ATTACHMENT 2b: MONTHLY IMPLEMENTATION ASSESSMENT INSTRUMENT (CIGS)

The Real Cost Campaign Monthly Implementation Assessment

(Cigarette Ad Focus)

INTRO

This survey is all about you.

Your thoughts, your opinions, your experiences.

We want to know about some of your experiences as you see [*advertisements (ads)/displays/posts/gaming features/shows/etc.*] on social media or streaming platforms. We also want to know about some of your beliefs and behaviors. We will ask you some questions about tobacco products. Even if you don't use tobacco, we want to know what you think. Finally, we will also ask about your experiences with your parents and in your home.

It will take approximately 25 minutes for you to complete this survey. Please take your time and answer as honestly and thoughtfully as you can. Please take the survey in a place where no one can look over your shoulder and view your answers.

This study is sponsored by the U.S. Food and Drug Administration (FDA). Your answers may be shared with the FDA but will not be linked to any of your personally identifying information. We will not share any information you give us with your parents or anyone outside the research teams. As a reminder, your responses are only ever used for research purposes. You can choose not to answer any question. All your answers will be kept private to the fullest extent allowable by law. It is not completely safe to send data through the Internet, but we are doing everything we can to protect your data. We will code your survey data and send it over a secure connection for added protection.

Your responses will be combined with those of others who are taking this survey before the data are reported.

ASK: All respondents

A. TOBACCO USE

The next few questions ask about cigarette use.

A1. Have you ever tried cigarette smoking, even one or two puffs?
    0. No
    1. Yes

ASK: All participants

A2. About how many cigarettes have you smoked in your entire life? Your best guess is fine.

1. 1 or more puffs but never a whole cigarette

2. 1 cigarette

3. 2 to 5 cigarettes

4. 6 to 15 cigarettes (about ½ a pack total)

5. 16 to 25 cigarettes (about 1 pack total)

6. 26 to 99 cigarettes (more than 1 pack, but less than 5 packs)

7. 100 or more cigarettes (5 or more packs)

ASK: Participants who answered (1) yes to A1

A3. During the past 30-days, on how many days did you smoke cigarettes?
    _____Days

ASK: Participants who answered (1) yes to A1

A4. Susceptibility Items: Cigarettes

		Definitely Not	Probably Not	Probably Yes	Definitely Yes	
A4_1	Do you think that you might smoke a cigarette soon?	1	2	3	4	

A4_2	Do you think you will smoke a cigarette in the next year?	1	2	3	4	
A4_3	If one of your best friends were to offer you a cigarette, would you smoke it?	1	2	3	4	
A4_4	Are you curious about smoking cigarettes?	1	2	3	4	

ASK: Participants who answered [(1**(0)** to A1 OR (0) to A3].

The next two questions are about vapes. You may also know them as e-cigarettes. These products are battery-powered and produce vapor or aerosol instead of smoke. They contain nicotine liquid, sometimes called "e-liquid" or "e-juice," although the amount of nicotine can vary, and some may not contain any nicotine at all. Some can be bought as one-time, disposable products, while others can be bought as re-usable kits that are rechargeable. Some common brands include Puff Bar, Vuse, JUUL, SMOK, NJOY.

Please do <u>not</u> include vaping marijuana/THC/CBD/Delta 8 with these products when answering the questions in this section.

A5. Have you ever tried to vape nicotine, even one time?
   0. No
   1. Yes

ASK: All participants

___

A6. During the past 30 days, on how many days did you vape nicotine?
   _____Days

ASK: Participants who answered (1) yes to A5

PROGRAMMING INSTRUCTIONS FOR STIMULI NOT CURRENTLY IN-MARKET/ON AIR, FOR COPY TESTING]:

For assessments of TRC stimuli that are not in market (e.g., copy testing), questions in Sections B-D will not be fielded for those stimuli.

