

[STUDY 1 & 2 SCREENER]

[Study 1 – Cigarette Study]

Experimental Smoker (young adults*): Below threshold (<100); currently smokes ‘some day’ or ‘rarely’
Established Smoker: 100 threshold and currently smokes ‘some day’ or ‘every day’;

Former Smoker (adults*): 100 threshold and abstinent for 1 year or longer

All: currently/formerly use one of these three cigarette brands: Camel, Marlboro, Newport]

[Study 2 – Smokeless Tobacco (SLT) Study]

Current SLT User: Threshold (20) and currently uses ‘some day’ or ‘every day’

Smoker/Non-SLT user (all): Currently uses SLT ‘not at all’ and smokes ‘some day’ or ‘every day’]

*Young adults = 18-24yrs; adults = 25+ yrs

S1. What is your current age in years?

ENTER NUMBER (X-XX) |__|__|

IF S1 < 18, NOT ELIGIBLE.

S2. Have you ever used smokeless tobacco products, like chewing tobacco, snuff, dip, or snus at least 20 times in your entire life?

- ₁ Yes
- ₂ No
- ₉ Prefer not to answer

IF S2 = 2 = 9, GO TO S5.

S3. Do you now use chewing tobacco, snuff, or dip every day, some days, rarely, or not at all?

- ₁ Every day
- ₂ Some days
- ₃ Rarely
- ₄ Not at all

IF S3 = 3 = 4, GO TO S5.

S4. What is your usual brand of smokeless tobacco?

- ₁ Copenhagen
- ₂ Grizzly
- ₃ Kodiak
- ₄ Red Man
- ₅ Skoal
- ₆ Other brand: _____

IF S2 = 1 AND S3 = 1 = 2, GO TO STUDY 2 (SMOKELESS TOBACCO USERS).

S5. Have you ever tried cigarette smoking, even one or two puffs?

- ₁ Yes
- ₂ No
- ₉ Prefer not to answer

IF S5 = 2 = 9, NOT ELIGIBLE.

S6. Have you smoked at least 100 cigarettes in your entire life?

- ₁ Yes
- ₂ No
- ₇ Don't Know/Not Sure

IF S1 ≥ 25 AND S6 = 2 = 7, NOT ELIGIBLE.

S7. Do you now smoke cigarettes every day, some days, rarely, or not at all?

- ₁ Every day
- ₂ Some days
- ₃ Rarely
- ₄ Not at all
- ₇ Don't Know/Not Sure

IF S6 = 1 AND S7 = 1 = 2, GO TO S10.

IF S6 = 1 AND S7 = 3 = 7, NOT ELIGIBLE.

IF 18 ≤ S1 ≤ 24 AND S6 = 2 AND S7 = 2 = 3, GO TO S10.

IF 18 ≤ S1 ≤ 24 AND S6 = 2 AND S7 = 1 = 4 = 7, NOT ELIGIBLE.

S8. About how long has it been since you **COMPLETELY** quit smoking cigarettes?

- ₁ Less than 1 year
- ₂ 1 year or longer

IF S6 = 1 AND S7 = 4 AND S8 = 1, NOT ELIGIBLE.

S9. The next question is about the brand of cigarettes you used to smoke. The brand is the name that is on the pack. When you used to smoke regularly, what brand of cigarettes did you smoke **most often**?

- ₁ Camel
- ₂ Marlboro
- ₃ Newport
- ₄ Another brand
- ₂₇ Don't Know/Refused

IF S6 = 1 AND S7 = 4 AND S8 = 2 AND S9 = 1 = 2 = 3, GO TO STUDY 1 (FORMER SMOKER).

IF S9 = 1 = 2 = 3, NOT ELIGIBLE.

S10. The next question is about the brand of cigarettes you smoke. The brand is the name that is on the pack. During the past 30 days, what brand of cigarettes did you smoke **most often**?

- ₁ Camel
- ₂ Marlboro
- ₃ Newport
- ₄ Another brand
- ₇ Don't Know/Refused

IF S6 = 1 AND S7 = 1 = 2 AND S10 = 1 = 2 = 3, ESTABLISHED SMOKER.

IF 18 ≤ S1 ≤ 24 AND S6 = 2 AND S7 = 2 = 3 AND S10 = 1 = 2 = 3 EXPERIMENTAL SMOKER.

IF S10 = 4 = 7, NOT ELIGIBLE.

S10a. Do you usually smoke menthol or non-menthol cigarettes?

- ₁ Menthol
- ₂ Non-menthol
- ₃ No usual type

GO TO STUDY 1

Paperwork Reduction Act Statement: An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The public reporting burden for this information collection has been estimated to average 2 minutes per response to complete the Screener (the time estimated to read, review, and respond). Send comments regarding

this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to PRASSTaff@fda.hhs.gov.

[Display]

Intro1

This study is funded by the U.S. Food and Drug Administration's (FDA's) Center for Tobacco Products (CTP) and conducted by RTI International. For this study, we would like you to complete a survey about tobacco products. Because the survey asks a few questions about your use of tobacco products, you may or may not feel uncomfortable answering such questions. Your participation in this research study is completely voluntary, and you may skip any questions you do not want to answer. Your identity will be kept anonymous, and no one will be able to identify you as a participant in this study. Each survey will take no more than 15 minutes to complete.

If you have any questions about the study, you may call Carol Schmidt of RTI at 1-800-334-8571, extension 22046. If you have any questions about your rights as a study participant, you may call RTI's Office of Research Protection at 1-866-214-2043.

[STUDY 1 SCREENER]

[IF NOT CURRENT SMOKER, SKIP TO IA1.]

INDIVIDUAL FACTORS: TOBACCO USE BEHAVIOR (for STUDY 1)

[TOBACCO USE BEHAVIORS]

IF S4=2-7 (current smoker), ASK IT1-IT5; OTHERWISE, GO TO IA1.

[TOBACCO USE BEHAVIORS: BRAND LOYALTY]

IT1. How often do you buy this brand of cigarettes, **[INSERT S9 RESPONSE ITEM]**?

- ₁ All the time—it's the only brand of cigarettes I smoke
- ₂ Almost all the time
- ₃ Most of the time
- ₄ Some of the time
- ₅ Every now and then

[TOBACCO USE BEHAVIORS: ITEMS FOR HEAVINESS OF SMOKING INDEX]

IT2. During the past 30 days, on the days you smoked, how many cigarettes did you smoke per day?

- ₁ Less than 1 cigarette per day
- ₂ 1 cigarette per day
- ₃ 2 to 5 cigarettes per day
- ₄ 6 to 10 cigarettes per day
- ₅ 11 to 20 cigarettes per day
- ₆ More than 20 cigarettes per day
- ₉ Prefer not to answer

IT3. How soon after you wake up do you smoke your first cigarette?

