

OMB No.: 0925-0945  
Expiration Date: 12/31/2014

Collection of this information is authorized by The Public Health Service Act, Section 411 (42 USC 285a). Rights of study participants are protected by The Privacy Act of 1974. Participation is voluntary, and there are no penalties for not participating or withdrawing from the study at any time. Refusal to participate will not affect your benefits in any way. The information collected in this study will be kept private under the Privacy Act. Names and other identifiers will not appear in any report of the study. Information provided will be combined for all study participants and reported as summaries. You are being asked to complete this survey so that we can gather information about the study participants and their opinions about Snus.

Public reporting burden for this collection of information is estimated to range from 15 to 50 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. **An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.** Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden

*[The lengthier response is for participants in the focus group who will be individually viewing the advertisements and completing the eye tracking survey while others wait.]*

22. Name of first advertisement shown \_\_\_\_\_

23. What is the main message you got from this advertisement?

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24. Was there anything else about this advertisement you want to mention?

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25. Do you believe that the Snus product in THIS advertisement is less or more harmful to one's health than ordinary cigarettes? Would you say the Snus product in this advertisement is...

1. much less harmful
2. less harmful
3. about the same
4. more harmful
5. much more harmful

Comments:

26. Do you believe that the Snus product in THIS advertisement is less or more addictive than ordinary cigarettes? Would you say the Snus product in this advertisement is...

1. much less addictive
2. less addictive
3. about the same
4. more addictive
5. much more addictive

Comments:

27. Name of second advertisement shown \_\_\_\_\_

28. What is the main message you got from this advertisement?

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29. Was there anything else about this advertisement you want to mention?

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30. Do you believe that the Snus product in THIS advertisement is less or more harmful to one's health than ordinary cigarettes? Would you say the Snus product in this advertisement is...

1. much less harmful
2. less harmful
3. about the same
4. more harmful
5. much more harmful

31. Do you believe that the Snus product in THIS advertisement is less or more addictive than ordinary cigarettes? Would you say the Snus product in this advertisement is...

1. much less addictive
2. less addictive
3. about the same
4. more addictive
5. much more addictive

32. Name of third advertisement shown \_\_\_\_\_

33. What is the main message you got from this advertisement?

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34. Was there anything else about this advertisement you want to mention?

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35. Do you believe that the Snus product in THIS advertisement is less or more harmful to one's health than ordinary cigarettes? Would you say the Snus product in this advertisement is...

1. much less harmful
2. less harmful
3. about the same
4. more harmful
5. much more harmful

36. Do you believe that the Snus product in THIS advertisement is less or more addictive than ordinary cigarettes? Would you say the Snus product in this advertisement is...

1. much less addictive
2. less addictive
3. about the same
4. more addictive
5. much more addictive

37. Name of fourth advertisement shown \_\_\_\_\_

38. What is the main message you got from this advertisement?

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39. Was there anything else about this advertisement you want to mention?

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40. Do you believe that the Snus product in THIS advertisement is less or more harmful to one's health than ordinary cigarettes? Would you say the Snus product in this advertisement is...

1. much less harmful
2. less harmful
3. about the same
4. more harmful
5. much more harmful

41. Do you believe that the Snus product in THIS advertisement is less or more addictive than ordinary cigarettes? Would you say the Snus product in this advertisement is...

1. much less addictive
2. less addictive
3. about the same
4. more addictive
5. much more addictive

42. Name of fifth advertisement shown \_\_\_\_\_

43. What is the main message you got from this advertisement?

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44. Was there anything else about this advertisement you want to mention?

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45. Do you believe that the Snus product in THIS advertisement is less or more harmful to one's health than ordinary cigarettes? Would you say the Snus product in this advertisement is...

1. much less harmful
2. less harmful
3. about the same
4. more harmful
5. much more harmful

46. Do you believe that the Snus product in THIS advertisement is less or more addictive than ordinary cigarettes? Would you say the Snus product in this advertisement is...

1. much less addictive
2. less addictive
3. about the same
4. more addictive
5. much more addictive

(If the participant has not mentioned a warning on this advertisement previously):

47. Did you notice a warning on this advertisement?

- Yes  
 No

48. Did you notice a warning on any of the other advertisements?

- Yes  
 No

49. If you did notice a warning, do you recall what the warning said?

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