

Qualitative Study of Perceptions and Knowledge of Visually Depicted Health Conditions

**SCREENER**  
**2 Audiences of Smokers (*Young Smokers and Smokers*)**

**Screening Criteria**

- Gender: Aim for a mix in each segment in each market
- Language Recruiting: 2 Spanish speaking/reading and 4 English speaking/reading in each market (account for necessary over-recruits)
- Age:  
Young Smokers: Between the ages of 18-24  
Smokers: 25-60
- All must be smokers based on questions 13 and 14
- All must not have participated in a focus group discussion or an individual interview on a health-related topic in the past 6 months
- Thank and Terminate any respondent if they, or any member of their household, have worked in the past five years for a tobacco or cigarette company, public health or community organization involved in communicating the dangers of smoking, a marketing, advertising or public relations agency or department, the FDA, NIH, CDC, SAMHSA, CMS, ATF or TTB
- Thank and Terminate any respondent if they, or any member of their household, have ever lobbied on behalf of tobacco OR personally represented or worked on behalf of a tobacco company in connection with a tobacco lawsuit
- No more than 2 with postgraduate coursework per market per audience

## Screener Script:

Good morning/afternoon. My name is \_\_\_\_\_ and I'm calling from \_\_\_\_\_ on behalf of [RECRUITER]. *This is not a sales call and there will be no attempt to sell you anything now or later.* From time to time, we organize one-on-one discussions (interviews) with people to obtain their opinions on a variety of issues. We are organizing an up to an hour interview on the following date [DATES].

During this discussion, you will be asked to look at images that might be part of health education efforts. We believe it is important to speak with people in different target audiences to get their responses to the images. If you qualify to participate in the interview, and show up to do the interview, you will get a \$75 gift card as a thank you for your time and effort.

Rest assured that your identity will remain private to the extent allowable by law.

First, I must ask you a few questions to ensure that you qualify.

1. **What is your exact age?** \_\_\_\_\_  
[RECORD TO GRID]  
IF UNDER THE AGE OF 18; THANK AND TERMINATE; OTHERWISE CONTINUE  
  
CONSIDER POSSIBLE "YOUNG SMOKER" IF BETWEEN AGES OF 18- 24,  
CONSIDER POSSIBLE "SMOKER" IF 25-60, NEED A GOOD MIX OF AGES IN EACH SEGMENT
2. **RECORD GENDER (DO NOT ASK)**  
 Male  
 Female  
  
[RECORD TO GRID] - NEED A GOOD MIX OF GENDER IN EACH SEGMENT
3. **What is the primary language you use to communicate with your family and friends?** \_\_\_\_\_  
  
IF RECRUITING FOR SPANISH SPEAKING/READING, PARTICIPANT MUST RESPOND WITH "SPANISH" OR CANNOT BE RECRUITED AS SPANISH SPEAKING
4. **What is the primary language you use to read magazines, newspapers, books, etc...,?** \_\_\_\_\_  
  
IF RECRUITING FOR SPANISH SPEAKING/READING, PARTICIPANT MUST RESPOND WITH "SPANISH" OR CANNOT BE RECRUITED AS SPANISH SPEAKING
5. **Are you interested in and available on [DATE], to participate in our research?**  
 Yes, CONTINUE  
 No, THANK AND TERMINATE
6. **Are you in a quiet and private location where you can provide responses to our questions?**  
 Yes, CONTINUE  
 No, ASK IF THEY CAN MOVE TO A PRIVATE LOCATION TO CONTINUE
7. **Which of the following best represents your racial or ethnic group? (READ LIST, CHECK ONE RESPONSE)**

- Asian/Pacific Islander
- Black/African American
- White/Caucasian
- Hispanic
- Other
- Prefer not to answer

[RECORD TO GRID]

**8. Which of the following best represents the highest level of education you have completed? (READ LIST, CHECK ONE RESPONSE)**

