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

***Adult Questionnaire***

**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)]*

A\_1. Does anyone who lives with you now… (Select all that apply)

1. Smoke cigarettes?
2. Use vapes, Juuls, electronic cigarettes, e-cigs, vape pens, mods or a hookah pen?
3. Use smokeless tobacco (such as snus pouches, moist snuff, dip, spit, or chewing tobacco)?
4. Use any other form of tobacco?
5. No one who lives with me now uses any form of tobacco

A\_2. How many cigarettes per day do you smoke?

1. 10 or fewer (half a pack)
2. 11 to 20 (about a pack a day)
3. 21 to 30 (about a pack and a half a day)
4. More than 31 (2 packs or more a day)

A\_3. How soon after you wake up do you smoke your first cigarette?

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

A\_4. On a scale of 1–7, where 1 is “not at all motivated” and 7 is “highly motivated,” how motivated are you to quit smoking cigarettes in the next 12 months? *Click to slide the bar to the desired response. Only whole numbers 1 through 7 are accepted.*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Not at all Motivated |  | | | | | Highly Motivated |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**PART B**

*[(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.

B\_1. What age group do you think this ad is geared towards?

1. Younger than 12 yr olds
2. 12 to 17 yr olds
3. 18 to 24 yr olds
4. 25 to 34 ys olds
5. 35 to 44 yr olds
6. 45 to 54 yr olds
7. 55 yr olds and older

B\_2. Do you think this ad was intended for…(please select the response you most agree with below):

1. A person who has never used cigarettes and has no intention to use one soon
2. A person who has never used cigarettes but might be considering trying one soon
3. A person who used to use cigarettes in the past but does not anymore
4. A person who is a current user of cigarettes
5. A person who is interested in quitting cigarettes

B\_3. Do you think this ad was intended for…(please select the best response you most agree with below):

1. A person who has never used an e-cigarette and has no intention to use one soon
2. A person who has never used an e-cigarette but might be considering trying one soon
3. A person who used to use an e-cigarette in the past but does not anymore
4. A person who is a current user of e-cigarettes
5. A person who is a current use of e-cigarettes and interested in quitting e-cigarettes

B\_4. What do you think [or would you say] is the main message of this ad? *Please be as specific as possible.*

[OPEN END]

B\_5. What do you like about this ad? *Please be as specific as possible.*

[OPEN END]

B\_6. What do you dislike about this ad? *Please be as specific as possible.*

[OPEN END]

B\_7. Is there anything confusing, unclear, or hard to understand in this ad?

1. Yes → go to B5
2. No → skip to B6

B\_8. What about this ad is confusing, unclear, or hard to understand?

[OPEN END]

B\_9. People sometimes have different emotional reactions when they see ads. On a scale of 1–7, where 1 means “not at all” and 7 means “very,” please indicate how much this ad made you feel:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Not at all |  |  |  |  |  | Very |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

[RANDOMIZE ORDER]

1. Ashamed
2. Discouraged
3. Hopeful
4. Understood
5. Worried
6. Inspired
7. Determined
8. Empowered
9. Stressed
10. Sad
11. Motivated
12. Confident
13. Stressed
14. Regretful
15. Surprised

B\_10. Please tell us if you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements: [RANDOMIZE ORDER]

1. This ad is worth remembering
2. This ad grabbed my attention
3. This ad is powerful
4. This ad is informative
5. This ad is meaningful to me
6. This ad is convincing
7. This ad is terrible
8. I trust the information in this ad
9. This ad told me things I didn't know about quitting smoking cigarettes
10. This ad is different from other anti-tobacco ads I’ve seen or heard
11. This ad makes me think about quitting smoking cigarettes in a new way
12. This ad seemed to be written with someone like me in mind
13. This ad makes me feel more confident in my ability to quit smoking cigarettes

B\_11. Please select Tuesday and Friday from the list below. [RANDOMIZE ORDER]

1. Sunday
2. Tuesday
3. Thursday
4. Friday

B\_12. On a scale of 1–7 where 1 is “not at all believable” and 7 is “very believable,” how would you rate the main message in this ad?

*Click to slide the bar to the desired response. Only whole numbers 1 through 7 are accepted.*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Not at all  Believable |  |  |  |  |  | Very  Believable |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**PART C**

***[ALL PARTICIPANTS]***

**INSTRUCTIONS**

[TEXT FOR PARTICIPANTS]: “Please tell us if you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements. Please click ‘Next’ to continue.”

C\_1. If I quit using **any tobacco product** (including cigarettes, e-cigarettes, cigars, hookah, and smokeless tobacco) my quality of life will improve.

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

C\_2. If I quit **smoking cigarettes** my health will improve.

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

C\_3. On a scale of 1–7, where 1 is “not at all important” and 7 is “very important,” how important is it for you to try to quit smoking cigarettes?

*Click to slide the bar to the desired response. Only whole numbers 1 through 7 are accepted.*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Not at all  Important |  |  |  |  |  | Very  Important |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

C\_4. How harmful do you think nicotine is?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Not at all Harmful |  | | | | | Very Harmful |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

C\_5. Jack’s favorite color is red. What is Jack’s favorite color?

