

Iowa Tobacco Cessation Program Quitline Evaluation: FY2018

Prepared by

Mitchell Avery, MPP

Eva Aizpurua-Gonzalez, PhD

Ki Park, PhD

Mary E. Losch, PhD

Center for Social and Behavioral Research

University of Northern Iowa

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**University of
Northern
Iowa**

Center for Social and
Behavioral Research

For further information, contact:

Jerilyn Oshel, Director
Division of Tobacco Use Prevention and Control
Iowa Department of Public Health, Lucas State Office Building
321 East 12th Street, Des Moines, IA 50319-0075
515-281-6225

Mary E. Losch, Director, Center for Social and Behavioral Research
University of Northern Iowa, Cedar Falls, IA 50614-0402
319-273-2105; mary.losch@uni.edu

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Executive Summary:

Iowa Tobacco Cessation Program Quitline Evaluation

FY18

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 2018 (FY18) 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 (TUPC). The purpose of this project is to evaluate Quitline Iowa, a service for state residents that provides telephone-based tobacco cessation counseling. Any Iowa residents with commercial insurance, Medicare, Medicaid Fee for Service, or without insurance 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.

SAMPLING

The study participant samples were created monthly from the intake data, provided by Alere Wellbeing (Seattle, WA) from June 2016, and National Jewish Health (Denver, CO) from July 2016 to November 2017. 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 from intake to follow-up.

CSBR draws a random sample from the complete list of all Quitline callers who registered each month, to be called 7 months after intake. In order to be eligible for follow-up, callers must have been 18 years or older, have provided a telephone number, and have consented to participate in the follow-up study. At 7-month follow-up, respondents can consent to a second follow-up interview 13 months after intake (6 months after the 7-month follow-up call). These respondents become a part of the 13-month group. Those respondents are referred to as the “panel” or “panel respondents.”

CSBR conducts approximately 100 interviews per month, with 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). 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, 2016 and November 30, 2017. The follow-up data used in this report were collected from July 1, 2017 through June 30, 2018.

Sampled participants were compared with non-sampled Quitline participants across demographic variables collected at intake to determine the representativeness of the sample. No differences were found by age, gender, education, race, ethnicity, insurance status, or employment.

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 5,398 eligible respondents in FY18 and interviews were completed with 1,321 of those. All interviews were completed in English. The alpha level for statistical significance for the hypothesis testing in the analyses was set at .05 meaning that there is a 95% probability that any differences found are a result of chance. The data were not weighted for any analyses. Among the completed follow-up interviews, 949 were completed 7 months after intake and 372 were completed 13 months after intake.

SUMMARY OF FINDINGS

- At intake, 80% of Quitline Iowa callers had smoked one pack or less per day. Twenty percent (20%) 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 6.3 cigarettes (from 19.9 at intake to 13.6 at follow-up). Respondents in the 13-month cohort on average reduced their daily cigarette consumption by 7.1 cigarettes (from 20.4 at intake to 13.3 at follow-up).
- Among all respondents, 25% said they had not smoked cigarettes or used other tobacco in the past 30 days (26% 7-month; 25% 13-month). More than 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.
- Among all respondents who had smoked cigarettes in the past 30 days, four-in-five smoked their first cigarette within 30 minutes of waking.
- Among all respondents who smoke, 14% said they had used e-cigarettes in the past 30 days. Of those, 21% said they currently use e-cigarettes every day, 57% said some days, and 22% said not at all.
- About one-third of respondents (31% 7-month; 34% 13-month) 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.
- Overall, 62% of respondents (62% 7-month, 63% 13-month) said they were either *very satisfied* or *mostly satisfied* with the services they received. Satisfaction was significantly higher among respondents who had quit smoking (82%) than among those who had not (56%).

- The vast majority of respondents said they *would recommend*, or *have already recommended* Quitline Iowa to a friend in need of similar services (88% of the 7-month group, 87% of the 13-month group).
- The overwhelming majority of those still smoking said they were going to keep trying to quit smoking (94%), that the people at Quitline listened carefully to what they said (88%), and that the people at Quitline were helpful (84%).
- Across all respondents, 22% said they had visited the Quitline Iowa website.
- An analysis of panel respondents indicates that even for those respondents who have not quit up to a year after intake, there is a significant reduction in cigarettes smoked per day.
- Similar quit rates were present among panel respondents and non-panel respondents.

CONCLUSIONS

This ongoing evaluation of Quitline Iowa shows that the services provide effective tobacco cessation support to eligible Iowans. Approximately 25% 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 follow-up. Respondents still smoking in the 7-month cohort on average reduced their daily cigarette consumption by 6.3 cigarettes while respondents still smoking in the 13-month cohort on average reduced their daily cigarette consumption by 7.1 cigarettes.

Section 1: Demographics and Tobacco Use at Intake

Completed Interviews

Follow-up interviews continued with Quitline clients throughout FY18. Data collection continued with both the 7-month and the 13-month follow-up cohorts. See Table 1 for monthly data collection breakdown. During FY18, 1,321 interviews were completed. Of these, 949 were in the 7-month cohort, and 372 in the 13-month cohort.

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

Quarter	Month	7-month interviews	13-month interviews
1	July 2017	93	32*
1	August	81	25
1	September	57	33
2	October	84	40
2	November	73	26
2	December	80	36
3	January	92	26
3	February	90	33
3	March	69	20
4	April	77	30
4	May	87	35
4	June 2018	66	36

Note: * indicates Alere data.

Demographic Characteristics

Not all sampled Quitline participants responded to our follow-up interviews. CSBR compared the respondents to our follow-up questionnaire to non-respondents to the follow-up questionnaire in order to determine whether we were reaching similar profiles of Quitline callers. Demographic characteristics of respondents and non-respondents are displayed in Table 2. More than one-half of all respondents (64%) were female. Most were White (90%) and non-Hispanic (98%). Some differences between respondents and non-respondents were observed, however the effect size for all differences was very small. Chi-square tests indicated that respondents were less likely to be Hispanic ($\chi^2(1, n = 3976) = 4.02, p < .05, \phi = -0.03$), more likely to have a college or university degree ($\chi^2(1, n = 3956) = 13.36, p < .01, \phi = 0.06$), more likely to be insured ($\chi^2(1, n = 3976) = 34.27, p < .001, \phi = 0.09$), more likely to have Medicare ($\chi^2(1, n = 3977) = 30.53, p < .001, \phi = 0.09$), and less likely to be employed ($\chi^2(1, n = 3420) = 16.16, p < .001, \phi = -0.07$) than non-respondents. Respondents were significantly older ($M = 51.1, SD = 13.4$) than non-respondents ($M = 46.1, SD = 13.7; t(1,618.9) = -9.99, p < .001$, two-tailed, eta squared = .024).

Table 2: Demographic characteristics of the sample at intake

		Total respondents to follow-up	Non- respondents to follow-up
Age	Average*	51.1	46.1
Gender	Female	64%	62%
	Male	36%	38%
Race	White	90%	89%
	Black	8%	8%
	Asian	< 1%	< 1%
	American Indian/Alaska Native	4%	4%
	Native Hawaiian/Pacific Islander	< 1%	< 1%
	Other	1%	1%
Hispanic/Latino	% Yes	2%	3%
Education			
	Less than high school	12%	16%
	High school or GED	37%	38%
	Some college*	31%	29%
	College or university degree	20%	17%
Health insurance	Insured?	93%	85%
	Medicaid	46%	47%
	Medicare*	30%	21%
Employment	Employed?*	30%	38%

Note: *indicates a significant difference across groups

Additional demographic characteristics were collected at follow-up for all respondents. These characteristics are summarized in Table 3. Approximately 60% of all respondents had an income of less than \$20,000, and slightly more than half (53%) had more than a high school education.

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

		Total respondents to follow-up
Marital Status	Married	30%
	Divorced	31%
	Widowed	7%
	Separated	6%
	Never married	21%
	Member of an unmarried couple	5%
	Missing/refused	1%
Income	Less than \$10,000	30%
	\$10,000 to less than \$15,000	18%
	\$15,000 to less than \$20,000	12%
	\$20,000 to less than \$25,000	10%
	\$25,000 to less than \$35,000	10%
	\$35,000 to less than \$50,000	7%
	\$50,000 to less than \$75,000	8%
	\$75,000 to less than \$100,000	3%
	\$100,000 or more	2%
	Missing/refused	8%
Education	Less than high school	10%
	High school or GED	37%
	Some college	23%
	Associates or other 2-year degree	16%
	College degree	10%
	Graduate degree	4%
		Missing/refused

Note: Reflects data collection at follow-up
Not all percentages sum to 100% due to rounding errors.

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 (49%) smoked between a half-pack and a full pack of cigarettes per day (Table 4). Forty-five percent of respondents used tobacco within 5 minutes of waking and 36% 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 respondents to follow-up	Non- respondents to follow-up
Cigarettes per day	<1	6%	4%
	1-10	26%	25%
	11-20	49%	49%
	21-30	10%	14%
	31-40	8%	7%
	41 or more	2%	2%
Missing/refused/not asked		2%	2%
Time to first tobacco usage			
5 minutes or less		45%	50%
6-30 minutes		36%	35%
31-60 minutes		11%	9%
Longer than 60 minutes		8%	6%
Missing/refused/not asked		9%	9%

Note: One pack of cigarettes contains 20 individual cigarettes.

Section 2: Tobacco Use at Follow-Up

Tobacco Use in the Past 30 Days

Among all respondents, 26% said they had not smoked cigarettes or used other tobacco in the past 30 days (26% after 7 months and 25% 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. Six 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 – this difference was not significant.

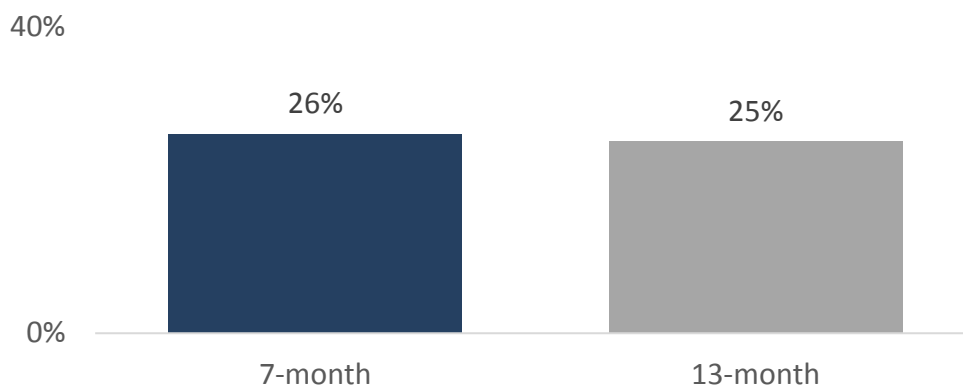


Figure 1: Thirty-day cessation rate

Among respondents who said they had used tobacco in the past 30 days, the types of tobacco used are displayed in Table 5. Cigarettes and electronic smoking devices were the most commonly used tobacco products in both follow-up groups.

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

	7-month	13-month
Cigarettes*	94%	90%
Electronic Smoking Device	13%	16%
Cigars	8%	7%
Smokeless	4%	4%
Pipes	1%	< 1%
Other tobacco	< 1%	--

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

* indicates a significant difference across cohorts.

Current Cigarette Use at Follow-Up

More than 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 27 days in the past 30 days and respondents in the 13-month group said they had smoked an average of about 28 days in the past 30 days – this difference was not significant.

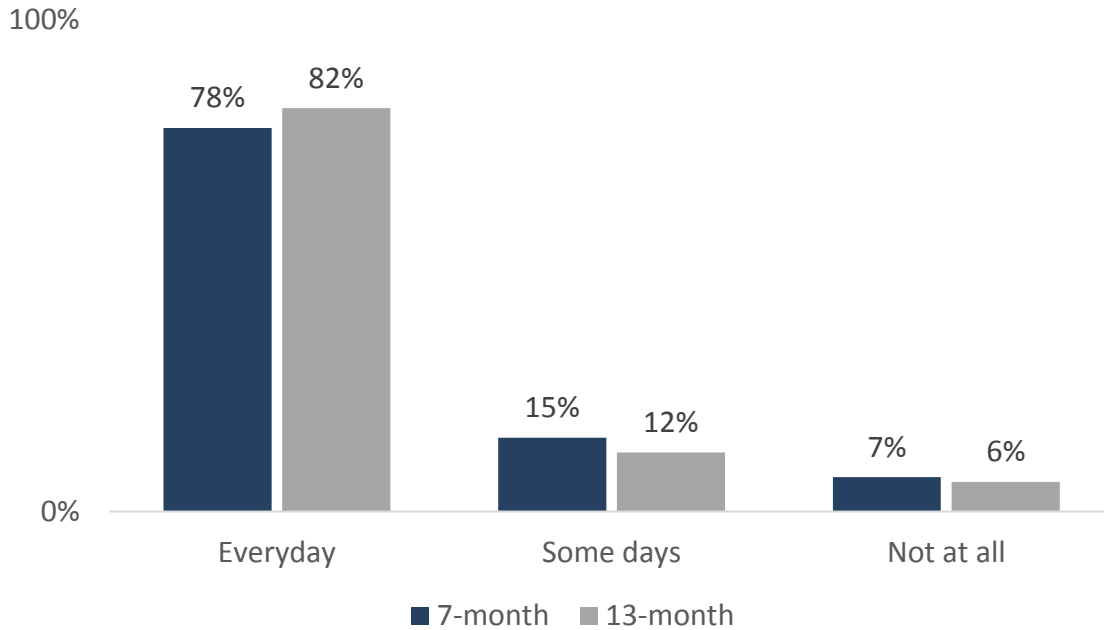


Figure 2: Current smoking behavior (among those who had not quit)

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 (Figure 3). In the 7-month group, the average number of cigarettes smoked per day decreased from almost 20 at intake ($M = 19.9$, $SD = 10.9$) to 14 at follow-up ($M = 13.6$, $SD = 8.9$; $t(612) = 16.9$, $p < .001$, eta squared = 0.18). In the 13-month group, the average number of cigarettes smoked per day decreased from 20 at intake ($M = 20.4$, $SD = 10.7$) to 13 at follow-up ($M = 13.3$, $SD = 9.0$; $t(250) = 11.3$, $p < .001$, eta squared = 0.2). The effect sizes for these differences were medium to large.

