

ONLINE QUALITATIVE STUDY OF YOUTH REACTIONS TO STRATEGIC CONCEPTS DESIGNED TO PREVENT YOUTH TOBACCO USE

SCREENER

NOTE TO RECRUITER: Firstly, thanks so much for helping us find great people for this study. We not only want them to be on spec but also chatty, eloquent and happy to share their opinions with others. Your role in getting us the right people is really important and we appreciate your efforts.

SEGMENT	MARKET	OBB RECRUITS
NON-TRIERS, BUT OPEN (AGED 12-14)	Pacific/Mountain	3x
	West North Central/West South Central	3x
	East North Central	3x
	East South Central/South Atlantic	3x
	Middle Atlantic/New England	3x
NON-TRIERS, BUT NOT OPEN (AGED 12-14)	Pacific/Mountain	3x
	West North Central/West South Central	3x
	East North Central	3x
	East South Central/South Atlantic	3x
	Middle Atlantic/New England	3x
NON-TRIERS, BUT OPEN (AGED 15-17)	Pacific/Mountain	3x
	West North Central/West South Central	3x
	East North Central	3x
	East South Central/South Atlantic	3x
	Middle Atlantic/New England	3x
NON-TRIERS, BUT NOT OPEN (AGED 15-17)	Pacific/Mountain	3x
	West North Central/West South Central	3x
	East North Central	3x
	East South Central/South Atlantic	3x
	Middle Atlantic/New England	3x
RECRUIT AN ADDITIONAL 12 RESPONDENTS – SPREAD ACROSS THE 5 LOCATIONS		

INTRODUCTION:

Hello, my name is _____ and I am calling on behalf of The Sound Research, a professional marketing research company. We are currently inviting people to participate in an online discussion in order to understand what youth think about different kinds of messages and ideas designed to prevent youth from using tobacco. Please be assured that this research does not involve sales of any kind, we are just interested in your opinions. The **online discussion** will be held over three days starting on [DATE OF STUDY START] and would take a max of 40

minutes each day. The nice part about an online discussion is that participants can log on wherever they have an internet connection. Those who participate in the online discussion will receive \$20 per day as a thank you for taking part. May I please speak with a parent or guardian in the household to see if someone in your household qualifies to participate in the study?

(CONFIRM THAT YOU ARE NOW SPEAKING WITH PARENT/GUARDIAN AND REPEAT INTRO)

SECTION 1:

(READ TO PARENT)

- A. Do you have any children currently living in the household?
1. Yes
 2. No **TERMINATE**
- B. Please tell me the gender, age and grade level of your children living in the home.
- Child 1: (Gender) _____ (Age)_____
- Child 2: (Gender) _____ (Age)_____
- Child 3: (Gender) _____ (Age)_____
- Child 4: (Gender) _____ (Age)_____

RESPONDENTS MUST BE AGED 12-17

READ TO PARENT: I understand you have a child within the ages of 12-17 living in the home. For this study, we would like to invite your son/daughter to an online discussion. We are looking to recruit a diverse group of participants. May I ask you some questions to assess you're his/her eligibility to participate in the study?

READ TO PARENT: THERE WILL BE NO ATTEMPT TO SELL YOU OR YOUR CHILD ANYTHING AND ANY PERSONAL INFORMATION GATHERED ONLINE WILL BE USED FOR RESEARCH PURPOSES ONLY AND KEPT PRIVATE TO THE EXTENT ALLOWABLE BY LAW. ALL PERSONAL INFORMATION, INCLUDING INFORMATION COLLECTED DURING SCREENING WILL BE KEPT FOR A MINIMUM OF THREE YEARS AND STORED ON A PASSWORD-PROTECTED COMPUTER OR A LOCKED CABINET, WHICH ARE ACCESSED ONLY BY LIMITED STUDY PERSONNEL. UPON COMPLETION OF THE STUDY, ALL PERSONAL INFORMATION WILL BE DESTROYED EITHER BY THE SECURE SHREDDING OF DOCUMENTS OR THE PERMANENT DELETION OF ELECTRONIC INFORMATION.