- ₁ Within 5 minutes
- ₂ Within 6 to 30 minutes
- ₃ Within 31 to 60 minutes
- ₄ After 60 minutes

[TOBACCO USE BEHAVIORS: QUIT HISTORY]

IT4. How many **TIMES** during the past 12 months have you stopped smoking for one day or longer **BECAUSE YOU WERE TRYING TO QUIT SMOKING?**

- ₁ I have not tried to quit smoking for one day or longer in the past 12 months
- ₂ Once (1 time)
- ₃ 2 to 3 times
- ₄ 4 or more times

IF IT4=2-4, ASK IT5. OTHERWISE GO TO IA1.

IT5. The **LAST TIME** you stopped smoking during the **PAST 12** months because you were **TRYING** to quit, how long did you stop for?

ENTER NUMBER (1-365) |__|__|__|

ENTER UNIT REPORTED

- 1 Days
- 2 Weeks
- 3 Months
- 4 Years

IF NOT CURRENT SMOKER, SKIP FROM SCREENER (S9) TO HERE (IA1)

INDIVIDUAL FACTORS: ATTITUDES (STUDY 1)

[INDIVIDUAL ATTITUDES: OPENNESS TO NEW PRODUCTS]

Think about the products you use at home. How much do you agree or disagree with the following statements? Mark one for each statement.

IA1. If I like a brand, I rarely switch from it just to try something new.

Strongly disagree							Strongly agree
1	2	3	4	5	6	7	

IA2. I enjoy taking chances when buying new products.

Strongly disagree							Strongly agree
1	2	3	4	5	6	7	

[INDIVIDUAL ATTITUDES: BRAND, TOBACCO INDUSTRY]

IA6. How much do you agree or disagree with the following statement?

Some cigarette brands are less harmful than others.

Strongly disagree							Strongly agree
1	2	3	4	5	6	7	

IA3. How strong and loyal a preference do you feel for **your brand** of cigarettes, [INSERT S9 RESPONSE ITEM]?

<hr/>						
Not at all			Very much			
1	2	3	4	5	6	7

IA4. How much **trust** do you feel for **your brand** of cigarettes, [INSERT S9 RESPONSE ITEM]?

<hr/>						
Not at all			Very much			
1	2	3	4	5	6	7

IA5. How much trust do you feel for tobacco companies, in general?

<hr/>						
Not at all			Very much			
1	2	3	4	5	6	7

[INDIVIDUAL ATTITUDES: Concern about health risks of smoking]

IA7. I am afraid of the physical consequences of smoking.

<hr/>						
Not at all			Very much			
1	2	3	4	5	6	7

IA8. I worry about my health because of my smoking.

<hr/>						
Not at all			Very much			
1	2	3	4	5	6	7

IA9. I feel anxiety when I think of the possible consequences of smoking.

<hr/>						
Not at all			Very much			
1	2	3	4	5	6	7

IA10. I brood about the physical consequences of smoking.

<hr/>						
Not at all			Very much			
1	2	3	4	5	6	7

MANIPULATION (Stimulus Exposure)

[DISPLAY]

The next set of questions asks about the following images. Please look at these images and when you have finished looking at the images, click "NEXT" to continue.

[INSERT IMAGES PER ASSIGNED CONDITION: Appendix B, Study 1]

[Instructions: Required min viewing time = 30sec]

[Manipulation Check]

IF CONTROL (NO CLAIM), GO TO DM1.

M1. Which of the following, if any, appeared on the pack and/or in the advertisement?

- 1** 50% fewer chemicals
- 2** **[INSERT CLAIM]**
- 3** Less harmful than other cigarettes
- 4** Lower risk of cancer than other cigarettes
- 5** None of the above

M2. You just said, "**[INSERT M1 RESPONSE]**," appeared on the pack and/or in the advertisement. In your own words, **where on the pack and/or advertisement** was this statement located?

[TEXT BOX]

DEPENDENT MEASURES: Understanding and Comprehension of Claim

[JUDGMENTS OF HARM]

[RANDOMIZE QUESTIONS DM1-DM4]

DM1. Think about the product you just viewed, **[INSERT BRAND]** cigarettes. How harmful to your health do you think **[INSERT: BRAND]** cigarettes are? *Please select one.*

Not at all harmful						Extremely harmful
1	2	3	4	5	6	7

DM2. Think about your usual brand of cigarettes, **[INSERT S9 BRAND]**. How harmful to your health do you think your usual brand of cigarettes, **[INSERT S9 RESPONSE ITEM]**, is?

Not at all harmful			Extremely harmful			
1	2	3	4	5	6	7

DM3. How harmful to your health do you think nicotine replacement therapies, such as gum or patches, are?

Not at all harmful			Extremely harmful			
1	2	3	4	5	6	7

DM4. How harmful to your health do you think stop smoking medications, such as Zyban (bupropion) or Chantix (varenicline), are?

Not at all harmful			Extremely harmful			
1	2	3	4	5	6	7

DM6. Imagine that tomorrow you **completely switched** to **[INSERT: BRAND]** cigarettes and stopped using your usual brand of cigarettes. How would this affect your chances of getting a tobacco-related disease?

If I **completely switched** to using **[INSERT: BRAND]** cigarettes, my chances of getting a tobacco-related disease would be...

- ₁ Much less likely
- ₂ Somewhat less likely
- ₃ Equally likely
- ₄ Somewhat more likely
- ₅ Much more likely

[COMPARATIVE RISK]

[RANDOMIZE ITEMS]

DM7. Imagine that tomorrow you completely switched to [INSERT: BRAND] cigarettes and stopped using your usual brand of cigarettes. How would this affect your chances of getting each of these tobacco-related health issues?

If I switched to using [INSERT: BRAND] cigarettes, my chances of _____ would be...

	Much less likely	Somewhat less likely	Equally likely	Somewhat more likely	Much more likely
DM7_1. getting cancer					
DM7_2. getting lung disease					
DM7_3. getting heart disease					
DM7_4. having a stroke					
DM7_5. becoming addicted					

[COMPARATIVE HARM]

[RANDOMIZE QUESTIONS CH1-CH5]

CH1. **Compared to other cigarettes**, how harmful do you think [INSERT: BRAND] cigarettes are?

[INSERT: BRAND] cigarettes are a lot LESS harmful	1	2	3	4	5	6	7	[INSERT: BRAND] cigarettes are a lot MORE harmful
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CH2. **Compared to your usual brand of cigarettes, [INSERT S7 RESPONSE ITEM]**, how harmful do you think [INSERT: BRAND] cigarettes are?

