew how to receive nicotine replacement therapy.

Table 6: Health Insurance

| | 7-month follow-up group | 13-month follow-up group |
|---|-------------------------------|--------------------------------|
| What is your primary source of your healthcare coverage? | | |
| None | 2% | 3% |
| Employer / Union | 15% | 14% |
| Purchased on your own | 6% | 6% |
| Medicare | 28% | 25% |
| Medicaid | 44% | 45% |
| TRICARE, VA, or Military | 2% | 1% |
| Other Source | 1% | 2% |
| Don’t know | 2% | 2% |
| Missing/refused | 1% | 2% |
| Does your insurance cover NRT? | | |
| Yes | 45% | 48% |
| No | 23% | 27% |
| Don’t Know | 32% | 26% |
| Satisfaction with NRT coverage? | | |
| Very satisfied | 21% | 24% |
| Mostly satisfied | 12% | 12% |
| Somewhat satisfied | 14% | 11% |
| Not at all satisfied | 17% | 19% |
| Don’t know | 4% | 7% |

A Chi-square test for independence indicated significant association between insurance type and use of medications ($\chi^2 (3, n = 1113) = 11.392, p = .01, phi = .101$). Respondents who reported having Medicaid, Medicare, private insurance, or being uninsured reported different rates of medications (Table 7).

| | Response % |
|--------------------|------------|
| Medicaid insurance | |
| Yes | 81% |
| No | 19% |
| Medicare insurance | |
| Yes | 82% |
| No | 18% |
| Other insurance | |
| Yes | 70% |
| No | 30% |
| Uninsured | |
| Yes | 77% |
| No | 23% |

Significant differences in the types of medications used were observed among respondents with Medicaid, Medicare, private insurance, and no insurance. Respondents with various insurance and no insurance reported significant differences in using nicotine patches ($\chi^2 (3, n = 1115) = 20.887, p < .001, phi = .137$), nicotine gum ($\chi^2 (3, n = 1115) = 10.062, p = .018, phi = .095$), nicotine lozenges ($\chi^2 (3, n = 1115) = 56.87, p < .001, phi = .226$), and Chantix ($\chi^2 (3, n = 1113) = 90.061, p < .001, phi = .284$).

Section 6: Summary and Conclusions

CSBR completed 1,148 follow-up interviews with Quitline Iowa callers between July 2016 and June 2017. Results of the FY17 evaluation were consistent with results from previous years. In FY17, the 30-day point prevalence rate of cessation in the 7-month follow-up cohort was 23%; it was 26% in FY16, 29% in FY15, and 27% in FY14 for the 7-month group. In the 13-month cohort, the cessation rate was 31% in FY17, compared to 25% in FY16, 24% in FY15 and FY14, and 22% in FY13. Among Quitline Iowa callers still using tobacco products, there was a reduction in both the number of cigarettes smoked per day and the number of days per month that they smoked. Those still using tobacco tended to delay the length of time they waited to have their first cigarette of the day (versus at intake), indicating a possible reduction in addiction intensity over the follow-up period.

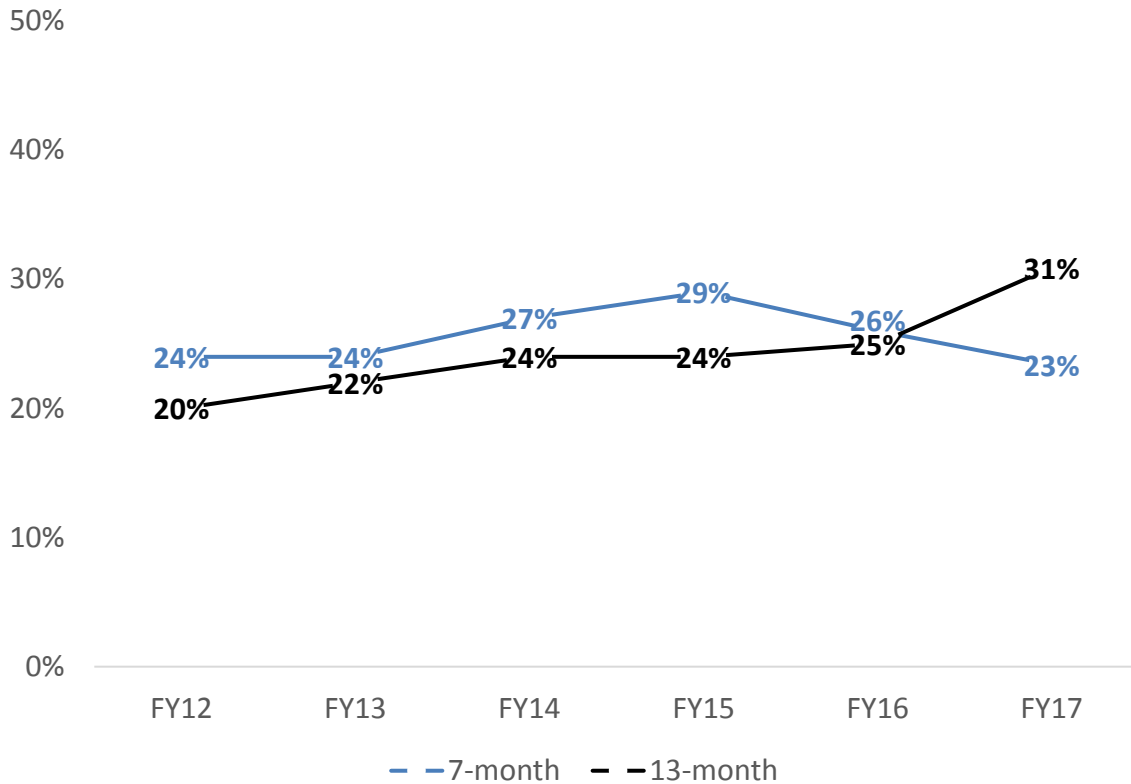


Figure 21: 30-day point prevalence rate of cessation by follow-up cohort (FY12 to FY17)

Approximately 11% of respondents reported using e-cigarettes in the past 30 days. Of those who reported using e-cigarettes in the past 30 days, 79% reported using them *every day* or *some days*. Approximately 58% of respondents who reported using e-cigarettes in the past 30 days reported that they had substituted e-cigarettes for cigarettes, pipes, cigars, or cigarillos when they were unable to smoke.

A majority of respondents in both 7- and 13-month follow-up groups said they were either *very satisfied* or *mostly satisfied* with the services they received and most also said they would likely recommend Quitline Iowa to a friend in need of similar services. Not surprisingly, satisfaction was much higher among follow-up respondents who had quit smoking than among those who had not. Most respondents expressed positive feelings toward Quitline Iowa and their future quit attempts.

Section 7: Panel respondents

To allow a more rigorous measure of changes over time within respondents, in February 2017, CSBR began to ask respondents at 7-month follow-up whether they would be willing to participate in the 13-month follow-up as well. A total of 827 respondents consented to follow-up at their 7-month follow-up and 192 of those respondents completed interviews at the 13-month follow-up. Demographic characteristics of the sample are displayed in Table 8. More than 60% of all respondents were female. Most were White (88%) and the majority had insurance (97%). The average age of respondents was 53 years (range 19 to 88 years).

Table 8: Demographic characteristics of the panel respondents

| | | Panel respondents |
|------------------|----------------------------------|-------------------|
| Gender | Female | 63% |
| | Male | 38% |
| | Missing/refused | -- |
| Race | White | 88% |
| | Black | 6% |
| | Asian | -- |
| | American Indian/Alaska Native | 2% |
| | Native Hawaiian/Pacific Islander | 1% |
| | Other | 2% |
| | Two or more races | -- |
| | Missing/refused | 3% |
| Hispanic/Latino | Yes | 2% |
| Education | | |
| | Less than high school | 18% |
| | High school or GED | 35% |
| | Some college | 33% |
| | College of university degree | 12% |
| | Missing/refused | 2% |
| Health insurance | Private | 15% |
| | Medicaid | 62% |
| | Medicare | 19% |
| | None | 4% |
| | Missing/refused | 1% |

Percentage of respondents who had not used tobacco in the past 30 days at 7-month and 13-month follow-up remained about the same at 29% and 28%, respectively (Figure 22).

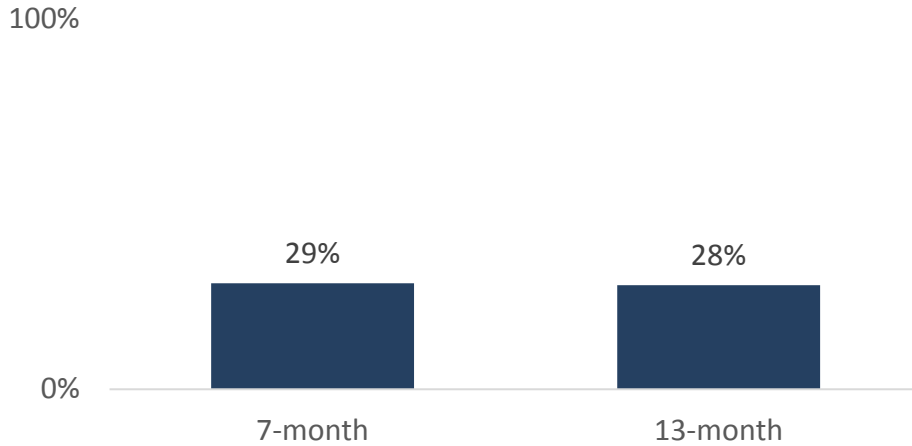


Figure 22: Had not used tobacco products in the past 30 days (panel respondents)

Although the majority (88%) of the panel respondents did not change their (non)smoking behavior between 7-month and 13-month follow-ups, approximately 6% of the panel respondents who reported having quit using tobacco products at 7-month indicated using tobacco products at 13-month, and about 6% of the panel respondents who reported using tobacco products at 7-month indicated having quit using tobacco products at 13-month (Figure 23).

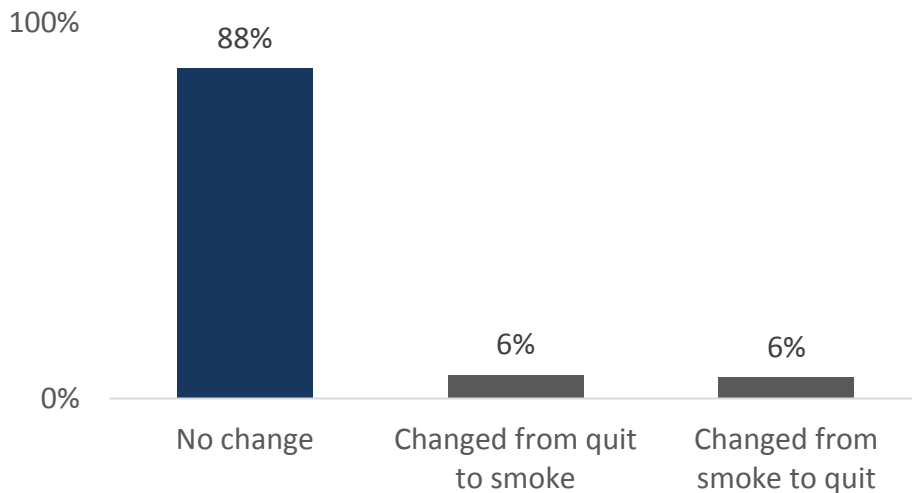


Figure 23: Change of tobacco use between 7-month and 13-month (panel respondents)

This panel design will continue to be implemented going forward in the evaluation of the state tobacco Quitline. This design allows for assessment at the individual level in addition to the group-level analysis. This will provide additional insight into the behavioral and attitudinal changes in the respondents over time. These additional insights will be reported in the FY18 quarterly and annual reports to IDPH.

