

Copy Testing of Tobacco Prevention and Cessation Advertisements Research Study Survey Instrument

PROGRAMMER NOTES:

RESPONDENTS WILL BE RECRUITED THROUGH TWO SOURCES:

1. PANEL THROUGH A PARENT (**PANEL_PAR**)
2. SOCIAL MEDIA (**SM**)

SURVEY INSTRUMENT WILL BE HOSTED BY PANEL PROVIDER FOR ALL RECRUITMENT METHODS.

EXPERIMENTAL ASSIGNMENT

WITHIN EACH OF 6 TOBACCO USE GROUPS, RANDOMLY ASSIGN TO THE STUDY CONDITIONS IN TABLE 1. USE LEAST FILL QUOTAS TO ACHIEVE EQUIVALENT DISTRIBUTION ACROSS CONDITIONS.

TABLE 1. TOBACCO USE GROUPS

TOBACCO USE GROUP	STUDY CONDITIONS			
	1 (VAPE ADS)		2 (CIGARETTE ADS)	
	A (PRE- PRODUCTION)	B (POST- PRODUCTION)	A (PRE- PRODUCTION)	B (POST- PRODUCTION)
1: SUSCEPTIBLE NON-TRIERS (VAPES)			-	-
2: SUSCEPTIBLE LIFETIME USERS (VAPES)	1A (N~150)	1B (N~150)	-	-
3: CURRENT USERS (VAPES)			-	-
4: SUSCEPTIBLE NON-TRIERS (CIGARETTES)	-	-	2A (N~150)	2B (N~150)
5: SUSCEPTIBLE LIFETIME USERS (CIGARETTES)	-	-		

WITHIN EACH OF 4 STUDY CONDITIONS (1A, 1B, 2A, 2B) ASSIGN RESPONDENTS TO SEE A RANDOM SELECTION OF 4 ADS FROM A SET OF 9. TABLE 2 SHOWS THE AD SETS FOR EACH STUDY GROUP. USE LEAST FILL QUOTAS TO ACHIEVE AN EQUIVALENT DISTRIBUTION OF ADS SELECTED WITHIN EACH CONDITION.

TABLE 2. AD SETS FOR EACH STUDY CONDITION

AD #	1A (PRE-PRODUCTION: VAPE)	1B (POST-PRODUCTION: VAPE)	2A (PRE-PRODUCTION: CIG)	2B (POST-PRODUCTION: CIG)
1	1A_1_PRE	1B_1_POST	2A_1_PRE	2B_1_POST
2	1A_2_PRE	1B_2_POST	2A_2_PRE	2B_2_POST
3	1A_3_PRE	1B_3_POST	2A_3_PRE	2B_3_POST
4	1A_4_PRE	1B_4_POST	2A_4_PRE	2B_4_POST
5	1A_5_PRE	1B_5_POST	2A_5_PRE	2B_5_POST
6	1A_6_PRE	1B_6_POST	2A_6_PRE	2B_6_POST
7	1A_PRE	1B_7_POST	2A_7_PRE	2B_7_POST
8	1A_8_PRE	1B_8_POST	2A_8_PRE	2B_8_POST
9	1_9_CONTROL	1_9_CONTROL	2_9_CONTROL	2_9_CONTROL

[ASK ALL]

SECTION 1: CAMPAIGN AWARENESS

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 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.

First, we want to ask you about some slogans or themes that might or might not have appeared in the media, as part of ads about tobacco.

[AWARE_DYTA] In the past 3 months, have you seen or heard the following slogan or theme?

Digital Youth Against Tobacco (DYAT)

1. Yes
2. No
3. Not sure



[AWARE_TRC] In the past 3 months, have you seen or heard the following slogan or theme?

The Real Cost

1. Yes
2. No
3. Not sure



[AWARE_TIPS] In the past 3 months, have you seen or heard the following slogan or theme?

Tips from Former Smokers (Tips)

1. Yes
2. No
3. Not sure



[AWARE_TRUTH] In the past 3 months, have you seen or heard the following slogan or theme?

Truth



1. Yes
2. No
3. Not sure

SECTION 2: MESSAGE REACTIONS—INTRODUCTION

IN THIS SECTION, EACH RESPONDENT WILL VIEW AND RESPOND TO QUESTIONS ABOUT A TOTAL OF 4 ADS, RANDOMLY SELECTED FROM A SET OF 9 ADS ACCORDING TO TABLE 2 ABOVE. RANDOMIZE ORDER OF ADS. FOR EACH AD, LOOP THROUGH ALL SECTION 3 QUESTIONS.

[MR_INTRO] Now, we would like you to view some antitobacco ads. Please note that videos may take several seconds to load.

Please make sure that the volume on your device is turned on.

Please click the arrow below when you are ready to view the first ad.

Once you have viewed the ad, please click the arrow below to continue with the survey.

SECTION 3: MESSAGE REACTIONS (LOOP THROUGH SECTION FOR EACH OF 4 RANDOMLY-ASSIGNED ADS)

SHOW AD

[PROGRAMMER NOTE: DISPLAY AD ON ITS OWN SCREEN, FORCE COMPLETE EXPOSURE BEFORE ALLOWING TO GO TO FIRST QUESTION]

[ALL QUESTIONS FROM THIS POINT ON WILL ALLOW SKIPS. IF A PARTICIPANT SKIPS A QUESTION, THE FOLLOWING POP-UP REMINDER WILL SHOW: “There is 1 unanswered question on this page. Would you like to continue?” OPTIONS INCLUDE: “Continue without answering” OR “Answer this question”.]

