

CTP - Adult Smokers & Recently Quit Smoking Screener

Project Specs:

- A total of five, two hour focus groups - Recruiting 8 to seat 7-8; total of 40 recruits.

Respondent Specifications:

In all groups:

- Two groups each in Louisville, KY and Portland, OR, one group in New York, NY, specifics in the Table 1
- Mix of men & women ages 18-50;
- Range of ethnicities (50% Caucasian, 25% African American, 25% Other Ethnicities)
- Range of education levels
- Current or previous users of tobacco products (people who have used tobacco products several times per month)
- In Louisville, KY and Portland, OR – One group who has recently quit using tobacco within the past 6 months; one group currently using tobacco
- In New York, NY – One group currently using tobacco
- A mix of preferred tobacco brands

Table 1

	Louisville, KY	Portland, OR	New York, NY
Age	18–50 years old	18–50 years old	18–50 years old
Gender	Mix	Mix	Mix
Ethnicity	50% Caucasian, 25% African American, 25% other ethnicity	50% Caucasian, 25% African American, 25% other ethnicity	50% Caucasian, 25% African American, 25% other ethnicity
Education	Mix – from some high school and less to college degrees and above.	Mix – from some high school and less to college degrees and above.	Mix – from some high school and less to college degrees and above.

1. (Don't Ask: **Is respondent Male or female?**)

Male _____

Female _____

Please **recruit an even mix** of males and females.



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2. What is your age? Record. _____

- Under 18 **TERMINATE**.....[]
- 18-25.....[]
- 25-30.....[]
- 31-40.....[]
- 41-50.....[]
- Over 51 **TERMINATE**.....[]
- Refused **TERMINATE**.....[]

RECRUIT A MIX OF AGES

3. Do you or does anyone in your family work for any of the following?

	YES	NO
A manufacturer or distributor of toys..... and/or games	()	()
An advertising agency	()	()
A shoe manufacturer or retailer.....	()	()
A public relations firm	()	()
A government regulatory agency	()	()
A government health agency e.g. FDA, HHS, CDC, NIH	()	()
A marketing or market research firm	()	()
An airline.....	()	()
A manufacturer, retailer or distributor of tobacco products	()	()
A tobacco advocacy or control group	()	()

(THANK & END INTERVIEW IF CHECKED IN HIGHLIGHTED AREA)

4. Have you ever participated in a marketing research study before?

- Yes.....[] CONTINUE TO Q. 5
- No.....[] SKIP TO Q. 7



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5. When was the last group discussion or interview you participated in? **(DO NOT READ LIST.)**

Less than 6 months ago.....[] TERMINATE
6 months ago or longer.....[] CONTINUE

6. What was (were) the subject(s) of the group discussion(s) and interview(s) in which you have participated? **(RECORD RESPONSE(S) ON LINE PROVIDED. SEE NOTE.)**

NOTE: IF RESPONDENTS MENTION ANY TYPE OF MARKET RESEARCH INVOLVING THE TOPIC OF SMOKING/TOBACCO, TERMINATE AND TALLY.

7. Which of the following best describes your work situation? **(READ LIST AND SELECT ONE.)**

- Work full-time.....[] 1
 - Work part-time.....[] 2
 - Homemaker **Quota Max 3 per group**.....[] 3
 - Not Employed **Quota Max 3 per group**.....[] 4
 - Student **Quota Max 3 per group**.....[] 4
 - Retired/Disability **Max 3 per group**.....[] 5
 - Prefer not to answer **TERMINATE**.....[] 6
- RECRUIT A MIX**

8. What is your occupation/profession?

..... **(RECORD)**

RECRUIT A MIX

9. Do you currently use *any* tobacco products including cigarettes, **chewing tobacco, dip, snuff, and/or smokeless products?**

- Yes **[TOBACCO USER SKIP TO Q11]**.....[]
- No **[CONTINUE TO Q10]**.....[]
- Prefer not to answer **TERMINATE**.....[]



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10. Have you quit using any tobacco products including cigarettes, chewing tobacco, dip, snuff, and/or smokeless products within the past 6 months ?