1. Blue
2. Red
3. Green
4. Yellow

C\_6. Are you thinking about trying to quit smoking cigarettes?

1. Yes → go to A2
2. No → skip to A3

C\_7. How soon are you likely to try to quit smoking cigarettes? Would you say…

1. Within the next 30 days
2. Within the next 6 months
3. Within the year
4. Longer than a year

[C8 and C9 need to be asked together, likely need to random order C8-C9]

C\_8. In the next month, how likely are you to use an e-cigarette product [e.g., Juul, e-cigarette, vape, vape pen, e-hookah].

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

[If select A or B for C\_8]

C8\_1. Please select below all the reasons you think you would use an e-cigarette in the next month:

1. To try to quit using other tobacco products, such as cigarettes
2. They cost less than other tobacco products, such as cigarettes
3. They are easier to get than other tobacco products, such as cigarettes
4. Famous people on TV or in movies use them
5. They are less harmful than other forms of tobacco, such as cigarettes
6. They are available 1n flavors, such as mint, candy, fruit, or chocolate
7. D They can be used in areas where other tobacco products, such as cigarettes, are not allowed
8. I would use them for some other reason (please describe) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

C\_9. On a scale of 1–7, where 1 is “not at all ” and 7 is “very much,” please indicate how likely you are to try any of the following because you think it will help you quit cigarettes.

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

1. Nicotine Replacement Therapy (NRT) like nicotine gum, patch, lozenge, nasal spray, or inhaler
2. Prescription medication like Chantix
3. Call 1-800-QUIT-NOW for assistance in quitting smoking cigarettes
4. Talk to my doctor about quitting smoking cigarettes
5. Visit a website to help me quit such as smokefree.gov
6. Other (please specify)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| [C10 through C13 need to be grouped together and randomly ordered before and after C8-C9]C\_10. Please provide a response to the following questions  C\_10: **Compared to cigarettes,** how addictive do you think the following are: | | | | |
|  | Not at all addictive | Somewhat Addictive | Slightly Addictive | Very Addictive |
| E-cigarettes |  |  |  |  |
| Smokeless tobacco |  |  |  |  |
| Cigars |  |  |  |  |
| Cigarillos, little cigars |  |  |  |  |
| Hookah |  |  |  |  |
| Low Nicotine Cigarettes |  |  |  |  |
| Nicotine Replacement Therapy (NRT) like nicotine gum, patch, lozenge, nasal spray, or inhaler |  |  |  |  |
| Nicotine |  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| C\_11. Please provide a response to the following questions  **Compared to cigarettes,** how dangerous do you think the following are: | | | | | |
|  | Not at all dangerous | Somewhat dangerous | Slightly dangerous | Very dangerous |
| E-cigarettes |  |  |  |  |
| Smokeless tobacco |  |  |  |  |
| Cigars |  |  |  |  |
| Cigarillos, little cigars |  |  |  |  |
| Hookah |  |  |  |  |
| Low Nicotine Cigarettes |  |  |  |  |
| Nicotine Replacement Therapy (NRT) like nicotine gum, patch, lozenge, nasal spray, or inhaler |  |  |  |  |
| Nicotine |  |  |  |  |
| C\_12. Please provide a response to the following questions  **Compared to cigarettes,** how likely is it that using the following products will lead to lung cancer?: | | | | | |
|  | Not at all likely | Somewhat likely | Slightly likely | Very likely |
| E-cigarettes |  |  |  |  |
| Smokeless tobacco |  |  |  |  |
| Cigars |  |  |  |  |
| Cigarillos, little cigars |  |  |  |  |
| Hookah |  |  |  |  |
| Low Nicotine Cigarettes |  |  |  |  |
| Nicotine Replacement Therapy (NRT) like nicotine gum, patch, lozenge, nasal spray, or inhaler |  |  |  |  |
| Nicotine |  |  |  |  |
| C\_13. Please provide a response to the following questions  **Compared to cigarettes,** how likely is it that using the following products could result in heart disease? | | | | | |
|  | Not at all likely | Somewhat likely | Slightly likely | Very likely |
| E-cigarettes |  |  |  |  |
| Smokeless tobacco |  |  |  |  |
| Cigars |  |  |  |  |
| Cigarillos, little cigars |  |  |  |  |
| Hookah |  |  |  |  |
| Low Nicotine Cigarettes |  |  |  |  |
| Nicotine Replacement Therapy (NRT) like nicotine gum, patch, lozenge, nasal spray, or inhaler |  |  |  |  |
| Nicotine |  |  |  |  |

C\_14. If I were to **switch completely** **from cigarettes to e-cigarettes**, my health would improve:

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

C\_15. If I were to **replace some of my cigarette use with using an e-cigarette**, my health would improve:

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

**Thank you for taking this survey! For more information on ways to quit smoking, please visit**[**https://smokefree.gov/.**](https://smokefree.gov/)

**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 [PRAStaff@fda.hhs.gov](mailto:PRAStaff@fda.hhs.gov).