SECTION 2A:

(READ TO PARENT AND ASK THEM TO ANSWER THE FOLLOWING QUESTIONS ON BEHALF OF THEIR CHILD)

- 1a. Have you, or has any member of your immediate family, or a close friend, now or in the past five years, worked for any of the following types of businesses? *(READ LIST SLOWLY AND RECORD RESPONSE BELOW)*

- ... an advertising or public relations firm?
- ... a marketing or market research firm or department?
- ... a marketing or market research consultant?
- ... any kind of media company—like a TV or radio station or newspaper?
- ... the government or a federal government agency?
- ... a manufacturer or representative of tobacco?

IF YES TO ANY OF THE ABOVE – THANK AND TERMINATE

- 1b. Has your child ever participated in a market research discussion group or individual interview?
Yes
No **SKIP TO Q2**
- 1c. How long ago did your child participate in a market research discussion group or individual interview?
0 – 6 months **TERMINATE**
6 – 12 months
12 months or more
- 1d. What were the topics of all of the market research discussion groups or individual interviews your child took part in?
(*RECORD TOPICS* _____)

IF TOPIC(S) RELATED TO TOBACCO, THANK AND TERMINATE

- 1e. Approximately, how many times has your child participated in an interview or group discussion for the purpose of market research in the past three years?
(*RECORD NUMBER OF TIMES* _____)

IF RESPONDENT INDICATES FOUR (4) OR MORE TIMES – TERMINATE

2. Which of the following best describes your child’s racial or ethnic background?
(*READ AND RECORD*)
- | | |
|----------------------------|--------------------------|
| Caucasian | <input type="checkbox"/> |
| African American | <input type="checkbox"/> |
| Asian / pacific islander | <input type="checkbox"/> |
| Hispanic / Latino | <input type="checkbox"/> |
| South Asian/middle eastern | <input type="checkbox"/> |
| Other: (specify: _____) | <input type="checkbox"/> |
| Prefer not to answer | <input type="checkbox"/> |

3. What grade is your child in?
(*READ LIST AND RECORD ONE ANSWER.*)
6th

- 7th
- 8th
- 9th
- 10th
- 11th
- 12th

IF RESPONDENT INDICATES THAT CHILD IS ALREADY IN COLLEGE OR HAS A GED - TERMINATE

4. We are hoping to speak to people from households who represent various income levels. Which best describes your total annual household income?
- Less than \$30,000
 - \$30,000 - \$54,999
 - \$55,000 - \$74,999
 - \$75,000 - \$99,999
 - \$100,000 or more
5. If your son/daughter qualifies to participate, do you consent for him/her to take part in the online discussion?
- 1. Yes
 - 2. No **TERMINATE**
6. If your child is interested and qualifies to participate in the study, we will ask you to complete an online consent form. Will you kindly do this no later than **[INSERT DAY BEFORE STUDY START]**.
- 1. Yes
 - 2. No **TERMINATE**
7. Great! If your child is interested and qualifies, we will send you a link to the consent form via email. May I please have your email address?
- _____

RECORD CAREFULLY AND REPEAT BACK TO RESPONDENT FOR VERIFICATION

SECTION 2B:

(READ TO THE PARENTS OF THE 12 – 17 YEAR OLD RESPONDENTS)

I would now like to speak with your son/daughter to assess his/her interest in participating and his/her opinions on smoking.

May I please speak with him/her now?

(IF NOT HOME, FIND OUT AND RECORD BELOW CHILD'S NAME, PHONE NUMBER, AND TIME TO CALL BACK.)

Child’s Name: _____

Phone Number: _____

Call Back On: _____

SECTION 3:

(ONCE RESPONDENT IS ON THE PHONE, RE-INTRODUCE THE STUDY AND READ)

Before we begin, I just spoke with your parent or guardian and they said it would be okay if I ask you a few questions to see if you are interested and qualify to take part in a 3-day online discussion. There are no right or wrong answers to the questions I’m going to ask you. You also don’t have to answer any questions you don’t want to. If an answer leads to ending the call, this doesn’t mean that there is anything wrong with the answer you provided. Now, may I ask you a few questions to see if you can take part in the focus group?

5. Which of the following statements best describes your feelings toward advertising? By advertising, we mean in any form (billboards, TV commercials, ads in bus shelters, pop-up ads, etc.)
- 1. I dislike advertising. **TERMINATE**
 - 2. I don’t mind advertising.
 - 3. I like advertising.
 - 4. I quite enjoy advertising.

Switching gears now, I’d like to ask you a few questions about smoking.