B. AWARENESS OF TRC STIMULUS

[PROGRAMMING INSTRUCTIONS FOR SECTIONS B-D]:
1. *This section will ask participants to respond to up to 4 TRC stimuli.*
2. *Participants will be presented with a part of the stimuli to jog their memory without re-exposing them to the entire stimuli)*
3. *Participants will first be asked awareness about the stimuli. Then, they will be asked to provide more detailed information about all or some of the TRC stimuli. For example:*
   a. *If participants are aware of <= 2 TRC stimuli, they may answer subsequent questions in Sections B-D about 1-2 of those stimuli.*
   b. *If participants are aware of more than 2 pieces of TRC stimuli, participants may be randomized to answer subsequent questions in Sections B-D about 2 TRC stimuli.*
   c. *If participants are not aware of any of the TRC stimuli, they will be directed to Section E.*
4. *After eligible participants answer questions in Sections B-D, they will be directed to Section E.*
5. *Awareness of in-market stimuli will be defined by B1_1.*

B1. Awareness of Specific TRC stimulus

ASK: All participants

[IF DISPLAYING VIDEO ADS]
B1_VIDEO. Please take a moment to turn on your speakers or headphones. Once you are ready, click the right-facing arrow below.

[DISPLAY SAMPLE VIDEO (A train with the whistle blowing); ADD A 5-SECOND TIMER BEFORE ALLOWING RESPONDENT TO PROCEED]
If the video loads properly, please wait 5 seconds for the right-facing arrow to appear.

What did you see and hear, if anything?
1. A barking dog
2. A train with the whistle blowing
3. A car with the horn beeping
4. A person knocking on a door
5. A telephone that is ringing
6. A musician playing the guitar

7. I did not see or hear anything

Now we would like to show you some [*ads/displays/posts/gaming features/shows/etc.*] **that have been shown in the U.S.**

[DISPLAY VIDEO OR STATIC FILE FOR TRC STIMULUSSTIMULI]
B1_1 Have you seen this [*ad/display/post/gaming feature/show/etc.*] in the **past [week/30 days]**?

    0. No
    1. Yes

B1_2. How certain are you that you have seen this [*ad/display/post/gaming feature/show/etc.*] in the **past [week/30 days]**?

    1. Not at all certain
    2. Somewhat certain
    3. Very certain

B2. Repeated exposure

B2_1. Apart from this survey, how frequently have you seen this [*ad/display/post/gaming feature/show/etc.*] in the **past [week, 30 days]**?

    1. Rarely
    2. Sometimes
    3. Often
    4. Very Often

C. ATTENTION

Now we would like to ask you some questions based on the [*ad/display/post/gaming feature/show/etc.*] that you just saw. Your best guess is fine.

[DISPLAY STIMULI.]

C1. *Catch Attention*

Please tell us how much you disagree or agree with the following statement:

C1_1. This [*ad/display/post/gaming feature/show/etc.*] caught my attention when I saw it.
1. Strongly Disagree
2. Disagree
3. Neither Disagree nor Agree
4. Agree
5. Strongly Agree

ASK: For up to two TRC stimuli the participant noted seeing the past [week/30 days]

C2. *Initial behavior/initial processing*

C2_1. The last time you saw this [*ad/display/post/gaming feature/show/etc.*], did you [*skip it/scroll past it/ignore it*]?

0. No
1. Yes

ASK: For each TRC stimulus the participant noted seeing the past [week/30 days]

C3. *Reach*

C3_1. Have you [*watched/read/seen*] this ENTIRE [*ad/post/display/etc.*] [*without skipping/scrolling past*] it at least one time?

0. No
1. Yes

ASK: For each TRC stimulus the participant noted seeing the past [week/30 days]

C4. Effortful Attention

Please tell us how much you disagree or agree with the following statement:

C4_1. How often do you pay attention while [*watching/seeing/hearing/reading/etc.*] this [*ad/display/post/gaming feature/show/etc.*]?

1. Never
2. Rarely
3. Sometimes
4. Most of the time
5. Always

ASK: For each TRC stimulus the participant noted seeing the past [week/30 days].

D. PROCESSING

D1. Engagement with TRC Stimuli

The next few questions ask about how often you have done certain things when [*watching/seeing/etc.*] this [*ad/post/etc.*]. Your best guess is fine.

D1_1. When [*watching/seeing/etc.*] this [*ad/post/etc.*], how often have you...