[INSERT: BRAND] cigarettes are a lot LESS harmful	1	2	3	4	5	6	7	[INSERT: BRAND] cigarettes are a lot MORE harmful
--	---	---	---	---	---	---	---	--

CH3. **Compared to nicotine replacement therapies**, such as gum or patches, how harmful do you think [INSERT: BRAND] cigarettes are?

[INSERT: BRAND] cigarettes are a lot LESS harmful	[INSERT: BRAND] cigarettes are a lot More harmful					
1	2	3	4	5	6	7

CH4. **Compared to stop smoking medications**, such as Zyban, Wellbutrin or Bupropion, how harmful do you think [INSERT: BRAND] cigarettes are?

[INSERT: BRAND] cigarettes are a lot LESS harmful	[INSERT: BRAND] cigarettes are a lot MORE harmful					
1	2	3	4	5	6	7

CH5. **Compared to quitting tobacco use completely**, how harmful do you think [INSERT: BRAND] cigarettes are?

[INSERT: BRAND] cigarettes are a lot LESS harmful	[INSERT: BRAND] cigarettes are a lot MORE harmful					
1	2	3	4	5	6	7

[DEPENDENT MEASURES: PRODUCT APPEAL]

[RANDOMIZE ITEMS]

Please think about the product you viewed, [INSERT: BRAND] cigarettes. Please indicate how much you agree or disagree with the following statements:

I think [INSERT: BRAND] cigarettes would...

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
D15. Be rich in tobacco flavor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D16. Taste of cheap tobacco	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D17. Be satisfying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

D18.	Be of the highest quality tobacco	<input type="checkbox"/>				
D19.	Be harsh on the throat	<input type="checkbox"/>				
D20.	Taste good	<input type="checkbox"/>				
D21.	Be popular among smokers	<input type="checkbox"/>				
D22.	Be an expensive product	<input type="checkbox"/>				
D23.	Be a product I might try	<input type="checkbox"/>				

[DEPENDENT MEASURES: QUIT INTENTIONS]

Programming note: Only ask if current smoker

D24. Are you seriously considering quitting smoking within the next 6 months?

₁ Yes
 ₂ No

D25. Are you planning to quit within the next 30 days?

₁ Yes
 ₂ No

D26. How interested are you in quitting smoking?

Not at all interested	Extremely interested
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

[DEPENDENT MEASURES: INTENTIONS TO TRY/PURCHASE]

D27. How likely would you be to try [INSERT: BRAND] cigarettes in the next 6 months?

₁ Very unlikely
 ₂ Somewhat unlikely
 ₃ Neither unlikely nor likely
 ₄ Somewhat likely
 ₅ Very likely

D28. How likely would you be to purchase [INSERT: BRAND] cigarettes in the next 6 months?

- 1 Very unlikely
- 2 Somewhat unlikely
- 3 Neither unlikely nor likely
- 4 Somewhat likely
- 5 Very likely

D29. How likely would you be to try [INSERT: BRAND] cigarettes if one of your best friends offered it to you?

- 1 Very unlikely
- 2 Somewhat unlikely
- 3 Neither unlikely nor likely
- 4 Somewhat likely
- 5 Very likely

[DEPENDENT MEASURES: PRODUCT BELIEFS]

[RANDOMIZE ITEMS]

PBU1. Think about the product you viewed, [INSERT: BRAND] cigarettes. Please indicate how much you agree or disagree with the following statements. Please mark one for each statement.

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
PBU2. [INSERT: BRAND] cigarettes are lower in nicotine than other cigarettes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PBU3. [INSERT: BRAND] cigarettes are lower in tar than other cigarettes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PBU4. [INSERT: BRAND] cigarettes are less addictive than other cigarettes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PBU5. [INSERT: BRAND] cigarettes are less likely to cause cancer than other cigarettes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PBU6. [INSERT: BRAND] cigarettes have fewer chemicals than other cigarettes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PBU7. **[INSERT: BRAND]**
cigarettes are less harmful than other cigarettes.

PBU8. **[INSERT: BRAND]**
cigarettes are less likely to cause heart disease compared to other cigarettes.

PBU9. **[INSERT: BRAND]**
cigarettes help people quit smoking.

[DEPENDENT MEASURES: PRODUCT BELIEFS: Claim Understanding]

IF CONTROL (NO CLAIM), GOT TO G4.

[RANDOMIZE ITEMS]

PBUX. As a reminder, earlier you viewed a pack and advertisement for **[INSERT BRAND]** cigarettes. The pack and advertisement included this claim: **[INSERT CLAIM]**.

What does this claim tell you about **[INSERT BRAND]** cigarettes? **(Mark one for each statement.)**

YES **NO**

[INSERT BRAND] cigarettes have a lower risk of causing heart disease than other cigarettes.	<input type="checkbox"/>	<input type="checkbox"/>
[INSERT BRAND] cigarettes have fewer nitrosamines than other cigarettes.	<input type="checkbox"/>	<input type="checkbox"/>
[INSERT BRAND] cigarettes have a lower risk of causing cancer from smoking.	<input type="checkbox"/>	<input type="checkbox"/>
[INSERT BRAND] cigarettes are less addictive than other cigarettes.	<input type="checkbox"/>	<input type="checkbox"/>
[INSERT BRAND] cigarettes are a safe alternative to other cigarettes for pregnant women.	<input type="checkbox"/>	<input type="checkbox"/>
Cutting back on smoking regular cigarettes by using [INSERT BRAND] cigarettes instead would reduce the risk of disease.	<input type="checkbox"/>	<input type="checkbox"/>
[INSERT BRAND] cigarettes are a good alternative to using nicotine replacement therapies, like the gum.	<input type="checkbox"/>	<input type="checkbox"/>
[INSERT BRAND] cigarettes are a safe way to keep smoking cigarettes.	<input type="checkbox"/>	<input type="checkbox"/>

M3. The pack and advertisement that you viewed earlier included the claim: **[INSERT CLAIM]**. How believable is this claim?

Not at all believable	Extremely believable
1	7
2	
3	
4	
5	
6	

G4. Do you believe that anyone regulates statements from tobacco companies about the contents or health effects of their tobacco products?

- ₁ Yes
- ₂ No
- ₈ Don't know

[IF G4 = 1]

G5. Who do you believe regulates statements that tobacco companies make about the contents or health effects of their tobacco products? **Mark all that apply.**

- ₁ Centers for Disease Control and Prevention (CDC)
- ₂ Federal Trade Commission (FTC)
- ₃ Food and Drug Administration (FDA)
- ₄ National Institutes of Health (NIH)
- ₅ Surgeon General
- ₆ Tobacco industry/tobacco companies
- ₇ None of the above

G6. Do you believe that the United States Food and Drug Administration (FDA) regulates tobacco products in the U.S.?