Appendix A:

Quitline Follow-Up Questionnaire

Confidentiality

We are conducting an evaluation of Quitline Iowa. We would like to ask you a few questions about your experience with Quitline. For most people this takes about 5-10 minutes. The information we receive is used to improve the program. Whether or not you decide to answer our questions has no effect on your eligibility to receive Quitline services. There are no foreseeable risks to your participation, nor are there any direct benefits to you. You do not have to answer any question you do not want to, and you can end the interview at any time. Any information you give me will be confidential. If you have any questions about the program or this evaluation, I will provide a name and telephone number to call to get more information.

May I proceed with the interview?

OVERALL QUITLINE SATISFACTION

Q1. Overall, how satisfied were you with the services you received from the Quitline? Were you...

1. Not at all satisfied,
2. Somewhat satisfied,
3. Mostly satisfied, or
4. Very satisfied?

7. Don't know
9. Refused

IF Q1 = 4 SKIP TO Q2.

Q1a. What aspects of the services you received from Quitline were unsatisfactory?

[OE response]

Q2. If a friend were in need of similar help, how likely would you be to recommend the Quitline to him/her? Would you say you...

1. Definitely would not recommend,
2. Probably would not recommend,
3. Probably would recommend, or
4. Definitely would recommend?

8. Have already recommended Quitline to a friend
7. Don't know
9. Refused

IF Q2 <8> SKIP TO Q3

Q2a. Would you recommend Quitline again?

1. Yes
2. No

7. Don't know
9. Refused

CURRENT TOBACCO USE

Q3. Have you smoked any cigarettes or used other tobacco, even a puff, pinch, or vape, in the last 7 days?

1. Yes **SKIP TO Q4**
2. No

7. Don't know **SKIP TO Q4**
9. Refused **SKIP TO Q4**

Q3a. Have you smoked any cigarettes or used other tobacco, even a puff, pinch, or vape, in the last 30 days?

1. Yes **SKIP TO Q4**
2. No

7. Don't know **SKIP TO Q4**
9. Refused **SKIP TO Q4**

Q3b. Have you smoked any cigarettes or used other tobacco, even a puff, pinch, or vape, in the last 6 months?

1. Yes **SKIP TO Q4**
2. No

7. Don't know **SKIP TO Q4**
9. Refused **SKIP TO Q4**

IF COHORT = 7 SKIP TO Q4

Q3c. Have you smoked any cigarettes or used other tobacco, even a puff, pinch, or vape, in the last 12 months?

1. Yes
2. No

7. Don't know
9. Refused

QUIT ATTEMPTS

Q4. Since you first called the Quitline on [INTAKE DATE], [**seven or thirteen**] months ago, did you stop using tobacco for 24 hours or longer because you were trying to quit?

1. Yes
2. No **SKIP TO Q6**

7. Don't know **SKIP TO Q6**
9. Refused **SKIP TO Q6**

Q5. How many times did you stop using tobacco for 24 hours or longer? For example, if you stopped for 2 days and started smoking again, and then stopped for a week and started smoking again, that counts as 2 quits.

[Interviewer: only intentional quit periods should be counted.]

[] = number of quits {1 – 76}

76. 76 or more
77. Don't know
99. Refused

Q6. Which of these statements best describes your intentions regarding your tobacco use at this time? Would you say you are:

1. Planning to quit in the next 30 days
2. Planning to quit in the next 6 months
3. Planning to quit sometime in the future but not in the next 6 months
4. Not planning to quit or cut down
5. Not planning to quit but planning to cut down, or
6. You have quit

7. Don't know
9. Refused

BARRIERS AND ENABLERS TO QUITTING

Q7. People experience different barriers to quitting tobacco. What are the three hardest things about quitting for you?

11. Other Users- Being around other people who use tobacco
12. Cost-Paying the high price of the patch, nicotine gum, or other nicotine replacements and medications
13. Fear of failure- worrying about past failures in quitting or worrying that I would start using tobacco again
14. Stress- having stress in your life
15. Alcohol- Being in a situation where I would want to drink an alcoholic beverage and use tobacco
16. Addiction- physical or psychological addiction-including tobacco use being a habit, feeling a lack of will power, using for a long time, having cravings, and having withdrawal symptoms such as moodiness/irritability, and jitters
17. Weight- gaining weight/overeating
18. Associated with activities- tobacco use being associated with everyday activities-such as eating, drinking coffee, taking work breaks, driving
19. Depression/Loneliness- dealing with depression or loneliness
20. Other (Specify) _____

77. Don't Know
99. Refused

[IF Q4 >= 2 SKP Q8b]

Q8a. People have different things that help them quit tobacco and keep from starting again. What three things do you think were the most helpful to you in quitting?

11. Nicotine Replacement
12. Medications
13. Replacement behaviors
14. Support groups
15. Family/friend support
16. Exercise
17. Staying Busy
18. Printed Info
19. Quit Line
20. Avoiding
21. Health Provider
22. Non-users
23. Homeopathy
24. Less Stress
25. Cost
26. Other (Specify)

- 88. None
- 77. Don't Know
- 99. Refused

[IF Q4 = 1 SKP Q9]

Q8b. People have different things that help them quit tobacco and keep from starting again. What three things do you think would be most helpful in your future quit attempts?

- 11. Nicotine Replacement
- 12. Medications
- 13. Replacement behaviors
- 14. Support groups
- 15. Family/friend support
- 16. Exercise
- 17. Staying Busy
- 18. Printed Info
- 19. Quit Line
- 20. Avoiding
- 21. Health Provider
- 22. Non-users
- 23. Homeopathy
- 24. Less Stress
- 25. Cost
- 26. Other (Specify)

- 88. None
- 77. Don't Know
- 99. Refused

Q9. Not including yourself, is there anyone in your home who smokes?

- 1. Yes
- 2. No

- 7. Don't Know
- 9. Refused

USE AND FREQUENCY OF TOBACCO PRODUCTS

ASK THIS SECTION IF Q3=1 OR Q3a=1.

Q10. What types of tobacco have you used in the past 30 days? Have you used...

- a. Cigarettes?
- b. Cigars, cigarillos, or little cigars?
- c. Pipe?
- d. Chewing tobacco, snuff, or dip?
- e. Electronic Smoking Device such as e-cigarettes or vape pens?
- f. Other

1. Yes
2. No

7. Don't know
9. Refused

IF Q10f <1> SKIP TO Q12

Q11. What other types of tobacco products do you use? [Select all that apply]

1. Bidis
2. Kreteks
3. Tobacco pouches or "Snus"
4. Water pipes or hookahs
5. Other [Specify]

7. Don't know
9. Refused

IF Q10a <1> SKIP TO Q15

Q12. Do you currently smoke cigarettes everyday, some days, or not at all?

[Note: "currently" refers to past 30 days.]

1. Everyday **SKIP TO Q14**
2. Some days
3. Not at all **SKIP TO Q15**

7. Don't know
9. Refused

Q13. How many days did you smoke cigarettes in the last 30 days?

[] = number of days {1 – 30}

77. Don't know
99. Refused

Q14. On average, how many cigarettes do you smoke per day on the days that you smoke?

[] = number of cigarettes {1 – 140}

777. Don't know

999. Refused

IF Q10b <1> SKIP TO Q18

Q15. Do you currently smoke cigars, cigarillos, or little cigars everyday, some days, or not at all?

1. Everyday **SKIP TO Q17**

2. Some days

3. Not at all **SKIP TO Q18**

7. Don't know

9. Refused

Q16. How many days did you smoke cigars, cigarillos, or little cigars in the last 30 days?

[] = number of days {1 – 30}

77. Don't know

99. Refused

Q17. On average, how many cigars, cigarillos, or little cigars do you smoke per week during the weeks that you smoke?

[] = number of cigars, cigarillos, or little cigars {1 – 140}

777. Don't know

999. Refused

IF Q10c <1> SKIP TO Q21

Q18. Do you currently smoke a pipe every day, some days, or not at all?

[Note: "currently" refers to past 30 days.]

1. Everyday **SKIP TO Q20**

2. Some days

3. Not at all **SKIP TO Q21**

7. Don't know

9. Refused

Q19. How many days did you smoke a pipe in the last 30 days?

[] = number of days {1 – 30}

77. Don't know

99. Refused

Q20. On average, how many pipes do you smoke per week during the weeks that you smoke?

[] = number of pipes {1 – 140}

777. Don't know

999. Refused

IF Q10d <1> SKIP TO Q24

Q21. Do you currently use chewing tobacco, snuff, or dip everyday, some days, or not at all?

1. Everyday **SKIP TO Q23**

2. Some days

3. Not at all **SKIP TO Q24**

7. Don't know

9. Refused

Q22. How many days did you chew in the last 30 days?

[] = number of days {1 – 30}

77. Don't know

99. Refused

Q23. On average, how many pouches or tins do you use per week during the weeks that you chew?

[] = number of pouches or tins {1 – 140}

666. Less than 1 per week

777. Don't know

999. Refused

IF Q10e <1> SKIP TO Q30

Q24. Do you currently use an Electronic Smoking Device everyday, some days, or not at all?

1. Everyday **SKIP TO Q26**
2. Some days
3. Not at all **SKIP TO Q28**

7. Don't know
9. Refused

Q25. How many days did you use an Electronic Smoking Device in the last 30 days?

[] = number of days {1 – 30}

77. Don't know
99. Refused

Q26. On average, how many cartridges do you use per week on the weeks that you use an Electronic Smoking Device?

[] = number of cartridges {1 – 99}

777. Don't know
999. Refused

Q27. Please tell me if each of the following is a reason you use e-cigarettes. Please answer yes or no for each one.

- a. Using e-cigarettes helps me to quit smoking cigarettes.
- b. They might be less harmful to me than cigarettes.
- c. They seem cheaper than cigarettes.
- d. I can use e-cigarettes at times or in places where smoking cigarettes isn't allowed.
- e. They might be less harmful to people around me than cigarettes.
- f. Are there any other reasons you use e-cigarettes? [SPECIFY]

- 1 Yes
- 2 No

- 7 Don't know/Not Sure
- 9 Refused

IF Q10a, b & c <1> SKIP TO Q30

Q28. There are times when you, as a tobacco user, may not be able to smoke. Have you used an Electronic Smoking Device when you were unable to smoke cigarettes, pipes, cigars, or cigarillos?

- 1 Yes
- 2 No

- 7. Don't know
- 9. Refused

IF Q10d <1> SKIP TO Q30.

Q29. There are times when you as a tobacco user may not be able to chew. Have you used an Electronic Smoking Device when you were unable to use chewing tobacco, snuff, or dip?

- 1 Yes
- 2 No

IF Q10f <1> SKIP TO Q33

Q30. **You said previously that you used other tobacco products.** Do you currently use other tobacco products everyday, some days, or not at all?

