

## POINT-OF-SALE STRATEGIC CONCEPT TESTING - FOCUS GROUPS WITH CURRENT ADULT SMOKERS SCREENER

**Paperwork Reduction Act Statement:** The public reporting burden for this information collection has been estimated to average 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](mailto:PRASStaff@fda.hhs.gov).

### INTRODUCTION

Hello, my name is \_\_\_\_\_, and I am calling on behalf of Fors Marsh Group, a professional research company. We will be conducting focus groups to test ideas for a health education campaign. Each focus group will be led by a qualified researcher and will include about six participants who will be asked to share their opinions. Focus groups will be held in **LOCATION** on **DATES** for about 90 minutes. Those who participate will receive a gift card up to **\$80** as a thank you for taking part in the study. May I please speak with someone in your household between the ages of 25 to 54 to see if they are qualified to participate in the study?

[REPEAT INTRO IF CALL WAS TRANSFERED]

May I ask you a few questions to see if you are qualified to participate in the study?

Yes	[ ]	<b>[CONTINUE]</b>
No	[ ]	<b>[THANK AND END]</b>

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 some questions if you don't want to. If an answer leads to me ending the call, this doesn't mean that there was anything wrong with the answer you provided.

### **SECTION 1: SCREENER & DEMOGRAPHIC QUESTIONS**

**READ:** To begin, I have a couple questions to ensure that we speak to the targeted group of people.

1. How old are you? [\_\_\_\_\_]

RECORD RESPONSE 25 to 54	[ ]	> CONTINUE
IF age is <25 or >54	[ ]	> TERMINATE

**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 in this study. I appreciate your time and have a good morning/afternoon/evening.

2. In the past five years (including now), have you, a member of your immediate family or a close friend worked for any of the following types of businesses? **READ LIST AND RECORD BELOW**

an advertising or public relations firm?	[ ]	> <b>TERMINATE IF YES TO ANY</b>
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 federal government or a federal government agency?	[ ]	
a manufacturer or representative of tobacco?	[ ]	

3. When, if ever, was the last time you participated in a marketing research study, such as a consumer interview or a group discussion? **DO NOT READ LIST**

Within the past six months	[ ]	> <b>TERMINATE</b>
Over six months ago	[ ]	> <b>CONTINUE</b>
Never	[ ]	> <b>SKIP TO Q5</b>

4. Please think about the market research studies you have participated in. What were the topics of the market research? **RECORD BELOW**

1) _____	2) _____
3) _____	4) _____

**TERMINATE IF ANYTHING RELATED TO TOBACCO (E.G., TOBACCO ATTITUDES, TOBACCO BEHAVIORS SUCH AS CIGARETTE SMOKING, SMOKELESS TOBACCO, ETC.)**

## **SECTION 2: Tobacco Behavior**

5. Have you smoked at least 100 cigarettes in your entire life?<sup>1</sup>

<sup>1</sup> Behavioral Risk Factor Surveillance System (BRFSS)

(NOTE: 5 Packs=100 cigarettes)

Yes	<input type="checkbox"/>	> <b>CONTINUE</b>
No	<input type="checkbox"/>	> <b>TERMINATE</b>
Refused	<input type="checkbox"/>	> <b>TERMINATE</b>
Don't Know	<input type="checkbox"/>	> <b>TERMINATE</b>

6. Do you now smoke cigarettes every day, some days, or not at all?<sup>1</sup>

Every day	<input type="checkbox"/>	> <b>CONTINUE</b>
Some days	<input type="checkbox"/>	> <b>CONTINUE</b>
Not at all	<input type="checkbox"/>	> <b>TERMINATE</b>
Refused	<input type="checkbox"/>	> <b>TERMINATE</b>
Don't Know	<input type="checkbox"/>	> <b>TERMINATE</b>

7. During the past 12 months, have you stopped smoking for one day or longer because you were trying to quit smoking?<sup>1</sup>

Yes	<input type="checkbox"/>	> <b>CONTINUE</b>
No	<input type="checkbox"/>	> <b>TERMINATE</b>
Refused	<input type="checkbox"/>	> <b>TERMINATE</b>
Don't Know	<input type="checkbox"/>	> <b>TERMINATE</b>

8. Do you ever buy cigarettes at the following types of stores? [Mark all that apply]

Grocery Stores	<input type="checkbox"/>	<b>&gt; TERMINATE IF NEVER PURCHASE AT C-STORES/GAS STATIONS. OTHERWISE, CONTINUE.</b>
Drug Stores	<input type="checkbox"/>	
Convenience Stores/Gas Stations (like 7/11 or a local store)	<input type="checkbox"/>	
Tobacco Outlets	<input type="checkbox"/>	
Online	<input type="checkbox"/>	
Other: RECORD _____	<input type="checkbox"/>	

9. How often would you say you visit convenience stores (like 7/11 or a local store)?

More than daily	<input type="checkbox"/>	> <b>CONTINUE</b>
Daily	<input type="checkbox"/>	> <b>CONTINUE</b>
A few times a week	<input type="checkbox"/>	> <b>CONTINUE</b>
Once a week	<input type="checkbox"/>	> <b>CONTINUE</b>
Once a month	<input type="checkbox"/>	> <b>CONTINUE</b>
Less than once a month	<input type="checkbox"/>	> <b>TERMINATE</b>

Now, I would like to ask you questions about your use of tobacco products

other than cigarettes.

