

Quantitative Study of Youth Reactions to Rough-Cut Advertising Designed to Prevent Smokeless Tobacco Use Among Rural Youth

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 20 minutes per response to complete the questionnaire (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 PKAStaff@fda.hhs.gov

QUESTIONNAIRE

Part I

ALL PARTICIPANTS

(Questions to be presented prior to showing rough-cut advertisements)

(Part 1 questions are only asked once)

A1. Does anyone who lives with you now...

- A. Smoke cigarettes
- B. Use smokeless tobacco (such as snus pouches, moist snuff, dip, spit, or chewing tobacco)?
- C. Use any other form of tobacco (e.g., cigars, pipes or hookah)?
- D. No one who lives with me now uses any form of tobacco

A2. How many of your four closest friends use smokeless tobacco?

- A. 0
- B. 1
- C. 2
- D. 3
- E. 4

A3. How many times have you used smokeless tobacco in your entire lifetime?

- A. Never
- B. Less than 20 times
- C. Between 20 and 49 times
- D. Between 50 and 99 times
- E. 100 times or more

Part II
AD VIEW PARTICIPANTS ONLY
(Questions to be provided after each rough-cut advertisement)

Perceived Ad Effectiveness

[We would now like to show you a television ad and then gather your reactions to that ad. Please make sure the volume on your tablet is turned up, so that you can both see and hear the video. Please tap the forward arrow to continue.]

- B1. What do you think [or would you say] is the main message of this advertisement?
- B2. What do you like about this advertisement? Please be as specific as possible.
- B3. What do you dislike about this advertisement? Please be as specific as possible.
- 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. Hopeful
- E. Motivated
- F. Understood
- G. Angry
- H. Worried
- I. Disgusted or grossed out
- J. Uneasy
- K. Surprised

B5. Please tell us if you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements:

[RANDOMIZE ORDER]

- A. This ad is worth remembering
- B. This ad grabbed my attention
- C. This ad is powerful
- D. This ad is informative
- E. This ad is meaningful to me
- F. This ad is convincing
- G. This ad is terrible
- H. This ad is silly
- I. This ad is annoying
- J. This ad was difficult to watch
- K. I trust the information in this ad
- L. This ad told me things I never knew before about smokeless tobacco
- M. The person/people in this ad are like me
- N. This ad gave me a reason not to use smokeless tobacco
- O. I can identify with what the ad says
- P. This ad is different from other anti-tobacco ads I've seen or heard

B6. On a scale of 1 to 5, how would you rate the main message in this ad:

Not believable								Believable
	1	2	3	4	5			

B7. On a scale of 1 to 5, indicate whether the ad made using smokeless tobacco look like something you would or wouldn't want to do.

Makes me want to use smokeless tobacco						Makes me not want to use smokeless tobacco
	1	2	3	4	5	

B8. Is there anything confusing, unclear, or hard to understand in this ad?

- A. Yes
- B. No

[If B8 = Yes, Ask B9. If B6 = No, Ask B10]

B9. What is confusing about this ad?

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. Visit 'The Real Cost' website
- B. Look for more information online
- C. Tell a friend
- D. Tell a family member
- E. Share the ad online (website or social media page)
- F. Share the ad online using [insert social media platform]

For exposure groups show second ad when applicable, then re-ask Part II questions only

Part III
ALL PARTICIPANTS

Attitudes, Beliefs and Risk Perceptions

How much do you agree or disagree with following statements:

C1. If I use smokeless tobacco (such as snus pouches, moist snuff, dip, spit, or chewing tobacco), I will...

C1_1. Damage my body

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

C1_2. Be controlled by smokeless tobacco

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

C1_3. Consume harmful chemicals

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

C1_4. Develop cancer

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

C1_5. Miss out on activities or things that I enjoy

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

C2. Using smokeless tobacco is...

- A. Very Bad
- B. Bad
- C. Neither Good or Bad
- D. Good
- E. Very Good

C3. Using smokeless tobacco is...

- A. Very Unenjoyable
- B. Unenjoyable
- C. Neither enjoyable or unenjoyable
- D. Enjoyable
- E. Very Enjoyable

C4. Out of every 10 people your age, how many do you think use smokeless tobacco? (Circle One)

0 people 1 2 3 4 5 6 7 8 9 10 people

C7. Do you think that you will use smokeless tobacco soon?

- A. Definitely yes
- B. Probably yes
- C. Don't know
- D. Probably not
- E. Definitely not

Additional Demographics

C8. What is your birthdate?

MM/DD/YYYY

C9. What is your zip code?

[_____]