6. Have you **ever tried** a cigarette?
- Yes **TERMINATE**
- No

7. I’m now going to read you a list of statements. For each of them, please indicate how much you agree with them on a scale of 1-5 — with 5 being “I strongly agree with the statement” and 1 being “I strongly disagree with the statement.”

STATEMENT	STRONGLY DISAGREE	SOMEWHAT DISAGREE	NEITHER AGREE OR DISAGREE	SOMEWHAT AGREE	STRONGLY AGREE
a) I think I might try a cigarette soon.	1	2	3	4	5
b) My circle of friends shares many of the same interests.	1	2	3	4	5
c) I might try a cigarette in the next year.	1	2	3	4	5
d) If one of my friends offered me a cigarette, I would smoke it.	1	2	3	4	5
e) My friends and I tend to do a	1	2	3	4	5

lot of the same things.					
f) I often turn to my friends for advice and guidance.	1	2	3	4	5

NON-TRIERS, BUT OPEN: MUST ANSWER IN THE SHADED BOXES FOR TWO STATEMENTS OUT OF A, C OR D

NON-TRIERS, BUT NOT OPEN: MUST ANSWER IN THE NON-SHADED BOXES FOR STATEMENTS A, C & D

8. Which of the following statements best describes you? *(READ LIST & CHECK BELOW)*
- I am considered pretty outspoken and love to voice my opinions.
 - I join in conversations but tend to let others speak first.
 - I am a bit shy and feel awkward saying stuff . **TERMINATE**
9. How comfortable are you communicating online? *(READ LIST & CHECK BELOW)*
- 1. Not comfortable at all **TERMINATE**
 - 2. Sort of comfortable **TERMINATE**
 - 3. Comfortable **TERMINATE**
 - 4. Very comfortable
 - 5. Extremely comfortable
10. My next question is somewhat different. Please just say what comes to mind. If you had your own reality TV show, what would be the name of the show and what would it be about?
- _____
- _____
- _____

RECORD RESPONDENTS' ANSWERS.

INVITATION:

READ TO CHILD: Thank you for your responses. We would like to invite you to participate in this study.

First, we would like to take a moment to explain this study to you.

ONLINE FORUM:

READ TO CHILD: This study is a three-day online discussion that will happen on **[INSERT STUDY DATES]**. You will be a part of what we call an online forum, which is a where you can post your comments and read others' comments. You will be joined by a small group of people in your age group. The topic of the discussion will be what life is like for you at the moment. We are sure you will find the discussion very interesting.

A moderator will be leading the discussion and posting questions which you will need to respond to throughout the day. You will be required to log into your online discussion at least four times over the course of the day for no less than 10 minutes each time. Furthermore, you will be asked to read and respond to other participants' postings. Your full participation gives you the best experience and gives us the most helpful information.

We will be sending you an email before your discussion begins, which will contain your login information. You will receive \$20 per day for participating in the online discussion. The maximum amount you can earn for participating in the study is \$60. The incentive will be paid directly to you through an eGift card sent to your email address. The eGift card can be used online at any merchants that accept Visa or MasterCard.

PROFILE PAGE:

READ TO CHILD: As a part of your online participation, you will be asked to complete a profile page, which should take only a few minutes. Although this is not required, on the profile page you can share information about yourself with the other respondents and the moderator -- such as your extracurricular activities, your interests, and your favorite music groups -- and you can upload pictures and videos. This way other respondents can visit your profile page (and you can visit theirs) to get to know each other a bit better. **Please be assured that your profile page is secure and can be viewed only by the other 14 participants in the study and study personnel including the online moderator. All information you post will be kept private to the extent allowable by law. Only other respondents and the moderator will be able to view your profile.**

A. Do you consent to take part in the online discussion?

1. Yes
2. No **TERMINATE**

B. Do you agree to fully participate on all three days of the online discussion?

1. Yes
2. No **TERMINATE**

C. Do you agree to fully complete your profile page?

1. Yes
2. No **TERMINATE**

D. Prior to the start of this project, we will ask both you and your parent to complete an online consent form. Will you kindly do this no later than **[INSERT DAY BEFORE STUDY START]**.

3. Yes
4. No **TERMINATE**

E. Great! We will send you a link to the consent form via email. May I please have your email address?

RECORD CAREFULLY AND REPEAT BACK TO RESPONDENT FOR VERIFICATION

Thank you very much. Your participation is much appreciated.

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