

BPA Focus Groups Screener (Young Adults)

FACILITY TO DO THE SCREENING.

Hello, my name is ____ I'm with____, a local opinion research company. We are working with RTI International, a nonprofit research organization, on a project sponsored by a federal health agency. The research is on new types of tobacco products. I want to assure you that we are not working for or with a tobacco company and we are not promoting these products. And we are not from a company that sells anything, including quit-smoking aids. We are conducting focus groups to learn what people know about these products and how they view them.

We will be holding focus groups with young adults around your age. The discussion will be held at [INSERT DATE] and last about 90 minutes (1 1/2 hours). As a thank you for being interviewed, you will be given \$50 for your time, effort, and travel expenses. Would you mind if I ask you a few questions now in order to see if you are eligible to participate? I will need you to answer all of these questions to see if you are able to attend.

[YES] – Continue

[NO] – Thank and end call.

1. Before I start, are you at least 18 years old?

[YES] – Continue

If yes: How old are you? _____ **TERMINATE IF NOT 18-24 YEARS**

[NO]

If no: Can I speak with someone who is between 18 and 24 years old?

If no, when would be a good time to call back and speak with this person? SET UP CALL BACK TIME

Or, is there no one between ages 18-24 in the household? **TERMINATE IF NO ONE 18-24**

2. Are you currently employed as a market researcher or marketing/advertising professional?

[YES] – **TERMINATE**

[NO] – Continue

3. Are you currently employed by the tobacco industry?

[YES] – **TERMINATE**

[NO] – Continue

4. What types of tobacco products have you heard of? *[DO NOT READ LIST; Check all that are freely mentioned; see attached for descriptions of products]*

- Cigarettes
- Cigars
- Cigarillos
- Pipes
- Hookahs or water pipes
- Snus
- Chewing tobacco/dip/snuff
- Dissolvable tobacco products
- Electronic cigarettes or E-Cigarettes
- Other: _____

5. Do you currently smoke cigarettes or use smokeless tobacco products?

[YES]

If yes: How often—everyday or occasionally?

- Everyday
- Occasionally

If yes: Which tobacco products do you use? *[Check all that apply]*

- Cigarettes
- Cigars
- Cigarillos
- Pipes
- Hookahs or water pipes
- Snus
- Chewing tobacco/dip/snuff
- Dissolvable tobacco products
- Electronic cigarettes or E-Cigarettes
- Other: _____

[NO] **TERMINATE**

6. Have you ever heard of dissolvable tobacco products?

[YES]

If yes: What have you heard? *[see attached for description of acceptable responses]*

[NO] – Continue to Q6

7. Have you ever tried dissolvable tobacco products?

[YES] – Assign to “user” triad

[NO] – Assign to “non user” focus groups and ask 5a.

5a. If yes to Q4 & no to 5: What is the likelihood you would try a dissolvable tobacco product if offered one in the next year?

- [1] Not at all likely
- [2] Unlikely
- [3] Somewhat likely
- [4] Very likely

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

- Less than high school
- High school (including GED)
- Some college
- College
- Post graduate

[Attempt to mix education levels across groups]

9. Confirm respondent sex:

- Male
- Female

10. How would you describe your race?

[DO NOT READ OPTIONS. OK if person gives more than one response. If multiple responses include “White” or “Caucasian,” count as “Other.” If “multiple races are mentioned” record as other.]

(1) **Hispanic**

Non-Hispanic

- (2) White
- (3) Black or African American
- (4) American Indian or Alaska Native
- (5) Asian
- (6) Native Hawaiian or Other Pacific Islander
- (7) Multiple races mentioned
- (8) Other: _____

11. On a scale of 1-5, how comfortable are you understanding and speaking English? 1 is very uncomfortable, 3 is somewhat comfortable, and 5 is very comfortable. _____

[TERMINATE if 3 or lower]

12. On a scale of 1-5, how comfortable are you participating in a group discussion about tobacco use with several other adult tobacco users? 1 is very uncomfortable, 3 is somewhat comfortable, and 5 is very comfortable. _____

[TERMINATE if 3 or lower]

13. Have you attended a focus group discussion or interview about smoking or other tobacco products in the past 3 months? By focus group, we mean an informal, roundtable discussion, conducted by a facilitator, in which you were asked your opinions about something related to smoking?