- ₁ Yes
- ₂ No
- ₈ Don't know

IF CONTROL CONDITION, SKIP TO DEBRIEF

M4. You indicated "**[INSERT M1 RESPONSE]**" appeared on the pack and/or in the advertisement that you viewed. In your own words, what does this statement suggest to you about the product?

[TEXT BOX]

[DEBRIEFING]

THANK YOU FOR YOUR PARTICIPATION.

PLEASE READ THIS IMPORTANT INFORMATION ABOUT TODAY'S STUDY:

In today's survey, you viewed some images of tobacco packages and ads that may have included a statement claiming the product was a less harmful tobacco product, or contained less of a harmful chemical. It's important for you to know that the product and ad you viewed were **made up for the sake of this study**. In other words, the product and ad was hypothetical; **they do not actually exist**. The pack and ad you viewed may have appeared on a brand you're familiar with: Again, these brands were selected by the researchers because they are popular brands and were used only for the sake of the study. These mock products have **not** been demonstrated to be less harmful or contain fewer chemicals than other tobacco products. There is no safe tobacco product.

Your participation has been very valuable, and we appreciate you taking the time to complete this survey.

The products I viewed were made-up for this study.

F1. True or False.

	True	False
The product I viewed was made-up for this study and does not actually exist.	<input type="checkbox"/>	<input type="checkbox"/>

If F1 = True, DISPLAY "CORRECT! The product you viewed was made-up for this study and does not actually exist. There is no safe tobacco product."

If F1 = False, DISPLAY "INCORRECT! The product you viewed was made-up for this study and does not actually exist. There is no safe tobacco product."

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[STUDY 2 SCREENER]

INDIVIDUAL FACTORS: SMOKELESS TOBACCO USE BEHAVIOR (for Study 2)

[TOBACCO USE BEHAVIORS;]

[ASK IT1-4 OF SLT USERS, ELSE →SN1]

IT1. How many containers of smokeless tobacco (including containers of snus) **per week** do you use?

- 1** About half of a container or less
- 2** About 1 container
- 3** About 2 containers
- 4** About 3 containers
- 5** About 4 or more containers

[TOBACCO USE BEHAVIORS: ITEMS FOR HEAVINESS OF SMOKING INDEX—ADAPTED TO SMOKELESS]

IT2. How soon after you wake up to do you place your first dip?

- 1** Within 5 minutes
- 2** 6 to 30 minutes
- 3** 31 to 60 minutes
- 4** After 60 minutes

[TOBACCO USE BEHAVIORS: QUIT HISTORY]

IT3. How many TIMES during the past 12 months have you stopped using smokeless tobacco for one day or longer **BECAUSE YOU WERE TRYING TO QUIT USING SMOKELESS TOBACCO?**

- 1** I have not tried to quit using smokeless tobacco in the past 12 months
- 2** Once (1 time)
- 3** 2 to 3 times
- 4** 4 or more times

[IF IT3=2 = 3 =4]

IT4. The **LAST TIME** you stopped using smokeless tobacco in the **PAST 12** months because you were **TRYING** to quit, how long did you stop for?

ENTER NUMBER (1-365) |__|__|__|

ENTER UNIT REPORTED

- 1** Days
- 2** Weeks
- 3** Months
- 4** Years

SN1. Have you ever heard of snus, such as Camel Snus or Marlboro Snus? Snus is a moist, smokeless tobacco usually sold in individual or pre-packaged small pouches that are placed under the lip against the gum.

₁ Yes
 ₂ No

SN2. Have you ever tried snus, even just one time in your entire life?

₁ Yes
 ₂ No

INDIVIDUAL FACTORS: ATTITUDES (STUDY 2)—Brand, Tobacco Industry

[INDIVIDUAL ATTITUDES: OPENNESS TO NEW PRODUCTS]

Think about the products you use at home. How much do you agree or disagree with the following statements? Mark one for each statement.

IA1. If I like a brand, I rarely switch from it just to try something new.

Strongly disagree						Strongly agree
1	2	3	4	5	6	7

IA2. I enjoy taking chances when buying new products.

Strongly disagree						Strongly agree
1	2	3	4	5	6	7

[INDIVIDUAL ATTITUDES: BRAND, TOBACCO INDUSTRY]

[ASK IA3 and IA4 of SLT USERS; else → IA5]

IA3. How strong and loyal a preference do you feel for **your brand**, [INSERT S4 RESPONSE ITEM]?

Not at all						Very much
1	2	3	4	5	6	7

IA4. How much **trust** do you feel for **your brand**, [INSERT S4 RESPONSE ITEM]?

<hr/>						
Not at all			Very much			
1	2	3	4	5	6	7

IA5. How much trust do you feel for tobacco companies, in general?

<hr/>						
Not at all			Very much			
1	2	3	4	5	6	7

[INDIVIDUAL ATTITUDES: Concern about health risks of tobacco use]

IA7. I am afraid of the physical consequences of tobacco use.

<hr/>						
Not at all			Very much			
1	2	3	4	5	6	7

IA8. I worry about my health because of my tobacco use.

<hr/>						
Not at all			Very much			
1	2	3	4	5	6	7

IA9. I feel anxiety when I think of the possible consequences of tobacco use.

<hr/>						
Not at all			Very much			
1	2	3	4	5	6	7

IA10. I brood about the physical consequences of tobacco use.

<hr/>						
Not at all			Very much			
1	2	3	4	5	6	7

MANIPULATION (Stimulus Exposure)

[DISPLAY]

The next set of questions asks about the following images. When you have finished looking at the images, please click "NEXT" to continue.

[INSERT IMAGES PER ASSIGNED CONDITION: Appendix B, Study 2]

[Instructions: Require min viewing time = 30sec]

[Manipulation Check]

IF CONTROL (NO CLAIM), GO TO DM1.

M1. Which of the following, if any, appeared on the container and/or advertisement?

- 1 50% fewer chemicals
- 2 **[INSERT CLAIM]**
- 3 Less harmful than cigarettes.
- 4 Lower risk of cancer than cigarettes.
- 5 None of the above

M2. You just said, "**[INSERT M1 RESPONSE]**," appeared on the pack and/or in the advertisement. In your own words, **where on the pack and/or advertisement** was this statement located?

[TEXT BOX]

DEPENDENT MEASURES: Understanding and Comprehension of Claim

[JUDGMENTS OF HARM]

[RANDOMIZE DM1-DM4]

DM1. Think about the product you just viewed, Durham Snus. How harmful to your health do you think **Durham snus** is?