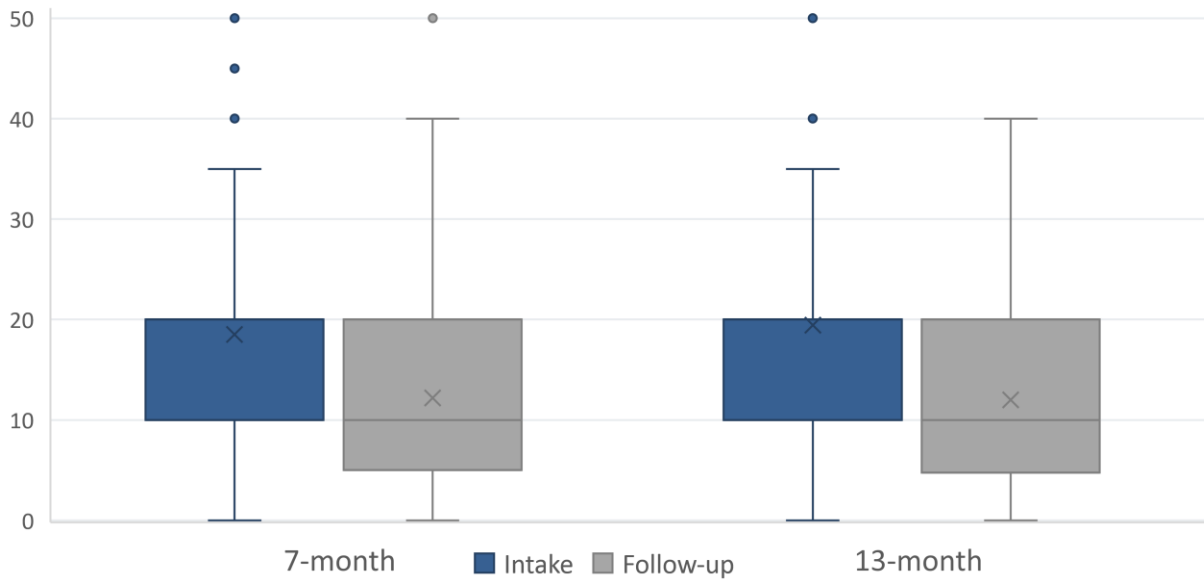


Figure 3: Cigarettes per day at intake and follow-up, by cohort
 Note: Four outliers are not displayed here for readability but were included in the analysis

Just over one-third (35%) of respondents who reported smoking up to a half-pack of cigarettes per day had reduced their consumption to none at follow-up. Six in ten respondents who said they had smoked between half a pack and one pack per day at intake (60% at 7-month, 63% at 13-month) reported smoking less than half a pack at follow-up. Almost four in five respondents (78%) who said they had smoked between one and two packs per day at intake reduced their consumption to less than a pack at follow-up (Figure 4).

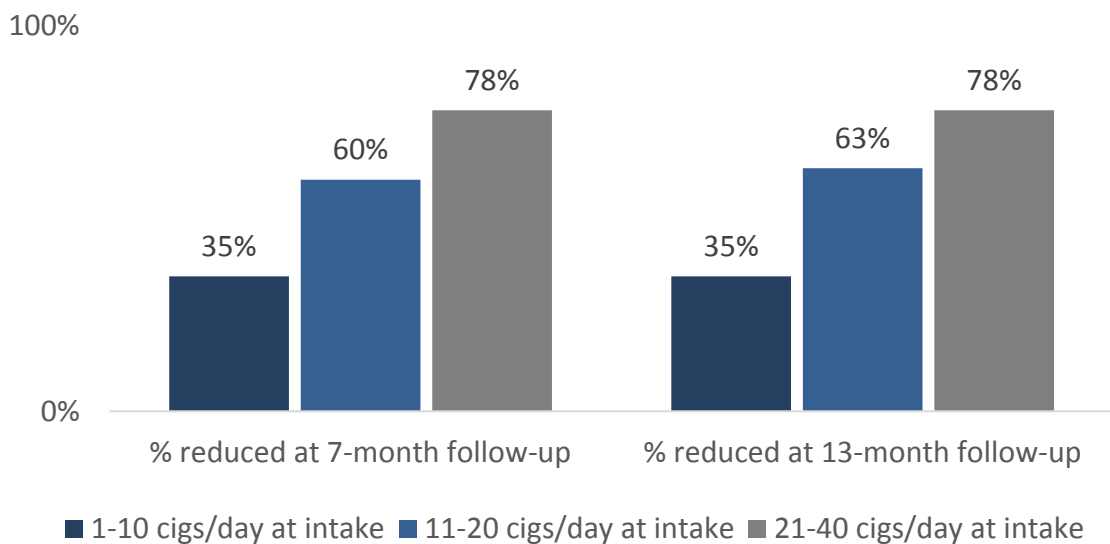


Figure 4: Percent of smokers who reduced cigarette consumption at follow-up

Among respondents in the 7-month and 13-month groups who had smoked cigarettes in the past 30 days, approximately four in five smoked their first cigarette within 30 minutes of waking at intake (Figure 5). At follow-up slightly more than two thirds had smoked their first cigarette within 30 minutes of waking (67% at 7-month, 69% at 13-month).

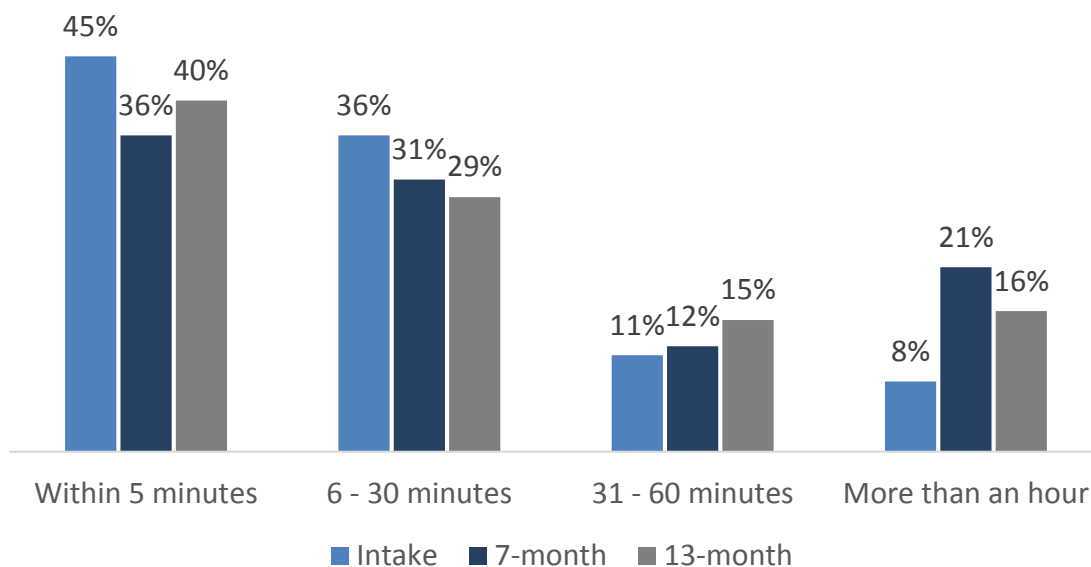


Figure 5: Time to first cigarette after waking at follow-up

From intake to follow-up (among respondents for whom the data were available), large and significant 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 ($\chi^2 (9, n = 590) = 207.61, p < .001, Spearman Correlation = 0.51$). Among respondents in the 7-month cohort who waited less than five minutes after waking at intake to have their first cigarette, 41% waited longer at follow-up. Among respondents who waited 6 to 30 minutes after waking at intake, 39% waited longer to smoke at follow-up. Among respondents who waited 31 to 60 minutes at intake, 43% waited longer at follow-up. Of note is the finding that, among respondents who waited more than 60 minutes at intake, 30% decreased the length of time they waited during the follow-up period as did 32% of respondents who waited between 31 and 60 minutes at intake (Figure 6).

From intake to follow-up (among respondents for whom the data were available), large and significant 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 ($\chi^2 (9, n = 223) = 77.25, p < .001, Spearman Correlation = 0.48$). Among respondents in the 13-month cohort who waited less than five minutes to have their first cigarette, 40% waited longer at follow-up than at intake. Among respondents who waited 6 to 30 minutes at intake, 36% waited longer to smoke at follow-up.

Among respondents who waited 31 to 60 minutes at intake, 40% waited longer at follow-up. Of note is the finding that, among respondents who waited more than 60 minutes at intake, 33% 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 6).

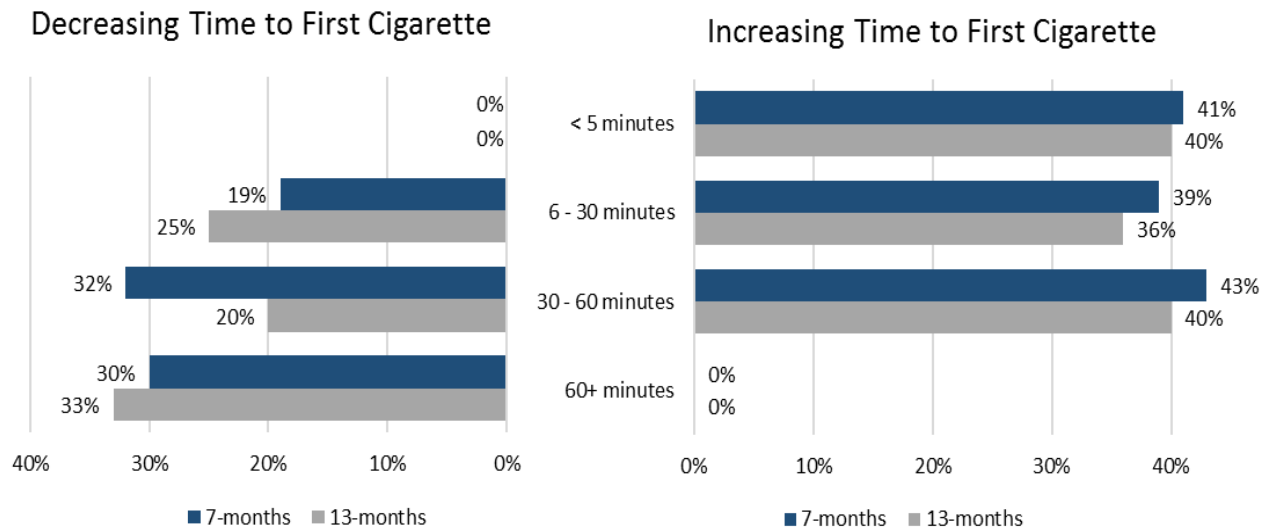


Figure 6: Change of time waited for first cigarette of the day between intake and follow-up

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 variables. There were no significant differences in quit rates by age, gender, race, Hispanic ethnicity, educational attainment, marital status, employment, income, or type of insurance. These groups were compared on the number of cigarettes smoked per day on the days that they smoked. Males ($M = 15.8$, $SD = 9.1$) smoked more cigarettes per day than females ($M = 13.2$, $SD = 8.5$; $t(822) = 4.1$ $p < .001$, eta squared = 0.02), White respondents ($M = 14.5$, $SD = 8.8$) smoked more cigarettes per day than non-White respondents ($M = 9.7$, $SD = 6.7$; $t(136.3) = 6.3$ $p < .001$, eta squared = 0.04), and Black respondents ($M = 8.1$, $SD = 5.2$) smoked fewer cigarettes per day than non-Black respondents ($M = 14.4$, $SD = 8.8$; $t(89.3) = 8.6$ $p < .001$, eta squared = 0.08). The effect sizes for these differences were all small. There were no other significant differences.

Section 3: E-Cigarette Use

Among all respondents who reported any tobacco use, 14% said they had used e-cigarettes in the past 30 days. E-cigarette users were more likely to be younger ($M = 48, SD = 12.9$) than non-e-cigarette users ($M = 51, SD = 13.3; t(977) = -2.75, p = .006, \eta^2 = 0.007$) but the effect size was very small. No significant difference in e-cigarette use was observed for gender, race, Hispanic ethnicity, education, insurance status, employment status, income, or marital status. Medicare recipients were less likely than non-Medicare recipients to report using an e-cigarette, however the effect size of this difference was small ($\chi^2(1, n = 223) = 4.56, p < .05, \phi = -0.07$).

Among those who reported ever using e-cigarettes, 21% said they currently use e-cigarettes every day, 57% said some days, and 22% said not at all. Among respondents who had ever used e-cigarettes, when asked why they use e-cigarettes, the most common reason provided among 7-month respondents were that e-cigarettes might be less harmful to people around the respondents than cigarettes (Figure 7). Among the 13-month cohort, perceptions about e-cigarettes' less harmfulness than cigarettes was the most commonly cited reason for using e-cigarettes.

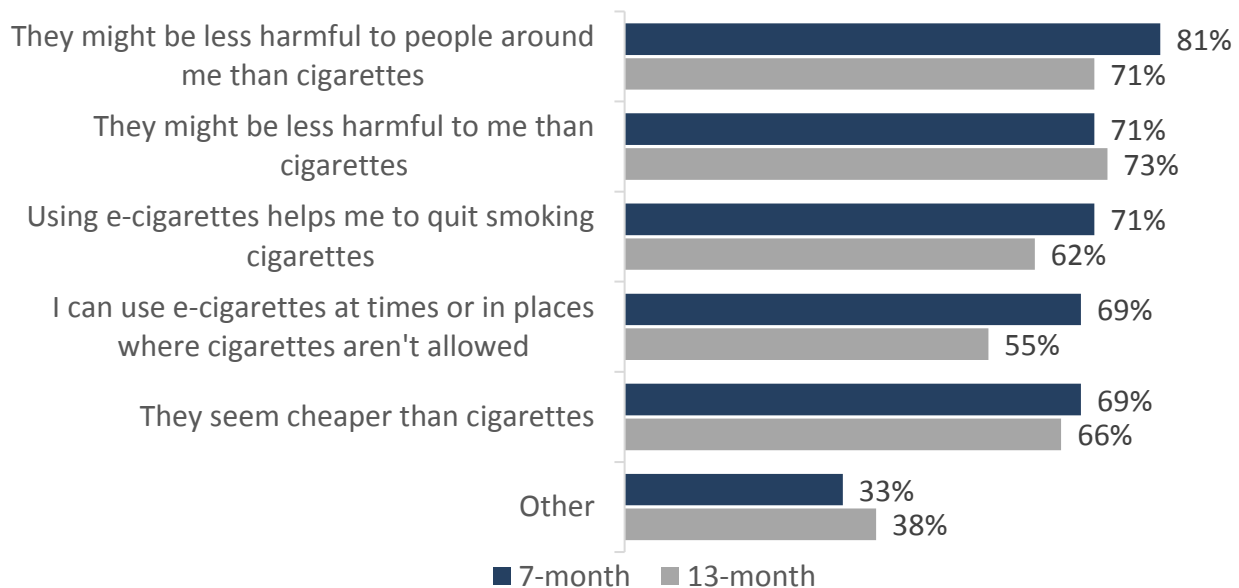


Figure 7: Reasons for using e-cigarettes

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, 64% reported that they had used e-cigarettes when they were unable to smoke. 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 respondents who reported using tobacco in the last 30 days said they intended to quit using tobacco within the next 6 months (Figure 8). Interestingly, in direct contrast to some respondents' previous responses, 7% of respondents in the 7-month follow-up group and 9% of respondents in the 13-month follow-up group reported that they had quit using tobacco.

