

WAVE 3 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:
_____	_____

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 2 minutes per response for PARENTS and 5 minutes per response for YOUTH 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.

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**. Those who participate will receive a \$50 gift card as a thank you for their time. May I please ask you a few questions to see if someone in your household qualifies for this study?

SECTION 1: READ TO PARENT

1. Do you have any children currently living in the household?
 1. Yes
 2. No **TERMINATE**
2. Please tell me the gender, age, and grade level of the 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) _____

IF NO CHILDREN BETWEEN 12-17 IN HOUSEHOLD – THANK AND **TERMINATE**

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

3. Are you the parent or legal guardian of the children living in the household?
1. Yes **GO TO SECTION 2**
2. No

4. Can I speak to the parent or legal guardian of the children?
1. Yes
2. No **IF NOT HOME, FIND OUT WHEN THEY WILL BE HOME AND CALL BACK.**

READ TO PARENT: Hello, my name is _____, and I am calling on behalf of The Sound Research, a professional marketing research company. I understand you have a child within the ages of 12-17 living in the home. 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, there would be no attempt to sell you or your child anything. We are just interested in your child's opinions. All of the information gathered in the focus group will be used for research purposes only and kept private to the extent allowable by law. The focus group will be held on _____ and will last **90 minutes**. Those who participate will receive a \$50 gift card as a thank you for their time. May I please ask you a few questions to see if a child in your household qualifies for this study?

THERE WOULD 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 KEPT PRIVATE CONFIDENTIAL TO THE EXTENT ALLOWABLE BY LAW.

SECTION 2:

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

1. 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	<input type="checkbox"/>	CONTINUE
\$30,000 - \$54,999	<input type="checkbox"/>	CONTINUE
\$55,000 - \$74,999	<input type="checkbox"/>	CONTINUE
\$75,000 - \$99,999	<input type="checkbox"/>	CONTINUE
\$100,000 or more	<input type="checkbox"/>	CONTINUE
Don't Know/Prefer Not to Answer	<input type="checkbox"/>	CONTINUE

2. If your son/daughter qualifies, do you consent to him/her taking part in the focus group?

1. Yes
2. No **TERMINATE**

TO PARENTS:

I would now like to speak with your son/daughter to ask him/her a few questions about teens' opinions on smoking. May I please speak with him/her now? **IF NOT HOME, FIND OUT WHEN THEY WILL BE HOME AND CALL BACK.**

TO YOUTH:

ONCE RESPONDENT IS ON THE PHONE READ:

Hello, my name is _____, and I am calling on behalf of The Sound Research, a professional marketing research company. I just spoke with your mom/dad/guardian and she/he said it would be ok if I ask you a few questions to see if you qualify to take part in a focus group. We are currently inviting people to participate in a focus group. We're hoping that you 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**. Those who participate will receive a \$50 gift card as a thank you for their time. May I please ask you a few questions?

1. 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.)

- | | |
|------------------------------|------------------|
| 1. I dislike advertising | TERMINATE |
| 2. I don't mind advertising | CONTINUE |
| 3. I like advertising | CONTINUE |
| 4. I really like advertising | CONTINUE |

CIGARETTE EXPERIMENTER QUESTIONS:

Switching gears now, I'd like to ask you a few questions about smoking. Since we are focusing on tobacco, when I use the word "smoking" I am referring to smoking cigarettes only.

2a. Have you ever tried a cigarette, even one or two puffs?

- Yes **CONTINUE**
 No **SKIP TO Q3 FOR AT-RISK CIGARETTE QUESTIONS**

2b. 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	1	CONTINUE TO Q2C [QUALIFY FOR EXPERIMENTER GROUP]
1 cigarette	2	
2 to 5 cigarettes	3	
6 to 15 cigarettes (about ½ a pack total)	4	
16 to 25 cigarettes (about 1 pack total)	5	
More than 1 pack but less than 5 packs	6	
100 or more cigarettes (5 or more packs)	7	

2c. During the past 30 days, on how many days did you smoke cigarettes?

0 days	1	SKIP TO Q4 TO DETERMINE POLY-USE STATUS
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	

CIGARETTE AT-RISK QUESTIONS:

- 3a. Do you think you will try a cigarette soon?
- Definitely yes 4
 - Probably yes 3
 - Probably not 2
 - Definitely not 1
- 3b. 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
- 3c. Do you think that in the future you might experiment with cigarettes?
- Definitely yes 4
 - Probably yes 3
 - Probably not 2
 - Definitely not 1
- 3d. 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 Q3a-Q3d ALL = 1, EXCLUDED FROM AT-RISK CIGARETTE GROUP]

[ALL ELSE QUALIFY FOR AT-RISK CIGARETTE GROUP]

FOR ALL, CONTINUE TO Q4 TO DETERMINE E-CIGARETTE USE STATUS

E-CIGARETTE EXPERIMENTER QUESTIONS:

4a. Have you ever used an e-cigarette, such as NJOY, Blu, or Smoking Everywhere, even one or two times?

- Yes **CONTINUE**
 No **SKIP TO Q5 FOR AT-RISK E-CIGARETTE QUESTIONS**

4b. How many disposable e-cigarettes or e-cigarette cartridges have you used in your entire life?

1 or more puffs but never a whole one	1	SKIP TO Q6
1	2	
2 to 10	3	[QUALIFY FOR E-CIGARETTE EXPERIMENTER GROUP]
11 to 20	4	[IF QUALIFIED FOR CIGARETTE EXPERIMENTER GROUP ALSO, THEN QUALIFY FOR POLY EXPERIEMENTER GROUP]
21 to 50	5	
51 to 99	6	
100 or more	7	TERMINATE

E-CIGARETTE AT-RISK QUESTIONS:

5a. Do you think you will try an e-cigarette soon?

- Definitely yes 4
- Probably yes 3
- Probably not 2
- Definitely not 1

5b. If one of your best friends were to offer you an e-cigarette, would you use it?

- Definitely yes 4
- Probably yes 3
- Probably not 2
- Definitely not 1

[IF Q5a AND 5b BOTH = 1 TERMINATE FOR E-CIGARETTES BUT, IF APPLICABLE, FILL IN QUALIFYING CIGARETTE GROUP]

[ALL ELSE, QUALIFY FOR AT-RISK E-CIGARETTE GROUP]
FOR ALL, CONTINUE TO Q6

ASK EVERYONE:

Ok, just a couple more questions. We are hoping to speak to people from households that represent various races and/or ethnicities.

6. Would you consider yourself as Hispanic or Latino?

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

7. What race or races best describes your child? (You can choose one answer or more than one answer)

- American Indian or Alaska Native **CONTINUE**
- Asian **CONTINUE**
- Black or African American **CONTINUE**
- Native Hawaiian or Other Pacific Islander **CONTINUE**
- White **CONTINUE**
- Other **CONTINUE**

INVITATION:

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

FOCUS GROUP:

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 _____ in the evening. The group will last approximately 90 minutes or 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 receive a \$50 gift card for your participation.

8. Do you consent to taking part in the focus group at _____ **(INSERT FACILITY**

LOCATION)?

1. Yes **CONTINUE**
2. No **TERMINATE**

RECRUITER: PLEASE ENSURE RESPONDENT LIVES WITHIN 45 MINUTES OF THE FACILITY.

We will call you to tell you the date and time of the focus groups. It will be on one of these days in the afternoon or evening: **(INSERT DATES)**. 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 _____.

Because we need to call you back with the focus group date and time, please confirm your contact details below.

NAME _____
PHONE NUMBER _____