- 1. Everyday **SKIP TO Q32**
- 2. Some days
- 3. Not at all **SKIP TO Q33**

- 7. Don't know
- 9. Refused

Q31. How many days did you use other types of tobacco in the last 30 days?

[] = number of days {1 – 30}

- 77. Don't know
- 99. Refused

Q32. On average, how many [OTHER TOBACCO PRODUCT] do you use per week during the weeks that you use tobacco?

[] = number of [UNIT] {1 – 140}

- 777. Don't know
- 999. Refused

LEVEL OF ADDICTION

IF Q3 - Q3c = 2 SKIP TO Q35.

IF Q10a <1> SKIP TO Q34

Q33. How soon after you wake up do you smoke your first cigarette?

1. 5 minutes or less
2. Between 6 minutes and 30 minutes
3. Between 31 minutes and 60 minutes
4. More than 60 minutes

7. Don't know
9. Refused

IF Q10b, c, d, e & f <1> SKIP TO Q35

Q34. How soon after you wake up do you use tobacco other than cigarettes?

1. 5 minutes or less
2. Between 6 minutes and 30 minutes
3. Between 31 minutes and 60 minutes
4. More than 60 minutes

7. Don't know
9. Refused

USE OF MEDICATION

Q35. Since you first called the Quitline [**seven or thirteen**] months ago, have you used any of the following products or medications to help you quit?

11. Nicotine patches,
12. Nicotine gum,
13. Nicotine lozenges,
14. Nicotine spray,
15. Nicotine inhaler,
16. Zyban, also called Wellbutrin or bupropion,
17. Chantix, also called varenicline,
18. Other products or medications to help you quit? [Specify]

66. No products or medication **SKIP TO Q37**
77. Don't know **SKIP TO Q37**
99. Refused **SKIP TO Q37**

Q36. Did you receive these products or medications from ...

01. Quitline Iowa?
02. A pharmacy: with a prescription?
03. A pharmacy or store: over-the-counter?
04. Somewhere else? [SPECIFY]

1. Yes
2. No

7. Don't Know
9. Refused

Q37. Other than the Quitline or medications, what other kinds of assistance did you use to help quit over the past **[seven or thirteen]** months, such as advice from a health professional, or other kinds of quitting assistance?

1. Advice from a health professional
2. Website [Specify]
3. Telephone program [Specify]
4. Counseling program [Specify]
5. Self-help materials [Specify]
6. Something else [Specify]

8. No other assistance
7. Don't know
9. Refused

QUITLINE SERVICES EVALUATION

Q38. I am going to read a list of statements about your experiences with Quitline. For each one, please tell me if you strongly disagree, disagree, agree, or strongly agree.

- a. The people at Quitline listened carefully to what I said.
- b. The people at Quitline cared about whether my quit attempt was successful.
- c. Using Quitline was inconvenient for me.
- d. The people at Quitline were helpful.

Would you say you...

1. Strongly disagree,
2. Disagree,
3. Agree, or

4. Strongly agree?
7. Don't know/Not sure
9. Refused

IFQ3, Q3a <1>, SKIP TO Q40

Q39. I am going to read a list of statements. For each one please tell me if you strongly disagree, disagree, agree, or strongly agree.

- a. I feel better prepared for my next quit attempt because I used Quitline.
- b. Calling Quitline did not make it easier for me to quit using tobacco products.
- c. The Quitline services were good, I just wasn't ready to quit.
- d. No matter how hard I try, I just can't quit using tobacco products.
- e. I am going to keep trying to quit using tobacco products.
- f. By this time next year, I will no longer be using tobacco products.

Would you say you...

1. Strongly disagree,
2. Disagree,
3. Agree, or
4. Strongly agree?

7. Don't know/Not sure
9. Refused

QUITLINE WEBSITE

Q40. Have you visited the Quitline Iowa website at quitnow.net/?

1. Yes
2. No **SKIP TO Q42**

7. Don't know/not sure **SKIP TO Q42**
9. Refused **SKIP TO Q42**

Q41. On a scale of 1 to 5, 1 being not at all helpful and 5 being extremely helpful, how helpful was the information on the Quitline Iowa website?

[] = rating

7. Don't know/don't recall
9. Refused

DEMOGRAPHICS

Now I have a few background questions and we will be finished.

Q42. What is the highest level of education you have completed?

- 1 Less than high school graduate
- 2 Grade 12 or GED (high school graduate)
- 3 One or more years of college but no degree
- 4 Associate's or other 2-year degree
- 5 College graduate with a 4 year degree such as a BA or BS
- 6 Graduate degree completed (MA, MS, MFA, MBA, MD, PhD, EdD)

- 7 Don't know/Not sure
- 9 Refused

Q43. Is your annual gross household income before taxes from all sources...

11. Less than \$10,000,
12. \$10,000 to less than \$15,000,
13. \$15,000 to less than \$20,000,
14. \$20,000 to less than \$25,000,
15. \$25,000 to less than \$35,000,
16. \$35,000 to less than \$50,000,
17. \$50,000 to less than \$75,000,
18. \$75,000 to less than \$100,000, or
19. \$100,000 or more?

77. DON'T KNOW

99. PREFER NOT TO ANSWER

Q44. Are you...

1. Married,
2. Divorced,
3. Widowed,
4. Separated,
5. Never married, or
6. A member of an unmarried couple?

9. PREFER NOT TO ANSWER

Q45. What is the primary source of your health care coverage? Is it...

- 11 A plan purchased through an employer or union
- 12 A plan that you or another family member buys on your own
- 13 Medicare
- 14 Medicaid or other state program
- 15 TRICARE (formerly CHAMPUS), VA, or Military
- 16 Alaska Native, Indian Health Service, Tribal Health Services
- 17 Some other source
- 18 None

- 77 Don't know/Not sure
- 99 Refused

IF Q45 > 17 SKIP TO Q47

Q46. Does your current insurance plan cover nicotine replacement therapy?

- 1. Yes
- 2. No

- 7. Don't know
- 9. Refused

Q47. Do you know how to receive nicotine replacement therapy?

- 1. Yes
- 2. No

- 7. Don't know
- 9. Refused

IF Q45 > 17 SKIP TO Q49

Q48. Overall, how satisfied are you with your insurance's coverage of nicotine replacement therapy? Would you say you are...

- 1. Not at all satisfied,
- 2. Somewhat satisfied,
- 3. Mostly satisfied, or
- 4. Very satisfied?

- 7. Don't know
- 9. Refused

IF COHORT = 7.

Q49. To understand the longer-term impact of Quitline, we are recruiting a panel of people who will be contacted again in 6 months to follow-up on health outcomes and perceptions of their Quitline experience. We would like to include you in this selected group. Could we contact you by phone again in 6 months to ask about your experience with Quitline Iowa?

1. Yes
2. No

CLOSE

That's all the questions I have. The answers of all the participants interviewed will be combined to describe people's experiences with the program and to guide its future development. If you have questions about this survey you may call _____ at _____. Thank you for your time and cooperation with this survey. Good-bye.

Appendix B:

Item Frequency Tables

Q1.Overall, how satisfied were you with the services you received from the Quitline?

| | 7-month cohort | | | 13-month cohort | | |
|----------------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not at all satisfied | 130 | 13.6 | 14.0 | 26 | 13.4 | 13.6 |
| Somewhat satisfied | 231 | 24.2 | 24.8 | 42 | 21.6 | 22.0 |
| Mostly satisfied | 218 | 22.9 | 23.4 | 50 | 25.8 | 26.2 |
| Very satisfied | 351 | 36.8 | 37.7 | 73 | 37.6 | 38.2 |
| Don't know | 16 | 1.7 | 0.0 | 3 | 1.5 | 0.0 |
| Refused | 8 | 0.8 | 0.0 | 0 | 0.0 | 0.0 |

Q2.If a friend were in need of similar help, how likely would you be to recommend the Quitline to him/her?

| | 7-month cohort | | | 13-month cohort | | |
|---|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Definitely would not recommend | 55 | 5.8 | 5.8 | 14 | 7.2 | 7.3 |
| Probably would not recommend | 85 | 8.9 | 9.0 | 21 | 10.8 | 10.9 |
| Probably would recommend | 278 | 29.1 | 29.4 | 48 | 24.7 | 24.9 |
| Definitely would recommend | 490 | 51.4 | 51.9 | 99 | 51.0 | 51.3 |
| Have already recommended Quitline to a friend | 37 | 3.9 | 3.9 | 11 | 5.7 | 5.7 |
| Don't know | 6 | 0.6 | 0.0 | 0 | 0.0 | 0.0 |
| Refused | 3 | 0.3 | 0.0 | 1 | 0.5 | 0.0 |

Q2a.Would you recommend Quitline again?

| | 7-month cohort | | | 13-month cohort | | |
|-----|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 36 | 97.3 | 97.3 | 11 | 100.0 | 100.0 |
| No | 1 | 2.7 | 2.7 | 0 | 0.0 | 0.0 |

Q3. Have you smoked any cigarettes or used other tobacco, even a puff, pinch, or vape, in the last 7 days?

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 692 | 72.5 | 72.6 | 129 | 66.5 | 66.5 |
| No | 261 | 27.4 | 27.4 | 65 | 33.5 | 33.5 |
| Don't know | 1 | 0.1 | 0.0 | 0 | 0.0 | 0.0 |

Q3a. Have you smoked any cigarettes or used other tobacco, even a puff, pinch, or vape, in the last 30 days?

| | 7-month cohort | | | 13-month cohort | | |
|-----|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 38 | 14.6 | 14.6 | 5 | 7.7 | 7.7 |
| No | 223 | 85.4 | 85.4 | 60 | 92.3 | 92.3 |

Q3b. Have you smoked any cigarettes or used other tobacco, even a puff, pinch, or vape, in the last 6 months?

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 104 | 46.6 | 47.3 | 22 | 36.7 | 36.7 |
| No | 116 | 52.0 | 52.7 | 38 | 63.3 | 63.3 |
| Don't know | 3 | 1.3 | 0.0 | 0 | 0.0 | 0.0 |

Q3c. Have you smoked any cigarettes or used other tobacco, even a puff, pinch, or vape, in the last 12 months?

| | 7-month cohort | | | 13-month cohort | | |
|-----|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 0 | 0.0 | 0.0 | 18 | 47.4 | 47.4 |
| No | 0 | 0.0 | 0.0 | 20 | 52.6 | 52.6 |

Q4. Since you first called the Quitline on [INTAKE DATE], [seven or thirteen] months ago, did you stop using tobacco for 24 hours or longer because you were trying to quit?

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 781 | 81.9 | 82.6 | 175 | 90.2 | 90.2 |
| No | 165 | 17.3 | 17.4 | 19 | 9.8 | 9.8 |
| Don't know | 8 | 0.8 | 0.0 | 0 | 0.0 | 0.0 |

Q5.How many times did you stop using tobacco for 24 hours or longer?