Not at all harmful	Extremely harmful
1 2 3 4 5 6 7	

[Ask DM2 of SLT users, else → DM3]

DM2. Think about your usual brand of smokeless tobacco **[INSERT S4 BRAND]**. How harmful to your health do you think your usual brand of smokeless tobacco, **[INSERT S4 RESPONSE ITEM]**, is?

Not at all harmful			Extremely harmful			
1	2	3	4	5	6	7

DM3. How harmful to your health do you think nicotine replacement therapies, such as gum or patches are?

Not at all harmful			Extremely harmful			
1	2	3	4	5	6	7

DM4. How harmful to your health do you think stop smoking medications, such as Zyban (bupropion) or Chantix (varenicline)?

Not at all harmful			Extremely harmful			
1	2	3	4	5	6	7

DM6. Imagine that tomorrow you **completely switched** to **Durham snus** and stopped using your usual brand of smokeless tobacco. How would this affect your chances of getting a tobacco-related disease?

If I **completely switched** to using **Durham Snus**, my chances of getting a tobacco-related disease would be...

- ₁ Much less likely
- ₂ Somewhat less likely
- ₃ Equally likely
- ₄ Somewhat more likely
- ₅ Much more likely

[COMPARATIVE RISK]

[RANDOMIZE ITEMS]

DM7. Imagine that tomorrow you completely switched to **Durham Snus** and stopped using your usual brand of smokeless tobacco. How would this affect your chances of getting each of these tobacco-related health issues?

If I switched to using **Durham Snus**, my chances of _____ would be....

	Much less likely	Somewhat less likely	Equally likely	Somewhat more likely	Much more likely
DM7_1. getting cancer					
DM7_2. getting lung disease					
DM7_3. getting heart disease					
DM7_4. having a stroke					
DM7_5. becoming addicted					

[COMPARATIVE HARM]

[RANDOMIZE CH1-CH6]

CH1. **Compared to smokeless tobacco**, how harmful do you think **Durham snus** is?

Durham snus is a lot LESS harmful	1	2	3	4	5	6	7	Durham snus is a lot MORE harmful
-----------------------------------	---	---	---	---	---	---	---	-----------------------------------

CH2. **Compared to cigarettes**, how harmful do you think **Durham snus** is?

Durham snus is a lot LESS harmful	1	2	3	4	5	6	7	Durham snus is a lot MORE harmful
-----------------------------------	---	---	---	---	---	---	---	-----------------------------------

[Ask CH3 of SLT users, else → CH4]

CH3. **Compared to your usual brand of smokeless tobacco**, [INSERT S4 RESPONSE ITEM], how harmful do you think **Durham snus** is?

Durham snus is a lot LESS harmful	1	2	3	4	5	6	7	Durham snus is a lot MORE harmful
-----------------------------------	---	---	---	---	---	---	---	-----------------------------------

CH4. **Compared to nicotine replacement therapies**, such as gum or patches, how harmful do you think **Durham snus** is?

Durham snus is a lot LESS harmful	1	2	3	4	5	6	7	Durham snus is a lot MORE harmful
-----------------------------------	---	---	---	---	---	---	---	-----------------------------------

CH5. **Compared to stop smoking medications**, such as Zyban, Wellbutrin or Buproprion, how harmful do you think **Durham snus** is?

Durham snus is a lot LESS harmful	1	2	3	4	5	6	7	Durham snus is a lot MORE harmful
-----------------------------------	---	---	---	---	---	---	---	-----------------------------------

CH6. **Compared to quitting tobacco use completely**, how harmful do you think **Durham snus** is?

Durham snus is a lot LESS harmful	1	2	3	4	5	6	7	Durham snus is a lot MORE harmful
-----------------------------------	---	---	---	---	---	---	---	-----------------------------------

[DEPENDENT MEASURES: PRODUCT APPEAL]

[RANDOMIZE ITEMS]

Please think about the product you viewed, **Durham Snus**. Please indicate how much you agree or disagree with the following statements:

I think **Durham Snus** would...

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
D15. Be rich in tobacco flavor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D16. Taste of cheap tobacco	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D17. Be satisfying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D18. Be of the highest quality tobacco	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D20. Taste good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D21. Be popular among smokeless tobacco users	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D22. Be an expensive product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

D23. Be a product I might try

[DEPENDENT MEASURES: QUIT INTENTIONS]

Programming Note: Only ask if current smokeless user

D24. Are you seriously considering quitting smokeless tobacco within the next 6 months?

₁ Yes
 ₂ No

D25. Are you planning to quit within the next 30 days?

₁ Yes
 ₂ No

D26. How interested are you in quitting smokeless tobacco?

Not at all interested	Extremely interested								
1	2	3	4	5	6	7	8	9	10

[DEPENDENT MEASURES: INTENTIONS TO TRY/PURCHASE]

D27. How likely would you be to try **Durham snus** in the next 6 months?

₁ Very unlikely
 ₂ Somewhat unlikely
 ₃ Neither unlikely nor likely
 ₄ Somewhat likely
 ₅ Very likely

D28. How likely would you be to purchase **Durham snus** in the next 6 months?

₁ Very unlikely
 ₂ Somewhat unlikely
 ₃ Neither unlikely nor likely
 ₄ Somewhat likely
 ₅ Very likely

D29. How likely would you be to try **Durham snus** if one of your best friends offered it to you?

- 1 Very unlikely
- 2 Somewhat unlikely
- 3 Neither unlikely nor likely
- 4 Somewhat likely
- 5 Very likely

[DEPENDENT MEASURES: PRODUCT BELIEFS]

[RANDOMIZE ITEMS]

PBU1. Think about the product you viewed **Durham Snus**. Please indicate how much you agree or disagree with the following statements. Please mark one for each statement.

		Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
PBU2	Durham Snus is lower in nicotine than other smokeless tobacco.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PBU3	Durham Snus is lower in tar than other smokeless tobacco.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PBU4	Durham Snus is less addictive than other smokeless tobacco.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PBU5	Durham Snus is less likely to cause cancer than other smokeless tobacco.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PBU6	Durham Snus has less chemicals than other smokeless tobacco.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PBU7	Durham Snus is less harmful than other smokeless tobacco.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PBU8	Durham Snus is less likely to cause heart disease compared to other smokeless tobacco.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PBU9	Durham Snus helps people quit smoking.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[DEPENDENT MEASURES: PRODUCT BELIEFS: Claim Understanding]

IF CONTROL (NO CLAIM), GOT TO M3.

[RANDOMIZE ITEMS]

PBUX. As a reminder, earlier you viewed a pack and advertisement for **Durham Snus**. The pack and advertisement included this claim: **[INSERT CLAIM]**.

