

**Tobacco Retailer Education Program: In-depth Interviews to Inform the
Development of Educational Materials**

SCREENER

Recruit and interview a total of 60 participants as follows:

	Convenience or Convenience/Gas Stores	Grocery, Discount & Drug Stores	Tobacco Outlets
Market 1: Urban	6 Managers 6 Clerks	7 Managers 7 Clerks	7 Managers 7 Clerks
Market 2: Suburban	6 Managers 6 Clerks		
Market 3: Rural	4 Managers 4 Clerks		

Urban, Suburban & Rural areas determined by the address of the tobacco retailer using the following OMB geographic classifications: Urban=Metropolitan, Suburban=Micro-politan, and all else=Rural. See <http://www.census.gov/population/metro/>

Retailer specifications

- Retailer must sell tobacco products
- Mix of types of retailer: convenience stores, grocery stores, tobacco outlets
- Mix of community environments: urban, suburban, rural
- Mix of store ownership: not part of a chain/part of a small chain/part of a large chain

Respondent specifications

- Aged 18 years and older with a mix of ages
- Sells tobacco products in store (clerk) or supervises someone who sells tobacco products in store (manager)
- No one in household (including self) works for a tobacco company
- Has not participated in market research within the past 6 months
- Mix of races and ethnicities
- Mix of genders
- Speaks and reads English

Coversheet
(to be completed by Recruiter)

i.	Store Name:	
----	-------------	--

ii.	Store Phone:	
-----	--------------	--

iii.	Street Address:	
iv.	City, State:	
v.	ZIP code:	
vi.	County:	

vii.	Geographic Delineation: (select one)	<ul style="list-style-type: none"> • Urban
		<ul style="list-style-type: none"> • Suburban
		<ul style="list-style-type: none"> • Rural

viii.	Type of Store: (select one)	<ul style="list-style-type: none"> • Convenience store or Convenience/Gas store
		<ul style="list-style-type: none"> • Grocery & Drug Store
		<ul style="list-style-type: none"> • Tobacco Outlet

ix.	Store Ownership: (select one)	<ul style="list-style-type: none"> • Not part of a chain
		<ul style="list-style-type: none"> • Part of a small chain
		<ul style="list-style-type: none"> • Part of a large chain

Introduction: Hello, my name is _____ and I work for Doyle Research, a professional research company. We are conducting some research about the usability of specific types of educational materials related to federal tobacco regulations. Please be assured that this research does not involve sales of any kind, we are just interested in your opinions. The research would consist of a conversation with me that would last up to 90 minutes and would take place at a nearby location. Those who participate will receive a \$75 gift card as a token of appreciation. May I please ask you a few questions to see if you qualify to participate in the study?

Yes	()	CONTINUE
No	()	THANK AND END

Read: Great! Before we begin, you should know that there are no right or wrong answers to the questions I’m going to ask you. You also don’t have to answer any questions if you don’t want to. If an answer leads to me saying you aren’t eligible to participate, this doesn’t mean that there was anything wrong with the answer you provided.

Read the following questions aloud to respondent.

1	May I have your age, please? <i>(if hesitates) Are you...? →</i> <i>(Record age here) _____</i>	A. 17 years or younger B. 18 – 34 years old C. 35 – 54 years old D. 55 years or older	TERMINATE Continue Continue Continue
2	What is your native language?	A. English B. Other	Skip to Q5 Continue
3	How would you rate your ability to read in English? ¹	A. Very Good B. Good C. Okay D. Poor E. Very Poor	Continue Continue Continue TERMINATE TERMINATE
4	How often do you need to have someone help you when you read instructions, pamphlets, or other written material presented in English? ²	A. Never B. Rarely C. Sometimes D. Often E. Always	Continue Continue TERMINATE TERMINATE TERMINATE

Note: Please use good judgment in considering respondents’ answers and the way in which they answer. As stated above, we require participants who are able to verbally communicate and read in English. **If respondent does not comprehend and respond to the previous questions with understanding, terminate. Otherwise, continue.**

TERMINATION LANGUAGE: Thank you for taking the time to answer these

¹ Jeppesen, K. M., Coyle, J.D., & Miser, W.F. (2009). Screening Questions to Predict Limited Health Literacy: A Cross-Sectional Study of Patients With Diabetes Mellitus. *Annals of Family Medicine*, 7, 24-31.

