

**CONCEPT RATING SHEET**

**TITLE OF INFORMATION COLLECTION: Qualitative Research to Design Advertising to Encourage Quitting Among Adult Cigarette Smokers (General Population)**

**PLEASE DO NOT WRITE YOUR NAME ON THIS SHEET**

1. What is the message? That is, what is the most important thing this ad/concept is trying to tell you?
2. What did you think about this ad/concept? Please give it a grade from A to F.

<b>Grade the idea</b> <small>(MARK ONLY ONE)</small>	<input type="radio"/> A <input type="radio"/> B <input type="radio"/> C <input type="radio"/> D <input type="radio"/> F
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3. How much \_\_\_\_\_ do you agree or disagree with the following statements? Circle one choice for each statement:

This ad/concept grabbed my attention.	<input type="radio"/> <small>STRONGLY DISAGREE</small> <input type="radio"/> <small>DISAGREE</small> <input type="radio"/> <small>NEUTRAL</small> <input type="radio"/> <small>AGREE</small> <input type="radio"/> <small>STRONGLY AGREE</small>
I can relate to this ad/concept.	<input type="radio"/> <small>STRONGLY DISAGREE</small> <input type="radio"/> <small>DISAGREE</small> <input type="radio"/> <small>NEUTRAL</small> <input type="radio"/> <small>AGREE</small> <input type="radio"/> <small>STRONGLY AGREE</small>
This ad/concept is compelling.	<input type="radio"/> <small>STRONGLY DISAGREE</small> <input type="radio"/> <small>DISAGREE</small> <input type="radio"/> <small>NEUTRAL</small> <input type="radio"/> <small>AGREE</small> <input type="radio"/> <small>STRONGLY AGREE</small>
This ad/concept made me NOT want to smoke.	<input type="radio"/> <small>STRONGLY DISAGREE</small> <input type="radio"/> <small>DISAGREE</small> <input type="radio"/> <small>NEUTRAL</small> <input type="radio"/> <small>AGREE</small> <input type="radio"/> <small>STRONGLY AGREE</small>
This ad/concept made me want to take steps to quit smoking.	<input type="radio"/> <small>STRONGLY DISAGREE</small> <input type="radio"/> <small>DISAGREE</small> <input type="radio"/> <small>NEITHER AGREE NOR DISAGREE</small> <input type="radio"/> <small>AGREE</small> <input type="radio"/> <small>STRONGLY AGREE</small>

4. What did you like about this ad/concept?
5. What would you change about the ad/concept to make it better?

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 five minutes per response to complete the Concept Rating Worksheet (the time estimated to read and review). Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to [PRStaff@fda.hhs.gov](mailto:PRStaff@fda.hhs.gov).