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| 1 | 285 | 36.5 | 39.1 | 60 | 34.3 | 38.0 |
| 2 | 152 | 19.5 | 20.9 | 34 | 19.4 | 21.5 |
| 3 | 123 | 15.7 | 16.9 | 20 | 11.4 | 12.7 |
| 4 | 64 | 8.2 | 8.8 | 15 | 8.6 | 9.5 |
| 5 | 32 | 4.1 | 4.4 | 8 | 4.6 | 5.1 |
| 6 | 22 | 2.8 | 3.0 | 5 | 2.9 | 3.2 |
| 7 | 7 | 0.9 | 1.0 | 0 | 0.0 | 0.0 |
| 8 | 3 | 0.4 | 0.4 | 1 | 0.6 | 0.6 |
| 9 | 2 | 0.3 | 0.3 | 0 | 0.0 | 0.0 |
| 10 | 21 | 2.7 | 2.9 | 8 | 4.6 | 5.1 |
| 12 | 3 | 0.4 | 0.4 | 2 | 1.1 | 1.3 |
| 13 | 1 | 0.1 | 0.1 | 0 | 0.0 | 0.0 |
| 15 | 4 | 0.5 | 0.5 | 1 | 0.6 | 0.6 |
| 20 | 4 | 0.5 | 0.5 | 1 | 0.6 | 0.6 |
| 21 | 1 | 0.1 | 0.1 | 0 | 0.0 | 0.0 |
| 24 | 0 | 0.0 | 0.0 | 1 | 0.6 | 0.6 |
| 28 | 1 | 0.1 | 0.1 | 0 | 0.0 | 0.0 |
| 30 | 1 | 0.1 | 0.1 | 1 | 0.6 | 0.6 |
| 40 | 1 | 0.1 | 0.1 | 0 | 0.0 | 0.0 |
| 50 | 1 | 0.1 | 0.1 | 0 | 0.0 | 0.0 |
| 60 | 0 | 0.0 | 0.0 | 1 | 0.6 | 0.6 |
| 76 or more | 1 | 0.1 | 0.0 | 0 | 0.0 | 0.0 |
| Don't know | 45 | 5.8 | 0.0 | 16 | 9.1 | 0.0 |
| Refused | 7 | 0.9 | 0.0 | 1 | 0.6 | 0.0 |

Q6. Which of these statements best describes your intentions regarding your tobacco use at this time?

| | 7-month cohort | | | 13-month cohort | | |
|--|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Planning to quit in the next 30 days | 252 | 26.4 | 27.0 | 48 | 24.7 | 25.5 |
| Planning to quit in the next 6 months | 231 | 24.2 | 24.7 | 41 | 21.1 | 21.8 |
| Planning to quit sometime in the future but not in the next 6 months | 105 | 11.0 | 11.2 | 19 | 9.8 | 10.1 |
| Not planning to quit or cut down | 27 | 2.8 | 2.9 | 4 | 2.1 | 2.1 |
| Not planning to quit but planning to cut down | 46 | 4.8 | 4.9 | 10 | 5.2 | 5.3 |
| You have quit | 274 | 28.7 | 29.3 | 66 | 34.0 | 35.1 |
| Don't know | 14 | 1.5 | 0.0 | 4 | 2.1 | 0.0 |
| Refused | 5 | 0.5 | 0.0 | 2 | 1.0 | 0.0 |

Q7_11. Other Users. What are the three hardest things about quitting for you?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 780 | 81.8 | 81.8 | 151 | 77.8 | 77.8 |
| Selected | 174 | 18.2 | 18.2 | 43 | 22.2 | 22.2 |

Q7_12. Cost. What are the three hardest things about quitting for you?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 941 | 98.6 | 98.6 | 191 | 98.5 | 98.5 |
| Selected | 13 | 1.4 | 1.4 | 3 | 1.5 | 1.5 |

Q7_13. Fear of failure. What are the three hardest things about quitting for you?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 952 | 99.8 | 99.8 | 194 | 100.0 | 100.0 |
| Selected | 2 | 0.2 | 0.2 | 0 | 0.0 | 0.0 |

Q7_14. Stress. What are the three hardest things about quitting for you?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 604 | 63.3 | 63.3 | 128 | 66.0 | 66.0 |
| Selected | 350 | 36.7 | 36.7 | 66 | 34.0 | 34.0 |

Q7_15.Alcohol. What are the three hardest things about quitting for you?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 931 | 97.6 | 97.6 | 191 | 98.5 | 98.5 |
| Selected | 23 | 2.4 | 2.4 | 3 | 1.5 | 1.5 |

Q7_16.Addiction. What are the three hardest things about quitting for you?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 612 | 64.2 | 64.2 | 128 | 66.0 | 66.0 |
| Selected | 342 | 35.8 | 35.8 | 66 | 34.0 | 34.0 |

Q7_17.Weight. What are the three hardest things about quitting for you?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 918 | 96.2 | 96.2 | 183 | 94.3 | 94.3 |
| Selected | 36 | 3.8 | 3.8 | 11 | 5.7 | 5.7 |

Q7_18.Associated with activities. What are the three hardest things about quitting for you?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 599 | 62.8 | 62.8 | 111 | 57.2 | 57.2 |
| Selected | 355 | 37.2 | 37.2 | 83 | 42.8 | 42.8 |

Q7_19.Depression/Loneliness. What are the three hardest things about quitting for you?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 895 | 93.8 | 93.8 | 186 | 95.9 | 95.9 |
| Selected | 59 | 6.2 | 6.2 | 8 | 4.1 | 4.1 |

Q7_20.Other (Specify). What are the three hardest things about quitting for you?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 765 | 80.2 | 80.2 | 165 | 85.1 | 85.1 |
| Selected | 189 | 19.8 | 19.8 | 29 | 14.9 | 14.9 |

Q7_77.Don't Know. What are the three hardest things about quitting for you?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 905 | 94.9 | 94.9 | 183 | 94.3 | 94.3 |
| Selected | 49 | 5.1 | 5.1 | 11 | 5.7 | 5.7 |

Q7_99.Refused. What are the three hardest things about quitting for you?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 944 | 99.0 | 99.0 | 190 | 97.9 | 97.9 |
| Selected | 10 | 1.0 | 1.0 | 4 | 2.1 | 2.1 |

Q8a_11.Nicotine Replacement. What three things do you think were the most helpful to you in quitting?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 604 | 77.3 | 77.3 | 149 | 85.1 | 85.1 |
| Selected | 177 | 22.7 | 22.7 | 26 | 14.9 | 14.9 |

Q8a_12.Medications. What three things do you think were the most helpful to you in quitting?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 667 | 85.4 | 85.4 | 154 | 88.0 | 88.0 |
| Selected | 114 | 14.6 | 14.6 | 21 | 12.0 | 12.0 |

Q8a_13.Replacement behaviors. What three things do you think were the most helpful to you in quitting?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 594 | 76.1 | 76.1 | 123 | 70.3 | 70.3 |
| Selected | 187 | 23.9 | 23.9 | 52 | 29.7 | 29.7 |

Q8a_14.Support groups. What three things do you think were the most helpful to you in quitting?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 775 | 99.2 | 99.2 | 173 | 98.9 | 98.9 |
| Selected | 6 | 0.8 | 0.8 | 2 | 1.1 | 1.1 |

Q8a_15.Family/friend support. What three things do you think were the most helpful to you in quitting?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 634 | 81.2 | 81.2 | 147 | 84.0 | 84.0 |
| Selected | 147 | 18.8 | 18.8 | 28 | 16.0 | 16.0 |

Q8a_16.Exercise. What three things do you think were the most helpful to you in quitting?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 730 | 93.5 | 93.5 | 158 | 90.3 | 90.3 |
| Selected | 51 | 6.5 | 6.5 | 17 | 9.7 | 9.7 |

Q8a_17.Staying Busy. What three things do you think were the most helpful to you in quitting?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 635 | 81.3 | 81.3 | 139 | 79.4 | 79.4 |
| Selected | 146 | 18.7 | 18.7 | 36 | 20.6 | 20.6 |

Q8a_18.Printed Info. What three things do you think were the most helpful to you in quitting?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 778 | 99.6 | 99.6 | 175 | 100.0 | 100.0 |
| Selected | 3 | 0.4 | 0.4 | 0 | 0.0 | 0.0 |

Q8a_19.Quit Line. What three things do you think were the most helpful to you in quitting?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 708 | 90.7 | 90.7 | 157 | 89.7 | 89.7 |
| Selected | 73 | 9.3 | 9.3 | 18 | 10.3 | 10.3 |

Q8a_20.Avoiding. What three things do you think were the most helpful to you in quitting?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 721 | 92.3 | 92.3 | 161 | 92.0 | 92.0 |
| Selected | 60 | 7.7 | 7.7 | 14 | 8.0 | 8.0 |

Q8a_21.Health Provider. What three things do you think were the most helpful to you in quitting?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 765 | 98.0 | 98.0 | 169 | 96.6 | 96.6 |
| Selected | 16 | 2.0 | 2.0 | 6 | 3.4 | 3.4 |

Q8a_22.Non-users. What three things do you think were the most helpful to you in quitting?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 739 | 94.6 | 94.6 | 159 | 90.9 | 90.9 |
| Selected | 42 | 5.4 | 5.4 | 16 | 9.1 | 9.1 |

Q8a_23.Homeopathy. What three things do you think were the most helpful to you in quitting?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 775 | 99.2 | 99.2 | 175 | 100.0 | 100.0 |
| Selected | 6 | 0.8 | 0.8 | 0 | 0.0 | 0.0 |

Q8a_24.Less Stress. What three things do you think were the most helpful to you in quitting?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 757 | 96.9 | 96.9 | 173 | 98.9 | 98.9 |
| Selected | 24 | 3.1 | 3.1 | 2 | 1.1 | 1.1 |

Q8a_25.Cost. What three things do you think were the most helpful to you in quitting?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 748 | 95.8 | 95.8 | 168 | 96.0 | 96.0 |
| Selected | 33 | 4.2 | 4.2 | 7 | 4.0 | 4.0 |

Q8a_26.Other (Specify). What three things do you think were the most helpful to you in quitting?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 579 | 74.1 | 74.1 | 125 | 71.4 | 71.4 |
| Selected | 202 | 25.9 | 25.9 | 50 | 28.6 | 28.6 |

Q8a_77.Don't Know. What three things do you think were the most helpful to you in quitting?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 748 | 95.8 | 95.8 | 167 | 95.4 | 95.4 |
| Selected | 33 | 4.2 | 4.2 | 8 | 4.6 | 4.6 |

Q8a_88.None. What three things do you think were the most helpful to you in quitting?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 756 | 96.8 | 96.8 | 171 | 97.7 | 97.7 |
| Selected | 25 | 3.2 | 3.2 | 4 | 2.3 | 2.3 |

Q8a_99.Refused. What three things do you think were the most helpful to you in quitting?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 776 | 99.4 | 99.4 | 174 | 99.4 | 99.4 |
| Selected | 5 | 0.6 | 0.6 | 1 | 0.6 | 0.6 |

Q8b_11.Nicotine Replacement. What three things do you think would be most helpful in your future quit attempts?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 141 | 81.5 | 81.5 | 16 | 84.2 | 84.2 |
| Selected | 32 | 18.5 | 18.5 | 3 | 15.8 | 15.8 |

Q8b_12.Medications. What three things do you think would be most helpful in your future quit attempts?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 149 | 86.1 | 86.1 | 17 | 89.5 | 89.5 |
| Selected | 24 | 13.9 | 13.9 | 2 | 10.5 | 10.5 |

Q8b_13.Replacement behaviors. What three things do you think would be most helpful in your future quit attempts?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 141 | 81.5 | 81.5 | 17 | 89.5 | 89.5 |
| Selected | 32 | 18.5 | 18.5 | 2 | 10.5 | 10.5 |