[RANDOMIZE ORDER]

		Never	**Once**	**More than once**
D1_1_1	Turned the sound on, or volume up?	1	2	3
D1_1_2	Turned the sound off, or volume down?	1	2	3
D1_1_3	Made the [*ad/post/etc.*] full screen?	1	2	3
D1_1_4	Replayed the [*ad/post/etc.*]?	1	2	3
D1_1_5	Clicked on the [*ad/post/etc.*]?	1	2	3

ASK: For each video TRC stimulus the participant noted seeing the past [week/30 days]

D1_2. Have you ever talked about this [*ad/display/post/gaming feature/show/etc.*] with a friend?

  0. No
  1. Yes

ASK: For each TRC stimulus the participant noted seeing the past [week/30 days]

D2. Dual Ad processing

[DISPLAY SCREENSHOT OF AD/DISPLAY/POST/GAMING FEATURE/SHOW/ETC.]
D2_1. The main message of the [*ad/display/post/gaming feature/show/etc.*] was... (*multiple choice options based on the stimulus that are airing*)

[RANDOMIZE ORDER]

  1. *Main Message 1*

2. *Main Message 2*
3. *Main Message 3*
4. *Main Message 4*
5. *Main Message 5*

ASK: For each TRC stimulus the participant noted seeing the past [week/30 days]

Please tell us how much you disagree or agree with the following statements:

D2_2. There is far more information about smoking cigarettes in this [*ad/display/post/gaming feature/show/etc.*] than I personally need.
      1. Strongly Disagree
      2. Disagree
      3. Neither Disagree nor Agree
      4. Agree
      5. Strongly Agree

ASK: For each TRC stimulus the participant noted seeing the past [week/30 days]

D2_3. I spent a lot of time thinking about this [*ad/display/post/gaming feature/show/etc.*].
      1. Strongly Disagree
      2. Disagree
      3. Neither Disagree nor Agree
      4. Agree
      5. Strongly Agree

ASK: For each TRC stimulus the participant noted seeing the past [week/30 days]

D3. Message processing

D3_1. When I saw this [*ad/display/post/gaming feature/show/etc.*] …

… I thought what I could do to make sure I never smoke cigarettes.

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

D3_2. When I saw this [*ad/display/post/gaming feature/show/etc.*] …

… I thought I don't have to worry about the harms of smoking cigarettes at my age.

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

D3_3. When I saw this [*ad/display/post/gaming feature/show/etc.*] …

… [*TRC stimulus-specific statement*].

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

[PROGRAMMING INSTRUCTIONS]:

1. *In this section, participants will be randomly assigned to view a selection of TRC Stimuli. Stimuli may be TRC content that is currently in-market/on air, or new TRC content that has not yet been shown to the public.*
2. *After random assignment, participants will answer the questions in sections E-F about each stimulus.*
3. *Sections J and K will be asked if the TRC stimulus is related to a TRC event (section J) or social media influencers (section K).*
4.

E. RECEPTIVITY

CUTEBRK1.   Thank you for all of your answers so far. You're doing great!

E_INTRO. We want you to show you a/an [*ad/display/posts/gaming feature/show/etc.*]. Please pay close attention as we will ask you several questions about it.

[SHOW STIMULI UP TO TWO TIMES IF NEEDED]

E1. Message Comprehension
Now, we would like to ask you some other questions about the [*ads/displays/posts/gaming features/shows/etc.*] we just showed you.

E1_X. How much do you disagree or agree with the following statement?
The main message of this [*ad/display/post/gaming feature/show/etc.*] was easy to understand.
1. Strongly Disagree
2. Disagree
3. Neither Disagree nor Agree
4. Agree
5. Strongly Agree

ASK: For each TRC stimulus viewed
_____

E1_1. The main message of the [*ad/display/post/gaming feature/show/etc.*] was... (*multiple choice options based on stimulus in the ads*)

[RANDOMIZE ORDER]

1. *Main Message 1*
2. *Main Message 2*
3. *Main Message 3*
4. *Main Message 4*
5. *Main Message 5*

ASK: For each TRC stimulus viewed; do not ask if respondent answered D2_1 correctly.
_____

E1_2_1. How much do you disagree or agree with the following statement?