10. Have you ever smoked a cigar, even one or two puffs? <sup>1</sup>

Yes	[ ]	> CONTINUE
No	[ ]	> Skip to Q12
Refused	[ ]	> Skip to Q12
Don't Know	[ ]	> Skip to Q12

11. Do you currently smoke cigars every day, some days, or not at all? <sup>1</sup>

Every day	[ ]	> CONTINUE - QUALIFIES AS POLY- USER <sup>2</sup>
Some days	[ ]	> CONTINUE - QUALIFIES AS POLY- USER
Not at all	[ ]	> CONTINUE
Don't Know	[ ]	> CONTINUE

12. Have you ever smoked a cigarillo or little cigar (for example, Black & Mild or Swisher Sweets), even one or two puffs?

Yes	[ ]	> CONTINUE
No	[ ]	> Skip to Q14
Refused	[ ]	> Skip to Q14
Don't Know	[ ]	> Skip to Q14

13. Do you now smoke cigarillos or little cigars (for example, Black & Mild or Swisher Sweets), every day, some days, or not at all?

Every day	[ ]	> CONTINUE - QUALIFIES AS POLY- USER
Some days	[ ]	> CONTINUE - QUALIFIES AS POLY- USER
Not at all	[ ]	> CONTINUE
Don't Know	[ ]	> CONTINUE

14. Have you ever used or tried any smokeless tobacco products such as

<sup>2</sup> Bombard, J. M.; Pederson, L. L.; Nelson, D. E.; & Malarcher, A. M. (2007). Are smokers only using cigarettes: Exploring current polytobacco use among an adult population. *Addictive Behavior*, 32, 2411-2419.

chewing tobacco, snuff, or snus? (Snus rhymes with goose) [Note: Snus (Swedish for snuff) is a moist smokeless tobacco, usually sold in small pouches, that is placed under the lip against the gum.]<sup>1</sup>

Yes	[ ]	> CONTINUE
No	[ ]	> Skip to Q16
Refused	[ ]	> Skip to Q16
Don't Know	[ ]	> Skip to Q16

15. Do you currently use chewing tobacco, snuff, or snus every day, some days, or not at all?<sup>1</sup>

Every day	[ ]	> CONTINUE - QUALIFIES AS POLY-USER
Some days	[ ]	> CONTINUE - QUALIFIES AS POLY-USER
Not at all	[ ]	> CONTINUE
Don't Know	[ ]	> CONTINUE

16. Have you ever tried an electronic cigarette, or e-cigarette, even just one time?

Yes	[ ]	> CONTINUE
No	[ ]	> Skip to Q18
Refused	[ ]	> Skip to Q18
Don't Know	[ ]	> Skip to Q18

17. Do you currently use an electronic cigarette, or e-cigarette, every day, some days, or not at all?

Every day	[ ]	> CONTINUE - QUALIFIES AS POLY-USER
Some days	[ ]	> CONTINUE - QUALIFIES AS POLY-USER
Not at all	[ ]	> CONTINUE
Don't Know	[ ]	> CONTINUE

18. Have you ever tried smoking tobacco from a hookah or a waterpipe, even just one time?

Yes	[ ]	> CONTINUE
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No	[ ]	> Skip to Q20
Refused	[ ]	> Skip to Q20
Don't Know	[ ]	> Skip to Q20

19. Do you currently smoke tobacco from a hookah or a waterpipe every day, some days, or not at all?

Every day	[ ]	> CONTINUE - QUALIFIES AS POLY-USER
Some days	[ ]	> CONTINUE - QUALIFIES AS POLY-USER
Not at all	[ ]	> CONTINUE
Don't Know	[ ]	> CONTINUE

**<If Q5 = yes AND Q6 = every or some days AND respondent does not qualify as poly-user by Q10-19, s/he qualifies as current smoker>**

**READ:** Great. I have a couple last questions to ensure that we speak to a variety of people.

20. What is your gender? **DO NOT READ LIST**

Male	[ ]	> CONTINUE
Female	[ ]	
Other: <b>RECORD VERBATIM</b>	[ ]	

**PLEASE AIM TO RECRUIT MIX OF GENDER FOR EACH GROUP**

21. Which of the following best describes your racial or ethnic background? **RECORD ALL THAT APPLY**

White or Caucasian	[ ]	> CONTINUE
Black or African American	[ ]	
Asian	[ ]	
Hispanic or Latino	[ ]	
Native American or Alaska Native	[ ]	
Native Hawaiian or Other Pacific Islander	[ ]	
Mixed or Other	[ ]	

**PLEASE AIM TO RECRUIT MIX OF RACE/ETHNICITIES FOR EACH GROUP**

**SECTION 3: INVITATION TO PARTICIPATE IN FOCUS GROUP**

Thank you for your time today. We would like to invite you to participate in a focus group. The focus group will take place at **LOCATION**, and we will be asking your reactions to several ideas for a health education campaign. Portions of the interview will be recorded.

The interviews are being held on **DATES** and will last **approximately 90 minutes**.

Your opinions are very important to us. You will receive **\$80** as a token of appreciation in the form of a gift card.

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

22. Are you interested in participating in this study?

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

**READ:** Great! I am going to give you the address and contact information for the facility. Please make sure that you are there by the scheduled start time for any necessary checking in. Do you have a pen and paper?

**GIVE LOCATION OF FACILITY**