

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

### SCREENER

#### Overview:

Recruitment will be conducted by telephone by recruiters from The Sound. Individuals from a diverse range of racial/ethnic groups and socio-economic backgrounds are eligible to participate. Recruitment will continue until a representative sample of the required number of participants for each group is obtained. The Sound will draw from their own existing database of individuals interested in research participation using a participant database, which generates call lists of individuals who have voluntarily signed up to participate in research. The Sound has demonstrated capability in recruiting individuals from diverse demographic backgrounds.

Before recruiting commences, all recruiters will attend training to ensure the screening procedures are administered consistently.

#### Justification for Screener Questions

Item(s)	Rationale/Justification
1-4	Assess if there is a youth in the home b/w ages of 12 -17 (and will not turn 18 by the time the study takes place) and if legal guardian gives permission for the youth to participate in the study
	<b>Termination Point for if there is not a youth in the home within the appropriate age ranges.</b>
5	Assess if English is the youth's first language.
	<b>Termination Point if English is not the youth's first language.</b>
6	Income level of household
7-8	Verify race/ethnicity
9	Relationship with tobacco company, market research company, ad agency, media, or health care
	<b>Termination Point for individuals who work for a tobacco company or have friends or family who work for a tobacco company</b>
10	Ask if legal guardian gives permission for the youth to participate in the study
	<b>Termination Point if parent/guardian does not wish their child to participate.</b>
11	Ask if youth has engaged in a discussion group, survey, or interview about tobacco in the last 6 months
	<b>Termination Point for youth who have engaged in a discussion group, survey, or interview about tobacco within the last 6 months</b>
12a-c 13a-c 14a-b 15a-c	Verify e-cigarette and cigarette status. Identify students who are at-risk and experimenters. Exclude students who are closed to using e-cigarettes as well as established e-cigarette or cigarette users.
	<b>Termination Point for students who do not meet criteria in 12b-c, 13a-c, and 14b.</b>
16	Student willing to be audio recorded during interview as part of this study
17	Student willing to be participate in the study
	<b>Termination Point for eligible students who are not willing to comply with 16 or</b>

	<b>17.</b>
18	Collect name phone number and email address and home address (for scheduling purposes only, this information will be deleted on a weekly basis).

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](mailto: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 approximately **90 minutes**. Those who participate will receive a \$25 gift card as a thank you for their time. A parent or guardian of a participant will also receive a \$25 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) \_\_\_\_\_
  
- 2a. If child is 17. Will your child turn 18 by X date: **TERMINATE if child will turn 18 before the focus group will take place.**

**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 & SELF-REPORTED TOBACCO USE**

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:** Thanks for the information. Your children may be eligible to participate in our focus groups. As I mentioned before, the focus group will be held on \_\_\_\_\_ and will last approximately **90 minutes**. Those who participate will receive a \$25 gift card as a thank you for their time and their parent or guardian will also receive a \$25 gift card a token of thanks.

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 KEPT PRIVATE TO THE EXTENT ALLOWABLE BY LAW.

Let me ask you a few more questions please.

**SECTION 2:**

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

5. Are comfortable discussing this project in English?  
Yes  **CONTINUE**  
No  **TERMINATE**
6. 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"/> | <b>CONTINUE</b> |
| \$30,000 - \$54,999             | <input type="checkbox"/> | <b>CONTINUE</b> |
| \$55,000 - \$74,999             | <input type="checkbox"/> | <b>CONTINUE</b> |
| \$75,000 - \$99,999             | <input type="checkbox"/> | <b>CONTINUE</b> |
| \$100,000 or more               | <input type="checkbox"/> | <b>CONTINUE</b> |
| Don't Know/Prefer Not to Answer | <input type="checkbox"/> | <b>CONTINUE</b> |

We are hoping to speak to people from households that represent various races and/or ethnicities.

7. Would you consider yourself as Hispanic or Latino?  
Yes  **CONTINUE**  
No  **CONTINUE**
8. What race or races best describes your child? (You can choose one answer or more than one answer)

- |                                           |                          |   |                 |
|-------------------------------------------|--------------------------|---|-----------------|
| American Indian or Alaska Native          | <input type="checkbox"/> | 1 | <b>CONTINUE</b> |
| Asian                                     | <input type="checkbox"/> | 2 | <b>CONTINUE</b> |
| Black or African American                 | <input type="checkbox"/> | 3 | <b>CONTINUE</b> |
| Native Hawaiian or Other Pacific Islander | <input type="checkbox"/> | 4 | <b>CONTINUE</b> |
| White                                     | <input type="checkbox"/> | 5 | <b>CONTINUE</b> |
| Other                                     | <input type="checkbox"/> | 6 | <b>CONTINUE</b> |

9. Do you, your child, or any member of your immediate family or a close friend work for...? (Select all that apply)

- A. A market research company
- B. A tobacco company (manufacturer or importer of tobacco products) **TERMINATE**
- C. An advertising agency or public relations firm
- D. The media (TV/radio/newspapers/magazines)
- E. A healthcare professional (doctor, nurse, pharmacist, dietician, etc.)
- F. None of these

10. If your son/daughter qualifies, do you give permission for him/her to take 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, which is a gathering of other kids your age to talk and share opinions on important topics. 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 approximately **90 minutes**. Those who participate will receive a \$25 gift card as a thank you for their time. May I please ask you a few questions?