Q8b_14.Support groups. What three things do you think would be most helpful in your future quit attempts?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 166 | 96.0 | 96.0 | 19 | 100.0 | 100.0 |
| Selected | 7 | 4.0 | 4.0 | 0 | 0.0 | 0.0 |

Q8b_15.Family/friend support. What three things do you think would be most helpful in your future quit attempts?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 160 | 92.5 | 92.5 | 17 | 89.5 | 89.5 |
| Selected | 13 | 7.5 | 7.5 | 2 | 10.5 | 10.5 |

Q8b_16.Exercise. What three things do you think would be most helpful in your future quit attempts?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 163 | 94.2 | 94.2 | 18 | 94.7 | 94.7 |
| Selected | 10 | 5.8 | 5.8 | 1 | 5.3 | 5.3 |

Q8b_17.Staying Busy. What three things do you think would be most helpful in your future quit attempts?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 143 | 82.7 | 82.7 | 17 | 89.5 | 89.5 |
| Selected | 30 | 17.3 | 17.3 | 2 | 10.5 | 10.5 |

Q8b_18.Printed Info. What three things do you think would be most helpful in your future quit attempts?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 173 | 100.0 | 100.0 | 18 | 94.7 | 94.7 |
| Selected | 0 | 0.0 | 0.0 | 1 | 5.3 | 5.3 |

Q8b_19.Quit Line. What three things do you think would be most helpful in your future quit attempts?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 170 | 98.3 | 98.3 | 16 | 84.2 | 84.2 |
| Selected | 3 | 1.7 | 1.7 | 3 | 15.8 | 15.8 |

Q8b_20.Avoiding. What three things do you think would be most helpful in your future quit attempts?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 166 | 96.0 | 96.0 | 18 | 94.7 | 94.7 |
| Selected | 7 | 4.0 | 4.0 | 1 | 5.3 | 5.3 |

Q8b_21.Health Provider. What three things do you think would be most helpful in your future quit attempts?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 172 | 99.4 | 99.4 | 17 | 89.5 | 89.5 |
| Selected | 1 | 0.6 | 0.6 | 2 | 10.5 | 10.5 |

Q8b_22.Non-users. What three things do you think would be most helpful in your future quit attempts?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 163 | 94.2 | 94.2 | 17 | 89.5 | 89.5 |
| Selected | 10 | 5.8 | 5.8 | 2 | 10.5 | 10.5 |

Q8b_23.Homeopathy. What three things do you think would be most helpful in your future quit attempts?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 171 | 98.8 | 98.8 | 19 | 100.0 | 100.0 |
| Selected | 2 | 1.2 | 1.2 | 0 | 0.0 | 0.0 |

Q8b_24.Less Stress. What three things do you think would be most helpful in your future quit attempts?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 165 | 95.4 | 95.4 | 19 | 100.0 | 100.0 |
| Selected | 8 | 4.6 | 4.6 | 0 | 0.0 | 0.0 |

Q8b_25.Cost. What three things do you think would be most helpful in your future quit attempts?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 165 | 95.4 | 95.4 | 18 | 94.7 | 94.7 |
| Selected | 8 | 4.6 | 4.6 | 1 | 5.3 | 5.3 |

Q8b_26.Other (Specify). What three things do you think would be most helpful in your future quit attempts?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 140 | 80.9 | 80.9 | 17 | 89.5 | 89.5 |
| Selected | 33 | 19.1 | 19.1 | 2 | 10.5 | 10.5 |

Q8b_77.Don't Know. What three things do you think would be most helpful in your future quit attempts?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 138 | 79.8 | 79.8 | 17 | 89.5 | 89.5 |
| Selected | 35 | 20.2 | 20.2 | 2 | 10.5 | 10.5 |

Q8b_88.None. What three things do you think would be most helpful in your future quit attempts?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 166 | 96.0 | 96.0 | 19 | 100.0 | 100.0 |
| Selected | 7 | 4.0 | 4.0 | 0 | 0.0 | 0.0 |

Q8b_99.Refused. What three things do you think would be most helpful in your future quit attempts?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 172 | 99.4 | 99.4 | 18 | 94.7 | 94.7 |
| Selected | 1 | 0.6 | 0.6 | 1 | 5.3 | 5.3 |

Q9.Not including yourself, is there anyone in your home who smokes?

| | 7-month cohort | | | 13-month cohort | | |
|-----|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 321 | 33.6 | 33.6 | 63 | 32.5 | 32.5 |
| No | 633 | 66.4 | 66.4 | 131 | 67.5 | 67.5 |

Q10a.Cigarettes? What types of tobacco have you used in the past 30 days?

| | 7-month cohort | | | 13-month cohort | | |
|---------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 665 | 91.0 | 91.1 | 124 | 92.5 | 92.5 |
| No | 65 | 8.9 | 8.9 | 10 | 7.5 | 7.5 |
| Refused | 1 | 0.1 | 0.0 | 0 | 0.0 | 0.0 |

Q10b.Cigars, cigarillos, or little cigars? What types of tobacco have you used in the past 30 days?

| | 7-month cohort | | | 13-month cohort | | |
|---------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 74 | 10.1 | 10.1 | 13 | 9.7 | 9.7 |
| No | 656 | 89.7 | 89.9 | 121 | 90.3 | 90.3 |
| Refused | 1 | 0.1 | 0.0 | 0 | 0.0 | 0.0 |

Q10c.Pipe? What types of tobacco have you used in the past 30 days?

| | 7-month cohort | | | 13-month cohort | | |
|---------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 9 | 1.2 | 1.2 | 2 | 1.5 | 1.5 |
| No | 721 | 98.6 | 98.8 | 132 | 98.5 | 98.5 |
| Refused | 1 | 0.1 | 0.0 | 0 | 0.0 | 0.0 |

Q10d.Chewing tobacco, snuff, or dip? What types of tobacco have you used in the past 30 days?

| | 7-month cohort | | | 13-month cohort | | |
|---------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 20 | 2.7 | 2.7 | 1 | 0.7 | 0.7 |
| No | 710 | 97.1 | 97.3 | 133 | 99.3 | 99.3 |
| Refused | 1 | 0.1 | 0.0 | 0 | 0.0 | 0.0 |

Q10e.Electronic Smoking Device such as e-cigarettes or vape pens? What types of tobacco have you used in the past 30 days?

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 109 | 14.9 | 15.0 | 17 | 12.7 | 12.7 |
| No | 620 | 84.8 | 85.0 | 117 | 87.3 | 87.3 |
| Don't know | 1 | 0.1 | 0.0 | 0 | 0.0 | 0.0 |
| Refused | 1 | 0.1 | 0.0 | 0 | 0.0 | 0.0 |

Q10f.Other? What types of tobacco have you used in the past 30 days?

| | 7-month cohort | | | 13-month cohort | | |
|---------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 0 | 0.0 | 0.0 | 1 | 0.7 | 0.7 |
| No | 730 | 99.9 | 100.0 | 133 | 99.3 | 99.3 |
| Refused | 1 | 0.1 | 0.0 | 0 | 0.0 | 0.0 |

Q12.Do you currently smoke cigarettes everyday, some days, or not at all?

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Everyday | 526 | 79.1 | 79.1 | 104 | 83.9 | 83.9 |
| Some days | 99 | 14.9 | 14.9 | 16 | 12.9 | 12.9 |
| Not at all | 40 | 6.0 | 6.0 | 4 | 3.2 | 3.2 |

Q13.How many days did you smoke cigarettes in the last 30 days?

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| 1 | 3 | 3.0 | 3.1 | 1 | 6.3 | 7.1 |
| 2 | 5 | 5.1 | 5.2 | 0 | 0.0 | 0.0 |
| 3 | 5 | 5.1 | 5.2 | 0 | 0.0 | 0.0 |
| 4 | 7 | 7.1 | 7.3 | 1 | 6.3 | 7.1 |
| 5 | 7 | 7.1 | 7.3 | 0 | 0.0 | 0.0 |
| 6 | 4 | 4.0 | 4.2 | 0 | 0.0 | 0.0 |
| 7 | 6 | 6.1 | 6.3 | 2 | 12.5 | 14.3 |
| 10 | 9 | 9.1 | 9.4 | 1 | 6.3 | 7.1 |
| 11 | 1 | 1.0 | 1.0 | 0 | 0.0 | 0.0 |
| 12 | 2 | 2.0 | 2.1 | 1 | 6.3 | 7.1 |
| 14 | 3 | 3.0 | 3.1 | 0 | 0.0 | 0.0 |
| 15 | 14 | 14.1 | 14.6 | 2 | 12.5 | 14.3 |
| 20 | 16 | 16.2 | 16.7 | 2 | 12.5 | 14.3 |
| 23 | 1 | 1.0 | 1.0 | 0 | 0.0 | 0.0 |
| 24 | 0 | 0.0 | 0.0 | 1 | 6.3 | 7.1 |
| 25 | 3 | 3.0 | 3.1 | 1 | 6.3 | 7.1 |
| 26 | 0 | 0.0 | 0.0 | 1 | 6.3 | 7.1 |
| 27 | 3 | 3.0 | 3.1 | 0 | 0.0 | 0.0 |
| 28 | 3 | 3.0 | 3.1 | 0 | 0.0 | 0.0 |
| 30 | 4 | 4.0 | 4.2 | 1 | 6.3 | 7.1 |
| Don't know | 3 | 3.0 | 0.0 | 1 | 6.3 | 0.0 |
| Refused | 0 | 0.0 | 0.0 | 1 | 6.3 | 0.0 |

Q14. On average, how many cigarettes do you smoke per day on the days that you smoke?

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| 1 | 16 | 2.6 | 2.6 | 2 | 1.7 | 1.7 |
| 2 | 19 | 3.0 | 3.1 | 5 | 4.2 | 4.3 |
| 3 | 24 | 3.8 | 3.9 | 3 | 2.5 | 2.6 |
| 4 | 21 | 3.4 | 3.4 | 2 | 1.7 | 1.7 |
| 5 | 34 | 5.4 | 5.5 | 9 | 7.5 | 7.7 |
| 6 | 19 | 3.0 | 3.1 | 4 | 3.3 | 3.4 |
| 7 | 18 | 2.9 | 2.9 | 4 | 3.3 | 3.4 |
| 8 | 25 | 4.0 | 4.0 | 5 | 4.2 | 4.3 |
| 9 | 2 | 0.3 | 0.3 | 0 | 0.0 | 0.0 |
| 10 | 145 | 23.2 | 23.4 | 24 | 20.0 | 20.5 |
| 11 | 0 | 0.0 | 0.0 | 2 | 1.7 | 1.7 |
| 12 | 20 | 3.2 | 3.2 | 2 | 1.7 | 1.7 |
| 13 | 3 | 0.5 | 0.5 | 0 | 0.0 | 0.0 |
| 14 | 1 | 0.2 | 0.2 | 0 | 0.0 | 0.0 |
| 15 | 44 | 7.0 | 7.1 | 13 | 10.8 | 11.1 |
| 16 | 2 | 0.3 | 0.3 | 1 | 0.8 | 0.9 |
| 17 | 2 | 0.3 | 0.3 | 0 | 0.0 | 0.0 |
| 18 | 6 | 1.0 | 1.0 | 1 | 0.8 | 0.9 |
| 19 | 1 | 0.2 | 0.2 | 0 | 0.0 | 0.0 |
| 20 | 149 | 23.8 | 24.0 | 32 | 26.7 | 27.4 |
| 21 | 1 | 0.2 | 0.2 | 0 | 0.0 | 0.0 |
| 24 | 2 | 0.3 | 0.3 | 0 | 0.0 | 0.0 |
| 25 | 8 | 1.3 | 1.3 | 0 | 0.0 | 0.0 |
| 30 | 40 | 6.4 | 6.5 | 6 | 5.0 | 5.1 |
| 35 | 0 | 0.0 | 0.0 | 2 | 1.7 | 1.7 |
| 40 | 14 | 2.2 | 2.3 | 0 | 0.0 | 0.0 |
| 50 | 2 | 0.3 | 0.3 | 0 | 0.0 | 0.0 |
| 60 | 2 | 0.3 | 0.3 | 0 | 0.0 | 0.0 |
| Don't know | 5 | 0.8 | 0.0 | 2 | 1.7 | 0.0 |
| Refused | 0 | 0.0 | 0.0 | 1 | 0.8 | 0.0 |

Q15.Do you currently smoke cigars, cigarillos, or little cigars everyday, some days, or not at all?

