

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)

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

A_2. How many cigarettes per day do you smoke?

- A. 10 or fewer (half a pack)
- B. 11 to 20 (about a pack a day)
- C. 21 to 30 (about a pack and a half a day)
- D. More than 31 (2 packs or more a day)

A_3. How soon after you wake up do you smoke your first cigarette?

- A. Within 5 minutes
- B. 6 to 30 minutes
- C. 31 to 60 minutes
- D. After 60 minutes

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]

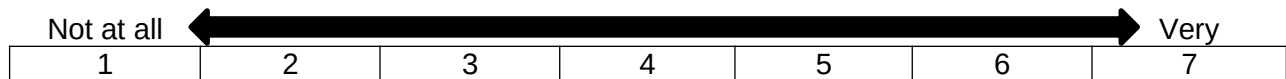
B_7. Is there anything confusing, unclear, or hard to understand in this ad?

- A. Yes → go to B5
- B. 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:



[RANDOMIZE ORDER]

- A. Ashamed
- B. Discouraged
- C. Hopeful
- D. Understood
- E. Worried
- F. Inspired
- G. Determined
- H. Empowered
- I. Stressed
- J. Sad
- K. Motivated
- L. Confident
- M. Stressed
- N. Regretful
- O. 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]

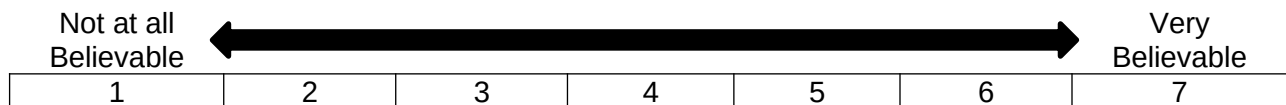
- A. This ad is worth remembering
- B. This ad grabbed my attention
- C. This ad is powerful
- D. This ad is informative
- E. This ad is meaningful to me
- F. This ad is convincing
- G. This ad is terrible
- H. I trust the information in this ad
- I. This ad told me things I didn't know about quitting smoking cigarettes
- J. This ad is different from other anti-tobacco ads I've seen or heard
- K. This ad makes me think about quitting smoking cigarettes in a new way
- L. This ad seemed to be written with someone like me in mind
- M. 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]

- A. Sunday
- B. Tuesday
- C. Thursday
- D. 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.



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.

- A. Strongly Agree
- B. Agree
- C. Neither Agree nor Disagree

- D. Disagree
- E. Strongly Disagree

C_2. If I quit **smoking cigarettes** my health will improve.

- A. Strongly Agree
- B. Agree
- C. Neither Agree nor Disagree
- D. Disagree
- E. 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.



C_4. How harmful do you think nicotine is?



C_5. Jack’s favorite color is red. What is Jack’s favorite color?

- A. Blue
- B. Red
- C. Green
- D. Yellow

C_6. Are you thinking about trying to quit smoking cigarettes?

- A. Yes → go to A2
- B. No → skip to A3

C_7. How soon are you likely to try to quit smoking cigarettes? Would you say...

- A. Within the next 30 days
- B. Within the next 6 months
- C. Within the year
- D. 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].

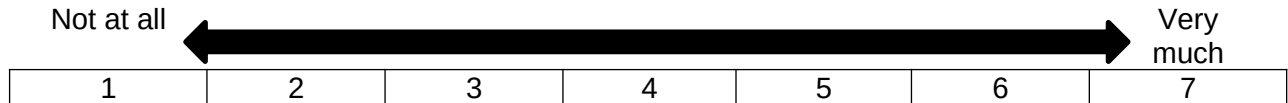
- A. Very likely
- B. Somewhat likely
- C. Neither likely nor unlikely
- D. Somewhat unlikely
- E. Very unlikely

[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:

- A. To try to quit using other tobacco products, such as cigarettes
- B. They cost less than other tobacco products, such as cigarettes
- C. They are easier to get than other tobacco products, such as cigarettes
- D. Famous people on TV or in movies use them
- E. They are less harmful than other forms of tobacco, such as cigarettes
- F. They are available in flavors, such as mint, candy, fruit, or chocolate
- G. They can be used in areas where other tobacco products, such as cigarettes, are not allowed
- H. 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.



- A. Nicotine Replacement Therapy (NRT) like nicotine gum, patch, lozenge, nasal spray, or inhaler
- B. Prescription medication like Chantix
- C. Call 1-800-QUIT-NOW for assistance in quitting smoking cigarettes
- D. Talk to my doctor about quitting smoking cigarettes
- E. Visit a website to help me quit such as smokefree.gov
- F. 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:

- A. Strongly Agree
- B. Agree
- C. Neither Agree nor Disagree
- D. Disagree
- E. Strongly Disagree

C_15. If I were to **replace some of my cigarette use with using an e-cigarette**, my health would improve:

- A. Strongly Agree
- B. Agree
- C. Neither Agree nor Disagree
- D. Disagree
- E. Strongly Disagree

Thank you for taking this survey! For more information on ways to quit smoking, please visit <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 PRStaff@fda.hhs.gov.