

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

QUESTIONNAIRE

OMB No: 0910-0674

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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 PRASStaff@fda.hhs.gov.

Part I

(Questions to be provided after each rough-cut advertisement)
AD VIEW PARTICIPANTS ONLY

Perceived Ad Effectiveness

B1. What do you think [or would you say] is the main message of this advertisement?

B2. What do you like about this advertisement? Please be as specific as possible.

B3. What do you dislike about this advertisement? Please be as specific as possible.

B4. 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]

- A. Sad
- B. Afraid
- C. Irritated
- D. Ashamed

- E. Discouraged
- F. Hopeful
- G. Motivated
- H. Understood
- I. Angry
- J. Amused
- K. Worried
- L. Disgusted or grossed out
- M. Happy
- N. Uneasy
- O. Surprised

B5. Please tell us if you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements:

[RANDOMIZE ORDER]

- A. This ad is worth remembering
- B. This ad grabbed my attention
- C. This ad is powerful
- D. This ad is informative
- E. This ad is meaningful to me
- F. This ad is convincing
- G. This ad is terrible
- H. This ad is silly
- I. This ad is annoying
- J. This ad was difficult to watch
- K. I trust the information in this ad
- L. This ad told me things I never knew before about tobacco
- M. The person/people in this ad are like me
- N. This ad gave me a reason not to use tobacco
- O. I can identify with what the ad says
- P. This ad is different from other anti-tobacco ads I've seen or heard

B6. 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	

B7. On a scale of 1 to 5, indicate whether the ad made smoking look like something you would or wouldn't want to do.

Part II
ALL PARTICIPANTS

Attitudes, Beliefs and Risk Perceptions

How much do you agree or disagree with following statements:

C1.If I smoke I will...

- C1_1. Damage my body
 - A. Strongly Disagree
 - B. Disagree
 - C. Neither Agree or Disagree
 - D. Agree
 - E. Strongly Agree

- C1_2. Be controlled by smoking
 - A. Strongly Disagree
 - B. Disagree
 - C. Neither Agree or Disagree
 - D. Agree
 - E. Strongly Agree

- C1_3. Inhale poisons
 - A. Strongly Disagree
 - B. Disagree
 - C. Neither Agree or Disagree
 - D. Agree
 - E. Strongly Agree

- C1_4. Develop cancer
 - A. Strongly Disagree
 - B. Disagree
 - C. Neither Agree or Disagree
 - D. Agree
 - E. Strongly Agree

- C1_5. Be unable to stop when I want
 - A. Strongly Disagree
 - B. Disagree
 - C. Neither Agree or Disagree
 - D. Agree
 - E. Strongly Agree

How much do you agree or disagree with following statement:

C2.Menthol cigarettes are safer than non-menthol cigarettes

- A. Strongly Disagree
- B. Disagree
- C. Neither Agree or Disagree
- D. Agree
- E. Strongly Agree

C3. Smoking cigarettes is...

- A. Bad
- B. Good

C4. Smoking cigarettes is...

- A. Not enjoyable
- B. Enjoyable

Additional Demographics

C5. Does anyone who lives with you now...

- A. Smoke cigarettes?
- B. Smoke cigars, cigarillos, or little cigars?
- C. Use any other form of tobacco?
- D. No one who lives with me now uses any form of tobacco

C6. Out of every 10 students in your grade at school, how many do you think smoke cigarettes?

- A. 0
- B. 1
- C. 2
- D. 3
- E. 4
- F. 5
- G. 6
- H. 7
- I. 8
- J. 9
- K. 10

C7. How many of your four closest friends...

C7_1. Smoke cigarettes?

- A. 0
- B. 1
- C. 2
- D. 3
- E. 4

C7_2. Smoke menthol cigarettes?

- A. 0
- B. 1
- C. 2
- D. 3
- E. 4

C8. What grade are you in? --

- A. 5th
- B. 6th
- C. 7th
- D. 8th
- E. 9th
- F. 10th
- G. 11th
- H. 12th
- I. Ungraded or other grade

C9. Are you Hispanic or Latino?

- A. Yes
- B. No

C10. What race or races do you consider yourself to be? (You can choose one answer or more than one answer)

- A. American Indian or Alaska Native
- B. Asian
- C. Black or African American
- D. Native Hawaiian or Other Pacific Islander
- E. White
- F. Other