

WAVE 2 PHASE 1 QUALITATIVE RESEARCH: GENERAL MARKET AT-RISK YOUTH TOBACCO PREVENTION FOCUS GROUPS SCREENER

Respondent's name: _____	Email address: _____
Street address: _____ _____ _____	Mobile phone: _____ Home phone: _____
Recruited for session number: _____	Recruiter: _____

INTRODUCTION:

Hello, my name is _____ and I am calling on behalf of The Sound Research, a professional marketing research company. We are currently inviting people to participate in a focus group. We're hoping there may be someone in your household who may qualify. Please be assured that this research does not involve sales of any kind, we are just interested in your opinions. The focus group will be held on _____ and will last **90 minutes**. Participation in the study is completely voluntary. Those who participate in the study will receive \$50 as a token of our appreciation for their time. May I please ask you a few questions to see if someone in your household qualifies for this study? It should only take about 5 minutes.

SECTION 1: READ TO PARENT

1. Do you have any children currently living in the household?
Yes
No **TERMINATE**

2. Please tell me the gender, age and grade level of your children living in the home.

CHILD 1: (GENDER) _____ (AGE) _____ (GRADE) _____
CHILD 2: (GENDER) _____ (AGE) _____ (GRADE) _____
CHILD 3: (GENDER) _____ (AGE) _____ (GRADE) _____
CHILD 4: (GENDER) _____ (AGE) _____ (GRADE) _____

**RESPONDENTS MUST BE BETWEEN THE AGES OF 12-17
GROUPS TO BE SEPARATED BY AGE & GENDER**

READ TO PARENT: I understand you have a child within the ages of 12-17 living in the home. For this study, we would like to invite your son/daughter to a focus group. (Repeat Intro)

There will be no attempt to sell you or your child anything as all of the information gathered in the focus group will be used for research purposes only and held strictly confidential.

SECTION 2:

READ TO PARENT AND ASK THEM TO ANSWER THE FOLLOWING QUESTIONS ON BEHALF OF THEIR CHILD)

- 3. Have you, or has any member of your immediate family, or a close friend, now or in the past 5 years, worked for or had any special knowledge of any of the following types of businesses?

READ LIST SLOWLY AND RECORD RESPONSE BELOW

- ... an advertising or public relations firm?
- ... a marketing or market research firm or department?
- ... a marketing or market research consultant?
- ... any kind of media company—like a TV or radio station or newspaper?
- ... the government or a government agency?
- ... a manufacturer or representative of tobacco?

IF YES TO ANY OF THE ABOVE, TERMINATE

- 4. Has your child ever participated in a market research discussion group or individual interview?
 Yes **CONTINUE**
 No **SKIP TO Q8**

- 5. How long ago did your child participate in a market research discussion group or individual interview?
 Within the past 6 months **TERMINATE**
 Over six months ago **CONTINUE**

- 6. What were the topics of all of the market research discussion groups or individual interviews your child took part in?
RECORD TOPICS _____

IF TOPIC(S) RELATED TO TOBACCO, TERMINATE

- 7. Approximately, how many times has your child participated in an interview or group discussion for the purpose of market research in the past three years?
RECORD NUMBER OF TIMES _____

IF RESPONDENT INDICATES FOUR (4) OR MORE TIMES, TERMINATE

- 8. Which of the following best describes your child's ethnic background? **READ AND RECORD**
- | | |
|----------------------------|---|
| Caucasian | <input type="checkbox"/> |
| African American | <input type="checkbox"/> |
| Asian / Pacific Islander | <input type="checkbox"/> |
| Hispanic / Latino | <input type="checkbox"/> |
| South Asian/Middle Eastern | <input type="checkbox"/> |
| Other: | <input type="checkbox"/> (Specify: _____) |

RECRUIT A MIX

9. We are hoping to speak to people from households who represent various income levels. Which best describes your total annual household income?
- Less than \$30,000 CONTINUE
 - \$30,000 - \$54,999 CONTINUE
 - \$55,000 - \$74,999 CONTINUE
 - \$75,000 - \$99,999 CONTINUE
 - \$100,000 or more CONTINUE

FOR THE PARENTS OF THE 12 - 17 YEAR OLD RESPONDENTS: I would now like to speak with your son/daughter to ask him/her a few questions about teens' opinions on smoking.

10. If your son/daughter qualifies, do you consent to him/her taking part in the focus group?
- Yes CONTINUE
 - No TERMINATE

May I please speak with him/her now? **IF NOT HOME, FIND OUT WHEN THEY WILL BE HOME AND CALL BACK.**

ONCE RESPONDENT IS ON THE PHONE, RE-INTRODUCE THE STUDY AND READ:

Before we begin, I just spoke with your mom/dad and she said it would be ok if I ask you a few questions to see if you qualify to take part in a focus group.

