

## **“Hookah Purchase Journey: Online Hookah User Survey”**

**(OMB Control Number 0910-0810)**

### **Change Request**

The Food and Drug Administration is submitting this nonmaterial/non-substantive change request to account for changes for previously approved individual generic requests.

The change is requested for the “Hookah Purchase Journey: Online Hookah User Survey.” The current study has been approved but has not yet gone in the field for data collection.

### **Part One: Screener**

Minor changes are being requested to the screener to improve the description of the compensation offered to the consumer for participation and to clarify the language in one question.

The following modifications more accurately reflect the compensation approach being used:

- Adjust the language in the description to read:
  - “Your compensation will be the equivalent of a minimum of \$1.80”
- Clarify the language in question S6, adding the words below that have been bolded:
  - Have you, yourself, purchased any hookah tobacco or herbal (non-tobacco) shisha in the last 12 months **either for use in-home or use at a hookah bar/lounge?**

### **Part Two: Questionnaire**

We are requesting updates to the questionnaire for the following reasons:

- To strengthen the learnings around the following project objectives:
  - Estimate tobacco and charcoal shisha consumption at the hookah bars/lounges (water pipe establishments)
  - Determine the prices consumers pay to smoke shisha at a hookah bar/lounge
  - Estimate the amount of tobacco smoked, specifically the grams per participant
- To confirm respondents are actively paying attention to the questions
  - Two “dummy” questions have been added (Q16.1 and Q33)
- Specifically,
  - Q19 has been reworded to focus more specifically on dollars spent in the hookah lounge on a monthly basis

- o Q20-23 have been added to provide a deeper understanding of individual vs group smoking sessions so that we are able to determine how many grams per participant are smoked at a hookah lounge
- o Q 24-25 will strengthen our understanding of prices consumers pay per session
- o Q26-27 have been revised to provide greater clarity on the proportion of herbal shisha vs. tobacco shisha and quick light vs regular charcoal

## **Tracked Documents**

### 1. Screener



REVISED 18-065 CTP  
11.1 Appendix II HPJ

### 2. Questionnaire



REVISED 18-065 CTP  
11.1 Appendix III HP