

## Appendix F: Questionnaire

### **PHASE 1: PROCEDURE**

WITHIN EACH AGE GROUP (YOUTH, YOUNG ADULT, ADULT), RANDOMLY ASSIGN PARTICIPANTS INTO A CONTROL CONDITION OR ONE OF 16 EXPERIMENTAL CONDITIONS.

IN EACH CONDITION, RESPONDENTS WILL VIEW 9 OF 26 WARNING STATEMENT STIMULI (TABLE 1), WITH VARIATION IN THE STIMULI INCLUDED ACCORDING TO THE STUDY CONDITION (TABLE 2).

**TABLE 1. WARNING STATEMENTS**

#	STATEMENT
<b>ORIGINAL</b>	
S1	WARNING: Cigarettes are addictive.
S2	WARNING: Tobacco smoke can harm your children.
S3	WARNING: Cigarettes cause fatal lung disease.
S4	WARNING: Cigarettes cause cancer.
S5	WARNING: Cigarettes cause strokes and heart disease.
S6	WARNING: Smoking during pregnancy can harm your baby.
S7	WARNING: Smoking can kill you.
S8	WARNING: Tobacco smoke causes fatal lung disease in nonsmokers.
S9	WARNING: Quitting smoking now greatly reduces serious risks to your health.
<b>REVISED</b>	
R1A	WARNING: Smoking causes mouth and throat cancer.
R1B	WARNING: Smoking causes head and neck cancer.
R1C	WARNING: Smoking causes bladder cancer, which can lead to bloody urine.
R2A	WARNING: Smoking during pregnancy causes premature birth.
R2B	WARNING: Smoking during pregnancy stunts fetal growth.
R2C	WARNING: Smoking during pregnancy causes premature birth and low birth weight.
R3A	WARNING: Secondhand smoke causes respiratory illnesses in children like pneumonia.
R4A	WARNING: Smoking can cause heart disease and strokes by clogging arteries.
R5A	WARNING: Smoking causes COPD, a lung disease that can be fatal.
R5B	WARNING: Smoking causes serious lung diseases like emphysema and chronic bronchitis.
R6A	WARNING: Smoking reduces blood flow, which can cause erectile dysfunction.
R6B	WARNING: Smoking reduces blood flow to the limbs, which can require amputation.

R7A	WARNING: Smoking causes type 2 diabetes, which raises blood sugar.
R8A	WARNING: Smoking causes age-related macular degeneration, which can lead to blindness.
R8B	WARNING: Smoking causes cataracts, which can lead to blindness.

**TABLE 2. STUDY CONDITIONS**

CONDITION	STIMULI SLOT (RANDOMIZE ORDER)									
	1	2	3	4	5	6	7	8	9	
0 (CONTROL)	S1	S2	S3	S4	S5	S6	S7	S8	S9	
1	S1	S2	S3	<b>R1A</b>	S5	S6	S7	S8	S9	
2	S1	S2	S3	<b>R1B</b>	S5	S6	S7	S8	S9	
3	S1	S2	S3	<b>R1C</b>	S5	S6	S7	S8	S9	
4	S1	S2	S3	S4	S5	<b>R2A</b>	S7	S8	S9	
5	S1	S2	S3	S4	S5	<b>R2B</b>	S7	S8	S9	
6	S1	S2	S3	S4	S5	<b>R2C</b>	S7	S8	S9	
7	S1	<b>R3A</b>	S3	S4	S5	S6	S7	S8	S9	
8	S1	S2	S3	S4	<b>R4A</b>	S6	S7	S8	S9	
9	S1	S2	S3	S4	S5	S6	S7	<b>R5A</b>	S9	
10	S1	S2	<b>R5A</b>	S4	S5	S6	S7	S8	S9	
11	S1	S2	<b>R5B</b>	S4	S5	S6	S7	S8	S9	
12	RANDOM SELECTION OF 8 OF 9 ORIGINAL ("S") STATEMENTS									<b>R6A</b>
13	RANDOM SELECTION OF 8 OF 9 ORIGINAL ("S") STATEMENTS									<b>R6B</b>
14	RANDOM SELECTION OF 8 OF 9 ORIGINAL ("S") STATEMENTS									<b>R7A</b>
15	RANDOM SELECTION OF 8 OF 9 ORIGINAL ("S") STATEMENTS									<b>R8A</b>
16	RANDOM SELECTION OF 8 OF 9 ORIGINAL ("S") STATEMENTS									<b>R8B</b>