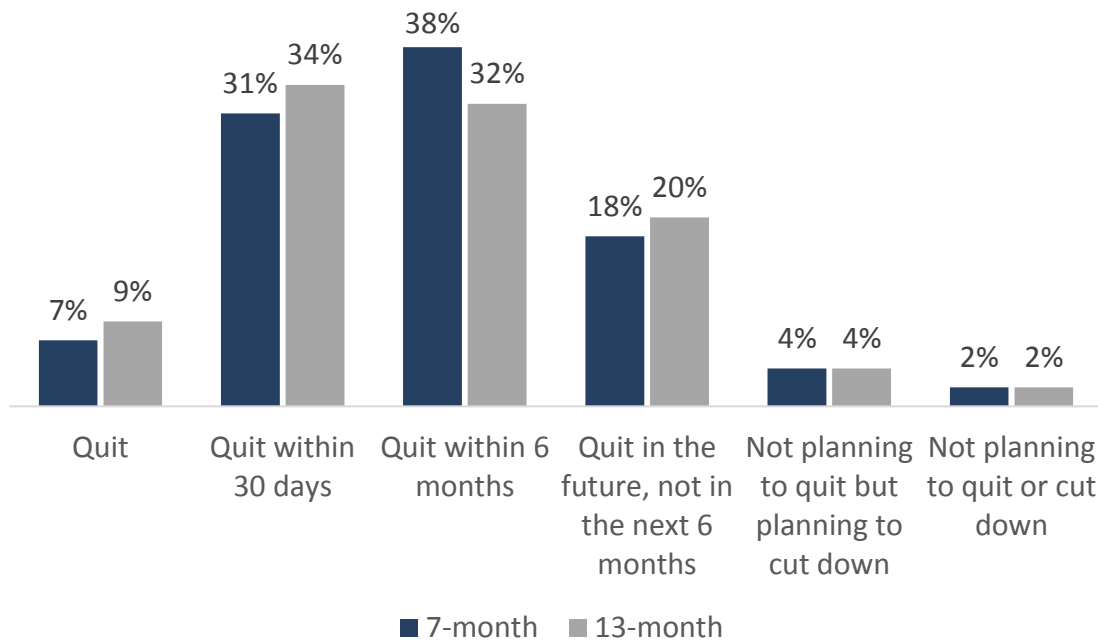


Figure 8: Intention to quit using tobacco

Cessation Attempts

The percentage of respondents still using tobacco who said they had stopped using tobacco for 24 hours or longer was 80% overall (79% in the 7-month group and 83% 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 (Figure 9).

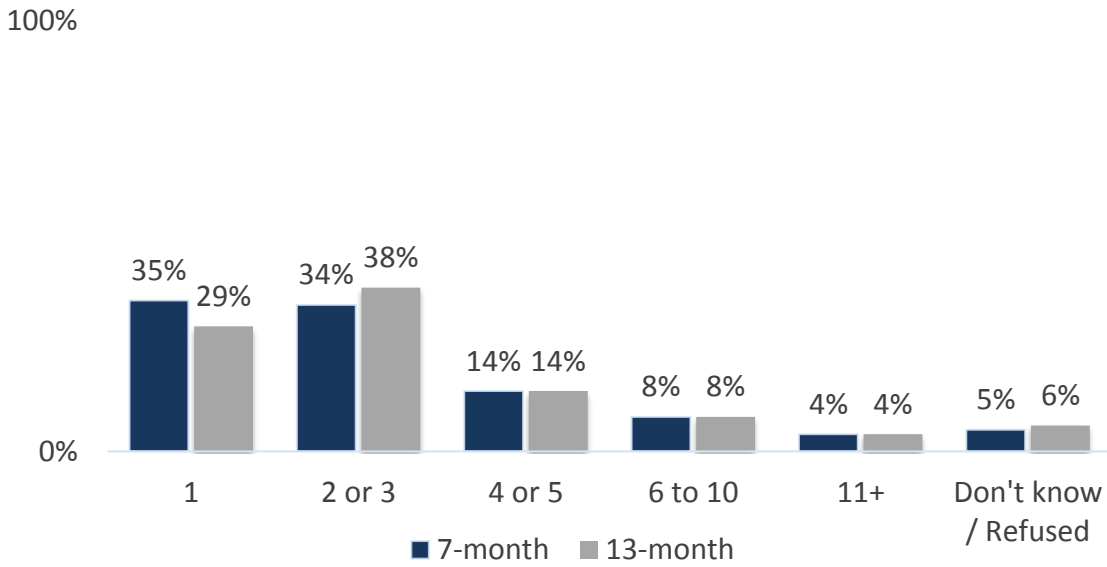


Figure 9: Number of quit attempts at follow-up among those who attempted

Among all respondents who made at least one quit attempt during the follow-up period, respondents who had quit in the past 30 days ($M = 2.3$, $SD = 2.5$) reported fewer quit attempts than did respondents who had not quit in the past 30 days ($M = 4.0$, $SD = 5.6$; $t(1029.6) = 6.8$, $p < .001$, eta squared = 0.04), however the effect size was small.

Medication

Among all respondents, 80% said they used any products or medications during the follow-up period to help them quit using tobacco. No difference was observed across follow-up time periods however respondents who had quit smoking were more likely to report using medication (84%) compared to those who had not quit smoking (79%) ($\chi^2 (1, n = 1318) = 4.12, p < .05, \phi = 0.06$), although the effect size for this difference was small. Approximately 28% of respondents reported using two or more medications. Respondents who reported smoking at follow-up were significantly less likely to report using only one medication (48%) than respondents who had quit at follow-up (63%), but more likely to report using two or more medications (30%) than those who had reported quitting at follow-up (20%) ($\chi^2 (2, n = 1319) = 22.6, p < .001, \phi = 0.13$), with a medium effect size.

The most commonly reported medications for both follow-up cohorts were nicotine patches and Chantix (Figure 10).

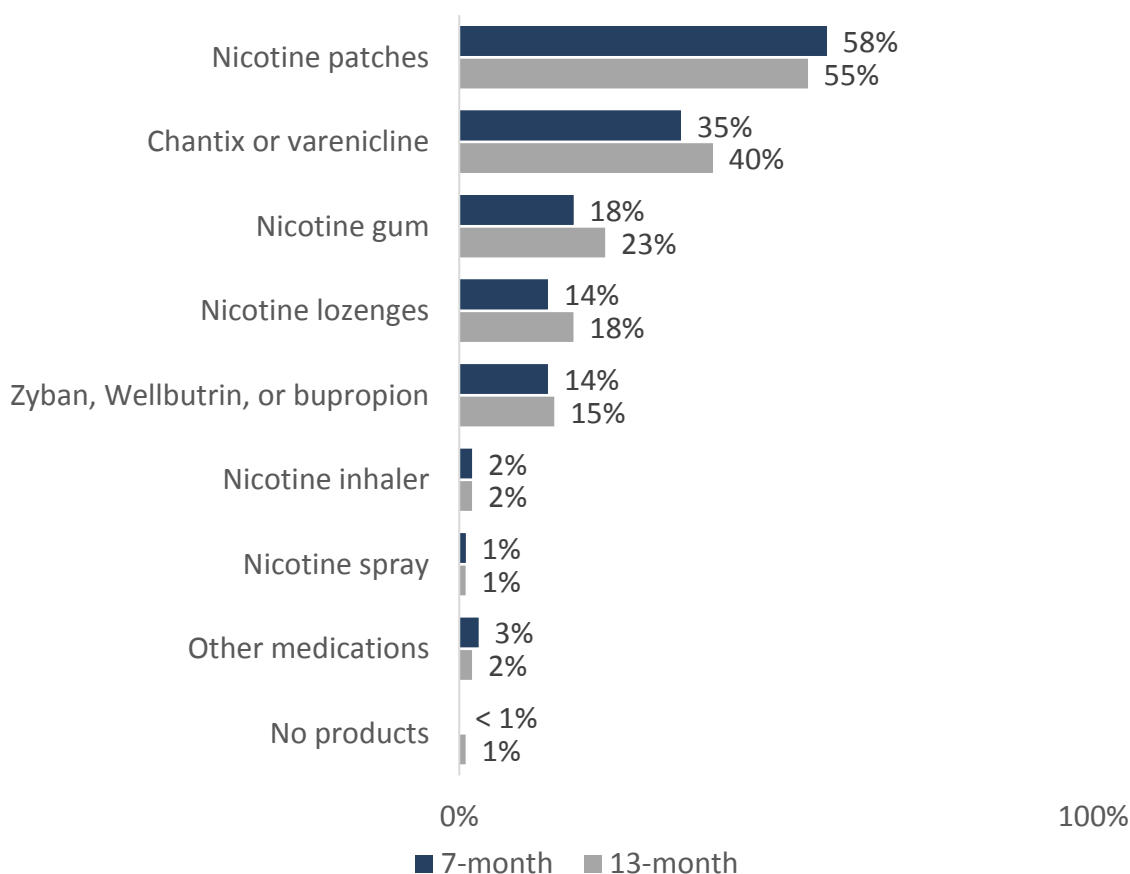


Figure 10: Types of products or medications used

Barriers and Enablers to Quitting

All respondents were asked to name the three hardest things about quitting tobacco for them (Figure 11). Ninety-six percent of respondents reported one or more barriers to quitting and 61% reporting two or more barriers. The top five responses across the follow-up cohorts were the *association of tobacco products with other activities*, *stress*, *other reasons* (most common reasons given were related to boredom, anxiety, habit, and enjoyment of smoking), *nicotine addiction*, and *other tobacco users*. Respondents who had quit at follow-up reported a small, but significantly lower number of barriers ($M = 1.6, SD = 0.8$) than did respondents who had not quit at follow-up ($M = 1.8, SD = 0.8; t(560) = 3.2, p < .01, \eta^2 = 0.007$).

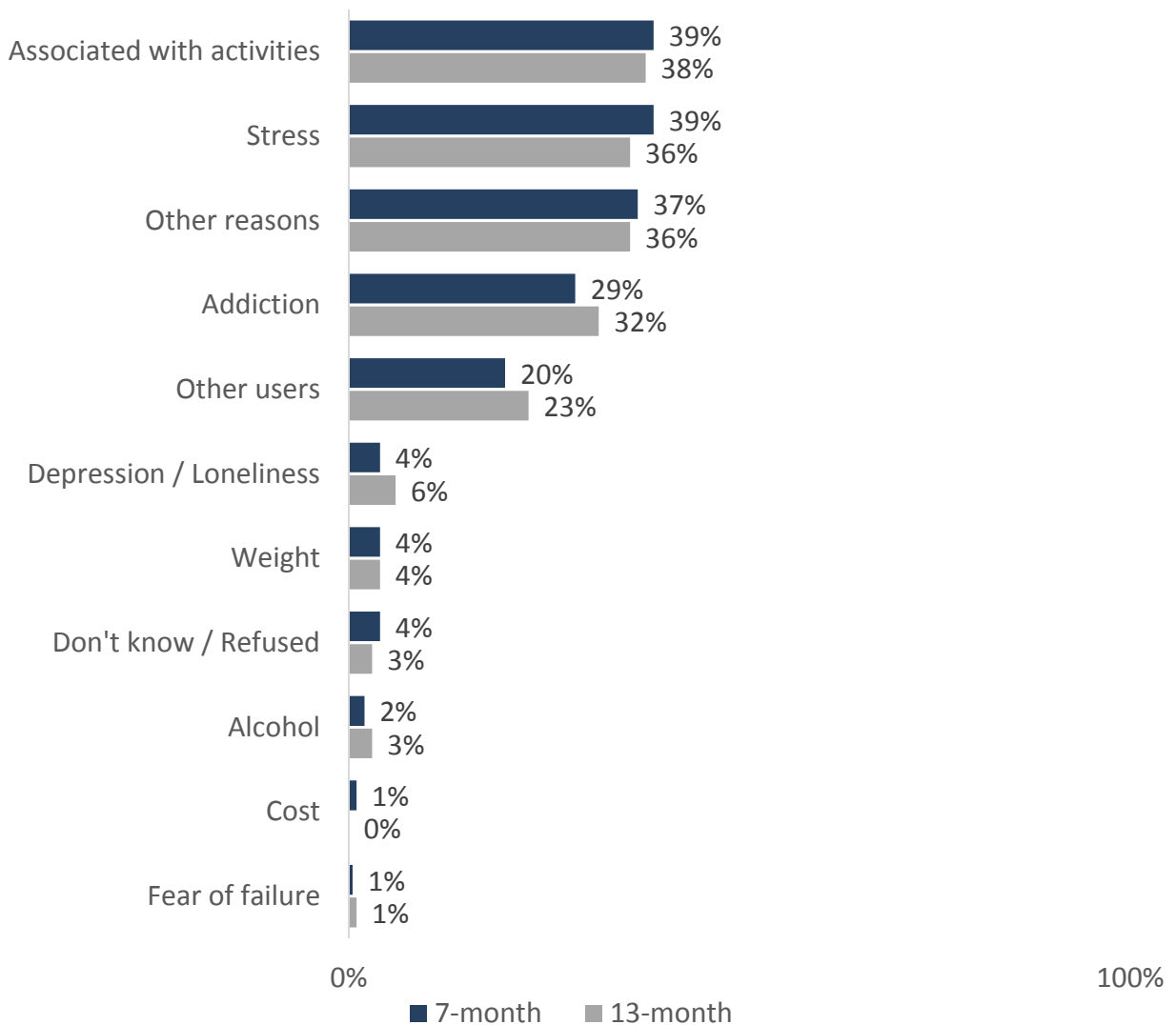


Figure 11: Barriers to quitting tobacco

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* (the most common responses were related to a mindset change, other health conditions motivating quitting, the health benefits of quitting, and e-cigarettes / vaping), *replacement behaviors*, using *nicotine replacements* such as the patch, *family / friend support*, and *staying busy* were the five most common responses. Respondents who had quit at follow-up ($M = 1.8, SD = 0.9$) reported a small, but significantly higher number of enablers than respondents who had not quit at follow-up ($M = 1.4, SD = 1.1; t(681) = -6.7, p < .001, \eta^2 = 0.002$).