Yes.....[] Qualify as Quitter

No[] TERMINATE

Prefer not to answer[] TERMINATE

11. How often do you currently/did you (within the past 6 months), use tobacco?

Daily.....[] 1

Several times a week.....[] 2

About once a week.....[] 3

Several times a month.....[] 4

About once a month TERMINATE.....[] 5

A few times a year TERMINATE.....[] 6

Once a year or less TERMINATE.....[] 7

Never TERMINATE.....[] 8

Refused TERMINATE.....[] 9

TERMINATE IF 5-9
GET A RANGE OF USAGE IN EACH GROUP

12.. How long have you been using tobacco products? [RECORD ANSWER]

_____ YRS

13. What type and brand of tobacco do you/did you prefer?

..... (RECORD)

RECRUIT A MIX

My next few questions are for classification purposes.

14. Are you of Hispanic/Latino Origin

a. Yes []

b. No []

15. Which of the following best describes your ethnic background? (Record)

- Caucasianq
- African Americanq
- Native Hawaiian/Pacific Islanderq
- American Indian/Alaskan Nativeq
- Asianq
- Other (record)

QUOTA: 50% CAUCASIAN, 25% AFRICAN AMERICAN, 25% OTHER ETHNICITY

16. WHICH OF THE FOLLOWING BEST DESCRIBES THE HIGHEST LEVEL OF EDUCATION YOU COMPLETED. **(READ LIST. SEE NOTE.)**

- Some High school or less...[] CONTINUE
- High school graduate or GED.....[] CONTINUE
- Some college.....[] CONTINUE
- 4 year college graduate.....[] CONTINUE
- Post graduate education.....[] CONTINUE

NOTE: RECRUIT A MIX

17. Which of the following includes your household income before taxes?
OPTIONAL (Record)

- Under \$30,000q
 - \$30,000 – 34,999q
 - \$35,000 – 54,999q
 - \$55,000 – 70,999q
 - \$70,000+100,000q
 - \$100,000 +q
- RECRUIT A MIX**

GET MIX OF INCOME FOR EACH GROUP

18. Now, use your imagination for a moment ... If you were going to give a speech to young teens just starting high school entitled “the most important advice I can give you for the future”, what would the topic be and why?
(PROBE FOR DETAILS. SEE NOTE BELOW.)

IT IS ESSENTIAL TO OUR PROJECT THAT WE SPEAK WITH ARTICULATE, COMMUNICATIVE INDIVIDUALS. PLEASE DO NOT INVITE ANY RESPONDENT WHO DOES NOT FIT THIS DESCRIPTION.



TERMINATE:

- o **Respondents who do not speak English clearly and fluently or appear to have difficulty understanding English**
- o **Respondents who appear to have difficulty with hearing**
- o **Respondents who seem forgetful or confused**

INVITATION

From what you told me it looks like you are eligible to participate in the study, therefore we invite you to meet with a group to discuss issues related to health, health products, tobacco, advertising and marketing with about 8 other people. The discussion will last no more than two hours, will be videotaped, and observed by the focus group staff. Your participation and everything you say during the discussion will remain confidential to the fullest extent allowed by law. You will receive \$TBD for participating. Additionally, we will serve you snacks and beverages before the group discussion starts. Are you interested in participating in this focus group?

[YES] Continue
[NO] TERMINATE

I'm glad that you will be able to join us! The focus group will take place on **[Day], [Date], at [6:00 or 8:00 p.m.] at [site location]**. If you normally wear corrective lenses, contacts, or glasses to read please remember to have them with you during the focus group.

Will you be available to participate at this time?

[YES] Continue
[NO] TERMINATE

I would like to send you a confirmation letter and directions to the facility. In order to do so, could you please tell me your mailing address (or fax number, e-mail address) and a phone number where you can be reached:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Date of focus group: _____ Time: _____

We are only inviting a few people, so it is very important that you notify us as soon as possible if for some reason you are unable to attend. Please call **[recruiter]** at **[telephone number]** if this should happen. We look forward to seeing you on **[date]** at **[time]**.