Form Approved

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**National Tobacco Education Campaign**

**Participant Feedback Questionnaire for
Creative Concept Testing**

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### FOCUS GROUP NUMBER: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ CREATIVE CONCEPT VIEWED: ONE

### Question 1. Please indicate how much you can relate to what you saw and heard in the ad, with 1 meaning that you “do not relate at all,” and 7 meaning that you “relate a lot.”

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| I do not relate at all |  |  |  |  |  | I relate a lot |

**Question 2. In one sentence, please explain why you selected the answer in question 1.**

**Question 3. People have different emotional reactions when they see ads like the ones you just saw. On a scale from 1 to 5, please indicate how much this ad made you feel shame.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| I did not feel any shame | I felt a small amount of shame | I felt a moderate amount of shame | I felt an intense amount of shame | I felt an extreme amount of shame |

**Question 4. If you circled 2 through 5 in Question 3, how does this shame affect how you feel about quitting traditional cigarettes? Why?**

**Question 5. On a scale from 1 to 5, please indicate how much this ad made you feel angry.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| I did not feel any anger | I felt a small amount of anger | I felt a moderate amount of anger | I felt an intense amount of anger | I felt an extreme amount of anger |

**Question 6. If you circled 2 through 5 in Question 6,, how does this anger affect how you feel about quitting traditional cigarettes? Why?**

**Question 7. Does this ad suggest that smokers are “bad people”?**

1. **Yes**
2. **No**

### FOCUS GROUP NUMBER: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ CREATIVE CONCEPT VIEWED: TWO

### Question 1. Please indicate how much you can relate to what you saw and heard in the ad, with 1 meaning that you “do not relate at all,” and 7 meaning that you “relate a lot.”

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| I do not relate at all |  |  |  |  |  | I relate a lot |

**Question 2. In one sentence, please explain why you selected the answer in question 1.**

**Question 3. People have different emotional reactions when they see ads like the ones you just saw. On a scale from 1 to 5, please indicate how much this ad made you feel shame.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| I did not feel any shame | I felt a small amount of shame | I felt a moderate amount of shame | I felt an intense amount of shame | I felt an extreme amount of shame |

**Question 4. If you circled 2 through 5 in Question 3, how does this shame affect how you feel about quitting traditional cigarettes? Why?**

**Question 5. On a scale from 1 to 5, please indicate how much this ad made you feel angry.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| I did not feel any anger | I felt a small amount of anger | I felt a moderate amount of anger | I felt an intense amount of anger | I felt an extreme amount of anger |

**Question 6. If you circled 2 through 5 in Question 6,, how does this anger affect how you feel about quitting traditional cigarettes? Why?**

**Question 7. Does this ad suggest that smokers are “bad people”?**

1. **Yes**
2. **No**

### FOCUS GROUP NUMBER: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ CREATIVE CONCEPT VIEWED: THREE

### Question 1. Please indicate how much you can relate to what you saw and heard in the ad, with 1 meaning that you “do not relate at all,” and 7 meaning that you “relate a lot.”

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| I do not relate at all |  |  |  |  |  | I relate a lot |

**Question 2. In one sentence, please explain why you selected the answer in question 1.**

**Question 3. People have different emotional reactions when they see ads like the ones you just saw. On a scale from 1 to 5, please indicate how much this ad made you feel shame.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| I did not feel any shame | I felt a small amount of shame | I felt a moderate amount of shame | I felt an intense amount of shame | I felt an extreme amount of shame |

**Question 4. If you circled 2 through 5 in Question 3, how does this shame affect how you feel about quitting traditional cigarettes? Why?**

**Question 5. On a scale from 1 to 5, please indicate how much this ad made you feel angry.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| I did not feel any anger | I felt a small amount of anger | I felt a moderate amount of anger | I felt an intense amount of anger | I felt an extreme amount of anger |

**Question 6. If you circled 2 through 5 in Question 6,, how does this anger affect how you feel about quitting traditional cigarettes? Why?**

**Question 7. Does this ad suggest that smokers are “bad people”?**

1. **Yes**
2. **No**

### FOCUS GROUP NUMBER: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ CREATIVE CONCEPT VIEWED: FOUR

### Question 1. Please indicate how much you can relate to what you saw and heard in the ad, with 1 meaning that you “do not relate at all,” and 7 meaning that you “relate a lot.”

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| I do not relate at all |  |  |  |  |  | I relate a lot |

**Question 2. In one sentence, please explain why you selected the answer in question 1.**

**Question 3. People have different emotional reactions when they see ads like the ones you just saw. On a scale from 1 to 5, please indicate how much this ad made you feel shame.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| I did not feel any shame | I felt a small amount of shame | I felt a moderate amount of shame | I felt an intense amount of shame | I felt an extreme amount of shame |

**Question 4. If you circled 2 through 5 in Question 3, how does this shame affect how you feel about quitting traditional cigarettes? Why?**

**Question 5. On a scale from 1 to 5, please indicate how much this ad made you feel angry.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| I did not feel any anger | I felt a small amount of anger | I felt a moderate amount of anger | I felt an intense amount of anger | I felt an extreme amount of anger |

**Question 6. If you circled 2 through 5 in Question 6,, how does this anger affect how you feel about quitting traditional cigarettes? Why?**

**Question 7. Does this ad suggest that smokers are “bad people”?**

1. **Yes**
2. **No**

**Thank you! Please hand this form in to the moderator (do not put your name on it).**