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

**QUESTIONNAIRE**

**OMB No: 0910-0674 Expiration Date: 03/31/2016**

**Paperwork Reduction Act Statement:** The public reporting burden for this information collection has been estimated to average 10 minutes per response (the time estimated to answer the following questionnaire). Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to [PRAStaff@fda.hhs.gov](mailto:PRAStaff@fda.hhs.gov).

**Part I**

*(Questions to be provided after each rough-cut advertisement)*

AD VIEW PARTICIPANTS ONLY

Perceived Ad Effectiveness

1. What do you think [or would you say] is the main message of this advertisement?
2. What do you like about this advertisement? Please be as specific as possible.
3. What do you dislike about this advertisement? Please be as specific as possible.
4. People sometimes have different emotional reactions when they see or hear advertisements. On a scale from 1 to 5, where 1 means “not at all” and 5 means “very”, please indicate how much this ad made you feel:

Not at all Very

1 2 3 4 5

[RANDOMIZE ORDER]

1. Sad
2. Afraid
3. Irritated
4. Ashamed
5. Discouraged
6. Hopeful
7. Motivated
8. Understood
9. Angry
10. Amused
11. Worried
12. Disgusted or grossed out
13. Happy
14. Uneasy
15. Surprised
16. Please tell us if you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements:

[RANDOMIZE ORDER]

1. This ad is worth remembering
2. This ad grabbed my attention
3. This ad is powerful
4. This ad is informative
5. This ad is meaningful to me
6. This ad is convincing
7. This ad is terrible
8. This ad is silly
9. This ad is annoying
10. This ad was difficult to watch
11. I trust the information in this ad
12. This ad told me things I never knew before about tobacco
13. The person/people in this ad are like me
14. This ad gave me a reason not to use tobacco
15. I can identify with what the ad says
16. This ad is different from other anti-tobacco ads I’ve seen or heard
17. On a scale of 1 to 5, how would you rate the claims or arguments in this ad:

Not believable Believable

1 2 3 4 5

1. On a scale of 1 to 5, indicate whether the ad made smoking look like something you would or wouldn’t want to do.

Makes me want to smoke Makes me want to not smoke

1 2 3 4 5

1. Is there anything confusing, unclear, or hard to understand in this ad?
   1. Yes
   2. No

[If B8 = Yes, Ask B9. If B6 = No, Ask B10]

1. What is confusing about this ad?
2. If you saw this advertisement, on a scale from 1 to 5, where 1 is not at all likely and 5 is extremely likely, how likely would you be to do each of the following:

Not at all Very

1 2 3 4 5

A.      Tell a friend

B.       Look for more information online

C.       Visit [*insert* *campaign name] website or Facebook page*

D.       Share [*insert* *campaign name] YouTube channel* with a friend

E.       Mention it on social media

F. Do nothing

**Part II**

ALL PARTICIPANTS

Attitudes, Beliefs and Risk Perceptions

How much do you agree or disagree with following statements:

1. If I smoke I will…

C1\_1. Damage my body

* 1. Strongly Disagree
  2. Disagree
  3. Neither Agree or Disagree
  4. Agree
  5. Strongly Agree

C1\_2. Be controlled by smoking

1. Strongly Disagree
2. Disagree
3. Neither Agree or Disagree
4. Agree
5. Strongly Agree

C1\_3. Inhale poisons

1. Strongly Disagree
2. Disagree
3. Neither Agree or Disagree
4. Agree
5. Strongly Agree

C1\_4. Develop cancer

1. Strongly Disagree
2. Disagree
3. Neither Agree or Disagree
4. Agree
5. Strongly Agree

C1\_5. Be unable to stop when I want

1. Strongly Disagree
2. Disagree
3. Neither Agree or Disagree
4. Agree
5. Strongly Agree

How much do you agree or disagree with following statement:

1. Menthol cigarettes are safer than non-menthol cigarettes
   1. Strongly Disagree
   2. Disagree
   3. Neither Agree or Disagree
   4. Agree
   5. Strongly Agree
2. Smoking cigarettes is…
   1. Bad
   2. Good
3. Smoking cigarettes is…
   1. Not enjoyable
   2. Enjoyable

Additional Demographics

1. Does anyone who lives with you now…
   1. Smoke cigarettes?
   2. Smoke cigars, cigarillos, or little cigars?
   3. Use any other form of tobacco?
   4. No one who lives with me now uses any form of tobacco
2. Out of every 10 students in your grade at school, how many do you think smoke cigarettes?
3. 0
4. 1
5. 2
6. 3
7. 4
8. 5
9. 6
10. 7
11. 8
12. 9
13. 10
14. How many of your four closest friends…

C7\_1. Smoke cigarettes?

1. 0
2. 1
3. 2
4. 3
5. 4

C7\_2. Smoke menthol cigarettes?

1. 0
2. 1
3. 2
4. 3
5. 4
6. What grade are you in? --
7. 5th
8. 6th
9. 7th
10. 8th
11. 9th
12. 10th
13. 11th
14. 12th
15. Ungraded or other grade
16. Are you Hispanic or Latino?
17. Yes
18. No
19. What race or races do you consider yourself to be? (You can choose one answer or more than one answer)
20. American Indian or Alaska Native
21. Asian
22. Black or African American
23. Native Hawaiian or Other Pacific Islander
24. White
25. Other