

Fresh Empire Campaign: Wave 2 Quantitative Study of Reactions to Rough-Cut Advertising
Designed to Prevent Youth Tobacco Use
Copy Testing Questionnaire

UNIQUE ID PAGE [IN-PERSON VERSION ONLY]

Unique ID: _____

ASSENT PAGE

[YOUTH WILL BE PRESENTED WITH ELECTRONIC ASSENT FORM. YOUTH WILL USE RADIO BUTTON TO PROVIDE ASSENT AND MOVE ON TO WELCOME PAGE]

WELCOME PAGE

[TEXT FOR PARTICIPANTS]: "Please answer the questions on the following pages as honestly as possible. 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. There will also be a "BACK" button presented on each page in case youth accidentally skip a question.]

PART I

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

[TEXT FOR PARTICIPANTS]: "Please answer each question as honestly as possible. Click on the button at the bottom of the page to continue with the survey."

A1. Does anyone who lives with you now... (Select all that apply)

- A. Smoke cigarettes?
- B. Smoke cigars, cigarillos, or little cigars (e.g. Swisher Sweets or Black & Mild)?
- C. Mild)?
- D. Use any other form of tobacco?
- E. No one who lives with me now uses any form of tobacco

[A1 = D is an exclusive response and cannot be selected in conjunction with option A, B, or C]

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

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

E. 4

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

- A. Smoked cigarettes?
- B. Smoked cigars, cigarillos, or little cigars (e.g. Swisher Sweets or Black & Mild)?
- C. Mild)?
- D. Smoked electronic cigarettes, e-cigarettes, vape pens, or hookah pens such as Fin, NJOY, Blu, e-Go, or Vuse?
- E. Smoked tobacco from a hookah or waterpipe?
- F. Used smokeless tobacco (e.g. snus pouches, moist snuff, dip, spit, or chewing tobacco)?
- G. I have not used any form of tobacco in the past 30 days

[A3 = G is an exclusive response and cannot be selected in conjunction with options A - F]

PART II

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

[TEXT FOR PARTICIPANTS]: "Please watch the video below. Click on the button at the bottom of the page when the video ends to continue with the survey.

To start watching the video, click on the video or press the play button."

[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]

- A. Sad
- B. Afraid

- C. Irritated
- D. Ashamed
- E. Discouraged
- F. Hopeful
- G. Motivated
- H. Understood
- I. Angry
- J. Amused
- K. Disgusted
- L. Worried
- M. Inspired
- N. Happy
- O. Uneasy
- P. 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 tobacco
- M. The person/people in this ad are like me
- N. This ad gave me a reason not to use 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 claims or arguments in this ad:

| | | | | | |
|----------------|---|---|---|---|------------|
| Not believable | | | | | Believable |
| | 1 | 2 | 3 | 4 | 5 |

B7. On a scale of 1 to 5, indicate whether the ad made smoking look like something you would or would not want to do.

Makes me want to smoke Makes me not want to smoke
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 B8 = No, Ask B10]

B9. What is confusing about this ad?

[FREE RESPONSE BOX]

B10. If you saw this advertisement, on a scale from 1 to 5, where 1 is not at all likely and 5 is very likely, how likely would you be to do each of the following:

Not at all Very
1 2 3 4 5

- A. Tell a friend
- B. Look for more information online
- C. Visit Fresh Empire website or Facebook page
- D. Share Fresh Empire YouTube channel with a friend
- E. Mention or like it on social media such as Facebook, Twitter, or Instagram
- F. Do nothing [EXCLUSIVE RESPONSE; CANNOT BE SELECTED WITH A-E]

For ad view group only: show second ad, then re-ask Part II questions only

PART III

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

[TEXT FOR PARTICIPANTS]: “Please answer each question as honestly as possible. Click on the button at the bottom of the page to continue with the survey.”

[Attitudes, Beliefs and Risk Perceptions]

How much do you agree or disagree with following statements:

C1. If I smoke I will...

C1_1. Have bad breath

- a. Strongly Disagree
- b. Disagree
- c. Neither Agree or Disagree
- d. Agree
- e. Strongly Agree

C1_2. Damage my body

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

C1_3. Be controlled by tobacco

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

C1_4. Consume harmful chemicals

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

C1_5. Develop cancer

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

END PAGE [SOCIAL MEDIA RECRUIT VERSION ONLY]

[TEXT FOR PARTICIPANTS]: “Thanks for completing the survey! After you click submit, you will receive your \$20 gift card by email within 72 hours.

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