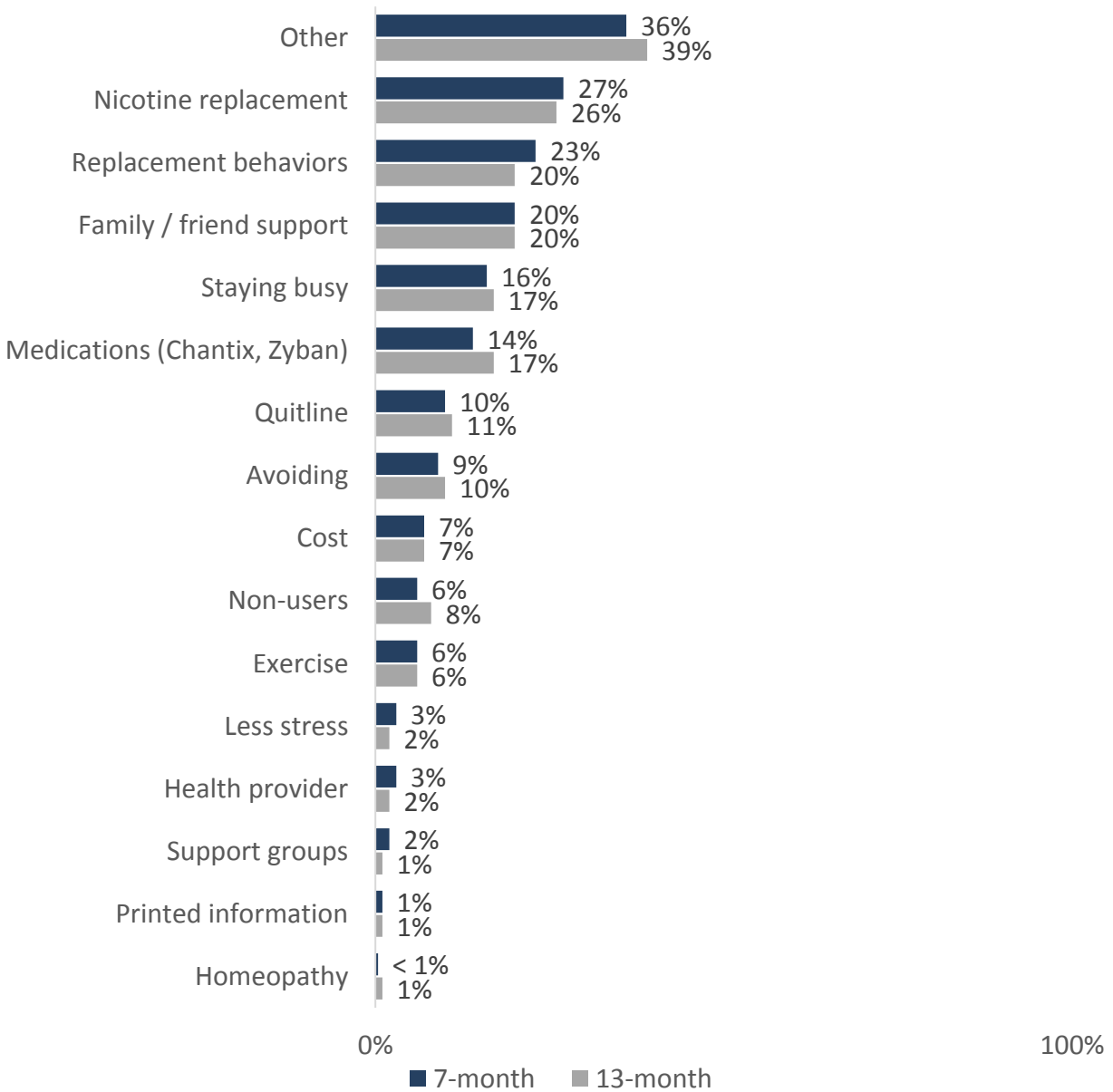


Figure 12: Enablers to quitting tobacco (among respondents who had made a quit attempt after Quitline intake, n = 1103)

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* (the most common responses were related to e-cigarettes / vaping, improving the respondents health and life outlook, and a change in mindset related to quitting) were the three most common responses. Two in ten respondents at 7-month and one in ten respondents at 13-month reported that they *don't know* what they think would be helpful for their future quit attempts.

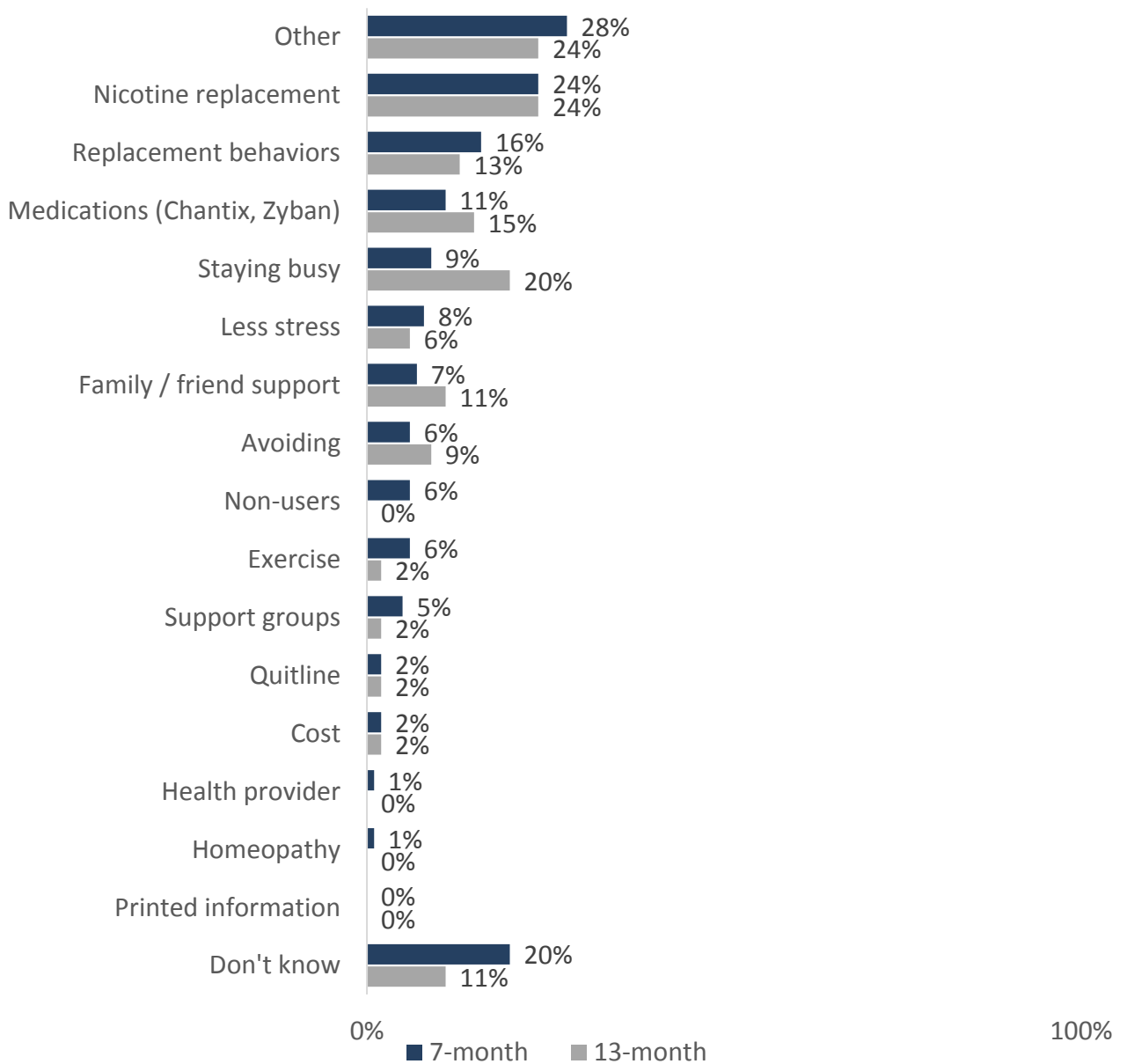


Figure 13: Potential enablers to quitting tobacco (among respondents who had not made a quit attempt after Quitline intake, n = 218)

Section 5: Additional Findings

Satisfaction

A majority of respondents (62%) said that they were either *very satisfied* or *mostly satisfied* with the services they received (62% in the 7-month and 63% in the 13-month cohort groups; Figure 14).

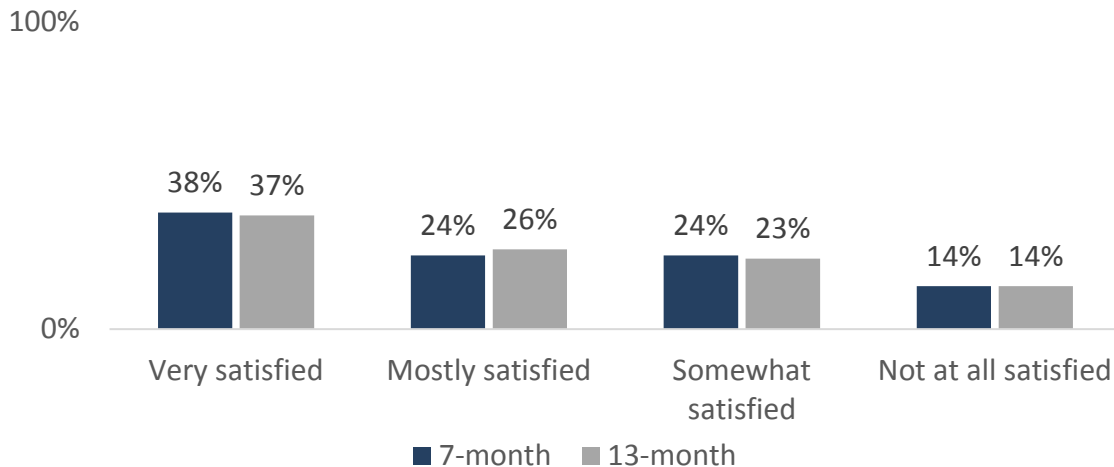


Figure 14: Satisfaction with Quitline Iowa services (7-month vs. 13-month)

Follow-up respondents who had quit tobacco in the past 30 days and those who had not quit differed significantly in their levels of satisfaction with Quitline services ($\chi^2(3, N = 1309) = 126.61, p < .001, \phi = .31$) (Figure 15). The effect size for this difference was medium to large. 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), 56% were *very satisfied* or *mostly satisfied*.

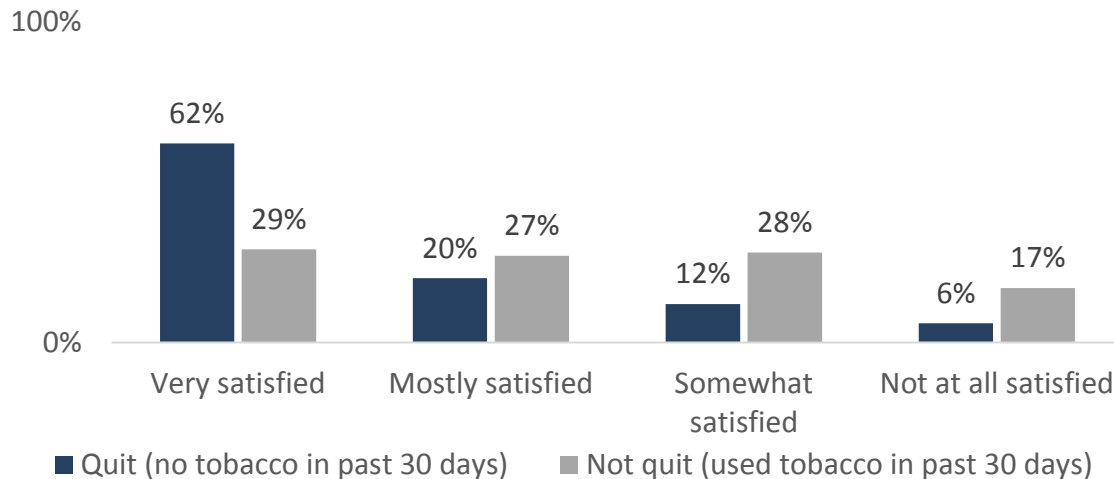


Figure 15: Satisfaction with Quitline Iowa services (quit vs. not quit)

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. Although some respondents who reported being less than fully satisfied with Quitline Iowa were not able to identify a specific issue with the program, or reported that their own behaviors were partly to blame for their response, the most commonly cited areas of concern were related to accessing program services, coordination or receipt of medications, and coach quality and automation.

Respondents reported difficulty and confusion when contacting and scheduling calls with the Quitline and that the calls from Quitline were at poor times or not according to the schedule that had been previously arranged. Some respondents also indicated a complete lack of follow-up calls or were unable to talk to a coach or experienced excessive hold or wait times when they tried to call Quitline. Some respondents reported not receiving any telephone services from the Quitline while others reported that they received too many calls, texts, or emails. Issues with the text messaging system where respondents were unable to opt-out and continued to receive messages were also identified.

Respondents also indicated trouble in getting nicotine replacement therapies, most notably the difficulty experienced while trying to coordinate Quitline, working with their insurance for coverage, 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, that the coaching was too scripted and not personal enough, or that the coach 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.

Recommendation

These issues aside, 87% of respondents said they *definitely would, probably would, or already have recommended* Quitline Iowa to a friend in need of similar services (88% in the 7-month and 87% in the 13-month cohort groups; see Figure 16). The differences of satisfaction and the likelihood to recommend Quitline services between 7- and 13-month cohorts were not statistically significant. In both cohorts, all respondents who reported that they have already recommended Quitline said they would do so again if given the opportunity to do so.

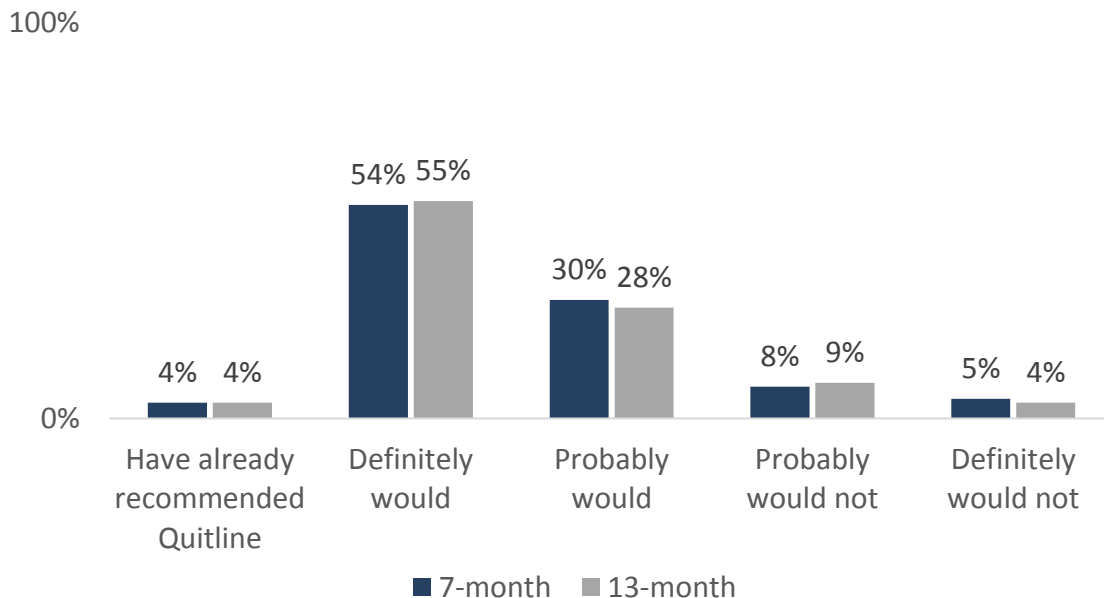


Figure 16: Recommendation of Quitline Iowa services (7-month vs. 13-month)

Follow-up respondents who had quit tobacco in the past 30 days reported that they already have recommended or would definitely recommend Quitline Iowa to a friend in need of similar help at higher rates than those who had not quit. Those who had not quit were more likely to report that they think they probably would, probably would not, and definitely would not recommend

Quitline Iowa (Figure 17). A Chi-square test for independence indicated a significant association between smoking status and recommendation of Quitline Iowa ($\chi^2(4, N = 1311) = 43.21, p < .001, \phi = .18$).