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Everyday | 37 | 50.0 | 50.0 | 5 | 38.5 | 38.5 |
| Some days | 24 | 32.4 | 32.4 | 7 | 53.8 | 53.8 |
| Not at all | 13 | 17.6 | 17.6 | 1 | 7.7 | 7.7 |

Q16.How many days did you smoke cigars, cigarillos, or little cigars in the last 30 days?

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| 1 | 6 | 25.0 | 26.1 | 2 | 28.6 | 28.6 |
| 2 | 5 | 20.8 | 21.7 | 0 | 0.0 | 0.0 |
| 3 | 1 | 4.2 | 4.3 | 2 | 28.6 | 28.6 |
| 4 | 1 | 4.2 | 4.3 | 0 | 0.0 | 0.0 |
| 5 | 3 | 12.5 | 13.0 | 0 | 0.0 | 0.0 |
| 6 | 1 | 4.2 | 4.3 | 1 | 14.3 | 14.3 |
| 7 | 1 | 4.2 | 4.3 | 0 | 0.0 | 0.0 |
| 10 | 2 | 8.3 | 8.7 | 1 | 14.3 | 14.3 |
| 15 | 1 | 4.2 | 4.3 | 0 | 0.0 | 0.0 |
| 20 | 0 | 0.0 | 0.0 | 1 | 14.3 | 14.3 |
| 27 | 1 | 4.2 | 4.3 | 0 | 0.0 | 0.0 |
| 30 | 1 | 4.2 | 4.3 | 0 | 0.0 | 0.0 |
| Don't know | 1 | 4.2 | 0.0 | 0 | 0.0 | 0.0 |

Q17. On average, how many cigars, cigarillos, or little cigars do you smoke per week during the weeks that you smoke?

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| 1 | 6 | 9.8 | 10.0 | 5 | 41.7 | 41.7 |
| 2 | 6 | 9.8 | 10.0 | 0 | 0.0 | 0.0 |
| 3 | 2 | 3.3 | 3.3 | 0 | 0.0 | 0.0 |
| 4 | 1 | 1.6 | 1.7 | 0 | 0.0 | 0.0 |
| 5 | 3 | 4.9 | 5.0 | 0 | 0.0 | 0.0 |
| 6 | 1 | 1.6 | 1.7 | 0 | 0.0 | 0.0 |
| 7 | 2 | 3.3 | 3.3 | 0 | 0.0 | 0.0 |
| 8 | 1 | 1.6 | 1.7 | 0 | 0.0 | 0.0 |
| 9 | 1 | 1.6 | 1.7 | 0 | 0.0 | 0.0 |
| 10 | 3 | 4.9 | 5.0 | 3 | 25.0 | 25.0 |
| 14 | 2 | 3.3 | 3.3 | 0 | 0.0 | 0.0 |
| 15 | 1 | 1.6 | 1.7 | 0 | 0.0 | 0.0 |
| 16 | 0 | 0.0 | 0.0 | 1 | 8.3 | 8.3 |
| 20 | 3 | 4.9 | 5.0 | 1 | 8.3 | 8.3 |
| 28 | 1 | 1.6 | 1.7 | 0 | 0.0 | 0.0 |
| 30 | 1 | 1.6 | 1.7 | 0 | 0.0 | 0.0 |
| 40 | 1 | 1.6 | 1.7 | 0 | 0.0 | 0.0 |
| 60 | 2 | 3.3 | 3.3 | 0 | 0.0 | 0.0 |
| 70 | 3 | 4.9 | 5.0 | 0 | 0.0 | 0.0 |
| 80 | 1 | 1.6 | 1.7 | 0 | 0.0 | 0.0 |
| 95 | 1 | 1.6 | 1.7 | 0 | 0.0 | 0.0 |
| 100 | 1 | 1.6 | 1.7 | 1 | 8.3 | 8.3 |
| 105 | 1 | 1.6 | 1.7 | 0 | 0.0 | 0.0 |
| 140 | 16 | 26.2 | 26.7 | 1 | 8.3 | 8.3 |
| Don't know | 1 | 1.6 | 0.0 | 0 | 0.0 | 0.0 |

Q18. Do you currently smoke a pipe every day, some days, or not at all?

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Everyday | 1 | 11.1 | 11.1 | 0 | 0.0 | 0.0 |
| Some days | 5 | 55.6 | 55.6 | 1 | 50.0 | 50.0 |
| Not at all | 3 | 33.3 | 33.3 | 1 | 50.0 | 50.0 |

Q19. How many days did you smoke a pipe in the last 30 days?

| | 7-month cohort | | | 13-month cohort | | |
|----|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| 2 | 0 | 0.0 | 0.0 | 1 | 100.0 | 100.0 |
| 4 | 1 | 20.0 | 20.0 | 0 | 0.0 | 0.0 |
| 5 | 1 | 20.0 | 20.0 | 0 | 0.0 | 0.0 |
| 10 | 1 | 20.0 | 20.0 | 0 | 0.0 | 0.0 |
| 15 | 1 | 20.0 | 20.0 | 0 | 0.0 | 0.0 |
| 20 | 1 | 20.0 | 20.0 | 0 | 0.0 | 0.0 |

Q20. On average, how many pipes do you smoke per week during the weeks that you smoke?

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| 1 | 2 | 33.3 | 50.0 | 1 | 100.0 | 100.0 |
| 3 | 1 | 16.7 | 25.0 | 0 | 0.0 | 0.0 |
| 4 | 1 | 16.7 | 25.0 | 0 | 0.0 | 0.0 |
| Don't know | 2 | 33.3 | 0.0 | 0 | 0.0 | 0.0 |

Q21. Do you currently use chewing tobacco, snuff, or dip everyday, some days, or not at all?

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Everyday | 8 | 40.0 | 40.0 | 0 | 0.0 | 0.0 |
| Some days | 9 | 45.0 | 45.0 | 1 | 100.0 | 100.0 |
| Not at all | 3 | 15.0 | 15.0 | 0 | 0.0 | 0.0 |

Q23. On average, how many pouches or tins do you use per week during the weeks that you chew?

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| 1 | 4 | 23.5 | 36.4 | 0 | 0.0 | 0.0 |
| 2 | 2 | 11.8 | 18.2 | 0 | 0.0 | 0.0 |
| 3 | 2 | 11.8 | 18.2 | 1 | 100.0 | 100.0 |
| 4 | 1 | 5.9 | 9.1 | 0 | 0.0 | 0.0 |
| 5 | 2 | 11.8 | 18.2 | 0 | 0.0 | 0.0 |
| Don't know | 6 | 35.5 | 0.0 | 0 | 0.0 | 0.0 |

Q24.Do you currently use an Electronic Smoking Device everyday, some days, or not at all?

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Everyday | 24 | 22.0 | 22.0 | 3 | 17.6 | 17.6 |
| Some days | 64 | 58.7 | 58.7 | 10 | 58.8 | 58.8 |
| Not at all | 21 | 19.3 | 19.3 | 4 | 23.5 | 23.5 |

Q25.How many days did you use an Electronic Smoking Device in the last 30 days?

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| 1 | 4 | 6.3 | 6.7 | 0 | 0.0 | 0.0 |
| 2 | 12 | 18.8 | 20.0 | 0 | 0.0 | 0.0 |
| 3 | 8 | 12.5 | 13.3 | 3 | 30.0 | 30.0 |
| 4 | 2 | 3.1 | 3.3 | 2 | 20.0 | 20.0 |
| 5 | 9 | 14.1 | 15.0 | 1 | 10.0 | 10.0 |
| 6 | 3 | 4.7 | 5.0 | 0 | 0.0 | 0.0 |
| 7 | 2 | 3.1 | 3.3 | 1 | 10.0 | 10.0 |
| 10 | 8 | 12.5 | 13.3 | 2 | 20.0 | 20.0 |
| 14 | 2 | 3.1 | 3.3 | 0 | 0.0 | 0.0 |
| 15 | 4 | 6.3 | 6.7 | 1 | 10.0 | 10.0 |
| 20 | 3 | 4.7 | 5.0 | 0 | 0.0 | 0.0 |
| 25 | 1 | 1.6 | 1.7 | 0 | 0.0 | 0.0 |
| 30 | 2 | 3.1 | 3.3 | 0 | 0.0 | 0.0 |
| Don't know | 4 | 6.3 | 0.0 | 0 | 0.0 | 0.0 |

Q26.On average, how many cartridges do you use per week on the weeks that you use an Electronic Smoking Device?

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| 1 | 43 | 48.9 | 65.2 | 6 | 46.2 | 85.7 |
| 2 | 12 | 13.6 | 18.2 | 1 | 7.7 | 14.3 |
| 3 | 7 | 8.0 | 10.6 | 0 | 0.0 | 0.0 |
| 5 | 1 | 1.1 | 1.5 | 0 | 0.0 | 0.0 |
| 7 | 1 | 1.1 | 1.5 | 0 | 0.0 | 0.0 |
| 8 | 1 | 1.1 | 1.5 | 0 | 0.0 | 0.0 |
| 14 | 1 | 1.1 | 1.5 | 0 | 0.0 | 0.0 |
| Don't know | 20 | 22.7 | 0.0 | 4 | 30.8 | 0.0 |
| Refused | 2 | 2.3 | 0.0 | 2 | 15.4 | 0.0 |

Q27a.Using e-cigarettes helps me to quit smoking cigarettes.

| | 7-month cohort | | | 13-month cohort | | |
|-----|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 69 | 78.4 | 78.4 | 12 | 92.3 | 92.3 |
| No | 19 | 21.6 | 21.6 | 1 | 7.7 | 7.7 |

Q27b.They might be less harmful to me than cigarettes.

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 59 | 67.0 | 70.2 | 8 | 61.5 | 72.7 |
| No | 25 | 28.4 | 29.8 | 3 | 23.1 | 27.3 |
| Don't know | 4 | 4.5 | 0.0 | 2 | 15.4 | 0.0 |

Q27c.They seem cheaper than cigarettes.

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 62 | 70.5 | 71.3 | 11 | 84.6 | 84.6 |
| No | 25 | 28.4 | 28.7 | 2 | 15.4 | 15.4 |
| Don't know | 1 | 1.1 | 0.0 | 0 | 0.0 | 0.0 |

Q27d.I can use e-cigarettes at times or in places where smoking cigarettes isn't allowed.