I found this [*ad/display/post/gaming feature/show/etc.*] to be confusing.

1. Strongly Disagree
2. Disagree
3. Neither Disagree nor Agree

4. Agree
5. Strongly Agree

ASK: For each TRC stimulus viewed.

E1_2_2. What is confusing about this [*ad/display/post/gaming feature/show/etc.*]? [*Open-ended*]

ASK: Participants who answer E1_2_1 = 4 or 5.

E2. Message Perceptions

E2_1. Perceived Effectiveness Scale

[RANDOMIZE ORDER]

Please tell us how much you disagree or agree with the following statements.

		Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
E2_1_1	This [*ad/display/post/gaming feature/show/etc.*] is worth remembering	1	2	3	4	5
E2_1_2	This [*ad/display/post/gaming feature/show/etc.*] grabbed my attention	1	2	3	4	5
E2_1_3	This [*ad/display/post/gaming feature/show/etc.*] is powerful	1	2	3	4	5
E2_1_4	This [*ad/display/post/gaming feature/show/etc.*] is informative	1	2	3	4	5
E2_1_5	This [*ad/display/post/gaming feature/show/etc.*] is meaningful	1	2	3	4	5
E2_1_6	This [*ad/display/post/gaming feature/show/etc.*] is convincing	1	2	3	4	5
E2_1_7	This [*ad/display/post/gaming feature/show/etc.*] is relevant to people my age.	1	2	3	4	5
E2_1_8	This [*ad/display/post/gaming feature/show/etc.*] feels modern and current.	1	2	3	4	5
E2_1_9	This [*ad/display/post/gaming feature/show/etc.*] is an acceptable way to talk about cigarette smoking.	1	2	3	4	5

ASK: For each TRC stimulus viewed.

E3. Effects Perceptions

E3_1. Perceived Message Effectiveness Scale

[RANDOMIZE ORDER]

		Not at all	Very little	Somewhat	Quite a bit	A Great Deal
E3_1_1	How much does this [*ad/display/post/gaming feature/show/etc.*] make you worry about what smoking cigarettes will do to you?	1	2	3	4	5
E3_1_2	How much does this [*ad/display/post/gaming feature/show/etc.*] make you think smoking cigarettes is a bad idea?	1	2	3	4	5
E3_1_3	How much does this [*ad/display/post/gaming feature/show/etc.*] discourage you from smoking cigarettes?	1	2	3	4	5

ASK: For each TRC stimulus viewed.

E4. Emotional Reaction

E4_1 People sometimes have different emotional reactions when they see [*ads/displays/posts/gaming features/shows/etc.*]. Please indicate how much this [*ads/displays/posts/gaming features/shows/etc.*] made you feel.

[RANDOMIZE ORDER]
[LIST OF RELEVANT EMOTIONS WILL BE BASED ON THE STIMULI BEING TESTED]

		Not at all	Very little	Somewhat	Quite a bit	A great deal
E4_1_1	Sad	1	2	3	4	5
E4_1_2	Afraid	1	2	3	4	5
E4_1_3	Irritated	1	2	3	4	5
E4_1_4	Ashamed	1	2	3	4	5
E4_1_5	Curious	1	2	3	4	5
E4_1_6	Angry	1	2	3	4	5
E4_1_7	Amused	1	2	3	4	5
E4_1_8	Disgusted	1	2	3	4	5
E4_1_9	Uneasy	1	2	3	4	5
E4_1_10	Surprised	1	2	3	4	5
E4_1_11	Regretful	1	2	3	4	5
E4_1_12	Guilty	1	2	3	4	5
E4_1_13	Hopeful	1	2	3	4	5
E4_1_14	Motivated	1	2	3	4	5
E4_1_15	Understood	1	2	3	4	5
E4_1_16	Worried	1	2	3	4	5
E4_1_17	Discouraged	1	2	3	4	5
E4_1_18	Inspired	1	2	3	4	5
E4_1_19	Happy	1	2	3	4	5

E4_1_20	Determined	1	2	3	4	5
E4_1_21	Stressed	1	2	3	4	5
E4_1_22	Disappointed	1	2	3	4	5
E4_1_23	Confident	1	2	3	4	5
E4_1_X	*[emotion]*	1	2	3	4	5
E4_1_X	*[emotion]*	1	2	3	4	5
E4_1_X	*[emotion]*	1	2	3	4	5

ASK: For each TRC stimulus viewed.