**SURVEY INSTRUMENT**

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 15 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 [PRASStaff@fda.hhs.gov](mailto:PRASStaff@fda.hhs.gov).

**SECTION A: WARNING STATEMENT PERCEPTIONS**

INTRO\_TEXT\_1. In this survey, we are going to ask you to read some warning statements that might someday be placed with an image showing that health effect of smoking on a pack of cigarettes and on advertisements for cigarettes. Please read each statement carefully and answer the questions that follow to the best of your ability.

[FOR EACH OF 9 STATEMENTS, DISPLAY INTRO\_TEXT\_2 WITH THE WARNING STATEMENT BELOW ON A SINGLE SCREEN. KEEP WARNING STATEMENT VISIBLE THROUGH SECTION A. ASK SECTION A ITEMS ON FOLLOWING SCREENS. REPEAT SECTION A FOR EACH OF 9 STATEMENTS ACCORDING TO RESPONDENT'S ASSIGNED CONDITION. RANDOMIZE ORDER OF STATEMENTS PRESENTED.]

INTRO\_TEXT\_2. Please read the warning statement below. After reading the statement, you will be asked a few questions about the warning statement.

[DISPLAY STATEMENT X]

A1. Before today, had you heard about the specific smoking-related health effect described in the warning statement?

1. Yes
2. No
3. I'm not sure

A2. To what extent did you learn something new from this warning statement that you did not know before?

Not at all [1]	[2]	[3]	[4]	[5]	[6]	Very much [7]
0	0	0	0	0	0	0

A3. How much does this warning statement make you think about the health risks of smoking?

1. Not at all
2. A little
3. Somewhat
4. A lot

A4. This statement is...

A4_1. Not at all believable [1]	[2]	[3]	[4]	[5]	[6]	Very believable [7]
A4_2. Not at all informative [1]	[2]	[3]	[4]	[5]	[6]	Very informative [7]

A5\_INTRO. Next, we would like to know whether you think this warning statement is an opinion or a fact. Opinions are judgements or feelings that cannot be proven true or false. Facts are statements that can be proven true or false.

A5\_1. Would you say that this warning statement is an opinion or a fact?

1. Opinion
2. Fact

**SECTION B: POST-TEST OUTCOMES**

Next, we would like to ask you some questions about your beliefs about smoking-related health effects.

How much do you agree or disagree with the following statements?

[RANDOMIZE ORDER OF ITEM "BLOCKS" ACCORDING TO ITEM PREFIX (I.E. RANDOMIZE B1\_, B2\_, B3\_ SERIES, ETC.)]

[WARNING: Smoking causes mouth and throat cancer]

B1\_1. Smoking causes mouth cancer

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

B1\_2. Smoking causes throat cancer

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

[WARNING: Smoking causes head and neck cancer]

B2\_1. Smoking causes head cancer

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

B2\_2. Smoking causes neck cancer

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

[WARNING: Smoking causes bladder cancer, which can lead to bloody urine]

B3\_1. Smoking causes bladder cancer, which can lead to bloody urine

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

B3\_2. Smoking causes bladder cancer

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

B3\_3. Smoking can lead to bloody urine

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

[WARNING: Smoking during pregnancy causes premature birth]

B4\_1. Smoking during pregnancy causes premature birth

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

[WARNING: Smoking during pregnancy stunts fetal growth]

B5\_1. Smoking during pregnancy stunts fetal growth

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

[WARNING: Smoking during pregnancy causes premature birth and low birth weight]

