

The Real Cost Campaign: Online Quantitative Study of Reactions to Rough-Cut Advertising Designed to Prevent Youth Tobacco Use

Youth Questionnaire

AGE CHECK

“Please answer each question as honestly as possible. Click on the button at the bottom of the page to continue with the survey.”

- 1.A. How old are you?
- A. Under 13 years old
 - B. 13 years old
 - C. 14 years old
 - D. 15 years old
 - E. 16 years old
 - F. 17 years old
 - G. 18 years old or older

[IF PARTICIPANT SELECTS B-F, CONTINUE TO PART A. IF PARTICIPANT SELECTS A or G, CONTINUE TO **END PAGE**.]

END PAGE

Thanks for coming back to complete the full survey! Unfortunately, you are not eligible to continue on with the survey.

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.]

[Not all questions will be asked to all participants, participants will get questions based on how they screen into the study. All surveys will take no longer than 20 minutes to complete]

PART I

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

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

- A. Smoke cigarettes?
- B. Use vapes, electronic cigarettes, e-cigs, vape pens, mods or a hookah pen?
- C. Use smokeless tobacco (such as dip, spit, chewing tobacco, snus pouches, or moist snuff)?
- D. Use any other form of tobacco?
- E. No one who lives with me now uses any form of tobacco

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

A2. How many of your four closest friends [Fill smoke cigarettes/vape]?

- A. 0
- B. 1
- C. 2
- D. 3
- E. 4

A3. How many of your four closest friends use smokeless tobacco (such as such as dip, spit, chewing tobacco, snus pouches, or moist snuff)?

- A. 0
- B. 1
- C. 2
- D. 3
- E. 4

A4. During the past 30 days, have you personally... (Select all that apply)

- A. Smoked cigarettes?
- B. Smoked vapes, electronic cigarettes, e-cigs, vape pens, mods or a hookah pen such as JUUL, Phix, Cync, Breazy, Vaporfi, SMOK, Juno, Joyetech, NJOY, Blu, or Vuse?
- C. Used smokeless tobacco (e.g. dip, spit, chewing tobacco, snus pouches, or moist snuff)?
- D. Used any other form of tobacco?
- E. I have not used any form of tobacco in the past 30 days

[A4 = E is an exclusive response and cannot be selected in conjunction with options A - D]

A5. Think back to the cigarette advertisements you have recently seen. What is the name of the cigarette brand of your favorite cigarette advertisement?"

A6. If you were given a tee shirt or a bag that had a tobacco industry cigarette brand image on it, would you use it?

- A. Definitely Yes
- B. Probably Yes
- C. Probably No
- D. Definitely No

A7. [RANDOMIZE ORDER. ALL ITEMS WILL BE PRESENTED ON THE SAME PAGE.]

A7_1. I would like to explore strange places.

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

A7_2. I like to do frightening things.

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

A7_3. I like new and exciting experiences, even if I have to break the rules.

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

A7_4. I prefer friends who are exciting and unpredictable.

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

A8_1. My family and community is very important to me

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

A8_2. My school life is an important aspect of my life

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

E. Strongly Agree

PART II

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

[TEXT FOR PARTICIPANTS]: “Please watch the video below. Please make sure you device volume is on so you can hear audio.

To start watching the video, click on the video or press the play button. When the video ends, click on the button at the bottom of the page to continue with the survey.”

The ad will play twice before questions begin.

[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
- Q. Informed

[Both ad exposure and control groups will see these questions]

[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 statement:

C1. If I [FILL smoke/vape] 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. Damage my lungs

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

C1_4. Get stunted lungs

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

C1_5. Inhale nicotine that can get to my brain in just 10 seconds and start making changes

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

C1_6. Be controlled by tobacco / cigarettes / vaping

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

C1_7. Become addicted by tobacco / cigarettes / vaping

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

C1_8. Be unable to stop

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

C1_9. Inhale harmful chemicals

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

C1_10. Inhale microscopic metal particles such as nickel, tin, and lead

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

C1_11. Develop cancer

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

C1_12. Develop serious health problems

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

C1_13. Miss out on activities I enjoy

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

C1_14. Damage my skin, hair or nails

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

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

D1_4. Become addicted to smokeless tobacco

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

D1_5. Consume harmful chemicals

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

D1_6. Develop cancer

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

D1_7. Lose my teeth

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

D1_8. Miss out on activities or things that I enjoy

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

D1_9. Gross out people I want to date

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

D1_10. Have bad breath

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

[TEXT FOR PARTICIPANTS]: “Thanks for completing the survey!

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.