F. UNINTENDED CONSEQUENCES

F1. How much do you disagree or agree with the following statements?

[RANDOMIZE ORDER]

		Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
F1_1	This [*ad/display/post/gaming feature/show/etc.*] is trying to manipulate me	1	2	3	4	5
F1_2	The health effect in this [*ad/display/post/ gaming feature/show/etc.*] is overblown	1	2	3	4	5
F1_3	This [*ad/display/post/ gaming feature/show/etc.*] annoys me	1	2	3	4	5

ASK: For each TRC stimulus viewed.

F2. Did this [*ad/display/post/gaming feature/show/etc.*] change how you thought about the harms of smoking cigarettes compared to vaping nicotine?

        0. No

        1. Yes

ASK: For each TRC stimulus viewed.

F3. This [*ad/display/post/gaming feature/show/etc.*] made me think smoking cigarettes is:

        1. More harmful than vaping nicotine

2. About the same amount of harm as vaping nicotine

3. Less harmful than vaping nicotine

ASK: For each TRC stimulus viewed. Ask if F2=1 (yes)

1	2	3	4	5
Makes me **not** want to smoke cigarettes.				Makes me want to smoke cigarettes.

F4. On a scale of 1 to 5, indicate whether the [*ad/display/post/gaming feature/show/etc.*] made **smoking cigarettes** look like something you would or would not want to do.

ASK: For each TRC stimulus viewed.

Please indicate how much you disagree or agree with the following statement
F5. Smoking cigarettes can increase your risk for developing an anxiety disorder.

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

ASK: For each anxiety related TRC stimulus viewed.

G. PSYCHOGRAPHICS/AUDIENCE PROFILE

G_INTRO. Thank you for all your answers so far! We have just a few more questions for you.

G1. Other than you, has anyone who lives with you used any of the following in the **past 30 days**? Select all that apply.

1. Cigarettes
2. Electronic vaping products or electronic cigarettes with nicotine, such as [NAME 3 TOP BRANDS]
3. Cigars, cigarillos, or little cigars such as [NAME 3 TOP BRANDS]
4. Any other form of tobacco (such as smokeless tobacco, tobacco out of a water pipe ("hookah"), nicotine pouches).
5. No, no one who lives with me has used any form of tobacco during the past 30 days

ASK: All participants.

G2. How far do you think you will go in school?

1. I don't plan to go to school anymore
2. 9th grade
3. 10th grade
4. 11th grade
5. 12th grade or GED
6. Some college or technical school but no degree
7. Technical school degree
8. College degree

9. Graduate school, medical school, or law school

ASK: All participants.

G3. *(Source: PATH)*

In the past 12 months, have your parents or guardians talked with you, even once, about NOT smoking cigarettes?

      0. No
      1. Yes

ASK: Is participant age is < 18.

G4. How close do you feel to the adult or adults you live with?

      1. Not at all close
      2. Not very close
      3. Somewhat close
      4. Quite close
      5. Very close

ASK: Is participant age is < 18.

G5. *(Source: PHQ-4)*

In the **past 2 weeks**, how often have you been bothered by the following problems?

		Not at all	Several days	More than half the days	Nearly every day
G5_1.	Feeling nervous, anxious or on edge.	□1	□2	□3	□4
G5_2.	Not being able to stop or control worrying.	□1	□2	□3	□4
G5_3.	Little interest or pleasure in doing things.	□1	□2	□3	□4
G5_4.	Feeling down, depressed, or hopeless.	□1	□2	□3	□4

ASK: All respondents

H. DEMOGRAPHICS

H1. How old are you?

_____years old

ASK: All participants.

H2. Are you: Select all that apply.

1. Female
2. Male
3. Transgender, non-binary, or another gender identity

ASK: All participants.

H3. Which of the following best represents how you think of yourself? [*Select all that apply*]

1. Straight or heterosexual
2. Bisexual
3. Gay or lesbian
4. Pansexual
5. Queer
6. Asexual
7. I am not sure yet
8. Something else_____
9. Prefer not to answer

ASK: All participants.