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 54 | 61.4 | 61.4 | 9 | 69.2 | 75.0 |
| No | 34 | 38.6 | 38.6 | 3 | 23.1 | 25.0 |
| Don't know | 0 | 0.0 | 0.0 | 1 | 7.7 | 0.0 |

Q27e.They might be less harmful to people around me than cigarettes.

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 70 | 79.5 | 84.3 | 11 | 84.6 | 91.7 |
| No | 13 | 14.8 | 15.7 | 1 | 7.7 | 8.3 |
| Don't know | 5 | 5.7 | 0.0 | 1 | 7.7 | 0.0 |

Q27f.Are there any other reasons you use e-cigarettes?

| | 7-month cohort | | | 13-month cohort | | |
|-----|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 23 | 26.1 | 26.1 | 3 | 23.1 | 23.1 |
| No | 65 | 73.9 | 73.9 | 10 | 76.9 | 76.9 |

Q28. Have you used an Electronic Smoking Device when you were unable to smoke cigarettes, pipes, cigars, or cigarillos?

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 61 | 66.3 | 67.0 | 12 | 92.3 | 92.3 |
| No | 30 | 32.6 | 33.0 | 1 | 7.7 | 7.7 |
| Don't know | 1 | 1.1 | 0.0 | 0 | 0.0 | 0.0 |

Q33. How soon after you wake up do you smoke your first cigarette?

| | 7-month cohort | | | 13-month cohort | | |
|-----------------------------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| 5 minutes or less | 228 | 36.2 | 37.0 | 21 | 17.6 | 18.1 |
| Between 6 minutes and 30 minutes | 198 | 31.4 | 32.1 | 55 | 46.2 | 47.4 |
| Between 31 minutes and 60 minutes | 85 | 13.5 | 13.8 | 16 | 13.4 | 13.8 |
| More than 60 minutes | 105 | 16.7 | 17.0 | 24 | 20.2 | 20.7 |
| Don't know | 12 | 1.9 | 0.0 | 2 | 1.7 | 0.0 |
| Refused | 2 | 0.3 | 0.0 | 1 | 0.8 | 0.0 |

Q34. How soon after you wake up do you use tobacco other than cigarettes?

| | 7-month cohort | | | 13-month cohort | | |
|-----------------------------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| 5 minutes or less | 34 | 18.1 | 24.1 | 3 | 9.4 | 12.0 |
| Between 6 minutes and 30 minutes | 30 | 16.0 | 21.3 | 8 | 25.0 | 32.0 |
| Between 31 minutes and 60 minutes | 12 | 6.4 | 8.5 | 1 | 3.1 | 4.0 |
| More than 60 minutes | 65 | 34.6 | 46.1 | 13 | 40.6 | 52.0 |
| Don't know | 30 | 16.0 | 0.0 | 5 | 15.6 | 0.0 |
| Refused | 17 | 9.0 | 0.0 | 2 | 6.3 | 0.0 |

Q35_11. Nicotine patches. Since you first called the Quitline [seven or thirteen] months ago, have you used any of the following products or medications to help you quit?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 506 | 53.0 | 53.0 | 114 | 58.8 | 58.8 |
| Selected | 448 | 47.0 | 47.0 | 80 | 41.2 | 41.2 |

Q35_12.Nicotine gum. Since you first called the Quitline [seven or thirteen] months ago, have you used any of the following products or medications to help you quit?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 782 | 82.0 | 82.0 | 167 | 86.1 | 86.1 |
| Selected | 172 | 18.0 | 18.0 | 27 | 13.9 | 13.9 |

Q35_13.Nicotine lozenges. Since you first called the Quitline [seven or thirteen] months ago, have you used any of the following products or medications to help you quit?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 844 | 88.5 | 88.5 | 170 | 87.6 | 87.6 |
| Selected | 110 | 11.5 | 11.5 | 24 | 12.4 | 12.4 |

Q35_14.Nicotine spray. Since you first called the Quitline [seven or thirteen] months ago, have you used any of the following products or medications to help you quit?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 946 | 99.2 | 99.2 | 194 | 100.0 | 100.0 |
| Selected | 8 | 0.8 | 0.8 | 0 | 0.0 | 0.0 |

Q35_15.Nicotine inhaler. Since you first called the Quitline [seven or thirteen] months ago, have you used any of the following products or medications to help you quit?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 940 | 98.5 | 98.5 | 194 | 100.0 | 100.0 |
| Selected | 14 | 1.5 | 1.5 | 0 | 0.0 | 0.0 |

Q35_16.Zyban, also called Wellbutrin or bupropion. Since you first called the Quitline [seven or thirteen] months ago, have you used any of the following products or medications to help you quit?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 851 | 89.2 | 89.2 | 170 | 87.6 | 87.6 |
| Selected | 103 | 10.8 | 10.8 | 24 | 12.4 | 12.4 |

Q35_17.Chantix, also called varenicline. Since you first called the Quitline [seven or thirteen] months ago, have you used any of the following products or medications to help you quit?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 681 | 71.4 | 71.4 | 131 | 67.5 | 67.5 |
| Selected | 273 | 28.6 | 28.6 | 63 | 32.5 | 32.5 |

Q35_18. Other products or medications to help you quit? [Specify]. Since you first called the Quitline [7-13] months ago, have you used any of the following products or medications to help you quit?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 950 | 99.6 | 99.6 | 194 | 100.0 | 100.0 |
| Selected | 4 | 0.4 | 0.4 | 0 | 0.0 | 0.0 |

Q35_66. No products or medication. Since you first called the Quitline [seven or thirteen] months ago, have you used any of the following products or medications to help you quit?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 759 | 79.6 | 79.6 | 145 | 74.7 | 74.7 |
| Selected | 195 | 20.4 | 20.4 | 49 | 25.3 | 25.3 |

Q35_77. Don't know. Since you first called the Quitline [seven or thirteen] months ago, have you used any of the following products or medications to help you quit?

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 952 | 99.8 | 99.8 | 194 | 100.0 | 100.0 |
| Selected | 2 | 0.2 | 0.2 | 0 | 0.0 | 0.0 |

Q36a. Quitline Iowa?

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 436 | 57.6 | 60.0 | 106 | 73.1 | 74.6 |
| No | 291 | 38.4 | 40.0 | 36 | 24.8 | 25.4 |
| Don't know | 30 | 4.0 | 0.0 | 3 | 2.1 | 0.0 |

Q36b. A pharmacy: with a prescription?

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 524 | 69.2 | 70.6 | 108 | 74.5 | 76.6 |
| No | 218 | 28.8 | 29.4 | 33 | 22.8 | 23.4 |
| Don't know | 15 | 2.0 | 0.0 | 4 | 2.8 | 0.0 |

Q36c.A pharmacy or store: over-the-counter?

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 188 | 24.8 | 25.2 | 33 | 22.8 | 23.7 |
| No | 557 | 73.6 | 74.8 | 106 | 73.1 | 76.3 |
| Don't know | 12 | 1.6 | 0.0 | 6 | 4.1 | 0.0 |

Q36d.Somewhere else? [SPECIFY]

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 38 | 5.0 | 5.0 | 10 | 6.9 | 6.9 |
| No | 715 | 94.5 | 95.0 | 134 | 92.4 | 93.1 |
| Don't know | 4 | 0.5 | 0.0 | 1 | 0.7 | 0.0 |

Q37_1.Advice from a health professional. Other than the Quitline or medications, what other kinds of assistance did you use to help quit over the past [seven or thirteen] months

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 790 | 82.8 | 82.8 | 161 | 83.0 | 83.0 |
| Selected | 164 | 17.2 | 17.2 | 33 | 17.0 | 17.0 |

Q37_2.Website [Specify]. Other than the Quitline or medications, what other kinds of assistance did you use to help quit over the past [seven or thirteen] months

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 952 | 99.8 | 99.8 | 192 | 99.0 | 99.0 |
| Selected | 2 | 0.2 | 0.2 | 2 | 1.0 | 1.0 |

Q37_3.Telephone program [Specify]. Other than the Quitline or medications, what other kinds of assistance did you use to help quit over the past [seven or thirteen] months

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 952 | 99.8 | 99.8 | 194 | 100.0 | 100.0 |
| Selected | 2 | 0.2 | 0.2 | 0 | 0.0 | 0.0 |

Q37_4.Counseling program [Specify]. Other than the Quitline or medications, what other kinds of assistance did you use to help quit over the past [seven or thirteen] months

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 946 | 99.2 | 99.2 | 192 | 99.0 | 99.0 |
| Selected | 8 | 0.8 | 0.8 | 2 | 1.0 | 1.0 |

Q37_5.Self-help materials [Specify]. Other than the Quitline or medications, what other kinds of assistance did you use to help quit over the past [seven or thirteen] months

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 950 | 99.6 | 99.6 | 192 | 99.0 | 99.0 |
| Selected | 4 | 0.4 | 0.4 | 2 | 1.0 | 1.0 |

Q37_6.Something else [Specify]. Other than the Quitline or medications, what other kinds of assistance did you use to help quit over the past [seven or thirteen] months

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 919 | 96.3 | 96.3 | 179 | 92.3 | 92.3 |
| Selected | 35 | 3.7 | 3.7 | 15 | 7.7 | 7.7 |

Q37_7.Don't Know. Other than the Quitline or medications, what other kinds of assistance did you use to help quit over the past [seven or thirteen] months

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 950 | 99.6 | 99.6 | 193 | 99.5 | 99.5 |
| Selected | 4 | 0.4 | 0.4 | 1 | 0.5 | 0.5 |

Q37_8.No other assistance. Other than the Quitline or medications, what other kinds of assistance did you use to help quit over the past [seven or thirteen] months

| | 7-month cohort | | | 13-month cohort | | |
|--------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not selected | 528 | 55.3 | 55.3 | 51 | 26.3 | 26.3 |
| Selected | 426 | 44.7 | 44.7 | 143 | 73.7 | 73.7 |

Q38a.The people at Quitline listened carefully to what I said.

| | 7-month cohort | | | 13-month cohort | | |
|---------------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Strongly disagree | 29 | 3.0 | 3.1 | 7 | 3.6 | 3.6 |
| Disagree | 63 | 6.6 | 6.8 | 11 | 5.7 | 5.7 |
| Agree | 429 | 45.0 | 46.2 | 90 | 46.4 | 46.6 |
| Strongly agree | 407 | 42.7 | 43.9 | 85 | 43.8 | 44.0 |
| Don't know/Not sure | 18 | 1.9 | 0.0 | 1 | 0.5 | 0.0 |
| Refused | 8 | 0.8 | 0.0 | 0 | 0.0 | 0.0 |

Q38b.The people at Quitline cared about whether my quit attempt was successful.

| | 7-month cohort | | | 13-month cohort | | |
|---------------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Strongly disagree | 39 | 4.1 | 4.3 | 3 | 1.5 | 1.6 |
| Disagree | 96 | 10.1 | 10.5 | 21 | 10.8 | 11.0 |
| Agree | 393 | 41.2 | 43.0 | 77 | 39.7 | 40.3 |
| Strongly agree | 386 | 40.5 | 42.2 | 90 | 46.4 | 47.1 |
| Don't know/Not sure | 31 | 3.2 | 0.0 | 3 | 1.5 | 0.0 |
| Refused | 9 | 0.9 | 0.0 | 0 | 0.0 | 0.0 |