Now, I am just going to ask you a few questions to see if you can take part in the focus group.

11. Which of the following statements best describes your feelings toward advertising? By advertising, we mean in any form (billboards, TV commercials, ads in bus shelters, etc.)
- ... I dislike advertising TERMINATE
 - ... I don't mind advertising CONTINUE
 - ... I like advertising CONTINUE
 - ... I quite enjoy advertising CONTINUE

Switching gears now, I'd like to ask you a few questions about smoking.

12. Have you **ever tired** a cigarette, even one or two puffs?
- Yes CONTINUE
 - No SKIP TO Q16 FOR AT-RISK NON-TRIER GROUP QUALIFICATION

13. About how many cigarettes have you smoked in your entire life? You can just say a number and not mention the word cigarette. Your best guess is fine.

1 or more puffs but never a whole cigarette	<input type="checkbox"/> 1	QUALIFY FOR EXPERIMENTER GROUP
1 cigarette	<input type="checkbox"/> 2	
2 to 5 cigarettes	<input type="checkbox"/> 3	
6 to 15 cigarettes (about ½ a pack total)	<input type="checkbox"/> 4	
16 to 25 cigarettes (about 1 pack total)	<input type="checkbox"/> 5	
26 to 99 cigarettes (more than 1 pack but less than 5 packs)	<input type="checkbox"/> 6	
100 or more cigarettes (5 or more packs)	<input type="checkbox"/> 7	TERMINATE

14. During the past 30 days, on how many days did you smoke cigarettes?
- 0 days 1
 - 1 or 2 days 2
 - 3 to 5 days 3
 - 6 to 9 days 4

- 10 to 19 days 5
- 20 to 29 days 6
- All 30 days 7

15. Menthol cigarettes are cigarettes that taste like mint. Are the cigarettes that you usually smoke menthol?
- Yes 1
 - No 2
 - Not sure 3

AT-RISK NON-TRIER QUESTIONS: ASK Q16-Q19 TO THOSE WHO MENTIONED NEVER SMOKING A CIGARETTE

16. Do you think you will try a cigarette soon?
- Definitely yes 4
 - Probably yes 3
 - Probably not 2
 - Definitely not 1

17. Do you think you will smoke a cigarette at any time in the next year?
- Definitely yes 4
 - Probably yes 3
 - Probably not 2
 - Definitely not 1

18. Do you think that in the future you might experiment with cigarettes?
- Definitely yes 4
 - Probably yes 3
 - Probably not 2
 - Definitely not 1

19. If one of your best friends were to offer you a cigarette, would you smoke it?
- Definitely yes 4
 - Probably yes 3
 - Probably not 2
 - Definitely not 1

IF RESPONSES TO Q16-Q19 ARE ALL "DEFINITELY NOT, TERMINATE

ASK EVERYONE:

20. Which of the following statements best describes you? **READ AND RECORD**
- ... I am considered pretty outspoken and LOVE to voice my opinions. **CONTINUE**
 - ... I join in conversations but tend to let others speak first. **CONTINUE**
 - ... I am a bit shy and feel awkward saying stuff. **TERMINATE**

21. My next question is somewhat different. Please just say what comes to mind. If you had your own reality TV show, what would be the name of the show and what would it be about?

INVITATION:

Thank you for your responses! We would like to invite you to participate in this study.

The face-to-face focus group is where you will be joined by a group of people your age. The focus group would be taking place at _____ on _____ **INSERT DAY/DATE/TIME** in the evening. The group will last approximately 1.5 hours and it will be necessary for you to stay the entire time. (Refreshments) (snacks) will be served.

We are inviting only a small number of individuals to be a part of this research project, so your opinions and participation are very important to us. You will be paid \$50 as a token of our appreciation for your participation in this study.

22. Do you consent to taking part in the focus group on _____ **INSERT DATE AND TIME** at _____ **INSERT FACILITY LOCATION**?

- Yes **CONTINUE**
No **TERMINATE**

PLEASE ENSURE RESPONDENT LIVES WITHIN 45 MINUTES OF THE FACILITY.

READ TO ALL RESPONDENTS:

Your focus group on _____ **INSERT DATE AND TIME** will be held at:

_____ **INSERT LOCATION**

Because we are only inviting a limited number of people to take part in this study, it is vital that everyone participates. However, if for any reason you are unable to participate in this study or have any further questions about this study, please call _____ **INSERT PHONE NUMBER**. Please arrive on time.

In case we need to contact you regarding this study, please confirm your contact details below.

NAME _____
PHONE NUMBER _____