H4a. Are you Hispanic or Latino?

0. No
1. Yes

ASK: All participants.

H4b. Which of the following best describes you? [*Select all that apply*]

1. Mexican/Mexican American/Chicano/a
2. Puerto Rican
3. Cuban
4. Salvadoran
5. Dominican
6. Other Hispanic, Latin(a/o), Latinx origin or ancestry (Specify:_____)
7. Prefer not to answer [EXCLUSIVE]

ASK: If H4a = 1

H5. Which of these bests describe your racial and/or ethnic background? [*Select all that apply*]

1. American Indian or Alaska Native
2. Asian
3. Black or African American
4. Native Hawaiian or Other Pacific Islander
5. White

ASK: All participants.

H6. In general, do you usually speak...

1. Only Spanish
2. Spanish more than English
3. Spanish and English equally
4. English more than Spanish
5. Only English

ASK: If H4a = 1

H7. How much money does your family have?

1. Not enough to get by.
2. Just enough to get by.
3. Only have to worry about money for fun or extras.
4. Never have to worry about money.

ASK: All participants.

I. MEDIA USE

[NOTE: Section J will replace Section F when included]

I_INTRO. The next few questions will ask about your use of different types of media.

I1. Do you use any of the following social media platforms or sites **at least once a week**?

[RANDOMIZE ORDER]

		No	Yes
I1_1	Facebook	0	1
I1_2	Instagram	0	1
I1_3	Snapchat	0	1
I1_4	TikTok	0	1
I1_5	Reddit	0	1
I1_6	YouTube	0	1
I1_7	X (Formerly Twitter)	0	1
I1_8	Twitch	0	1
I1_9	Wattpad	0	1
I1_10	Brainly	0	1
I1_11	Hudl	0	1
I1_12	Discord	0	1
I1_13	WhatsApp	0	1
I1_14	Lemon8	0	1
I1_15	BeReal	0	1
I1_16	Threads	0	1
I1_17	*[Platform]*	0	1
I1_18	*[Platform]*	0	1
I1_19	Other platform or site	0	1

ASK: All participants.

I1_19_OE. [ASK IF I1_19=1 (yes)]

What other social media platforms or sites do you use **at least once a week**? *[Open-ended]*

ASK: Participants who select "yes" to "other"

I2. How much time do you spend on each of the following social media platforms in a typical day? *[Matrix format]*
1. Do not use in a typical day
2. Less than 1 hour
3. 1-3 hours
4. 4 or more hours

I3. Who are some of the social media influencers that you find particularly interesting? [*Open-ended*]

  98. I don't find any social media influencer interesting

I4. Do you watch any of the following streaming services **<u>at least once a week</u>**?

[RANDOMIZE ORDER]

		No	Yes
I4_1	Netflix	0	1
I4_2	Hulu	0	1
I4_3	Amazon Prime	0	1
I4_4	YouTube TV	0	1
I4_5	Disney+	0	1
I4_6	Max (HBO)	0	1
I4_7	Apple TV+	0	1
I4_8	Peacock	0	1
I4_9	Paramount+	0	1
I4_10	Sling TV	0	1
I4_11	Fubo	0	1
I4_12	TubiTV	0	1
I4_13	Twitch	0	1
I4_14	Crunchyroll	0	1
I4_15	The Roku Channel	0	1
I4_16	Freevee	0	1
I4_17	*[Service]*	0	1
I4_18	*[Service]*	0	1
I4_19	Other streaming service	0	1

I4_19_OE. [ASK IF I4_19=1 (yes)]

What other streaming services do you use **<u>at least once a week</u>**? [*Open-ended*]

I5. When you watch each of the following streaming services, are there video advertisements during the shows?
  0. No, there are no video ads at all
  1. Yes, there are video ads

I6. How much time do you spend watching each of the following streaming services in a typical day? *[Matrix format]*
  1. Do not use in a typical day
  2. Less than 1 hour
  3. 1-3 hours
  4. 4 or more hours

I7. What shows are you currently watching on [*STREAMING SERVICES SELECTED IN J4*]? *[Open-ended]*

