

**STUDY 1 (ENDS): ATTACHMENT B1
SURVEY**

TITLE OF INFORMATION COLLECTION:

**The Real Cost Campaign (W3): Online Quantitative Study of Reactions to Rough-Cut Advertising
Designed to Prevent Youth Tobacco Use**

Welcome Page

Descriptive Text: Please answer the questions on the following pages as accurately as possible. Remember to read the instructions carefully. Given the sensitive nature of some of the questions in the survey, we recommend you move to a private area. None of your responses will be shared with anyone, including parents.

[Programming Note: Prefer Not to Answer should be included as a response option for all survey items.]

Part I

ALL PARTICIPANTS

(Questions to be presented prior to showing rough-cut advertisements)

A1. AGE CHECK: How old are you?

- A. Under 13 years old [SCREEN OUT]
- 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 [SCREEN OUT]
- H. Prefer not to answer [SCREEN OUT]

A2. 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

A3. How many of your four closest friends **vape**?

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

A4. Please tell us if you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements [randomized order]:

- A. I like to explore strange places
- B. I like to do frightening things.
- C. I like new and exciting experiences, even if I have to break the rules.
- D. I prefer friends who are exciting an unpredictable.

- E. My family is very important to me.
- F. My school is is an important aspect of my life.

Part II
AD VIEW PARTICIPANTS ONLY

Descriptive Text: Please watch the video below. Please make sure your device volume is on so you can hear the 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.

[AFTER AD EXPOSURE]

B1. If you were going to tell a friend what this ad was about, how would you describe the main message of the ad to them? *Please be as specific as possible.*

B2A. Please tell us if you strongly disagree, disagree, agree, or strongly agree with the following statement: I found this ad to be confusing, unclear, or hard to understand.

- A. Strongly Disagree
- B. Disagree
- C. Agree
- D. Strongly Agree

B2B. [Ask if B2A=C or B2A=D] What is confusing, unclear, or hard to understand about this ad? *Please be as specific as possible.*

B3. People sometimes have different emotional reactions when they see 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:

[RANDOMIZE ORDER]

- A. Sad
- B. Afraid
- C. Irritated
- D. Ashamed
- E. Understood
- F. Angry
- G. Amused
- H. Disgusted
- I. Uneasy
- J. Surprised
- K. Regretful
- L. Guilty
- M. Curious

B4. Please tell us if you strongly disagree, disagree, neither agree nor disagree, agree, or strongly agree 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. I trust the information in this ad.
- H. This ad is relevant to me.
- I. This ad is different from other anti-tobacco ads I've seen or heard.
- J. This ad told me things I never knew before about vapes.
- K. This ad is trying to manipulate me.
- L. This ad annoys me.
- M. The health effect in this ad is overblown.
- N. This ad is believable.

B5. How much does this message: [not at all, very little, somewhat, quite a bit, a great deal]

- A. Make you worry about what vaping will do to you?
- B. Make you think vaping is a bad idea?
- C. Discourage you from vaping?

B6. If you saw this advertisement, on a scale from 1 to 5, where 1 is not at all likely and 5 is very likely, how likely would you be to do each of the following:

- A. Tell a friend about the ad
- B. Look for more information online
- C. Visit *The Real Cost* website or Facebook page
- D. Share *The Real Cost* YouTube channel with a friend.
- E. Mention or like it on social media, such as Facebook, Twitter, or Instagram
- F. Look for resources to quit vaping
- G. Do nothing

Part III
ALL PARTICIPANTS

Descriptive Text: Please answer each question as accurately as possible. Click on the button at the bottom of the page to continue with the survey.

C1. How much do you agree or disagree with the following statements?

If I vape, I will...

- A. Damage my body.
- B. Damage my DNA.
- C. Develop serious health problems.
- D. Inhale chemicals that can damage my DNA.
- E. Become addicted to vaping

C2. Vaping is:

Very Bad					Very Good
	1	2	3	4	5

C3. Vaping is:

Very Unenjoyable Very Enjoyable
1 2 3 4 5

C4. Out of every 10 people your age, how many do you think vape? (Select One)

0 1 2 3 4 5 6 7 8 9 10

C5. How confident are you that you could avoid using a vape **if you wanted to**?

Not at all sure I can Completely sure I can
1 2 3 4 5

C6. In the next year, how likely are you to **vape**?

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

Descriptive Text: Now we'd like to ask you a few questions about **smoking cigarettes**.

C7. How much do you agree or disagree with the following statements?

If I **smoke cigarettes**, I will...

- A. Damage my body.
- B. Become addicted to cigarettes.
- C. Develop serious health problems.

C8. **Smoking cigarettes** is:

Very Bad Very Good
1 2 3 4 5

C9. In the next year, how likely are you to **smoke a cigarette**?

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

Part IV

AD VIEW PARTICIPANTS ONLY

D1. What words or phrases stood out to you from this advertisement? Write in up to three words or phrases in the boxes below that stood out to you.

[THREE SEPARATE SHORT FREE RESPONSE BOXES]

End Page

Thanks for completing the survey! If you have any questions or concerns about using vapes/e-cigarettes, please visit [The Real Cost](#) website for resources.

Paperwork Reduction Act Statement: According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0910-0810. The time required to complete this information collection is estimated to average between 10 to 20 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspects of this collection of information, including suggestions for reducing burden to PRASTAFF@fda.hhs.gov.

[Attention-check items will be inserted randomly]

Attention Check #1: The following question is designed to ensure that people are at a high attention level throughout the survey. Please select “Some days” as your answer to this question.

- N. Every day
- O. Some days
- P. Rarely
- Q. Not at all

Attention Check #2: The following question is designed to ensure that people are at a high attention level throughout the survey. Please select ‘Agree’ as your answer to this item.

- A. Strongly disagree
- B. Disagree
- C. Agree
- D. Strongly agree