What this claim tell you about the Durham Snus.

This claim means... (Mark on for each statement)

	YES	NO
Durham Snus has lower risk of heart disease than cigarettes.	<input type="checkbox"/>	<input type="checkbox"/>
Durham Snus has fewer nitrosamines than cigarettes.	<input type="checkbox"/>	<input type="checkbox"/>
Durham Snus has a lower risk of causing cancer from tobacco use.	<input type="checkbox"/>	<input type="checkbox"/>
Durham Snus is less addictive than other cigarettes.	<input type="checkbox"/>	<input type="checkbox"/>
Durham Snus is a safe alternative to cigarettes for pregnant women.	<input type="checkbox"/>	<input type="checkbox"/>
Cutting back on smoking cigarettes by using this product would reduce the risk of disease.	<input type="checkbox"/>	<input type="checkbox"/>
Durham Snus is a good alternative to using Nicotine Replacement Therapy, like the gum.	<input type="checkbox"/>	<input type="checkbox"/>

M3. The pack and advertisement that you viewed earlier included the claim: **[INSERT CLAIM]**. How believable is this claim?

Not at all believable							Extremely believable
1	2	3	4	5	6	7	

G4. Do you believe that anyone regulates statements from tobacco companies about the contents or health effects of their tobacco products?

₁ Yes
 ₂ No
 ₈ Don't know

[IF G4 = 1]

G5. Who do you believe regulates statements that tobacco companies make about the contents or health effects of their tobacco products? **Mark all that apply.**

₁ Centers for Disease Control and Prevention (CDC)
 ₂ Federal Trade Commission (FTC)
 ₃ Food and Drug Administration (FDA)
 ₄ National Institutes of Health (NIH)
 ₅ Surgeon General
 ₆ Tobacco industry/tobacco companies
 ₇ None of the above

G6. Do you believe that the United States Food and Drug Administration (FDA) regulates tobacco products in the U.S.?

- ₁ Yes
- ₂ No
- ₈ Don't know

IF CONTROL CONDITION, SKIP TO DEBRIEF

M4. You indicated “[**INSERT M1 RESPONSE**]” appeared on the pack and/or in the advertisement that you viewed. In your own words, what does this statement suggest to you about the product?

[TEXT BOX]

[DEBRIEFING]

THANK YOU FOR YOUR PARTICIPATION.

PLEASE READ THIS IMPORTANT INFORMATION ABOUT TODAY'S STUDY:

In today's survey, you viewed some images of tobacco packages and ads that may have included a statement claiming the product was a less harmful tobacco product, or contained less of a harmful chemical. It's important for you to know that the product and ad you viewed were **made up for the sake of this study**. In other words, the product and ad was hypothetical; **they do not actually exist**. This mock product has not been demonstrated to be less harmful or contain fewer chemicals than other tobacco products. There is no safe tobacco product.

Your participation has been very valuable, and we appreciate you taking the time to complete this survey.

The products I viewed were made-up for this study.

F1. True or False.

	True	False
The product I viewed was made-up for this study and does not actually exist.	<input type="checkbox"/>	<input type="checkbox"/>

If F1 = True, DISPLAY "CORRECT! The product you viewed was made-up for this study and does not actually exist. There is no safe tobacco product."

If F1 = False, DISPLAY "INCORRECT! The product you viewed was made-up for this study and does not actually exist. There is no safe tobacco product."

Paperwork Reduction Act Statement: An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The public reporting burden for this information collection has been estimated to average 20 minutes per response to complete the Survey (the time estimated to read, review, and respond). Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to PRAStaff@fda.hhs.gov.

SCREENER (for Study 3)

[Study 3 – Adolescents (13-17 yrs)]

Smokers: Has smoked >0 days in past 30 days.

Susceptible: Responds something other than “definitely not” to at least 1 of 3 susceptibility items (S4).]

S1. What is your current age in years?

ENTER NUMBER (X-XX) |__|__|

IF 13 < S1 < 18, NOT ELIGIBLE.

S2. Have you ever tried cigarette smoking, even one or two puffs?

- ₁ Yes
- ₂ No
- ₉ Prefer not to answer

IF S2 = 2 = 9, GO TO S4.

S3. During the past 30 days, on how many days did you smoke cigarettes?

- ₁ 0 days
- ₂ 1 or 2 days
- ₃ 3 to 5 days
- ₄ 6 to 9 days
- ₅ 10 to 19 days
- ₆ 20 to 29 days
- ₇ All 30 days

IF S2 = 1 AND S3 = 1, GO TO S4.

IF S2 = 1 AND S3 ≠ 1, GO TO STUDY 3 (YOUTH SMOKER).

S4. Thinking about the future...

		1 Definitely Yes	2 Probably Yes	3 Probably Not	4 Definitely Not
S4_1.	Do you think that you will smoke a cigarette soon?	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
S4_2.	Do you think you will smoke a cigarette at any time in the next year?	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
S4_3.	If one of your best friends were to offer you a cigarette, would you smoke it?	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4

IF S4_1 OR S4_2 OR S4_3 = 4, NOT ELIGIBLE. OTHERWISE GO TO STUDY 3 (YOUTH SUSCEPTIBLE).

Paperwork Reduction Act Statement: An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The public reporting burden for this information collection has been estimated to average 2 minutes per response to complete the Screener (the time estimated to read, review, and respond). Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to PRAStaff@fda.hhs.gov.

PERCEPTIONS OF MRTP SURVEY: EXPERIMENTAL STUDY 3

[DISPLAY]

Intro1

This study is funded by the U.S. Food and Drug Administration's (FDA's) Center for Tobacco Products (CTP) and conducted by RTI International. For this study, we would like you to complete a survey that asks teenagers what they think about cigarette smoking. About 600 teenagers will complete the survey, which takes about 15 minutes to complete.

Your participation in this research study is completely up to you. The survey asks questions about your experiences and thoughts regarding cigarette smoking; however, you may skip any questions you do not want to answer. During the survey, we do not ask for your name; therefore, your name will not be connected to your answers. Furthermore, we will not share any information you provide in the survey with anyone outside the research team, including your parents.

To ensure your answers are kept private, please complete the survey in a place where no one can look over your shoulder and view your answers. Also, please complete the survey in one sitting and close the screen when you are done taking the survey.

If you have any questions about the study, you may call Carol Schmidt of RTI at 1-800-334-8571, extension 22046. If you have any questions about your rights as a study participant, you may call RTI's Office of Research Protection at 1-866-214-2043.

SCREENER (for Study 3)

INDIVIDUAL FACTORS: TOBACCO USE BEHAVIOR (for Study 3)

[TOBACCO USE BEHAVIORS]

[IF S2=1 AND S3≠1 (youth smoker) OTHERWISE GO TO IA3]

IT1. How old were you when you first tried cigarette smoking, even one or two puffs?

