

LGBT Tobacco Prevention Campaign: Copy Testing

Appendix H: Copy Testing Questionnaire

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 15 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 PRASStaff@fda.hhs.gov

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, once you complete and submit the survey you will receive a \$25 incentive! Participants who submit this survey in the presence of a survey staff member will receive a \$25 cash incentive. Participants who submit this survey online will receive a \$25 online gift card incentive. Click on the button at the bottom of the page to continue with the survey.”

Please remember to read the instructions carefully.

[Each item on the Copy Testing Questionnaire will be presented in a separate page, separated by a “NEXT” button.]

PART I

A1. Please verify your email address for your incentive. This should be the same email address you used when completing the original screener survey.

A1_1. Email address: _____

[A1 is only asked of participants who do not complete the Copy Testing Questionnaire as a follow-through experience. Email address here must match the email address used in the Screener Survey, if the email is not a match, participant will be redirected to the Screener Survey.]

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

A2. How many of your four closest friends smoke cigarettes?

- 0. 0
- 1. 1
- 2. 2
- 3. 3
- 4. 4

A3. During the past 30 days, have you personally... (Select all that apply)

- 1. Smoked cigarettes?
- 2. Smoked cigars, cigarillos, or little cigars (e.g. Swisher Sweets or Black &
- 3. Milds)?
- 4. Smoked electronic cigarettes, e-cigarettes, vape pens, or hookah pens such as Fin, NJOY, Blu, e-Go, or Vuse?
- 5. Smoked tobacco from a hookah or waterpipe?
- 6. I have not used any form of tobacco in the past 30 days

[A3 = 6 is an exclusive response and cannot be selected in conjunction with option A3=1, 2, 3, 4, or 5)

PART II

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

[TEXT FOR PARTICIPANTS]: "Please watch the video below. To start watching the video, click on the video or press the play button. When the video ends, click on the button at the bottom of the page to continue with the survey.

."

[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]

- B4_1. Sad
- B4_2. Afraid
- B4_3. Irritated
- B4_4. Ashamed
- B4_5. Discouraged
- B4_6. Hopeful
- B4_7. Motivated
- B4_8. Confident
- B4_9. Determined
- B4_10. Understood
- B4_11. Angry
- B4_12. Amused
- B4_13. Disgusted
- B4_14. Worried
- B4_15. Inspired
- B4_16. Happy
- B4_17. Uneasy
- B4_18. Surprised

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

[RANDOMIZE ORDER]

- B5_1. This ad is worth remembering
- B5_2. This ad grabbed my attention
- B5_3. This ad is powerful
- B5_4. This ad is informative
- B5_5. This ad is meaningful to me
- B5_6. This ad is convincing
- B5_7. This ad is terrible
- B5_8. This ad is silly
- B5_9. This ad is annoying

PART III

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

[Attitudes, Beliefs and Risk Perceptions]

How much do you agree or disagree with following statements:

C1. If I smoke I will...

C1_1. Damage my physical appearance

1. Strongly Disagree
2. Disagree
3. Neither Agree or Disagree
4. Agree
5. Strongly Agree

C1_2. Be less attractive to others

1. Strongly Disagree
2. Disagree
3. Neither Agree or Disagree
4. Agree
5. Strongly Agree

C1_3. Negatively affect my health

1. Strongly Disagree
2. Disagree
3. Neither Agree or Disagree
4. Agree
5. Strongly Agree

C1_4. Cut my life short

1. Strongly Disagree
2. Disagree
3. Neither Agree or Disagree
4. Agree
5. Strongly Agree

C1_5. Damage my body

1. Strongly Disagree
2. Disagree
3. Neither Agree or Disagree
4. Agree
5. Strongly Agree

C1_6. Be controlled by tobacco

1. Strongly Disagree
2. Disagree
3. Neither Agree or Disagree
4. Agree
5. Strongly Agree

C1_7. Consume harmful chemicals

1. Strongly Disagree
2. Disagree
3. Neither Agree or Disagree
4. Agree
5. Strongly Agree

C1_8. Develop cancer

1. Strongly Disagree
2. Disagree
3. Neither Agree or Disagree
4. Agree
5. Strongly Agree

C1_9. Miss out on activities I enjoy

1. Strongly Disagree
2. Disagree
3. Neither Agree or Disagree
4. Agree
5. Strongly Agree

C2. Smoking cigarettes is . . .

1. Very Bad
2. Bad
3. Neither Good or Bad
4. Good
5. Very Good

C3. Smoking cigarettes is . . .

1. Very Unenjoyable
2. Unenjoyable
3. Neither enjoyable or unenjoyable
4. Enjoyable
5. Very Enjoyable

PART IV

[Questions to be presented to ALL PARTICIPANTS – Part IV question only asked once]

D1. What is the highest grade or level of school that you have completed?

1. Less than high school
2. Some high school, no diploma
3. GED
4. High school graduate–diploma
5. Some college but no degree
6. Associate degree–occupational/vocational
7. Associate degree–academic program
8. Bachelor’s degree (ex: BA, AB, BS)
9. Master’s degree (ex. MA, MS, MEng, Med, MSW)
10. Professional school degree (ex: MD, DDS, DVM, JD)
11. Doctorate degree (ex: PhD, EdD)
12. Don’t know
13. Prefer not to answer

D2. Which of the following categories best describes your total household income in the past 12 months?

This is the total income before taxes of all persons in your household combined. Please include money from jobs, relatives, pensions, dividends, interest, social security payments or retirement benefits, net income from business, farm or rent, and any other money received by household members.

1. Less than \$10,000
2. \$10,000 to \$14,999
3. \$15,000 to \$24,999
4. \$25,000 to \$34,999
5. \$35,000 to \$49,999
6. \$50,000 to \$74,999
7. \$75,000 to \$99,999
8. \$100,000 to \$149,999
9. \$150,000 to \$199,999
10. \$200,000 or more
11. Don’t know
12. Prefer not to answer

D3. What is your current age?

Age: ___ ___

END PAGE

[TEXT FOR ONSITE PARTICIPANTS ONLY]: “Thanks for completing the survey! Please let a researcher know that you are done so that you can receive your \$25 cash incentive. Once you have received the incentive, please confirm below.”

YES, I have received my \$25 cash incentive.

Submit

END PAGE

[TEXT FOR SOCIAL MEDIA PARTICIPANTS ONLY]: “Thanks for completing the survey! You will receive your \$25 online gift card at the email address you provided within 48 hours.”

END PAGE

[TEXT FOR ONLINE PANEL PARTICIPANTS ONLY]: “Thanks for completing the survey! You will be redirected to [insert name of online research panel company] to receive your \$25 online gift card.”

END PAGE