- Did not complete high school
- High school degree / GED
- 2 year college with associates degree
- 4 year college with undergraduate degree
- Graduate courses\*
- Graduate degree\*

\*DO NOT RECRUIT MORE THAN 2 PER SEGMENT WITH A GRADUATE DEGREE OR WHO HAVE TAKEN GRADUATE COURSES

[RECORD TO GRID]

**9. Have you ever participated in any focus groups or individual interviews (either by phone or in-person)?**

- Yes [CONTINUE]
- No [SKIP TO Q. 7]

**a. When did you last participate in either a focus group or individual interview?**

\_\_\_\_\_ IF UNDER SIX MONTHS AGO, CONTINUE;  
OTHERWISE SKIP TO Q. 7.

**b. What was the topic of the focus group or individual interview?**

\_\_\_\_\_ IF A HEALTH-RELATED TOPIC, THANK AND  
TERMINATE; OTHERWISE CONTINUE

**10. Have you or any member of your household worked in the past five years for a tobacco or cigarette company, public health or community organization involved in communicating the dangers of smoking, a marketing, advertising or public relations agency or department, the U.S. Food and Drug Administration, the National Institutes of Health, the Centers for Disease Control and Prevention, the Substance Abuse and Mental Health Services Administration, the Centers for Medicare and Medicaid Services, the Bureau of Alcohol, Tobacco, Firearms and Explosives or the Alcohol and Tobacco Tax and Trade Bureau?**

- Yes [THANK AND TERMINATE]
- No [CONTINUE]

**11. Have you or any member of your household ever lobbied on behalf of tobacco OR personally represented or worked on behalf of a tobacco company in connection with a tobacco lawsuit?**

- Yes [THANK AND TERMINATE]
- No [CONTINUE]

**12. Have you ever smoked a traditional cigarette (as opposed to an e-cigarette)?**

- Yes [CONTINUE]
- No [TERMINATE]

**13. You said that you have smoked a cigarette. Approximately how many cigarettes have you smoked in your life?**

- Less than 10 [THANK AND TERMINATE]
- Between 10 and 49 [THANK AND TERMINATE]
- Between 50 and 99 [THANK AND TERMINATE]
- Between 100 and 250 [CONTINUE]
- Over 250 [CONTINUE]

[RECORD TO GRID]

**14. Which of the following best describes how often you currently smoke?**

- Not at all [THANK AND TERMINATE]
- Rarely (less than once a month) [THANK AND TERMINATE]
- Frequently (more than once a month) [THANK AND TERMINATE]
- Some days (more than once every two weeks) [CONTINUE]
- Every day [CONTINUE]

[RECORD TO GRID]

**NOTE:** IF A RESPONDENT HAS ANSWERED "MORE THAN 100 CIGARETTES" IN Q 13 AND "SOME DAYS" OR "EVERY DAY" IN Q 14, RECRUIT FOR THE APPROPRIATE SEGMENT: "YOUNG SMOKER" OR "SMOKER", *OTHERWISE THANK AND TERMINATE*

### **INVITE**

Thank you very much for answering my questions today. Based on your responses, you have qualified to participate in our research study. The interview will last up to one hour and you must be able to view small images during the interview (so if needed, please ensure you have the proper glasses or are wearing your contacts)

The following times are currently available: [PROVIDE AVAILABLE TIMES TO PARTICIPANT]

We will call you the evening prior to your scheduled interview time as a reminder. Also, as a thank you for your time and effort, you will receive a \$75 gift card. We will call you the evening before as a reminder. Please notify us as soon as possible if something should come up and you are no longer able to participate in this study.

**OMB No. 0910-0796**

**Exp. 6/30/18**

We will only be using your contact information to schedule the interview and send you details to attend. We will not share your information with anyone else or any other organization. Once the interview is completed, your contact information for this study will be shredded and destroyed.

NAME: \_\_\_\_\_

DAYTIME PHONE NUMBER: \_\_\_\_\_

EVENING PHONE NUMBER: \_\_\_\_\_