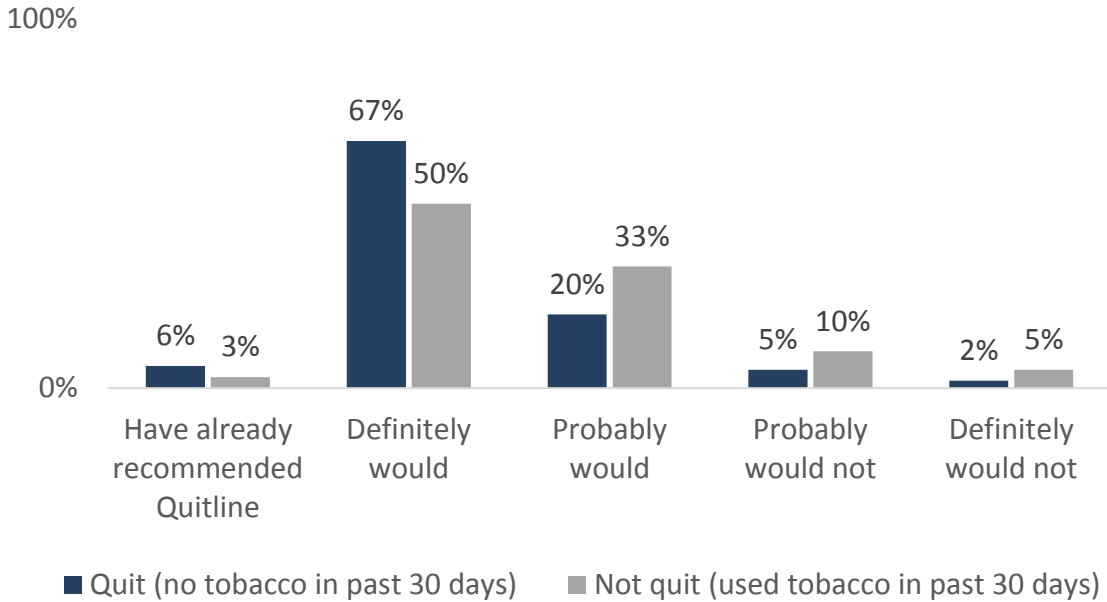


Figure 17: Recommendation of Quitline Iowa services (quit vs. not quit)

Behavior, Cessation, and Quitline Services

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).

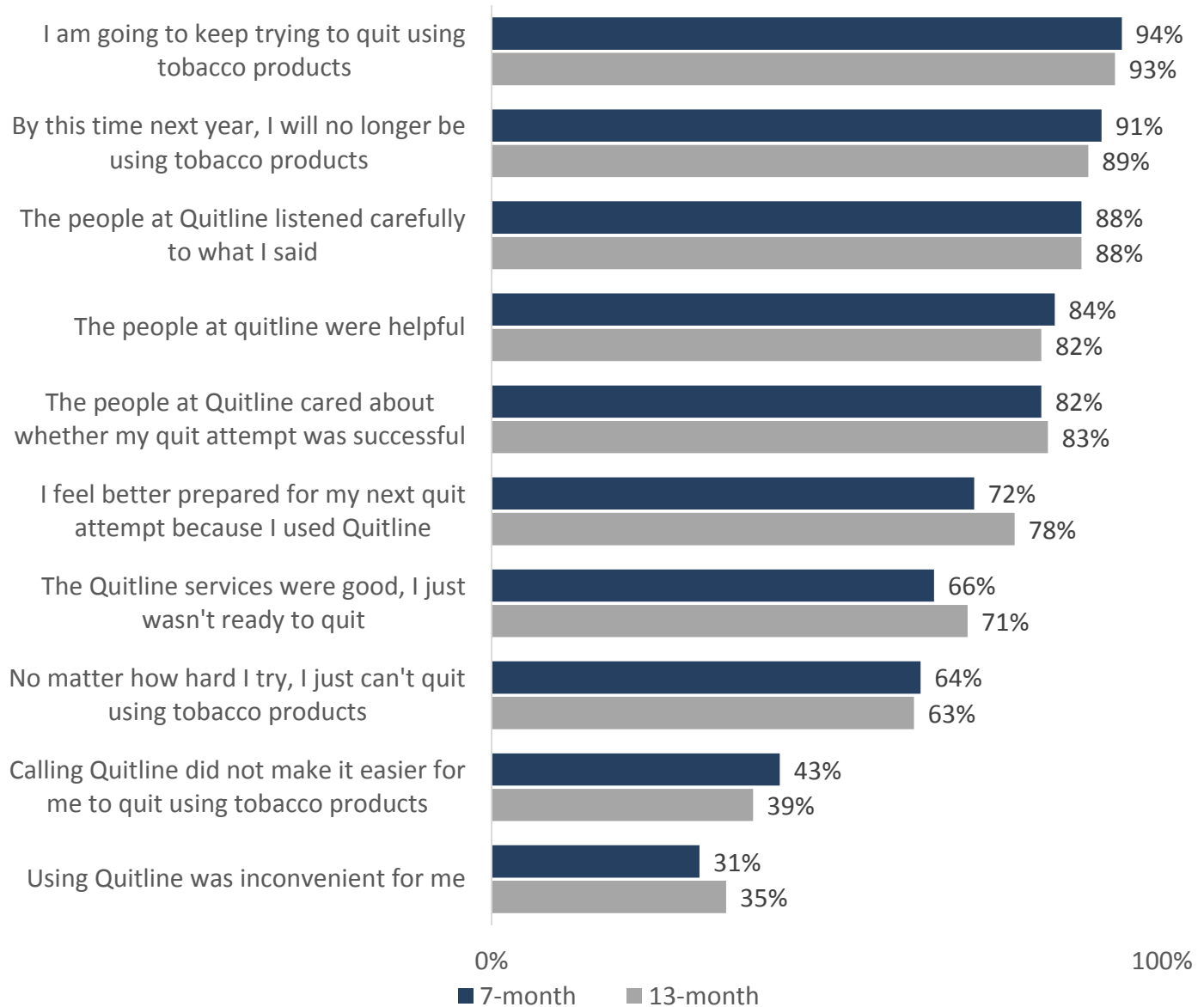


Figure 18: Perceptions about smoking, cessation, and Quitline services (among those who did not quit smoking), % *Strongly Agree* or *Agree*

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 significantly more likely than those who 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* ($t(686.9) = -6.05, p < .001, \eta^2 = 0.03$), *the people at Quitline cared about whether my quit attempt was successful* ($t(747.6) = -8.99, p < .001, \eta^2 = 0.06$), and *the people at Quitline were helpful* ($t(721.7) = -8.58, p < .001, \eta^2 = 0.05$). In addition, respondents who quit in the

past 30 days were statistically less likely than those who had not quit in the past 30 days to agree with the statement *using Quitline was inconvenient for me* ($t(1285) = 4.32, p < .001, \eta^2 = 0.01$). The effect sizes for each of these differences were small.

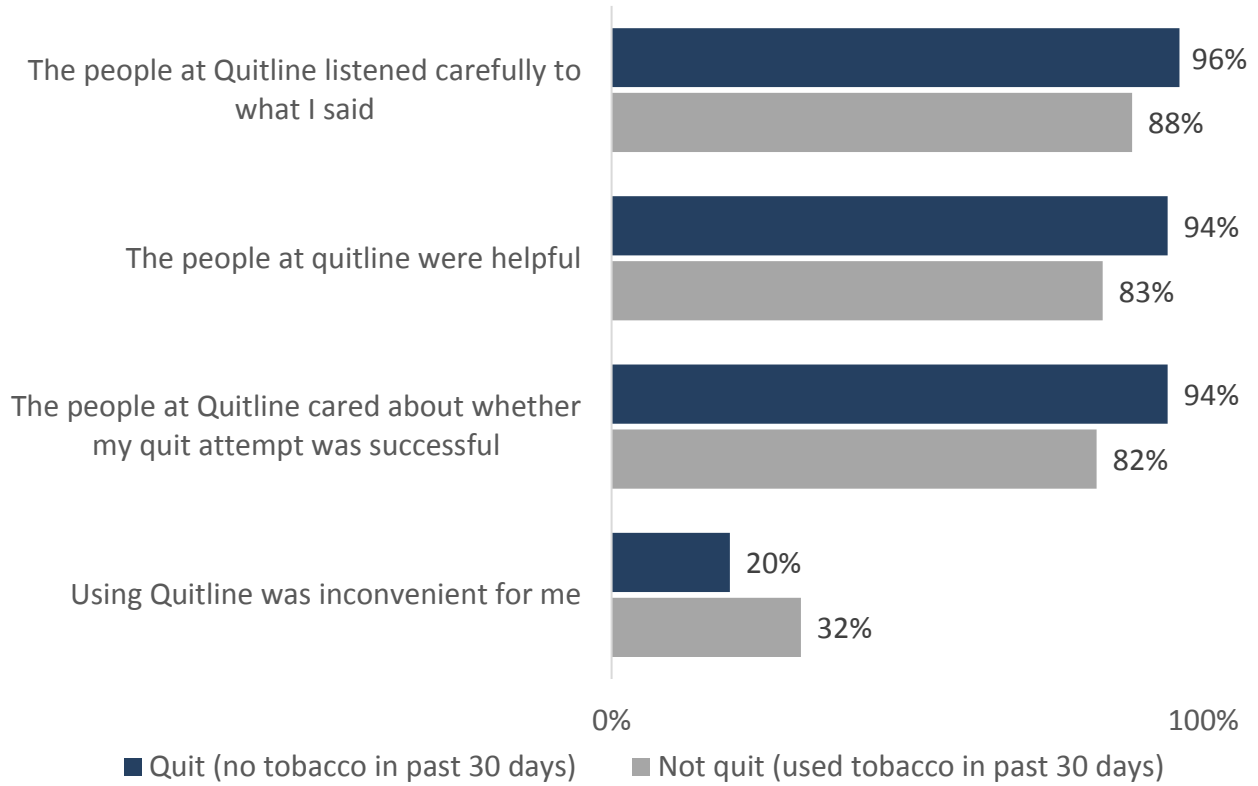


Figure 19: Perceptions about Quitline services (quit vs. not quit), % *Strongly Agree* or *Agree*

Website Use

Among all respondents, 22% 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 having reported visiting the Quitline website were found when comparing follow-up groups, use of medication, and gender. Respondents with insurance were significantly less likely to report visiting the Quitline Iowa website than respondents without insurance ($\chi^2 (1, n = 1297) = 89.9, p < .001, \phi = .26$). Respondents with higher education were significantly more likely to report visiting the Quitline Iowa website than respondents with lower education ($\chi^2 (5, n = 1298) = 39.9, p < .001, \phi = .18$). The effect size for these differences were medium sized. Respondents who used the Quitline Iowa website were significantly younger ($M = 47, SD = 13.7$) than those who did not visit the website ($M = 52, SD = 12.9; t(423.8) = -5.26, p < .001, \eta^2 = 0.02$), however the effect size for this difference was small.

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 (61%) rated the website as a 4 or 5 on that scale (Figure 20). No differences in helpfulness ratings were found when comparing insurance, medication use, education, age, or gender. Respondents who had quit using tobacco ($M = 4.1, SD = 1.04$) reported that the website was more useful than those who had not quit ($M = 3.65, SD = 1.24; t(151) = -2.96, p < .01, \eta^2 = 0.03$). Respondents in the 7-month cohort ($M = 3.9, SD = 1.14$) reported that the website was more useful than did those in the 13-month cohort ($M = 3.5, SD = 1.3; t(271) = 2.39, p < .05, \eta^2 = 0.02$). The effect sizes for these differences was small.

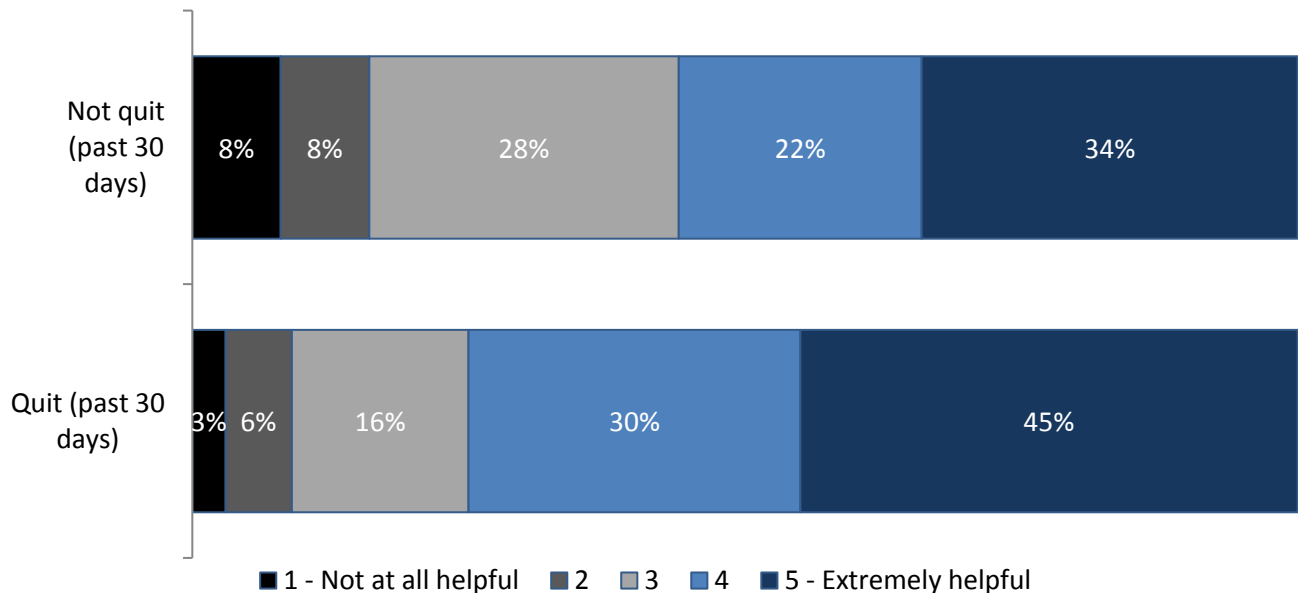


Figure 20: Helpfulness of Quitline website (quit vs. not quit)

Health Insurance

More than two-thirds of respondents reached at follow-up reported having healthcare coverage through Medicaid or Medicare while 4% of respondents reported no healthcare coverage (Table 6). Of those respondents who reported having healthcare coverage, 43% reported that their insurance covers nicotine replacement therapy while one third (33%) of respondents did not know whether nicotine replacement therapy was covered by their insurance. Despite the lack of knowledge, approximately half of respondents (46%) 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, 45% 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	4%	4%
Employer / Union	17%	16%
Purchased on your own	4%	6%
Medicare	31%	34%
Medicaid	37%	33%
TRICARE, VA, or Military	< 1%	1%
Other Source	2%	2%
Don’t know	1%	2%
Missing/refused	2%	2%
Does your insurance cover NRT?		
Yes	44%	41%
No	24%	23%
Don’t Know	32%	36%
Do you know how to receive NRT?		
Yes	44%	46%
No	53%	50%
Don’t Know	3%	3%
Satisfaction with NRT coverage?		
Very satisfied	31%	28%
Mostly satisfied	17%	16%
Somewhat satisfied	18%	20%
Not at all satisfied	28%	30%
Don’t know	7%	6%

Respondents who reported having Medicaid, Medicare, private insurance, or being uninsured did not report significantly different rates of medications (Table 7).