- ₁ 8 years old or younger
- ₂ 9 years old
- ₃ 10 years old
- ₄ 11 years old
- ₅ 12 years old
- ₆ 13 years old
- ₇ 14 years old
- ₈ 15 years old
- ₉ 16 years old or older
- ₉₉ Prefer not to answer

[IF S4=2-7 (current smoker), ASK IT2]

IT2. During the past 30 days, on the days you smoked, how many cigarettes did you smoke per day?

- ₁ Less than 1 cigarette per day
- ₂ 1 cigarette per day
- ₃ 2 to 5 cigarettes per day
- ₄ 6 to 10 cigarettes per day
- ₅ 11 to 20 cigarettes per day
- ₆ More than 20 cigarettes per day
- ₉ Prefer not to answer

[TOBACCO USE BEHAVIORS: ITEMS FOR HEAVINESS OF SMOKING INDEX]

IT6. How soon after you wake up do you smoke your first cigarette?

- ₁ Within 5 minutes
- ₂ Within 6 to 30 minutes
- ₂ Within 31 to 60 minutes
- ₃ After 60 minutes

[TOBACCO USE BEHAVIORS: QUIT HISTORY]

IT7. How many **TIMES** during the past 12 months have you stopped smoking for one day or longer **BECAUSE YOU WERE TRYING TO QUIT SMOKING?**

- ₁ I have not tried to quit smoking in the past 12 months
- ₂ Once (1 time)
- ₃ 2 to 3 times
- ₄ 4 or more times

[IF IT7=2=3=4]

IT8. The **LAST TIME** you stopped smoking during the **PAST 12** months because you were **TRYING** to quit, how long did you stop for?

ENTER NUMBER (1 – 365) |__|__|__|

ENTER UNIT REPORTED

- ₁ Days
- ₂ Weeks
- ₃ Months
- ₄ Years

INDIVIDUAL FACTORS: ATTITUDES (STUDY 3)—Brand, Tobacco Industry

[INDIVIDUAL ATTITUDES: BRAND, TOBACCO INDUSTRY]

IA3. How much do you agree or disagree with the following statement?

Some cigarette brands are less harmful than others.

Strongly disagree							Strongly agree
1	2	3	4	5	6	7	

IA4. How much trust do you feel for tobacco companies, in general?

Not at all							Very much
1	2	3	4	5	6	7	

[INDIVIDUAL ATTITUDES: Concern about health risks of smoking]

IA7. I am afraid of the physical consequences of smoking.

Not at all							Very much
1	2	3	4	5	6	7	

IA8. I worry about my health because of my smoking.

Not at all				Very much		
1	2	3	4	5	6	7

IA9. I feel anxiety when I think of the possible consequences of smoking.

Not at all				Very much		
1	2	3	4	5	6	7

IA10. I brood about the physical consequences of smoking.

Not at all				Very much		
1	2	3	4	5	6	7

Manipulation (Stimulus Exposure)

The next set of questions asks about the following statement. Please read this statement and when you've finished, click "NEXT" to continue.

[INSERT STATEMENT PER ASSIGNED CONDITION: Appendix B, Study 3]

[Instructions: Required min viewing time = 30s]

[Manipulation Check]

M1. Which of the following, if any, is the statement you just saw?

- 1 50% fewer chemicals
- 2 [INSERT CLAIM]
- 3 Less harmful than other cigarettes
- 4 Lower risk of cancer than other cigarettes
- 5 None of the above

DEPENDENT MEASURES: Understanding and Comprehension of Claim

[JUDGMENTS OF HARM]

[RANDOMIZE DM1-DM4]

DM1. Imagine that the claim you just read described a new brand of cigarettes, Brand X. How harmful to your health do you think Brand X cigarettes would be?

Not at all harmful							Extremely harmful
1	2	3	4	5	6	7	

DM2. Think about regular brands of cigarettes, like Marlboro, Camel, or Newport. How harmful to your health do you think these cigarettes are?

Not at all harmful							Extremely harmful
1	2	3	4	5	6	7	

DM3. How harmful to your health do you think nicotine replacement therapies, such as gum or patches, are?

Not at all harmful							Extremely harmful

1	2	3	4	5	6	7
---	---	---	---	---	---	---

DM4. How harmful to your health do you think stop smoking medications, such as Zyban (bupropion) or Chantix (varenicline), are?

Not at all harmful	Extremely harmful
1	2

[IF S2=1 AND S3≠1 (youth smoker)]

DM5. Imagine that tomorrow you **completely switched** to Brand X cigarettes and stopped using other cigarettes. How would this affect your chances of getting a tobacco-related disease?

If I **completely switched** to using Brand X cigarettes, my chances of getting a tobacco-related disease would be...

- ₁ Much less likely
- ₂ Somewhat less likely
- ₃ Equally likely
- ₄ Somewhat more likely
- ₅ Much more likely

DM6. Imagine that you begin to use Brand X cigarettes. You smoke about 2 to 3 Brand X cigarettes each day for the rest of your life.

My chance of getting a tobacco-related disease would be...

Not at all likely	Very likely
1	2

[COMPARATIVE RISK]

[RANDOMIZE ITEMS]

DM7. Imagine that tomorrow you completely switched to BRAND X cigarettes and stopped using other cigarettes. How would this affect your chances of getting each of these tobacco-related health issues?

If I switched to using Brand X cigarettes, my chances of _____ would be...

	Much less likely	Somewhat less likely	Equally likely	Somewhat more likely	Much more likely
DM7_1. getting cancer					
DM7_2. getting lung disease					
DM7_3. getting heart disease					

DM7_4. having a stroke

DM7_5. becoming addicted

[COMPARATIVE HARM]

[RANDOMIZE ORDER OF CH1-CH4]

CH1. **Compared to other cigarettes**, how harmful do you think Brand X cigarettes are?

Brand X cigarettes are a lot LESS HARMFUL	Brand X cigarettes are a lot MORE HARMFUL					
1	2	3	4	5	6	7

CH2 **Compared to nicotine replacement therapies**, such as gum or patches, how harmful do you think Brand X cigarettes are?

Brand X cigarettes are a lot LESS HARMFUL	Brand X cigarettes are a lot MORE HARMFUL					
1	2	3	4	5	6	7

CH3. **Compared to stop smoking medications**, such as Zyban, Wellbutrin or Bupropion, how harmful do you think Brand X cigarettes are?

Brand X cigarettes are a lot LESS HARMFUL	Brand X cigarettes are a lot MORE HARMFUL					
1	2	3	4	5	6	7

CH4. **Compared to quitting tobacco use completely**, how harmful do you think Brand X cigarettes are?