I8. Which device(s) do you typically use to watch streaming services? Please check all that apply.
  1. Smart TV/Connected TV (internet connected TV with apps)
  2. Cable TV (like Xfinity or Spectrum)
  3. Laptop
  4. Desktop
  5. Smartphone
  6. Tablet
  7. AppleTV
  8. Roku
  9. Amazon Fire
  10. TiVo
  11. Google Chromecast
  12. Gaming consoles (like PlayStation or Xbox)
  13. Other _____
  14. I do not use any devices to watch stimulus [EXCLUSIVE]
  15. Prefer not to answer [EXCLUSIVE]

I9. Do you use any of the following audio services **at least once a week**?

[RANDOMIZE ORDER]

		No	Yes
I9_1	Spotify	0	1
I9_2	Pandora	0	1
I9_3	Soundcloud	0	1
I9_4	YouTube Music	0	1
I9_5	Amazon Music	0	1
I9_6	Apple Music	0	1
I9_7	Tidal	0	1
I0_8	iHeart Radio	0	1
I9_9	Sirius XM	0	1
I9_10	*[Service X]*	0	1
I9_11	*[Service X]*	0	1
I9_12	Other audio service	0	1

ASK: All participants.

I9_12_OE. [ASK IF I9_12=1 (yes)]

What other audio services do you use **at least once a week**? *[Open-ended]*

ASK: Participants who select "yes" to "other" in I9

I8. When you listen to each of the following audio services, are there advertisements?
  0. No, there are no ads at all
  1. Yes, there are ads

ASK: For each audio service selected in I9

J. TRC EVENTS (include if there are TRC events occurring during or leading up to data collection)

J_INTRO. The next few questions will ask you about special events that have recently occurred in the U.S., either online or in person.

J1. Have you heard of [*event*]?

>> 0. No
>> 1. Yes

ASK: All

[IF K1=1 (yes)]

J2. Where did you hear about [*event*]? Select all that apply.

>> 1. Online promotion
>> 2. From a friend or family member
>> 3. *Placeholder source*
>> 4. *Placeholder source*
>> 5. *Placeholder source*

ASK: For participants who heard of event.

[IF J1=1 (yes)]

J3. In the **past** [*week/30 days/etc.*] did you [*attend event/follow event online*]?

>> 0. No
>> 1. Yes

ASK: For participants who heard of event.

[IF J3=1 (yes)]

J4. When you [*attended event/followed event online*], did you see or hear anything from The Real Cost about the harms of [*vaping nicotine/smoking cigarettes*]?

>> 0. No
>> 1. Yes

ASK: For participants who attended/followed event.

[IF J3=1 (yes)]

J5. When I saw or heard The Real Cost's messages at [*event*]…
… I really paid attention to it.
1. Strongly Disagree
2. Disagree
3. Neither Disagree nor Agree
5. Agree
5. Strongly Agree

ASK: For participants who heard of TRC at event.

[IF J4=1 (yes) AND (A1=0 OR A2=0) OR (A4=0 OR A5=0)]

J4. When I saw or heard The Real Cost's messages at [*event*]…

… I thought about what I could do to make sure I never [*vape nicotine/smoke cigarettes*].
1. Strongly Disagree
2. Disagree
3. Neither Disagree nor Agree
4. Agree
5. Strongly Agree

ASK: For participants who heard of TRC at event and are not current vapers or smokers

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[IF J4=1 (yes) AND (J2>=1 OR J4>=1)]

J4. When I saw or heard The Real Cost's messages at [*event*]…

… I thought about what I could do to stop [*vaping nicotine/smoking cigarettes*].
1. Strongly Disagree
2. Disagree
3. Neither Disagree nor Agree
4. Agree
5. Strongly Agree

ASK: For participants who heard of TRC at event and are current vapers or smokers

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K. SOCIAL MEDIA INFLUENCERS (include if asking about TRC influencer content in section D)

K1. In general, how much do you trust the information about smoking cigarettes from [*social media influencer*]*?*

      1. Not at all

      2. A little

      3. Some

      4. A lot

ASK: For each TRC social media influencer content the participant noted seeing the past [week/30 days].

