

## **Information Collection #8:**

### **National Tobacco Prevention and Control Public Education Campaign:**

#### **Copy testing of television advertising**

#### **For current or former cigarette smokers who use or are open to using electronic cigarettes or e-cigarettes**

Submitted for approval under CDC generic approval #0920-0910  
*Message Testing for Tobacco Communication Activities*

Submission of this GenIC has been approved by  
HHS/Assistant Secretary for Planning and Evaluation (ASPE)

February 10, 2014

### **Supporting Statement: Part B**

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#### **Data Collection Instruments**

- Attachment 1a - Survey Screener - Copy testing of television advertising, screening for current or former cigarette smokers who use or are open to using e-cigarettes
- Attachment 1b - Survey Main Questionnaire - Copy testing of television advertising, or current or former cigarette smokers who use or are open to using e-cigarettes

#### **Other Attachments**

Attachment 2. Email to Potential Respondents (Initial Email Invitation) - English

Attachment 3. Toluna Panelist Privacy Policies

Attachment 4. Toluna Panelist Terms and Conditions

Attachment 5. Screenshots of online survey (screener and main)

#### **Notes on Excluded Attachments**

In this GenIC, CDC outlines a plan to test three creative ads with content that may be considered sensitive. The draft materials are not included in the attachments for this GenIC because:

Portions of the ads have not been approved for public distribution by HHS/Assistant Secretary for Public Affairs (ASPA). The untested ads could be perceived by the public as ineffective or offensive (testing is designed to identify potential problems). Release of the ads must be coordinated with the launch of a

comprehensive HHS/CDC campaign. Unauthorized release could jeopardize the evaluation strategy for the campaign.

To support adequate review of this GenIC by OMB, CDC requests permission to provide OMB with a secure link to the draft materials.

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## **B.1 Respondent Universe and Sampling Methods**

The target audience for this information collection is adults who are smokers or former smokers and also use or are open to using electronic cigarettes (also known as e-cigarettes). The age range of the audience is 18-54 years old. Eighteen years of age is the legal age to purchase tobacco cigarettes in most states, except for Alabama and Nebraska, where the legal age is 19. The data collection effort applies screening techniques to detect respondents who meet the legal age in Alabama and Nebraska. The maximum age, 54 years of age, was selected because previous research shows that those who are older than 54 years of age have a reduced chance of successful cessation.

CDC's data collection contractor, Toluna, will recruit respondents from the opt-in Toluna Panel, a multimillion-member panel of cooperative online respondents. It is one of the largest databases of individual opt-in respondents for market research in the world. Individuals in the Toluna Panel have agreed to periodically participate in online surveys. Toluna's panel is highly profiled with both behavioral and demographic characteristics. Panelists have joined the Toluna Panel through hundreds of different sources. Many diverse methods are leveraged to acquire panelists, including co-registration offers on partners' Websites, targeted emails sent by online partners to their audiences, graphical and text banner placement on partners' Websites, trade show presentations, targeted postal mail invitations, TV advertisements, member referrals, and telephone recruitment of targeted populations. Toluna has developed multiple proprietary panels across the globe. Since it is known that people who want to join an online panel are often similar to one another, Toluna improves the quality and representative nature of its online sample by incorporating participants from online communities, social networks, and Websites of all types. Participants are recruited to Toluna's sample via banners, invitations and messaging of all types, and then they go through rigorous quality controls before being included in any sample or on any panel.

In addition, Toluna can potentially access anyone online via a network of relationships with Websites, panels, communities and social media groups. Toluna's goal is to provide access to people to give their opinions wherever they are in the way that best suits the needs of the research project. For Terms of Use and Conditions for Toluna, please see **Attachment 4**.

The sample for respondents in this survey will be drawn from the Toluna panel based on the populations of interest – the proposed information collection will involve testing of three ads among smokers or former smokers who have used electronic cigarettes or are open to electronic cigarettes, about their opinions of the advertising messages emphasizing the negative health effects of cigarette smoking. Toluna's opt-in process for this survey is designed to screen out minors and anyone less than 18 of age, except in Alabama and Nebraska. As mentioned above, in Alabama and Nebraska, anyone aged less than 19 will not be able to participate. In all cases, the screeners will also screen out individuals older than 54. The sample plan is essentially a convenience sample but will be based on demographic variables to ensure a reasonable degree of diversity in key demographic characteristics, such as age, gender, and region of residence, race/ethnicity, and income. As this study is considered part of formative review for campaign development and planning, these methods are not intended to generate

nationally representative samples or precise estimates of population parameters. The sample drawn here is designed primarily to provide information on the perceived effectiveness of messages when those smokers or former smokers who have used electronic cigarettes or are open to electronic cigarettes have been exposed. The sample is limited to those smokers and former smokers who have used or are open to using e-cigarettes in the future. The rationale for this specific creative target is that during the last Terrie Hall ad test, over 60% of smokers reported smoking at least one e-cigarette, and over 82% of this target reports that they have been exposed to e-cigarette advertising. In comparison, 69% of these respondents report that they have been exposed to anti-tobacco ads. This ad test is to help determine psychographic drivers that lead or not lead smokers to use e-cigarettes.