Table 7: Use of medications and/or products by type of insurance

	Response %
Medicaid insurance	
Yes	82%
No	18%
Medicare insurance	
Yes	82%
No	18%
Other insurance	
Yes	75%
No	25%
Uninsured	
Yes	80%
No	20%

Significant differences in the types of medications used were observed among respondents with Medicaid, Medicare, and other forms of insurance. Respondents on Medicare reported higher rates of nicotine patch use ($\chi^2 (3, n = 1278) = 35.2, p < .001, \phi = .17$), higher rates of nicotine spray use ($\chi^2 (3, n = 1278) = 8.5, p < .05, \phi = .08$), and lower rates of Chantix use than did those who had other forms of insurance ($\chi^2 (3, n = 1278) = 12.9, p < .01, \phi = .1$). Respondents on Medicaid reported higher rates of Chantix use than other forms of insurance ($\chi^2 (3, n = 1278) = 12.9, p < .01, \phi = .1$). Respondents with “other” forms of insurance (i.e. private or employer purchased insurance) reported significantly lower rates of nicotine patch use ($\chi^2 (3, n = 1278) = 35.2, p < .001, \phi = .17$).

Section 6: 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. This section contains follow-up data from FY17 and FY18 in order to match intake, 7-month, and 13-month files. This also means that not all panel respondents from the second half of FY18 are included because insufficient time has elapsed to collect 13-month follow-up data. These respondents will be reported in FY19.

A total of 1,210 respondents at their 7-month follow-up consented to be in the panel and 372 of those respondents completed interviews at the 13-month follow-up – a 31% response rate. Panel respondents were compared to non-panel respondents on age, race, gender, Hispanic ethnicity, education, insurance status, employment status, income, and marital status. Only one small, but significant difference was observed – panel respondents were more likely to have some form of insurance (97%) than were non-panel respondents (94%) (χ^2 (1, n = 1582) = 5.9, $p < .05$, $\phi = .06$). Demographic characteristics of the panel are displayed in Table 8. More than 60% of all respondents were female. Most were White (89%) and the majority had insurance (97%). The average age of respondents was 51.5 years (range 19 to 84 years).

Table 8: Demographic characteristics of the panel respondents

		Panel respondents
Gender	Female	64%
	Male	36%
Race	White	89%
	Black	8%
	Asian	< 1%
	American Indian/Alaska Native	3%
	Native Hawaiian/Pacific Islander	--
	Other	1%
Hispanic/Latino % Yes		2%
Education		
	Less than high school	10%
	High school or GED	34%
	Some college	32%
	College of university degree	21%
	Missing/refused	3%
Health insurance	Insured	97%
	Medicaid	49%
	Medicare	31%
Employment	Employed?	28%

Percentage of respondents who had not used tobacco in the past 30 days at 7-month and 13-month follow-up remained approximately the same at 26% and 25%, respectively (Figure 21).

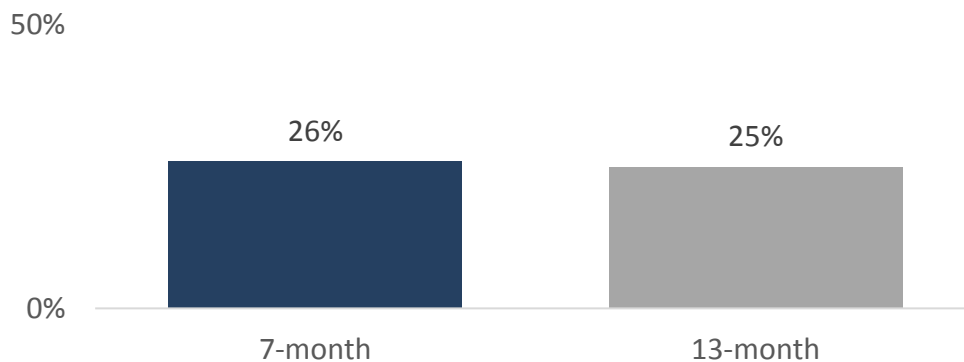


Figure 21: Thirty-day cessation rate (panel respondents)

Although the majority (85%) of the panel respondents did not change their smoking behavior between 7-month and 13-month follow-ups, approximately 8% of the panel respondents who reported having quit using tobacco products at 7-month indicated using tobacco products at 13-month, and about 7% of the panel respondents who reported using tobacco products at 7-month indicated having quit using tobacco products at 13-month (Figure 22). Approximately 18% of respondents stayed tobacco free from 7-month to 13-month follow-up. There were no significant differences across these groups on any demographic variables.

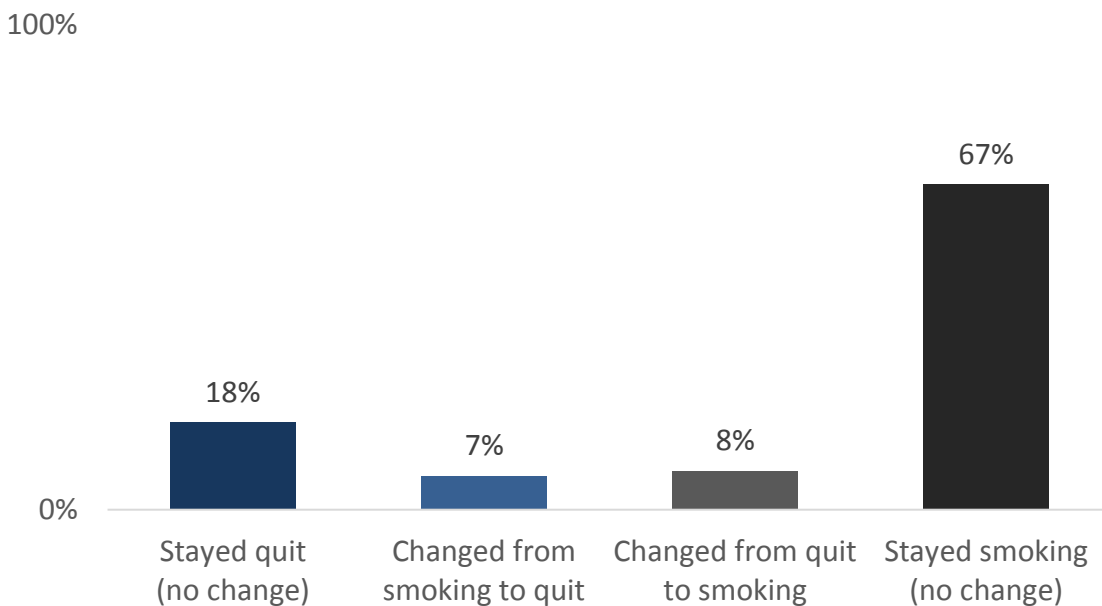


Figure 22: Change in tobacco use from 7-month to 13-month follow-up (panel respondents)

A one-way repeated measures ANOVA was conducted to compare the number of cigarettes smoked per day at intake, 7-month follow-up, and 13-month follow-up among all respondents (Figure 23). There was a significant difference between intake (19.7) and both the 7-month follow-up (10.0, a reduction of 9.7 cigarettes per day) and 13-month follow-up (10.5, a reduction of 9.2 cigarettes per day) (Wilks' Lambda = 0.5, $F(2, 309) = 150.4$, $p < .001$, multivariate partial eta squared = .49). The effect size of this difference was very large. The difference in cigarettes per day between 7-month and 13-month was not statistically significant. This indicates that on average the reduction from intake to follow-up was maintained for up to a year after intake among all respondents.

Even if a respondent did not quit smoking, a reduction in cigarette consumption is a positive outcome of treatment. A one-way repeated measures ANOVA was conducted to compare the number of cigarettes smoked per day at intake, 7-month follow-up, and 13-month follow-up among smokers (Figure 23). There was a significant difference between intake (21.1 cigarettes per day) and both the 7-month follow-up (14.7, a reduction of 6.4 cigarettes per day) and 13-month follow-up (14.5, a reduction of 6.6 cigarettes per day) (Wilks' Lambda = 0.6, $F(2, 197) = 61.3$, $p < .001$, multivariate partial eta squared = .38). The effect size of this difference was very large. The difference in cigarettes per day between 7-month and 13-month was not statistically significant. This indicates that on average the reduction from intake to follow-up was maintained for up to a year after intake for smokers.

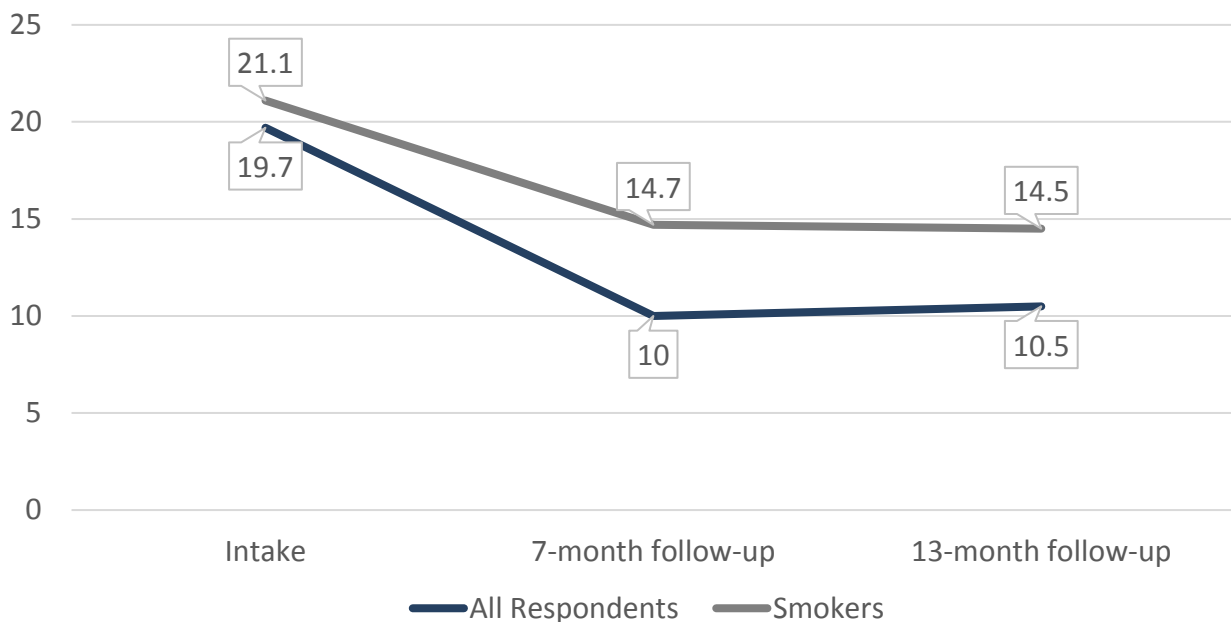


Figure 23: Cigarette consumption among panel respondents (all respondents vs. smokers)

Section 7: Summary and Conclusions

CSBR completed 1,321 follow-up interviews with Quitline Iowa callers between July 2017 and June 2018. Results of the FY18 evaluation were consistent with results from previous years with FY17 being an outlier. Approximately 25% of Quitline callers were able to quit tobacco and stay tobacco free up to a year after intake (Figure 24). Among those Quitline Iowa callers who reported 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 compared to intake. Those using tobacco also increased the length of time they waited to have their first cigarette of the day (compared to intake), indicating a possible reduction in addiction intensity over the follow-up period.

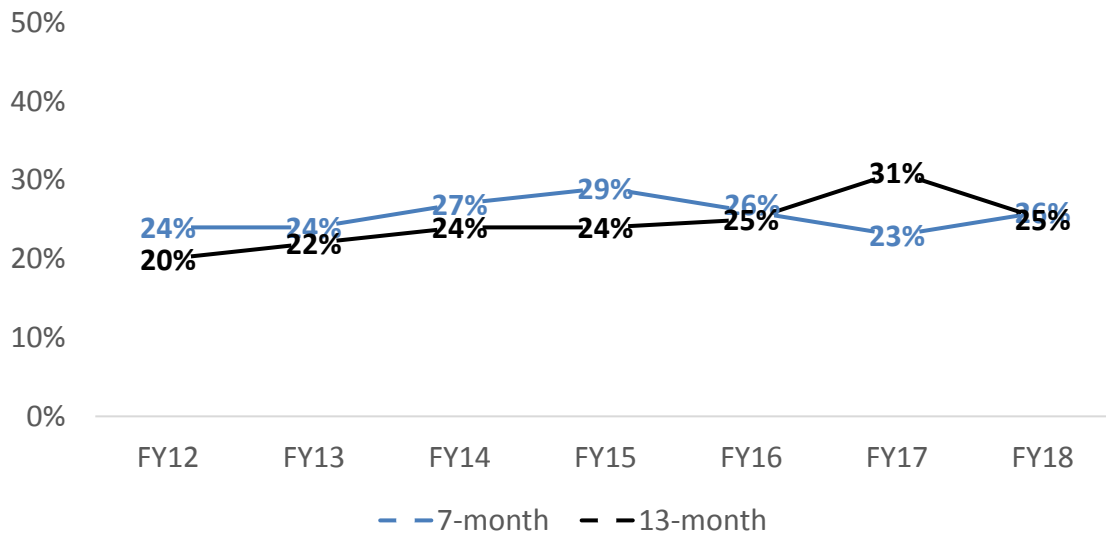


Figure 24: Thirty-day cessation rate by follow-up cohort (FY12 to FY18)

Approximately 14% of respondents who smoke reported using e-cigarettes in the past 30 days. Of those who reported using e-cigarettes in the past 30 days, 78% reported using them *every day* or *some days*. Approximately 64% 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.

Almost two-thirds of respondents (62%) said they were either *very satisfied* or *mostly satisfied* with the services they received - satisfaction was much higher among follow-up respondents who had quit smoking than among those who had not quit. In addition, 87% of respondents said they *definitely would*, *probably would*, or *already have recommended* Quitline Iowa to a friend in need of similar services. Most respondents expressed positive feelings toward Quitline Iowa and their future quit attempts.