[Message clarity]

[CONF] How much do you agree or disagree with the following statement?
The main message of this ad was easy to understand

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

[Emotional reactions]

People sometimes have different emotional reactions when they see advertisements. Please indicate how much this ad made you feel:

[USE SCROLLING LIST. RANDOMIZE ORDER OF ITEMS.]

Not at all				Very
1	2	3	4	5

[SAD] Sad

[AFR] Afraid

[ASH] Ashamed

[ANG] Angry

[AMD] Amused

[SURP] Surprised

[CURIO] Curious

[HOPE] Hopeful

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

[USE SCROLLING LIST. RANDOMIZE ORDER OF ITEMS.]

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

[REMEMBER] This ad is worth remembering. *[Perceived effectiveness]*

[ATTN] This ad grabbed my attention. *[Perceived effectiveness]*

[POWER] This ad is powerful. *[Perceived effectiveness]*

[INFORM] This ad is informative. *[Perceived effectiveness]*

[MEAN] This ad is meaningful. *[Perceived effectiveness]*

[CONV] This ad is convincing. *[Perceived effectiveness]*

[GENERATION] This ad is relevant for my generation. *[Cultural relevance]*

[MODERN] This ad feels modern and current. *[Cultural relevance]*

[ACCEPTABLE] This ad is an acceptable way to talk about the issue. *[Cultural relevance]*

[MANIPU] This ad is trying to manipulate me. *[Reactance]*

[ANNOY] This ad annoys me. *[Reactance]*

[OVER] This ad is overblown. *[Reactance]*

[Attention check] – Show during third loop

[ATTN_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.

1. Every day
2. Some days
3. Rarely
4. Not at all

[ASK IF STUDY CONDITION = 1A OR 1B]
How much does this message:

[USE SCROLLING LIST. RANDOMIZE ORDER OF ITEMS.]

1. Not at all
2. Very little
3. Somewhat
4. Quite a bit
5. A great deal

[Effects perceptions]

[VAPE_WORR] Make you worry about what vaping will do to you?

[VAPE_BAD] Make you think vaping is a bad idea?

[VAPE_DISC] Discourage you from vaping?

[ASK IF STUDY CONDITION = 2A OR 2B]
How much does this message:

[USE SCROLLING LIST. RANDOMIZE ORDER OF ITEMS.]

1. Not at all
2. Very little
3. Somewhat
4. Quite a bit
5. A great deal

[Effects perceptions]

[SMK_WORR] Make you worry about what smoking cigarettes will do to you?

[SMK_BAD] Make you think smoking cigarettes is a bad idea?

[SMK_DISC] Discourage you from smoking cigarettes?

[Liking/Disliking]

[LIKING] How much did you like or dislike this ad?

1. Disliked a lot

2. Disliked a little
3. Neither liked nor disliked
4. Liked a little
5. Liked a lot

SECTION 4: DEMOGRAPHICS

Now we have some questions about other tobacco products. Which of the following have you used in the past 30 days?

Please **DO NOT INCLUDE** marijuana, THC, CBD, or Delta-8 when answering these questions. *[SOURCE: FDA MMS WAVE 7]*

1. Yes
2. No

[CURR_RYO] Roll-your-own cigarettes

[CURR_PIPE] Pipes filled with tobacco

[CURR_SNUS] Snus, such as Camel Snus, Marlboro Snus, or General Snus

[CURR DISSOLV] Dissolvable tobacco products such as Velo lozenges

[CURR_HEATED] Heated tobacco products like IQOS, glo, or Eclipse

CURR_POUCHES] Nicotine pouches like Zyn, ON!, Rogue, or Velo pouches

[CURR_LITTLE] Little cigars (Little cigars contain tobacco, are the same size and shape as cigarettes, and often include a filter. Brands include Cheyenne and Djarum)

[CURR_TIPPED] Tipped cigarillos (that come with a plastic or wooden tip, like Black & Mild)

[CURR_NOTIP] Cigarillos without a tip (like Backwoods, Swisher Sweets or Dutch Masters)

[CURR_SLT] Smokeless tobacco (like Copenhagen, Skoal, or Camel Snus)

[CURR_HOOKAH] Hookah (like Mya Saray, Starbuzz)

[Attention check]

[ATTN_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.

1. Strongly disagree
2. Disagree
3. Agree
4. Strongly agree

[HOUSEHOLD] Does anyone who lives with you now...? (Select all that apply)

1. Smoke cigarettes
2. Vape
3. Use smokeless tobacco (like Copenhagen, Skoal, or Camel Snus)

4. Smoke little cigars (little cigars contain tobacco, are the same size and shape as cigarettes, and often include a filter. Brands include Cheyenne and Djarum)
5. Smoke tipped cigarillos (that come with a plastic or wooden tip, like Black & Mild)
6. Smoke cigarillos without a tip (like Backwoods, Swisher Sweets or Dutch Masters)
7. Smoke hookah (like Mya Saray or Starbuzz)
8. Use any other form of tobacco or nicotine
9. No one who lives with me now uses any form of tobacco or nicotine [EXCLUSIVE]

FINAL SCREEN

Thank you for taking this survey.

In conducting this study, FDA does not intend to sell tobacco, nor promote, condone, normalize, or encourage its use. The questionnaires, surveys, and messages in this study are not intended to promote, directly or indirectly, other behaviors that may be a gateway to subsequent risky behaviors, such as illegal drug use, binge drinking and smoking

If you vape or use tobacco, or have a friend or family member who vapes or uses tobacco, and you would like information on how to quit, please visit <https://smokefree.gov/> or <https://teen.smokefree.gov/>.