

Quantitative Study of Youth Reactions to Rough-Cut Advertising Designed to Prevent Youth Tobacco Use among Multicultural Youth
Copy Testing Questionnaire

WELCOME PAGE

[TEXT FOR PARTICIPANTS]: “Thanks for taking the survey! Please answer the questions on the following pages as honestly as possible. As a thank you for your time, you will receive a \$20 gift card!

Remember to read the instructions carefully and let us know if you have any questions!”

[Each item on the Copy Testing Questionnaire will be presented in a separate page, separated by a “NEXT” button. There will also be a “BACK” button presented on each page in case youth accidentally skip a question.]

PART I

[Questions to be presented prior to showing rough-cut advertisements to ALL PARTICIPANTS – (Part 1 questions are only asked once)]

[TEXT FOR PARTICIPANTS]: “Please answer each question as honestly as possible. Click on the button at the bottom of the page to continue with the survey.”

A1. Does anyone who lives with you now use any tobacco products (e.g., cigarettes, cigars, cigarillos, or little cigars such as Black & Milds, chewing tobacco, dip, snus, or hookah)?

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

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 personally used any tobacco products (e.g., cigarettes, cigars, cigarillos, or little cigars such as Black & Milds, chewing tobacco, dip, snus, or hookah)?

- A. Yes
- B. No
- C. Don't know
- D. Do not want to answer

PART II

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

[TEXT FOR PARTICIPANTS]: “Please watch the video below. Click on the button at the bottom of the page when the video ends to continue with the survey.

To start watching the video, click on the video or press the play button.”

[Perceived Ad Effectiveness]

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

B2. What do you like about this advertisement? Please be as specific as possible.
[FREE RESPONSE BOX]

B3. What do you dislike about this advertisement? Please be as specific as possible.
[FREE RESPONSE BOX]

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

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

B9. What is confusing about this ad?
[FREE RESPONSE BOX]

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. Tell a friend
- B. Look for more information online
- C. Visit Fresh Empire *website or Facebook page*
- D. Share Fresh Empire *YouTube channel* with a friend
- E. Mention it on social media
- F. Do nothing

For 2 ad group only: show second ad, then re-ask Part II questions only

PART III

[Questions to be presented to ALL PARTICIPANTS – Part III questions are only asked once]

[TEXT FOR PARTICIPANTS]: “Please answer each question as honestly as possible. Click on the button at the bottom of the page to continue with the survey.”

[Attitudes, Beliefs and Risk Perceptions]

How much do you agree or disagree with following statements:

C1. If I smoke I will...

C1_1. Have bad breath

- a. Strongly Disagree
- b. Disagree
- c. Neither Agree or Disagree
- d. Agree
- e. Strongly Agree

C1_2. Become addicted to smoking

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

C1_3. Develop cancer

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

C1_4. Reduce my physical fitness

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

C1_5. Increase the chances that my younger brother or sister smokes

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

- D. Agree
- E. Strongly Agree

C1_6. Be less attractive to others

- 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

END PAGE

[TEXT FOR PARTICIPANTS]: “Thanks for completing the survey! Please let a researcher know that you are done so that you can receive your \$20 gift card.”

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 10 minutes per response to complete the Copy Testing Questionnaire (the time estimated to read, review and complete). Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to PRStaff@fda.hhs.gov.