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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not at all satisfied	131	13.8	13.9	53	14.2	14.3
Somewhat satisfied	225	23.7	23.9	84	22.6	22.7
Mostly satisfied	226	23.8	24.0	97	26.1	26.2
Very satisfied	359	37.8	38.2	136	36.6	36.8
Don't know	6	0.6	0.0	1	0.3	0.0
Refused	2	0.2	0.0	1	0.3	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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Definitely would not recommend	43	4.5	4.6	14	3.8	3.8
Probably would not recommend	77	8.1	8.2	34	9.1	9.1
Probably would recommend	278	29.3	29.5	106	28.5	28.5
Definitely would recommend	509	53.6	54.1	204	54.8	54.8
Don't know	6	0.6	0.0	0	0.0	0.0
Have already recommended Quitline to a friend	34	3.6	3.6	14	3.8	3.8
Refused	2	0.2	0.0	0	0.0	0.0

Q2a. Would you recommend Quitline again?

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	34	100.0	100.0	14	100.0	100.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	662	69.8	69.8	266	71.5	71.7
No	287	30.2	30.2	105	28.2	28.3
Refused	0	0.0	0.0	1	0.3	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	39	13.6	13.6	12	11.4	11.4
No	247	86.1	86.4	93	88.6	88.6
Don't know	1	0.3	0.0	0	0.0	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	108	43.7	44.4	27	29.0	29.0
No	135	54.7	55.6	66	71.0	71.0
Don't know	4	1.6	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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	0	0.0	0.0	19	28.8	28.8
No	0	0.0	0.0	47	71.2	71.2

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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	785	82.7	83.0	318	85.5	85.7
No	161	17.0	17.0	53	14.2	14.3
Don't know	3	0.3	0.0	1	0.3	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
1	273	34.8	36.7	92	28.9	30.9
2	146	18.6	19.7	69	21.7	23.2
3	121	15.4	16.3	53	16.7	17.8
4	69	8.8	9.3	29	9.1	9.7
5	42	5.4	5.7	17	5.3	5.7
6	17	2.2	2.3	9	2.8	3.0
7	11	1.4	1.5	3	0.9	1.0
8	7	0.9	0.9	1	0.3	0.3
9	2	0.3	0.3	3	0.9	1.0
10	23	2.9	3.1	10	3.1	3.4
11	1	0.1	0.1	1	0.3	0.3
12	7	0.9	0.9	7	2.2	2.3
13	0	0.0	0.0	1	0.3	0.3
15	2	0.3	0.3	0	0.0	0.0
17	0	0.0	0.0	1	0.3	0.3
18	1	0.1	0.1	0	0.0	0.0
20	11	1.4	1.5	0	0.0	0.0
21	1	0.1	0.1	0	0.0	0.0
24	1	0.1	0.1	0	0.0	0.0
25	3	0.4	0.4	0	0.0	0.0
30	1	0.1	0.1	0	0.0	0.0
36	1	0.1	0.1	0	0.0	0.0
40	1	0.1	0.1	0	0.0	0.0
41	0	0.0	0.0	1	0.3	0.3
45	0	0.0	0.0	1	0.3	0.3
60	1	0.1	0.1	0	0.0	0.0
70	1	0.1	0.1	0	0.0	0.0
76 or more	4	0.5	0.0	0	0.0	0.0
Don't know	35	4.5	0.0	19	6.0	0.0
Refused	3	0.4	0.0	1	0.3	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Planning to quit in the next 30 days	221	23.3	23.6	96	25.8	26.0
Planning to quit in the next 6 months	263	27.7	28.1	88	23.7	23.8
Planning to quit sometime in the future but not in the next 6 months	125	13.2	13.4	54	14.5	14.6
Not planning to quit or cut down	10	1.1	1.1	6	1.6	1.6
Not planning to quit but planning to cut down	31	3.3	3.3	11	3.0	3.0
You have quit	285	30.0	30.5	114	30.6	30.9
Don't know	13	1.4	0.0	3	0.8	0.0
Refused	1	0.1	0.0	0	0.0	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	759	80.0	80.0	288	77.4	77.4
Selected	190	20.0	20.0	84	22.6	22.6

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	940	99.1	99.1	371	99.7	99.7
Selected	9	0.9	0.9	1	0.3	0.3

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	944	99.5	99.5	369	99.2	99.2
Selected	5	0.5	0.5	3	0.8	0.8

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	582	61.3	61.3	237	63.7	63.7
Selected	367	38.7	38.7	135	36.3	36.3

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	928	97.8	97.8	360	96.8	96.8
Selected	21	2.2	2.2	12	3.2	3.2

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	672	70.8	70.8	255	68.5	68.5
Selected	277	29.2	29.2	117	31.5	31.5

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	912	96.1	96.1	356	95.7	95.7
Selected	37	3.9	3.9	16	4.3	4.3

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	581	61.2	61.2	230	61.8	61.8
Selected	368	38.8	38.8	142	38.2	38.2

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	907	95.6	95.6	349	93.8	93.8
Selected	42	4.4	4.4	23	6.2	6.2

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	596	62.8	62.8	239	64.2	64.2
Selected	353	37.2	37.2	133	35.8	35.8

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	917	96.6	96.6	362	97.3	97.3
Selected	32	3.4	3.4	10	2.7	2.7

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	945	99.6	99.6	371	99.7	99.7
Selected	4	0.4	0.4	1	0.3	0.3

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	576	73.4	73.4	235	73.9	73.9
Selected	209	26.6	26.6	83	26.1	26.1

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	678	86.4	86.4	265	83.3	83.3
Selected	107	13.6	13.6	53	16.7	16.7

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	604	76.9	76.9	253	79.6	79.6
Selected	181	23.1	23.1	65	20.4	20.4

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	769	98.0	98.0	315	99.1	99.1
Selected	16	2.0	2.0	3	0.9	0.9

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	628	80.0	80.0	253	79.6	79.6
Selected	157	20.0	20.0	65	20.4	20.4

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	738	94.0	94.0	299	94.0	94.0
Selected	47	6.0	6.0	19	6.0	6.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	659	83.9	83.9	265	83.3	83.3
Selected	126	16.1	16.1	53	16.7	16.7

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	781	99.5	99.5	314	98.7	98.7
Selected	4	0.5	0.5	4	1.3	1.3

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	703	89.6	89.6	283	89.0	89.0
Selected	82	10.4	10.4	35	11.0	11.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	713	90.8	90.8	287	90.3	90.3
Selected	72	9.2	9.2	31	9.7	9.7

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	764	97.3	97.3	310	97.5	97.5
Selected	21	2.7	2.7	8	2.5	2.5

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	738	94.0	94.0	292	91.8	91.8
Selected	47	6.0	6.0	26	8.2	8.2

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	782	99.6	99.6	314	98.7	98.7
Selected	3	0.4	0.4	4	1.3	1.3

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	760	96.8	96.8	312	98.1	98.1
Selected	25	3.2	3.2	6	1.9	1.9

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	733	93.4	93.4	296	93.1	93.1
Selected	52	6.6	6.6	22	6.9	6.9

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	502	63.9	63.9	193	60.7	60.7
Selected	283	36.1	36.1	125	39.3	39.3

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	757	96.4	96.4	305	95.9	95.9
Selected	28	3.6	3.6	13	4.1	4.1

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	767	97.7	97.7	314	98.7	98.7
Selected	18	2.3	2.3	4	1.3	1.3

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	784	99.9	99.9	318	100.0	100.0
Selected	1	0.1	0.1	0	0.0	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	121	73.8	73.8	41	75.9	75.9
Selected	43	26.2	26.2	13	24.1	24.1

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	146	89.0	89.0	46	85.2	85.2
Selected	18	11.0	11.0	8	14.8	14.8

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	138	84.1	84.1	47	87.0	87.0
Selected	26	15.9	15.9	7	13.0	13.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	156	95.1	95.1	53	98.1	98.1
Selected	8	4.9	4.9	1	1.9	1.9

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	152	92.7	92.7	48	88.9	88.9
Selected	12	7.3	7.3	6	11.1	11.1

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	154	93.9	93.9	53	98.1	98.1
Selected	10	6.1	6.1	1	1.9	1.9

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	149	90.9	90.9	43	79.6	79.6
Selected	15	9.1	9.1	11	20.4	20.4

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	164	100.0	100.0	54	100.0	100.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	160	97.6	97.6	53	98.1	98.1
Selected	4	2.4	2.4	1	1.9	1.9

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	155	94.5	94.5	49	90.7	90.7
Selected	9	5.5	5.5	5	9.3	9.3

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	162	98.8	98.8	54	100.0	100.0
Selected	2	1.2	1.2	0	0.0	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	155	94.5	94.5	54	100.0	100.0
Selected	9	5.5	5.5	0	0.0	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	162	98.8	98.8	54	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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	151	92.1	92.1	51	94.4	94.4
Selected	13	7.9	7.9	3	5.6	5.6

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	161	98.2	98.2	53	98.1	98.1
Selected	3	1.8	1.8	1	1.9	1.9

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	118	72.0	72.0	41	75.9	75.9
Selected	46	28.0	28.0	13	24.1	24.1

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	131	79.9	79.9	48	88.9	88.9
Selected	33	20.1	20.1	6	11.1	11.1

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	160	97.6	97.6	51	94.4	94.4
Selected	4	2.4	2.4	3	5.6	5.6

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	164	100.0	100.0	54	100.0	100.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	317	33.4	33.4	129	34.7	34.7
No	632	66.6	66.6	243	65.3	65.3

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	661	94.3	94.3	251	90.3	90.3
No	40	5.7	5.7	27	9.7	9.7

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	56	8.0	8.0	19	6.8	6.8
No	645	92.0	92.0	259	93.2	93.2

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	8	1.1	1.1	1	0.4	0.4
No	693	98.9	98.9	277	99.6	99.6

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	30	4.3	4.3	11	4.0	4.0
No	670	95.6	95.7	267	96.0	96.0
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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	94	13.4	13.4	43	15.5	15.5
No	607	86.6	86.6	235	84.5	84.5

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	1	0.1	0.1	0	0.0	0.0
No	700	99.9	99.9	278	100.0	100.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Everyday	517	78.2	78.3	207	82.5	82.5
Some days	99	15.0	15.0	29	11.6	11.6
Not at all	44	6.7	6.7	15	6.0	6.0
Refused	1	0.2	0.0	0	0.0	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
1	1	1.0	1.1	1	3.4	3.7
2	4	4.0	4.3	0	0.0	0.0
3	3	3.0	3.2	2	6.9	7.4
4	6	6.0	6.5	4	13.8	14.8
5	2	2.0	2.2	3	10.3	11.1
6	4	4.0	4.3	0	0.0	0.0
7	4	4.0	4.3	0	0.0	0.0
8	1	1.0	1.1	0	0.0	0.0
9	1	1.0	1.1	0	0.0	0.0
10	14	14.0	15.1	2	6.9	7.4
12	2	2.0	2.2	1	3.4	3.7
14	4	4.0	4.3	1	3.4	3.7
15	17	17.0	18.3	3	10.3	11.1
17	1	1.0	1.1	0	0.0	0.0
18	1	1.0	1.1	1	3.4	3.7
19	1	1.0	1.1	0	0.0	0.0
20	12	12.0	12.9	4	13.8	14.8
21	2	2.0	2.2	0	0.0	0.0
22	1	1.0	1.1	1	3.4	3.7
24	1	1.0	1.1	1	3.4	3.7
25	4	4.0	4.3	0	0.0	0.0
28	3	3.0	3.2	0	0.0	0.0
30	4	4.0	4.3	3	10.3	11.1
Don't know	7	7.0	0.0	2	6.9	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
1	13	2.1	2.1	6	2.5	2.5
2	18	2.9	2.9	4	1.7	1.7
3	22	3.6	3.6	9	3.8	3.8
4	12	1.9	2.0	8	3.4	3.4
5	45	7.3	7.3	11	4.7	4.7
6	30	4.9	4.9	4	1.7	1.7
7	27	4.4	4.4	3	1.3	1.3
8	16	2.6	2.6	14	5.9	5.9
9	3	0.5	0.5	2	0.8	0.8
10	122	19.8	19.9	61	25.8	25.8
11	1	0.2	0.2	0	0.0	0.0
12	15	2.4	2.4	8	3.4	3.4
13	2	0.3	0.3	0	0.0	0.0
14	3	0.5	0.5	1	0.4	0.4
15	57	9.2	9.3	18	7.6	7.6
16	2	0.3	0.3	1	0.4	0.4
17	3	0.5	0.5	1	0.4	0.4
18	3	0.5	0.5	3	1.3	1.3
19	1	0.2	0.2	0	0.0	0.0
20	159	25.8	25.9	56	23.7	23.7
22	3	0.5	0.5	0	0.0	0.0
23	1	0.2	0.2	0	0.0	0.0
25	9	1.5	1.5	3	1.3	1.3
30	22	3.6	3.6	16	6.8	6.8
35	5	0.8	0.8	0	0.0	0.0
40	19	3.1	3.1	7	3.0	3.0
50	1	0.2	0.2	0	0.0	0.0
Don't know	3	0.5	0.0	0	0.0	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Everyday	23	41.1	41.1	13	68.4	68.4
Some days	22	39.3	39.3	6	31.6	31.6
Not at all	11	19.6	19.6	0	0.0	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
1	3	13.6	14.3	0	0.0	0.0
2	2	9.1	9.5	2	33.3	33.3
3	2	9.1	9.5	0	0.0	0.0
4	3	13.6	14.3	0	0.0	0.0
5	4	18.2	19.0	2	33.3	33.3
6	1	4.5	4.8	0	0.0	0.0
7	2	9.1	9.5	0	0.0	0.0
8	0	0.0	0.0	1	16.7	16.7
10	1	4.5	4.8	0	0.0	0.0
15	2	9.1	9.5	0	0.0	0.0
20	1	4.5	4.8	0	0.0	0.0
25	0	0.0	0.0	1	16.7	16.7
Don't know	1	4.5	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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
1	4	8.9	9.1	4	21.1	21.1
2	2	4.4	4.5	1	5.3	5.3
3	1	2.2	2.3	0	0.0	0.0
4	1	2.2	2.3	0	0.0	0.0
5	4	8.9	9.1	1	5.3	5.3
6	2	4.4	4.5	0	0.0	0.0
7	2	4.4	4.5	0	0.0	0.0
10	4	8.9	9.1	1	5.3	5.3
12	1	2.2	2.3	0	0.0	0.0
14	1	2.2	2.3	0	0.0	0.0
20	5	11.1	11.4	1	5.3	5.3
25	0	0.0	0.0	1	5.3	5.3
30	2	4.4	4.5	0	0.0	0.0
35	1	2.2	2.3	0	0.0	0.0
40	0	0.0	0.0	1	5.3	5.3
42	0	0.0	0.0	1	5.3	5.3
60	2	4.4	4.5	1	5.3	5.3
70	5	11.1	11.4	0	0.0	0.0
84	1	2.2	2.3	0	0.0	0.0
120	1	2.2	2.3	2	10.5	10.5
140	5	11.1	11.4	5	26.3	26.3
Refused	1	2.2	0.0	0	0.0	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Everyday	1	12.5	14.3	1	100.0	100.0
Some days	3	37.5	42.9	0	0.0	0.0
Not at all	3	37.5	42.9	0	0.0	0.0
Refused	1	12.5	0.0	0	0.0	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
2	1	25.0	25.0	0	0.0	0.0
3	1	25.0	25.0	0	0.0	0.0
16	1	25.0	25.0	0	0.0	0.0
30	1	25.0	25.0	0	0.0	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
1	1	20.0	25.0	0	0.0	0.0
5	1	20.0	25.0	0	0.0	0.0
12	1	20.0	25.0	0	0.0	0.0
14	1	20.0	25.0	0	0.0	0.0
30	0	0.0	0.0	1	100.0	100.0
Refused	1	20.0	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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Everyday	13	43.3	43.3	5	45.5	45.5
Some days	12	40.0	40.0	6	54.5	54.5
Not at all	5	16.7	16.7	0	0.0	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
2	4	33.3	33.3	2	33.3	40.0
3	0	0.0	0.0	1	16.7	20.0
7	2	16.7	16.7	0	0.0	0.0
10	1	8.3	8.3	0	0.0	0.0
12	1	8.3	8.3	0	0.0	0.0
15	4	33.3	33.3	2	33.3	40.0
Refused	0	0.0	0.0	1	16.7	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
1	7	28.0	28.0	3	27.3	30.0
2	7	28.0	28.0	2	18.2	20.0
3	0	0.0	0.0	2	18.2	20.0
4	4	16.0	16.0	0	0.0	0.0
5	0	0.0	0.0	1	9.1	10.0
10	1	4.0	4.0	0	0.0	0.0
12	1	4.0	4.0	0	0.0	0.0
14	1	4.0	4.0	0	0.0	0.0
666	4	16.0	16.0	2	18.2	20.0
Don't know	0	0.0	0.0	1	9.1	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Everyday	17	18.1	18.1	12	27.9	28.6
Some days	61	64.9	64.9	16	37.2	38.1
Not at all	16	17.0	17.0	14	32.6	33.3
Don't know	0	0.0	0.0	1	2.3	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
1	4	6.6	6.8	2	11.8	11.8
2	5	8.2	8.5	3	17.6	17.6
3	5	8.2	8.5	1	5.9	5.9
4	4	6.6	6.8	1	5.9	5.9
5	7	11.5	11.9	1	5.9	5.9
6	4	6.6	6.8	1	5.9	5.9
7	2	3.3	3.4	1	5.9	5.9
10	7	11.5	11.9	3	17.6	17.6
11	1	1.6	1.7	0	0.0	0.0
12	1	1.6	1.7	0	0.0	0.0
14	2	3.3	3.4	1	5.9	5.9
15	11	18.0	18.6	2	11.8	11.8
16	1	1.6	1.7	0	0.0	0.0
20	4	6.6	6.8	1	5.9	5.9
25	1	1.6	1.7	0	0.0	0.0
Don't know	2	3.3	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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
1	41	52.6	71.9	13	44.8	59.1
2	7	9.0	12.3	4	13.8	18.2
3	4	5.1	7.0	1	3.4	4.5
4	4	5.1	7.0	1	3.4	4.5
7	0	0.0	0.0	2	6.9	9.1
10	0	0.0	0.0	1	3.4	4.5
30	1	1.3	1.8	0	0.0	0.0
Don't know	13	16.7	0.0	6	20.7	0.0
Refused	8	10.3	0.0	1	3.4	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	55	70.5	71.4	18	62.1	62.1
No	22	28.2	28.6	11	37.9	37.9
Don't know	1	1.3	0.0	0	0.0	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	54	69.2	71.1	19	65.5	73.1
No	22	28.2	28.9	7	24.1	26.9
Don't know	2	2.6	0.0	3	10.3	0.0