[YES] – **TERMINATE** [For non-user groups]

HOLD [For user groups]

[NO] – Continue

Thank you. That is all of the questions that I have for you.

IF INELIGIBLE: I'm sorry, but we have enough people that fit into your category.

IF ELIGIBLE:

From what you told me it looks like you are eligible to participate in the study. Therefore we invite you to meet with a group to discuss issues related to tobacco products with several other people who use tobacco products. The discussion will last no more than 90 minutes (1 ½ hours), and will be video-taped, and observed by the focus group staff. Your participation and everything you say during the discussion will remain private. No personally identifiable information will be released. You will receive \$50 for participating. Additionally, we will serve you snacks and beverages before the group discussion starts. Are you interested in participating in this focus group?

[YES] – Continue

[NO] – **TERMINATE**

I'm glad that you will be able to join us! The focus group will take place on **[Day], [Date], at [6:00 or 8:00 p.m.]** at **[site location]**. If you normally wear corrective lenses, contacts, or glasses to read please remember to have them with you during the focus group.

Will you be available to participate at this time?

[YES] – Continue

[NO] – **TERMINATE**

I would like to send you a confirmation letter and directions to the facility. In order to do so, could you please tell me your mailing address (or fax number, e-mail address) and a phone number where you can be reached. We will destroy all contact information when the groups are completed:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____
Phone: _____
Alternative Phone: _____
Email: _____
Date of focus group: _____ Time: _____

We are only inviting a few people, so it is very important that you notify us as soon as possible if for some reason you are unable to attend. Please call **[recruiter]** at **[telephone number]** if this should happen. We look forward to seeing you on **[date]** at **[time]**.

Interview Screener: Additional Information

This information is provided to help screen for Questions 3-4, as respondents may describe products and/or brands when answering these questions.

3. What types of tobacco products have you heard of? **[DO NOT READ LIST; Check all that are freely mentioned; see attached for descriptions of products]**

- Cigarettes
 - o Common Brands: Camel, Marlboro, Newport, Kool, Salem, Virginia Slims, Winston, Parliament, Pall Mall
- Cigars
- Cigarillos
 - o Description: Also called 'puritos' or 'chicos', these are small, thin cigars that are wrapped in tobacco leaf rather than paper, and are made by machine or handrolled.
 - o Common Brands: Black and Mild's, Swisher Sweets Cigarillos, and Phillies Blunts
- Pipes
- Hookahs or water pipes
 - o Description: Flavored tobacco that is smoked from a water pipe; can be smoked alone or in groups (e.g. hookah bars)
- Snus
 - o Description: Snus is a moist, smokeless tobacco, usually sold in individual or pre-packaged small pouches that are placed under the lip against the gum. This smokeless product doesn't require spitting.
 - o Common Brands: Marlboro, Camel
- Chewing tobacco/dip/snuff
 - o Definition: finely ground, moistened smokeless tobacco that is placed between the gum and lip. This smokeless product requires spitting.
 - o Common Brands: Skoal, Copenhagen, Grizzly, Husky, Kodiak, Longhorn, Red Man
- Electronic cigarettes (e-cigarettes)
 - o Definition: plastic, electronic device that uses heat to produce vapor and simulate smoking; device contains nicotine.
 - o Common Brands: Blu, NJoy, Green Smoke
- Dissolvable tobacco products
 - o Definition: tobacco product that is placed in the mouth and dissolves. The product comes in different shapes and sizes, including orbs, strips, sticks, and lozenges.
 - o Common Brands: Camel, Marlboro, Ariva, Stonewall, Skoal

Other: _____

4. Have you ever heard of dissolvable tobacco products? If yes, what have you heard?

Acceptable responses include:

- Products that dissolve in your mouth
- Saw them in convenience store or being sold behind counter with cigarettes and other tobacco products
- Description of packs: orange, brown, green, plastic
- Camel Orbs
- Camel Strips
- Camel Sticks
- Marlboro Sticks
- Skoal Sticks
- Ariva
- Stonewall
- Lozenges