B6\_1. Smoking during pregnancy causes low birth weight

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

[WARNING: Secondhand smoke causes respiratory illnesses in children, like pneumonia]

B7\_1. Secondhand smoke causes respiratory illnesses in children, like pneumonia

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

B7\_2. Secondhand smoke causes respiratory illnesses in children

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

B7\_3. Secondhand smoke causes pneumonia in children

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

[WARNING: Smoking can cause heart disease and strokes by clogging arteries]

B8\_1. Smoking causes heart disease

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

B8\_2. Smoking causes strokes

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

B8\_3. Smoking clogs arteries

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

B8\_4. Smoking clogs arteries, which causes heart disease

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

B8\_5. Smoking clogs arteries, which causes strokes

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

[WARNING: Smoking causes COPD, a lung disease that can be fatal]

B9\_1. Smoking causes COPD, a lung disease that can be fatal

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

B9\_2. Smoking causes COPD

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

B9\_3. Smoking causes a lung disease that can be fatal

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

[WARNING: Smoking causes serious lung diseases like emphysema and chronic bronchitis]

B10\_1. Smoking causes serious lung diseases

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

B10\_2. Smoking causes emphysema

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

B10\_3. Smoking causes chronic bronchitis

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

[WARNING: Smoking reduces blood flow, which can cause erectile dysfunction]

B11\_1. Smoking reduces blood flow, which can cause erectile dysfunction

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

B11\_2. Smoking reduces blood flow

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

B11\_3. Smoking can cause erectile dysfunction

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

[WARNING: Smoking reduces blood flow to the limbs, which can require amputation]

B12\_1. Smoking reduces blood flow to the limbs, which can require amputation

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

B12\_2. Smoking reduces blood flow to the limbs

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

B12\_3. Smoking can lead to amputation

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

[WARNING: Smoking causes type 2 diabetes, which raises blood sugar]

B13\_1. Smoking causes type 2 diabetes, which raises blood sugar.

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

B13\_3. Smoking can cause Type 2 Diabetes

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

[WARNING: Smoking causes age-related macular degeneration, which can lead to blindness]

B14\_1. Smoking causes age-related macular degeneration, which can lead to blindness

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

B14\_2. Smoking causes age-related macular degeneration

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

B14\_3. Smoking can lead to blindness

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

[WARNING: Smoking causes cataracts, which can lead to blindness]

B15\_1. Smoking causes cataracts, which can lead to blindness

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

B15\_2. Smoking causes cataracts

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

[CONTROL STATEMENT - NO ASSOCIATED WARNING LABEL]

BCONT1\_1. Smoking causes migraines

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

[CONTROL STATEMENT - NO ASSOCIATED WARNING LABEL]

BCONT2\_1. Secondhand smoke causes sleep disorders like insomnia in children

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

[CONTROL STATEMENT - NO ASSOCIATED WARNING LABEL]

BCONT3\_1. Smoking during pregnancy causes hearing loss in babies

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

**SECTION C: COMBINED STIMULI OUTCOMES**

**PHASE 2: PROCEDURE**

RESPONDENTS IN CONDITION 0 (CONTROL) OF PHASE 1 WILL VIEW ALL 9 ORIGINAL (“S”) STATEMENTS ON A SINGLE PAGE (TABLE 3). RESPONDENTS IN CONDITIONS 1-16 OF PHASE 1 WILL VIEW A SELECTION OF 9 OF THE 16 REVISED STATEMENTS ON A SINGLE PAGE, ACCORDING TO THE PROTOCOL IN TABLE 4. FORCE 10 SECOND VIEWING FOR THIS SCREEN. ASK SECTION E QUESTIONS ONCE FOLLOWING EXPOSURE.