Q27c. They seem cheaper than cigarettes.

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	54	69.2	69.2	19	65.5	65.5
No	24	30.8	30.8	10	34.5	34.5

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	53	67.9	68.8	16	55.2	55.2
No	24	30.8	31.2	13	44.8	44.8
Don't know	1	1.3	0.0	0	0.0	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	61	78.2	81.3	20	69.0	71.4
No	14	17.9	18.7	8	27.6	28.6
Don't know	3	3.8	0.0	1	3.4	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	26	33.3	33.3	11	37.9	37.9
No	52	66.7	66.7	18	62.1	62.1

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	58	66.7	66.7	19	54.3	55.9
No	29	33.3	33.3	15	42.9	44.1
Don't know	0	0.0	0.0	1	2.9	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
5 minutes or less	223	35.5	36.0	95	39.4	40.1
Between 6 minutes and 30 minutes	194	30.9	31.3	69	28.6	29.1
Between 31 minutes and 60 minutes	74	11.8	12.0	36	14.9	15.2
More than 60 minutes	128	20.4	20.7	37	15.4	15.6
Don't know	7	1.1	0.0	3	1.2	0.0
Refused	2	0.3	0.0	1	0.4	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
5 minutes or less	19	12.1	14.4	7	10.8	12.3
Between 6 minutes and 30 minutes	23	14.6	17.4	10	15.4	17.5
Between 31 minutes and 60 minutes	21	13.4	15.9	11	16.9	19.3
More than 60 minutes	69	43.9	52.3	29	44.6	50.9
Don't know	18	11.5	0.0	4	6.2	0.0
Refused	7	4.5	0.0	4	6.2	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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	508	53.5	53.5	207	55.6	55.6
Selected	441	46.5	46.5	165	44.4	44.4

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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	810	85.4	85.4	302	81.2	81.2
Selected	139	14.6	14.6	70	18.8	18.8

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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	843	88.8	88.8	318	85.5	85.5
Selected	106	11.2	11.2	54	14.5	14.5

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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	943	99.4	99.4	368	98.9	98.9
Selected	6	0.6	0.6	4	1.1	1.1

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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	938	98.8	98.8	367	98.7	98.7
Selected	11	1.2	1.2	5	1.3	1.3

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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	845	89.0	89.0	327	87.9	87.9
Selected	104	11.0	11.0	45	12.1	12.1

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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	681	71.8	71.8	252	67.7	67.7
Selected	268	28.2	28.2	120	32.3	32.3

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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	927	97.7	97.7	367	98.7	98.7
Selected	22	2.3	2.3	5	1.3	1.3

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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	756	79.7	79.7	297	79.8	79.8
Selected	193	20.3	20.3	75	20.2	20.2

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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	948	99.9	99.9	372	100.0	100.0
Selected	1	0.1	0.1	0	0.0	0.0

Q36a. Quitline Iowa?

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	422	55.9	57.7	167	56.2	58.4
No	309	40.9	42.3	119	40.1	41.6
Don't know	24	3.2	0.0	11	3.7	0.0

Q36b. A pharmacy: with a prescription?

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	465	61.6	62.2	188	63.3	64.4
No	283	37.5	37.8	104	35.0	35.6
Don't know	6	0.8	0.0	5	1.7	0.0
Refused	1	0.1	0.0	0	0.0	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	200	26.5	26.7	85	28.6	28.8
No	548	72.6	73.3	210	70.7	71.2
Don't know	7	0.9	0.0	2	0.7	0.0

Q36d. Somewhere else? [SPECIFY]

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	30	4.0	4.0	17	5.7	5.8
No	723	95.8	96.0	278	93.6	94.2
Don't know	2	0.3	0.0	2	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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	772	81.3	81.3	285	76.6	76.6
Selected	177	18.7	18.7	87	23.4	23.4

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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	942	99.3	99.3	370	99.5	99.5
Selected	7	0.7	0.7	2	0.5	0.5

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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	939	98.9	98.9	366	98.4	98.4
Selected	10	1.1	1.1	6	1.6	1.6

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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	930	98.0	98.0	361	97.0	97.0
Selected	19	2.0	2.0	11	3.0	3.0

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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	931	98.1	98.1	369	99.2	99.2
Selected	18	1.9	1.9	3	0.8	0.8

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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	874	92.1	92.1	326	87.6	87.6
Selected	75	7.9	7.9	46	12.4	12.4

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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	940	99.1	99.1	370	99.5	99.5
Selected	9	0.9	0.9	2	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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not selected	282	29.7	29.7	144	38.7	38.7
Selected	667	70.3	70.3	228	61.3	61.3

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Strongly disagree	35	3.7	3.7	17	4.6	4.6
Disagree	59	6.2	6.3	20	5.4	5.4
Agree	398	41.9	42.6	163	43.8	44.2
Strongly agree	443	46.7	47.4	169	45.4	45.8
Don't know/Not sure	11	1.2	0.0	3	0.8	0.0
Refused	3	0.3	0.0	0	0.0	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Strongly disagree	41	4.3	4.4	19	5.1	5.1
Disagree	98	10.3	10.6	35	9.4	9.5
Agree	396	41.7	42.9	145	39.0	39.3
Strongly agree	389	41.0	42.1	170	45.7	46.1
Don't know/Not sure	20	2.1	0.0	3	0.8	0.0
Refused	5	0.5	0.0	0	0.0	0.0

Q38c. Using Quitline was inconvenient for me.

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Strongly disagree	233	24.6	25.2	105	28.2	28.8
Disagree	427	45.0	46.2	147	39.5	40.4
Agree	193	20.3	20.9	88	23.7	24.2
Strongly agree	72	7.6	7.8	24	6.5	6.6
Don't know/Not sure	15	1.6	0.0	7	1.9	0.0
Refused	9	0.9	0.0	1	0.3	0.0

Q38d. The people at Quitline were helpful.

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Strongly disagree	41	4.3	4.4	13	3.5	3.5
Disagree	86	9.1	9.1	42	11.3	11.4
Agree	414	43.6	44.0	146	39.2	39.6
Strongly agree	399	42.0	42.4	168	45.2	45.5
Don't know/Not sure	5	0.5	0.0	2	0.5	0.0
Refused	4	0.4	0.0	1	0.3	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Strongly disagree	56	8.0	8.1	19	6.8	6.9
Disagree	136	19.4	19.7	40	14.4	14.5
Agree	270	38.5	39.1	132	47.5	48.0
Strongly agree	228	32.5	33.0	84	30.2	30.5
Don't know/Not sure	8	1.1	0.0	1	0.4	0.0
Refused	3	0.4	0.0	2	0.7	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Strongly disagree	151	21.5	22.1	48	17.3	17.5
Disagree	236	33.7	34.5	120	43.2	43.8
Agree	221	31.5	32.3	74	26.6	27.0
Strongly agree	76	10.8	11.1	32	11.5	11.7
Don't know/Not sure	12	1.7	0.0	3	1.1	0.0
Refused	5	0.7	0.0	1	0.4	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Strongly disagree	77	11.0	11.4	28	10.1	10.3
Disagree	152	21.7	22.5	52	18.7	19.1
Agree	288	41.1	42.5	132	47.5	48.5
Strongly agree	160	22.8	23.6	60	21.6	22.1
Don't know/Not sure	18	2.6	0.0	5	1.8	0.0
Refused	6	0.9	0.0	1	0.4	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Strongly disagree	59	8.4	8.6	31	11.2	11.4
Disagree	190	27.1	27.8	70	25.2	25.8
Agree	286	40.8	41.9	100	36.0	36.9
Strongly agree	148	21.1	21.7	70	25.2	25.8
Don't know/Not sure	14	2.0	0.0	7	2.5	0.0
Refused	4	0.6	0.0	0	0.0	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Strongly disagree	10	1.4	1.5	7	2.5	2.6
Disagree	33	4.7	4.8	12	4.3	4.4
Agree	314	44.8	45.6	111	39.9	40.7
Strongly agree	332	47.4	48.2	143	51.4	52.4
Don't know/Not sure	10	1.4	0.0	3	1.1	0.0
Refused	2	0.3	0.0	2	0.7	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Strongly disagree	8	1.1	1.3	5	1.8	2.0
Disagree	47	6.7	7.5	22	7.9	8.6
Agree	310	44.2	49.5	136	48.9	53.3
Strongly agree	261	37.2	41.7	92	33.1	36.1
Don't know/Not sure	70	10.0	0.0	22	7.9	0.0
Refused	5	0.7	0.0	1	0.4	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	189	19.9	20.2	91	24.5	24.7
No	746	78.6	79.8	277	74.5	75.3
Don't know	13	1.4	0.0	4	1.1	0.0
Refused	1	0.1	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 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
1	8	4.2	4.4	10	11.0	11.1
2	12	6.3	6.6	8	8.8	8.9
3	46	24.3	25.1	23	25.3	25.6
4	43	22.8	23.5	23	25.3	25.6
5	74	39.2	40.4	26	28.6	28.9
Don't know	6	3.2	0.0	1	1.1	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Less than high school graduate	97	10.2	10.3	37	9.9	10.0
Grade 12 or GED (high school graduate)	346	36.5	36.6	139	37.4	37.6
One or more years of college but no degree	220	23.2	23.3	81	21.8	21.9
Associate's or other 2-year degree	156	16.4	16.5	59	15.9	15.9
College graduate with a 4 year degree such as a BA or BS	93	9.8	9.8	36	9.7	9.7
Graduate degree completed (MA, MS, MFA, MBA, MD, PhD, EdD)	34	3.6	3.6	18	4.8	4.9
Refused	3	0.3	0.0	2	0.5	0.0

Q44. Marital Status: Are you

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Married	285	30.0	30.4	101	27.2	27.4
Divorced	300	31.6	31.9	111	29.8	30.1
Widowed	62	6.5	6.6	34	9.1	9.2
Separated	56	5.9	6.0	23	6.2	6.2
Never married	187	19.7	19.9	83	22.3	22.5
A member of an unmarried couple	49	5.2	5.2	17	4.6	4.6
Prefer Not To Answer	10	1.1	0.0	3	0.8	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	389	44.3	44.3	141	41.1	41.1
No	211	24.0	24.0	78	22.7	22.7
Don't know	278	31.6	31.7	124	36.2	36.2
Refused	1	0.1	0.0	0	0.0	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	420	44.3	44.3	173	46.5	46.6
No	499	52.6	52.6	186	50.0	50.1
Don't know	29	3.1	3.1	12	3.2	3.2
Refused	1	0.1	0.0	1	0.3	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Not at all satisfied	165	27.5	27.6	66	30.1	30.1
Somewhat satisfied	107	17.8	17.9	43	19.6	19.6
Mostly satisfied	100	16.7	16.7	36	16.4	16.4
Very satisfied	183	30.5	30.6	61	27.9	27.9
Don't know	43	7.2	7.2	13	5.9	5.9
Refused	2	0.3	0.0	0	0.0	0.0

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

	7 months cohort			13 months cohort		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Yes	811	85.5	85.5	0	0.0	0.0
No	138	14.5	14.5	0	0.0	0.0