We will test three television ads.

1. Ad named "Nathan's Tip"
2. Ad named "Terrie's Tip"
3. Ad named "Tiffany: Smoking and Family"

Each respondent will view only one of the three draft ads. The sample size recommendation is based on a calculation that determines number of respondents needed to assess differences between groups. We will need to screen approximately 3,900 individuals who are smokers, or former smokers, and have used or are open to using electronic cigarettes from the Toluna panel to obtain 3,000 complete responses. Each of the 3,000 respondents will view one ad, resulting an average of 1000 total views, that is, 3000 respondents will view one of three different ads. To adjust for order effects within each group, we will also balance the presentation order of the ads by randomization of the ads, thus possibly resulting in a small difference of base size per ad.

In addition, smoker behavior and attitudes towards messaging is oversampled to represent almost 60% of the total sample, that is, 1,740 respondents (870\*2).

		Nathan's Tip	Terrie's Tip	Tiffan y	
<b>Smokers</b>	<b>Uses E-Cigarettes</b>	290	290	290	870
<b>Former Smokers</b>	<b>Uses E-Cigarettes</b>	210	210	210	630
<b>Smokers</b>	<b>Open to E-Cigarettes</b>	290	290	290	870
<b>Former Smokers</b>	<b>Open to E-Cigarettes</b>	210	210	210	630
<b>subtotal:</b>		<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	

As this is an ad test we need a certain number of people to view each ad to compare receptivity across ads. In order for us to test differences between ads by different behavioral and demographic groups, it is important that the smallest cell size for a specific attribute (such as ages 18-24, for example) to be at minimum of 125 to 150. Given the number of response categories of some items range up to 10, having an average of 250 respondents view each ad will allow, for specific dependent variables, a minimum base size of 100-125, if those response categories are grouped and summarized, a level of aggregation acceptable for this specific copy test.

Only smokers or former smokers will be interviewed, and these smokers also have used an e-cigarette or are open to using e-cigarettes. Toluna has profiled its panel in terms of e-cigarette usage as well as smoking behavior and as such can target and identify respondents who are pre-identified with these screening criteria, of legal age, to the survey. It is anticipated that the likelihood of respondents who do not qualify will be in the 25-28% range. A small percentage (2%) is anticipated to decide to opt-out of the survey once started.

During the data collection period, we will review the distribution of the qualified respondents who have participated and select additional panel members, as needed, to receive targeted email invitations to ensure the appropriate balance of respondents.

## **B.2 Procedures for the Collection of Information**

The survey will be hosted on Toluna's server farm, managing Toluna's 4.7-million member panel. All interviews will be conducted using a self-administered, online questionnaire via proprietary, Web-assisted interviewing software. The screening questions are presented in **Attachment 1a** and the main questionnaire is included in **Attachment 1b**. The selected panelists will receive an initial invitation that indicates they have been invited to participate in a new survey (see **Attachment 2**). The email invitations will also state the length of the survey and incentive they receive if they qualify and complete the survey. The invitations that are currently utilized have been developed based on continual testing of the content, including but not limited to types of subject line, topic description, survey details, incentive description, format (html vs. text) that elicits the most favorable response rates.

Once the invitation is opened, respondents then will link to the survey URL, with an individual, unique and secure link, and complete the survey. The programmed survey is in the attached "Attachment 5" for review. Due to identity protection technology, it will not be possible for anyone to enter the survey without being recruited, or for a respondent to complete the survey more than once. In addition, the same-worded invitation will be sent at regular intervals after the original invitation is sent to those respondents who have not yet responded.

## **B.3 Methods to Maximize Response Rates and Deal with Nonresponse**

The project methodology attempts to maximize response rates with two different strategies during the data collection process. The first strategy is that the survey invitation is targeted at pre-identified individuals (identification collected during the Toluna panel registration and profile process) who share

the targeted screening characteristics. The second strategy is that the survey invitation itself is developed to elicit a broad response to maximize the number of respondents that “click” on the survey link. The survey will be available over mobile (smartphone and tablet) and desktop Internet devices. The respondent email invites will include information regarding the survey length, the incentive for participation and a secure and protected link to the survey.

Response rates are closely monitored during the field period and, if needed, multiple reminders and new replicates are also sent to potential survey respondents.

#### **B.4 Test of Procedures or Methods to be Undertaken**

None.

#### **B.5 Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data**

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