

**ONLINE QUALITATIVE STUDY OF YOUTH REACTIONS TO
ROUGH-CUT ADVERTISING DESIGNED TO PREVENT YOUTH
TOBACCO USE AMONG GENERAL MARKET YOUTH (WAVE 2)**

QUESTIONNAIRE

Part I

ALL PARTICIPANTS

(Questions to be presented prior to showing rough-cut advertisements)

(Part 1 questions are only asked once)

A1. 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

A2. How many of your four closest friends smoke cigarettes?

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

A3. During the past 30 days, have you smoked a cigarette?

- A. Yes
- B. No
- C. Don't know

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

Perceived Ad Effectiveness

We would now like to show you a television ad and then gather your reactions to that ad. Please make sure the volume on your computer is turned up, so that you can both see and hear the video. Please click the forward arrow to continue.

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.

| | | | | |
|------------------------|---|---|----------------------------|---|
| Makes me want to smoke | | | Makes me want to not smoke | |
| 1 | 2 | 3 | 4 | 5 |

B8. Is there anything confusing, unclear, or hard to understand in this ad?

- A. Yes
- B. No

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

B9. What is confusing about this ad?

B10. 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. Visit 'The Real Cost' website
- B. Look for more information online
- C. Tell a friend
- D. Mention it on social media
- E. Share the ad online
- F. Do nothing

For exposure groups show second ad when applicable, then re-ask Part II questions only

Part III
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 chemicals

- 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

C1_6. Shorten my life

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

C1_7. Damage my lungs

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

C2. Smoking cigarettes is...

- A. Very Bad
- B. Bad
- C. Neither Good or Bad
- D. Good
- E. Very Good

C3. Smoking cigarettes is...

- A. Very Unenjoyable
- B. Unenjoyable
- C. Neither enjoyable or unenjoyable
- D. Enjoyable
- E. Very Enjoyable

Additional Demographics

C4. What is your birthdate?

MM/DD/YYYY

C5. What is your zip code?

[_____]

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 5 minutes per response (the time to complete this questionnaire). You can send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to PRStaff@fda.hhs.gov.