11. Have you ever received money or gift cards from a company for sharing your opinions about tobacco in a discussion group, interview or survey?
- A. Yes, within the past 6 months **TERMINATE**
  - B. Yes, more than 6 months ago
  - C. No
  - D. I'm not sure

**E-CIGARETTE EXPERIMENTER QUESTIONS:**

Switching gears now, I'd like to ask you a few questions about vaping, or using an e-cigarette, sometimes these products are also called vapes, vape pens, hookah pens, personal vaporizers and mods, e-cigars, pipes, or e-hookahs. I will be calling the products e-cigarettes from now on. I will also use the term "vaping" to describe using these products, please know that when I ask about "vaping" I am referring to using vapes or vaping only, not smoking traditional cigarettes or any other substance

12a. Have you ever tried an e-cigarette, such as NJOY, Blu, or JUUL, even one or two puffs?

Yes  **CONTINUE**

No  **SKIP TO Q13 FOR E-CIGARETTE SUSCEPTIBILITY/AT-RISK QUESTIONS**

12b. For this question, do not tell me your answer, just tell me the number that corresponds to each answer I read. About how many times have you used an e-cigarette in your entire life? Your best guess is fine. Please just say a number and not mention the word e-cigarette.

	1	<b>CONTINUE TO Q12C</b>
1	2	
2 to 5	3	
6 to 15	4	
16 to 25	5	
26-49		
50-99	6	<b>TERMINATE</b>
100 or more	7	<b>TERMINATE</b>

12c. For this question, do not tell me your answer, tell me the number that corresponds to each answer I read. During the past 30 days, on how many days did you use an e-cigarette?

0 days	1	<b>[QUALIFY FOR E-CIGARETTE EXPERIMENTER GROUP, BUT FIRST SKIP TO Q14 TO SCREEN FOR DUAL EXPERIMENTER GROUP]</b>
1 or 2 days	2	
3 to 5 days	3	
6 to 9 days	4	
10 to 16 days	5	
16 to 20 days	6	
21 to 29 days	7	<b>TERMINATE</b>
All 30 days	8	<b>TERMINATE</b>

**E-CIGARETTE SUSCEPTIBILITY QUESTIONS:**

For all these questions, do not tell me your answer – just tell me the number that corresponds to each answer I read.

13a. Do you think you will try an e-cigarette soon?

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

13b. Do you think you will try an e-cigarette at any time in the next year?

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

13c. If one of your best friends were to offer you an e-cigarette, would you try it?

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

**[IF Q13a and Q13b and Q13c = 1, EXCLUDE FROM SUSCEPTIBLE/AT-RISK E-CIGARETTE GROUP AND TERMINATE]**

**[ALL ELSE QUALIFY FOR AT-RISK E-CIGARETTE GROUP, CONTINUE TO Q15 TO SCREEN FOR PETE/NIKKI QUOTA]**

**CIGARETTE EXPERIMENTER QUESTIONS:**

Switching gears, I'd like to ask you about smoking traditional cigarettes, like the kind that are lit and smoked. Again, do not tell me your answer, just tell me the number that corresponds to the answers I read.

14a. Have you ever tried a cigarette, even one or two puffs? Please just say yes or no, you don't have to mention the word cigarette.

- Yes  **CONTINUE to 14b**  
No  **QUALIFY FOR ENDS EXPERIMENTER GROUP, CONTINUE TO Q15 TO SCREEN FOR PETE/NIKKI QUOTA**

14b. About how many cigarettes have you smoked in your entire life? Your best guess is fine. Please just say a number and not mention the word cigarette.

1 or more puffs but never a whole cigarette	1	<b>[Responses 1- 6 QUALIFY AS CIGARETTE EXPERIMENTER, THUS QUALIFY FOR DUAL USE GROUP]</b>
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	
26 to 99 More than 1 pack but less than 5 packs	6	<b>TERMINATE</b>
100 or more cigarettes (5 or more packs)	7	<b>TERMINATE</b>

**CIGARETTE SUSCEPTIBILITY/AT RISK QUESTIONS (PETE/NIKKI QUOTA):**

Now let's switch gears and talk about traditional cigarettes, the kind that are lit and smoked. I'm going to ask you some questions about smoking traditional cigarettes. Remember, respond using the number that corresponds to the right answer for you.

15a. Do you think that you will try a cigarette soon?

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

15b. Do you think you will smoke a cigarette in the next year?

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

15c. 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

**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. 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 \$25 gift card as a token of appreciation for your participation. Your parent or guardian will also receive a \$25 gift card as a token of thanks.

16. We would like to audio record the interviews. Would you be willing to be audio recorded during an interview as part of this study?

- Yes
- No

**TERMINATE**

17. 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 \_\_\_\_\_.

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

**NAME** \_\_\_\_\_  
**PHONE NUMBER** \_\_\_\_\_