K2. Did you take information about smoking cigarettes from [*social media influencer*] seriously?

      0. No

      1. Yes

ASK: For each TRC social media influencer content the participant noted seeing the past [week/30 days].

K3. Did your opinion of smoking change after seeing [*social media influencer*]'s posts on smoking cigarettes?

      0. No

      1. Yes

ASK: For each TRC social media influencer content the participant noted seeing the past [week/30 days].

K4. How did [social media influencer]'s posts on vaping nicotine change your opinion about the safety of vaping?

      1. I now think vaping is safer than I used to think

      2. I now think vaping is less safe than I used to think

      98. Don't Know
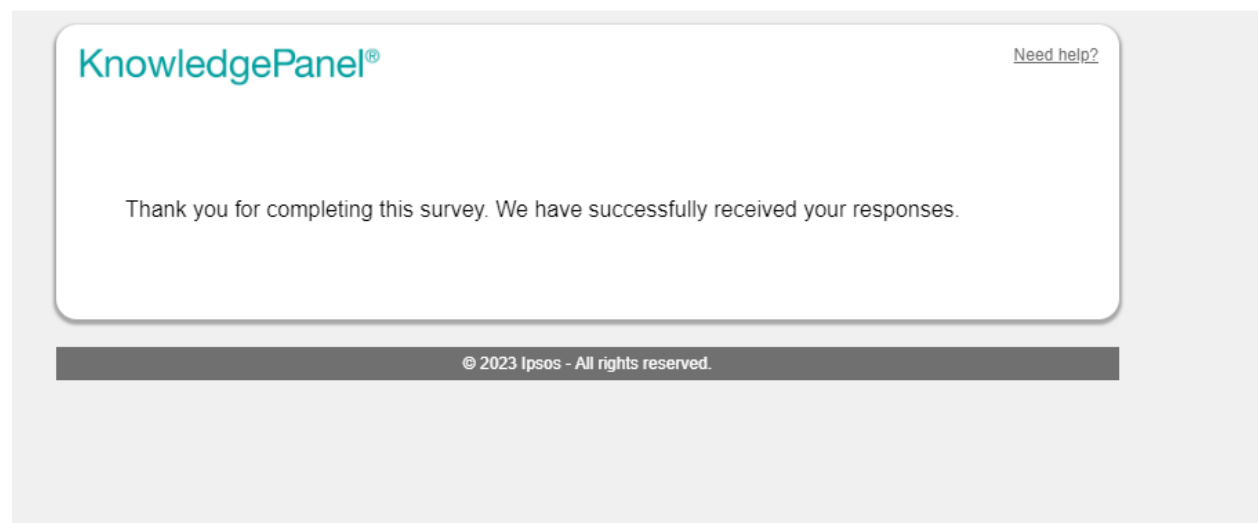
ASK: If K3=1

DEBRIEF

Thank you for taking this survey. This survey was done for the Food and Drug Administration (FDA). FDA studies people's beliefs about tobacco and nicotine products. This study looked at your tobacco use behaviors, as well as your beliefs around tobacco and perceptions about ads that are currently airing. The FDA does not support or encourage tobacco use.

We asked you to provide your opinions around some statements on cigarettes. Some statements were made up for this study and are not facts.

If you or a loved one wants to quit tobacco or learn more about its harms, you can call your state's quitline at 1-800-QUIT-NOW (1-800-784-8669) or visit https://teen.smokefree.gov/ to learn more about Smokefree Teen, a free web, text, and app-based program for quitting tobacco run by the National Cancer Institute.

If you or a loved one needs assistance with mental health, you can call SAMHSA's National Helpline 1-800-662-HELP (4357) or via text message 435748 (HELP4U). This is a confidential, free, 24-hour-a-day, 365-day-a-year, information service, in English and Spanish, for individuals and family members facing mental and/or substance use disorders.

If you or someone you know is suicidal or in emotional distress, contact the National Suicide Prevention Lifeline. Trained crisis workers are available to talk 24 hours a day, 7 days a week. 1-800-273-TALK (8255) or Live Online Chat

KnowledgePanel®   Need help?

Thank you for completing this survey. We have successfully received your responses.

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SHOW: All respondents