

The Real Cost General Market: Wave 4 Creative Concept Testing Designed to Prevent Youth ENDS Use,
Concept Ranking Worksheet

1. Which ad was your favorite? _____

Write one reason why this ad was your favorite:

2. Which ad would make you stop and think twice about vaping?

Write one reason why this ad would make you stop and think twice:

3. Which ad would be most likely to tell your friends about? _____

Write one reason why you would tell your friends about this ad:

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 5 minutes per response to complete the Concept Ranking Worksheet (the time estimated to read and review). Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to PRStaff@fda.hhs.gov.