Brand X cigarettes are a lot LESS HARMFUL	Brand X cigarettes are a lot MORE HARMFUL					
1	2	3	4	5	6	7

[RANDOMIZE ORDER OF CH8_1-CH8_14]

As a reminder, you previously saw the claim, “[**INSERT CLAIM**].”

		Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
CH8_1	This claim is worth remembering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CH8_2	This claim grabbed my attention	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CH8_3	This claim is powerful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CH8_4	This claim is informative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CH8_5	This claim is meaningful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CH8_6	This claim is convincing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CH8_9	I trust the information in this claim	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CH8_10	This claim told me things I never knew before about tobacco	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CH8_13	This claim gave me good reasons not to use tobacco	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CH8_14	This claim is annoying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[DEPENDENT MEASURES: PRODUCT APPEAL]

Imagine Brand X cigarettes with the claim: “[**INSERT CLAIM**]” on it, and imagine how Brand X might taste.

Please indicate how much you agree or disagree with the following statements:

I think Brand X cigarettes would.....

		Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
D15.	Be rich in tobacco flavor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D16.	Taste of cheap tobacco	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D17.	Be satisfying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D18.	Be of the highest quality tobacco	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D19.	Be harsh on the throat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D20.	Taste good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D21.	Be popular among smokers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D22.	Be an expensive product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D23.	Be a product you might try/smoke	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[DEPENDENT MEASURES: INTENTIONS TO TRY]

D27. How likely would you be to try Brand X cigarettes with this claim on it in the next 6 months?

- ₁ Very unlikely
- ₂ Somewhat unlikely
- ₃ Neither unlikely nor likely
- ₄ Somewhat likely
- ₅ Very likely

D28. How likely would you be to purchase Brand X cigarettes with this claim on it in the next 6 months?

- ₁ Very unlikely
- ₂ Somewhat unlikely
- ₃ Neither unlikely nor likely
- ₄ Somewhat likely
- ₅ Very likely

D29. How likely would you be to try Brand X cigarettes with this claim on it if one of your best friends offered it to you?

- 1 Very unlikely
- 2 Somewhat unlikely
- 3 Neither unlikely nor likely
- 4 Somewhat likely
- 5 Very likely

[DEPENDENT MEASURES: PRODUCT BELIEFS]

[RANDOMIZE ITEMS]

PBU1. Again, imagine Brand X cigarettes with the claim: "**[INSERT CLAIM]**" on it. Please indicate how much you agree or disagree with the following statements. Please mark one for each statement.

		1 Strongly Disagree	2	3	4	5	6	7 Strongly Agree
PBU2.	This product is lower in nicotine than other cigarettes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PBU3.	This product is lower in tar than other cigarettes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PBU4.	This product is less addictive than other cigarettes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PBU5.	This product is less likely to cause cancer than other cigarettes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PBU6.	This product has fewer chemicals than other cigarettes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PBU7.	This product is less harmful than other cigarettes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PBU8.	This product is less likely to cause heart disease compared to other cigarettes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PBU9.	This product helps people quit smoking.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[IF CONTROL (NO CLAIM), GO TO M3.]**[RANDOMIZE ITEMS]**PBUX. Think about Brand X cigarettes again with the claim, “[**INSERT CLAIM**]” on it.

What does this claim tell you about Brand X cigarettes?

	Yes	No
Brand X has lower risk of heart disease than other cigarettes.	<input type="checkbox"/>	<input type="checkbox"/>
Brand X has fewer nitrosamines than other cigarettes.	<input type="checkbox"/>	<input type="checkbox"/>
Brand X has a lower the risk of cancer from smoking.	<input type="checkbox"/>	<input type="checkbox"/>
Brand X is less addictive than other cigarettes.	<input type="checkbox"/>	<input type="checkbox"/>
Brand X is a safe alternative to other cigarettes for pregnant women.	<input type="checkbox"/>	<input type="checkbox"/>
Cutting back on smoking regular cigarettes by using Brand X instead would reduce the risk of disease.	<input type="checkbox"/>	<input type="checkbox"/>
Brand X is a good alternative to using Nicotine Replacement Therapy, like the gum.	<input type="checkbox"/>	<input type="checkbox"/>
Brand X is a safe way to smoke cigarettes.	<input type="checkbox"/>	<input type="checkbox"/>

M3. How believable is the claim, “[**INSERT CLAIM**]?”

Not at all believable							Extremely believable
1	2	3	4	5	6	7	

G4. Do you believe that anyone regulates statements from tobacco companies about the contents or health effects of their tobacco products?

₁ Yes
 ₂ No
 ₈ Don't know

[IF G4 = 1]

G5. Who do you believe regulates statements that tobacco companies make about the contents or health effects of their tobacco products? **Mark all that apply.**

- ₁ Centers for Disease Control and Prevention (CDC)
- ₂ Federal Trade Commission (FTC)
- ₃ Food and Drug Administration (FDA)
- ₄ National Institutes of Health (NIH)
- ₅ Surgeon General
- ₆ Tobacco industry/tobacco companies
- ₇ None of the above

G6. Do you believe that the United States Food and Drug Administration (FDA) regulates tobacco products in the U.S.?

- ₁ Yes
- ₂ No
- ₈ Don't know

M4. You indicated “[**INSERT M1 RESPONSE**]” was the claim that you viewed. In your own words, what does this statement mean to you?

[TEXT BOX]

[DEBRIEFING]

THANK YOU FOR YOUR PARTICIPATION.

PLEASE READ THIS IMPORTANT INFORMATION ABOUT TODAY'S STUDY:

In today's survey, you read a statement claiming a product was a less harmful tobacco product or contained less of a harmful chemical. It's important for you to know that the claim you read was **made up for the sake of this study**. In other words, the claim and Brand X cigarettes were hypothetical; **they do not actually exist**. There is no safe tobacco product.

Your participation has been very valuable, and we appreciate you taking the time to complete this survey.

The statement I read was made-up for this study.

F1. True or False.

	True	False
The claim I read was made-up for this study and does not actually exist.	<input type="checkbox"/>	<input type="checkbox"/>

If F1 = True, DISPLAY "CORRECT! The claim you read was made-up for this study and does not actually exist. There is no safe tobacco product."

If F1 = False, DISPLAY "INCORRECT! The claim you read was made-up for this study and does not actually exist. There is no safe tobacco product."

Paperwork Reduction Act Statement: An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The public reporting burden for this information collection has been estimated to average 20 minutes per response to complete the Survey (the time estimated to read, review, and respond). Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to PRAStaff@fda.hhs.gov.