**TABLE 3. PHASE 2 CONTROL GROUP STIMULI SELECTION (SINGLE PAGE EXPOSURE)**

STIMULI SLOT	SELECTION
1	S1
2	S2
3	S3
4	S4
5	S5
6	S6
7	S7
8	S8
9	S9

**TABLE 4. PHASE 2 TREATMENT GROUP STIMULI SELECTION (SINGLE PAGE EXPOSURE)**

STIMULI SLOT	SELECTION
1-2	RANDOM SELECTION OF 2 OF: R1A; R1B; R1C
3	RANDOM SELECTION OF 1 OF: R2A; R2B; R2C
4	R3A
5	R4A
6	RANDOM SELECTION OF 1 OF: R5A; R5B
7	RANDOM SELECTION OF 1 OF: R6A; R6B
8	R7A
9	RANDOM SELECTION OF 1 OF: R8A; R8B

INTRO\_TEXT\_3. Please read the set of warning statements below. After reading the statements, you will be asked a few questions.

[DISPLAY STATEMENT SET X; FORCE 10 SECOND VIEWING]

Next, we would like to ask you some questions about your beliefs about the health effects of smoking.

C1. Which, if any, of the following conditions do you think smoking can cause? (Select all

that apply) [RANDOMIZE ORDER OF QUESTIONS]

- C1\_1. Mouth cancer
- C1\_2. Throat cancer
- C1\_3. Head cancer
- C1\_4. Neck cancer
- C1\_5. Bladder cancer
- C1\_6. Bloody urine
- C1\_7. Heart disease
- C1\_8. Strokes
- C1\_9. Clogged arteries
- C1\_10. COPD
- C1\_11. Emphysema
- C1\_12. Chronic bronchitis
- C1\_13. Reduced blood flow
- C1\_14. Erectile dysfunction
- C1\_15. Reduced blood flow to the limbs
- C1\_16. Amputation
- C1\_17. Type 2 Diabetes
- C1\_18. Age-related macular degeneration
- C1\_19. Blindness
- C1\_20. Cataracts
- C1\_CONT. Migraines

C2. Which, if any, of the following conditions do you think secondhand smoke can cause? (Select all that apply) [RANDOMIZE ORDER OF QUESTIONS]

- C2\_1. Respiratory illnesses in children
- C2\_2. Pneumonia in children
- C2\_CONT. Sleep disorders like insomnia in children

C3. Which, if any, of the following conditions do you think smoking during pregnancy can cause? (Select all that apply) [RANDOMIZE ORDER OF QUESTIONS]

- C3\_1. Premature birth
- C3\_2. Stunted fetal growth
- C3\_3. Low birth weight
- C3\_CONT. Hearing loss in babies

#### **SECTION D: DEMOGRAPHICS**

D1\_INTRO. \_\_\_ Now we are going to ask you a few questions that are not about cigarettes or smoking.

[ASK IF SA1 ≥ 18]

D1. Thinking about members of your family living in this household, what is your combined annual income, meaning the total pre-tax income from all sources earned in the past year?

1. \$0 to \$9,999
2. \$10,000 to \$14,999
3. \$15,000 to \$19,999
4. \$20,000 to \$34,999
5. \$35,000 to \$49,999
6. \$50,000 to \$74,999
7. \$75,000 to \$99,999
8. \$100,000 or more

D2. How many adults (age 18 or older) and children (aged 17 or younger), including yourself, live in your household?

D2\_1. Adults (age 18 or older): \_\_\_\_\_ [DROP-DOWN MENU, RANGE 1-20]

D2\_2. Children (age 17 or younger): \_\_\_\_\_ [DROP-DOWN MENU, RANGE 1-20]

D3. Please indicate your state of residence.

[INSERT DROP DOWN MENU WITH STATES]

[ASK IF SA1 ≥ 18]

D4. Do you think of yourself as...

1. Heterosexual or straight
2. Homosexual, or gay or lesbian
3. Bisexual
4. Something else (Other)



[ASK IF SA1 ≥ 18]

D5. Please answer the following question based on the information in the text above.

If a person is at high risk for heart disease, which of the following levels of low density lipoprotein (LDL) cholesterol is best?

1. 102
2. 86
3. 129
4. 155
5. Not sure

ENDSCREEN: You've reached the end of the survey. Thank you for your participation.

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