² Adapted from the Single Item Literacy Screener (SILS). See, for example, Footnote 1.

questions. Unfortunately, based on the responses you provided, you do not meet the specifications we are looking for this study. I appreciate your time and have a good morning/afternoon/evening.

- 5. a. Can you tell me about the neighborhood where you work?
PROBE *What else?*
- b. What about the neighborhood where you live - how is it similar or different?
PROBE *What else?*

THIS QUESTION WILL BE USED TO HELP VERIFY ENGLISH PROFICIENCY. IF RESPONDENT HAS TROUBLE CONVERSING OR OFFERS ONLY EXTREMELY BRIEF ANSWERS, THANK AND TERMINATE. OTHERWISE CONTINUE.

TERMINATION LANGUAGE: Thank you for taking the time to answer these questions. Unfortunately, based on the responses you provided, you do not meet the specifications we are looking for this study. I appreciate your time and have a good morning/afternoon/evening.

6	Have you ever participated in a research study?	A. Yes B. No	Continue Skip to Q8
7	When was the last time you participated in a tobacco-related research study?	A. 0 – 6 months ago B. More than 6 months ago C. Never	TERMINATE Continue Continue
8	Do you work for...? (<i>read slowly and record response</i>)	A. A market research company B. An advertising agency C. A PR firm D. None of the above	TERMINATE TERMINATE TERMINATE Continue
9	Do you or does anyone in your household work for a tobacco manufacturing company?	A. Yes B. No	TERMINATE Continue
10	As part of your job duties, do you sell tobacco products at this store?	A. Yes B. No	Continue to Q11 Continue to Q12
11	Do you manage someone who sells tobacco products at this store?	A. Yes B. No	Qualify as manager, Skip to Q13 Qualify as clerk, Skip to Q11
12	Do you manage someone who sells tobacco products at this store?	A. Yes B. No	Qualify as manager TERMINATE
13	Are you Hispanic or Latino?	A. Yes B. No	<i>Recruit a mix of participants</i>
14	What race or races do you	A. American Indian or Alaska	<i>Recruit a mix of</i>

	consider yourself to be? You can choose one answer or more than one answer.	Native B. Asian C. Black or African American D. Native Hawaiian or Other Pacific Islander E. White F. Other	<i>participants</i>
15	What is your gender?	A. Male B. Female	<i>Recruit a mix of participants</i>

TERMINATION LANGUAGE: Thank you for taking the time to answer these questions. Unfortunately, based on the responses you provided, you do not meet the specifications we are looking for this study. I appreciate your time and have a good morning/afternoon/evening.

Read: Thank you for your time today. We would like to invite you to participate in this research study and share your opinions about the usability of educational materials related to federal tobacco regulations. The interview will take place at a nearby location and last up to 90 minutes. Portions of the interview will be audio and video recorded.

Your opinions are very important to us. You will receive a \$75 gift card as a token of appreciation for your participation. The gift card functions as a pre-paid debit card will be issued upon completion of the interview.

People who have been invited to participate in this type of project have found the experience to be enjoyable and informative.

Are you interested in participating in this study?

Yes	<input type="checkbox"/>	> CONTINUE
No	<input type="checkbox"/>	> TERMINATE

Okay, great! Are you available at any of the following times?

TIME/ADDRESS FOR INTERVIEW:

Interview time _____

EXACT ADDRESS _____

Cross-Streets _____

Directions/landmarks? _____

Contact Information

Work Phone: _____

Mobile Phone: _____

Before I go, do you have any questions for me?

[ANSWER QUESTIONS, IF ANY. THANK AND END]

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