Q38c.Using Quitline was inconvenient for me.

| | 7-month cohort | | | 13-month cohort | | |
|---------------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Strongly disagree | 211 | 22.1 | 22.9 | 45 | 23.2 | 24.5 |
| Disagree | 408 | 42.8 | 44.3 | 85 | 43.8 | 46.2 |
| Agree | 197 | 20.6 | 21.4 | 39 | 20.1 | 21.2 |
| Strongly agree | 104 | 10.9 | 11.3 | 15 | 7.7 | 8.2 |
| Don't know/Not sure | 23 | 2.4 | 0.0 | 8 | 4.1 | 0.0 |
| Refused | 11 | 1.2 | 0.0 | 2 | 1.0 | 0.0 |

Q38d.The people at Quitline were helpful.

| | 7-month cohort | | | 13-month cohort | | |
|---------------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Strongly disagree | 35 | 3.7 | 3.8 | 5 | 2.6 | 2.6 |
| Disagree | 93 | 9.7 | 10.0 | 19 | 9.8 | 9.9 |
| Agree | 424 | 44.4 | 45.7 | 85 | 43.8 | 44.3 |
| Strongly agree | 375 | 39.3 | 40.5 | 83 | 42.8 | 43.2 |
| Don't know/Not sure | 13 | 1.4 | 0.0 | 1 | 0.5 | 0.0 |
| Refused | 14 | 1.5 | 0.0 | 1 | 0.5 | 0.0 |

Q39a.I feel better prepared for my next quit attempt because I used Quitline.

| | 7-month cohort | | | 13-month cohort | | |
|---------------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Strongly disagree | 66 | 9.0 | 9.3 | 6 | 4.5 | 4.5 |
| Disagree | 127 | 17.4 | 18.0 | 26 | 19.4 | 19.5 |
| Agree | 286 | 39.1 | 40.5 | 52 | 38.8 | 39.1 |
| Strongly agree | 228 | 31.2 | 32.2 | 49 | 36.6 | 36.8 |
| Don't know/Not sure | 17 | 2.3 | 0.0 | 0 | 0.0 | 0.0 |
| Refused | 7 | 1.0 | 0.0 | 1 | 0.7 | 0.0 |

Q39b. Calling Quitline did not make it easier for me to quit using tobacco products.

| | 7-month cohort | | | 13-month cohort | | |
|---------------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Strongly disagree | 132 | 18.1 | 19.1 | 26 | 19.4 | 20.5 |
| Disagree | 255 | 34.9 | 37.0 | 50 | 37.3 | 39.4 |
| Agree | 207 | 28.3 | 30.0 | 40 | 29.9 | 31.5 |
| Strongly agree | 96 | 13.1 | 13.9 | 11 | 8.2 | 8.7 |
| Don't know/Not sure | 35 | 4.8 | 0.0 | 7 | 5.2 | 0.0 |
| Refused | 6 | 0.8 | 0.0 | 0 | 0.0 | 0.0 |

Q39c. The Quitline services were good, I just wasn't ready to quit.

| | 7-month cohort | | | 13-month cohort | | |
|---------------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Strongly disagree | 81 | 11.1 | 11.8 | 5 | 3.7 | 3.8 |
| Disagree | 148 | 20.2 | 21.5 | 32 | 23.9 | 24.4 |
| Agree | 300 | 41.0 | 43.6 | 59 | 44.0 | 45.0 |
| Strongly agree | 159 | 21.8 | 23.1 | 35 | 26.1 | 26.7 |
| Don't know/Not sure | 33 | 4.5 | 0.0 | 2 | 1.5 | 0.0 |
| Refused | 10 | 1.4 | 0.0 | 1 | 0.7 | 0.0 |

Q39d. No matter how hard I try, I just can't quit using tobacco products.

| | 7-month cohort | | | 13-month cohort | | |
|---------------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Strongly disagree | 60 | 8.2 | 8.6 | 10 | 7.5 | 7.9 |
| Disagree | 211 | 28.9 | 30.2 | 36 | 26.9 | 28.3 |
| Agree | 260 | 35.6 | 37.2 | 55 | 41.0 | 43.3 |
| Strongly agree | 168 | 23.0 | 24.0 | 26 | 19.4 | 20.5 |
| Don't know/Not sure | 27 | 3.7 | 0.0 | 4 | 3.0 | 0.0 |
| Refused | 5 | 0.7 | 0.0 | 3 | 2.2 | 0.0 |

Q39e. I am going to keep trying to quit using tobacco products.

| | 7-month cohort | | | 13-month cohort | | |
|---------------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Strongly disagree | 7 | 1.0 | 1.0 | 1 | 0.7 | 0.8 |
| Disagree | 51 | 7.0 | 7.1 | 8 | 6.0 | 6.2 |
| Agree | 313 | 42.8 | 43.7 | 55 | 41.0 | 42.3 |
| Strongly agree | 346 | 47.3 | 48.3 | 66 | 49.3 | 50.8 |
| Don't know/Not sure | 8 | 1.1 | 0.0 | 3 | 2.2 | 0.0 |
| Refused | 6 | 0.8 | 0.0 | 1 | 0.7 | 0.0 |

Q39f.By this time next year, I will no longer be using tobacco products.

| | 7-month cohort | | | 13-month cohort | | |
|---------------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Strongly disagree | 8 | 1.1 | 1.2 | 2 | 1.5 | 1.7 |
| Disagree | 65 | 8.9 | 10.1 | 8 | 6.0 | 6.7 |
| Agree | 310 | 42.4 | 48.4 | 68 | 50.7 | 56.7 |
| Strongly agree | 258 | 35.3 | 40.2 | 42 | 31.3 | 35.0 |
| Don't know/Not sure | 75 | 10.3 | 0.0 | 12 | 9.0 | 0.0 |
| Refused | 15 | 2.1 | 0.0 | 2 | 1.5 | 0.0 |

Q40.Have you visited the Quitline iowa website at quitnow.net/iowa?

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 186 | 19.5 | 19.6 | 48 | 24.7 | 24.7 |
| No | 762 | 79.9 | 80.4 | 146 | 75.3 | 75.3 |
| Don't know | 6 | 0.6 | 0.0 | 0 | 0.0 | 0.0 |

Q41.On a scale of 1 to 5, 1 being not at all helpful and 5 being extremely helpful, how helpful was the information on the Quitline iowa website?

| | 7-month cohort | | | 13-month cohort | | |
|----------------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| 1 Not at all helpful | 11 | 5.9 | 6.0 | 3 | 6.3 | 6.5 |
| 2 | 14 | 7.5 | 7.7 | 4 | 8.3 | 8.7 |
| 3 | 33 | 17.7 | 18.1 | 6 | 12.5 | 13.0 |
| 4 | 62 | 33.3 | 34.1 | 16 | 33.3 | 34.8 |
| 5 Extremely helpful | 62 | 33.3 | 34.1 | 17 | 35.4 | 37.0 |
| Don't know | 3 | 1.6 | 0.0 | 2 | 4.2 | 0.0 |
| Refused | 1 | 0.5 | 0.0 | 0 | 0.0 | 0.0 |

Q42.What is the highest level of education you have completed?

| | 7-month cohort | | | 13-month cohort | | |
|--|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Less than high school graduate | 116 | 12.2 | 12.3 | 30 | 15.5 | 15.5 |
| Grade 12 or GED (high school graduate) | 347 | 36.4 | 36.9 | 70 | 36.1 | 36.1 |
| One or more years of college but no degree | 221 | 23.2 | 23.5 | 48 | 24.7 | 24.7 |
| Associate's or other 2-year degree | 143 | 15.0 | 15.2 | 20 | 10.3 | 10.3 |
| College graduate with a 4 year degree such as a BA or BS | 86 | 9.0 | 9.1 | 22 | 11.3 | 11.3 |
| Graduate degree completed (MA, MS, MFA, MBA, MD, PhD, EdD) | 27 | 2.8 | 2.9 | 4 | 2.1 | 2.1 |
| Don't know/Not sure | 2 | 0.2 | 0.0 | 0 | 0.0 | 0.0 |
| Refused | 12 | 1.3 | 0.0 | 0 | 0.0 | 0.0 |

Q44.Marital Status: Are you

| | 7-month cohort | | | 13-month cohort | | |
|---------------------------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Married | 249 | 26.1 | 26.3 | 53 | 27.3 | 27.6 |
| Divorced | 306 | 32.1 | 32.3 | 64 | 33.0 | 33.3 |
| Widowed | 88 | 9.2 | 9.3 | 12 | 6.2 | 6.3 |
| Separated | 53 | 5.6 | 5.6 | 10 | 5.2 | 5.2 |
| Never married | 193 | 20.2 | 20.4 | 38 | 19.6 | 19.8 |
| A member of an unmarried couple | 57 | 6.0 | 6.0 | 15 | 7.7 | 7.8 |
| Prefer Not To Answer | 8 | 0.8 | 0.0 | 2 | 1.0 | 0.0 |

Q46.Does your current insurance plan cover nicotine replacement therapy?

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 402 | 44.7 | 44.7 | 86 | 47.5 | 47.5 |
| No | 211 | 23.4 | 23.5 | 48 | 26.5 | 26.5 |
| Don't know | 286 | 31.8 | 31.8 | 47 | 26.0 | 26.0 |
| Refused | 1 | 0.1 | 0.0 | 0 | 0.0 | 0.0 |

Q47.Do you know how to receive nicotine replacement therapy?

| | 7-month cohort | | | 13-month cohort | | |
|------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 464 | 48.6 | 49.0 | 97 | 50.0 | 50.0 |
| No | 455 | 47.7 | 48.0 | 94 | 48.5 | 48.5 |
| Don't know | 28 | 2.9 | 3.0 | 3 | 1.5 | 1.5 |
| Refused | 7 | 0.7 | 0.0 | 0 | 0.0 | 0.0 |

**Q48.Overall, how satisfied are you with your insurance's coverage of nicotine replacement therapy?
Would you say you are**

| | 7-month cohort | | | 13-month cohort | | |
|----------------------|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Not at all satisfied | 155 | 25.3 | 25.5 | 35 | 26.1 | 26.9 |
| Somewhat satisfied | 128 | 20.9 | 21.0 | 19 | 14.2 | 14.6 |
| Mostly satisfied | 106 | 17.3 | 17.4 | 21 | 15.7 | 16.2 |
| Very satisfied | 187 | 30.5 | 30.7 | 43 | 32.1 | 33.1 |
| Don't know | 33 | 5.4 | 5.4 | 12 | 9.0 | 9.2 |
| Refused | 4 | 0.7 | 0.0 | 4 | 3.0 | 0.0 |

Q49.Could we contact you by phone again in 6 months to ask about your experience with Quitline Iowa?

| | 7-month cohort | | | 13-month cohort | | |
|-----|----------------|---------|---------------|-----------------|---------|---------------|
| | Frequency | Percent | Valid Percent | Frequency | Percent | Valid Percent |
| Yes | 827 | 86.7 | 86.7 | 0 | 0.0 | 0.0 |
| No | 127 | 13.3 | 13.3 | 0 | 0.0 | 0.0 |