

United States Food and Drug Administration

Generic Clearance for the Collection of Qualitative Data on Tobacco Products and Communications

OMB Control No. 0910-0796

SUMMARY OF GEN ICs

Center for Tobacco Products

Title of Gen IC	Date(s) Conducted	Number of Participants	How the Information Was Used	Hours Used
Consumer Perceptions of Cessation and Harm Messaging (CHarM) Study 1	August 31 – October 5, 2023	67	Information obtained through this qualitative study tested draft stimuli around cessation, combustion, and lower risk alternatives.	334
Menthol User Audience Research	October 30 – December 18, 2023	1,020 Participants 8,299 Screened	Information obtained through this qualitative study examined demographic, sociocultural, psychographic, and behavioral characteristics of adult menthol cigarette users to identify segments that are most likely to adopt less harmful behaviors in response to targeted messaging; and helped to identify communication strategies to support menthol smokers in less harmful behaviors.	1,026

Title of Gen IC	Date(s) Conducted	Number of Participants	How the Information Was Used	Hours Used
Consumer Perceptions of Modified and Reduced Risk (MoRR)	April 10 – June 4, 2024	79	Information obtained through this qualitative study informed FDA CTP web content and other consumer-facing health communication materials (e.g., webinars, presentations) that define modified risk tobacco products and explain in plain language the concepts of modified risk and the continuum of risk.	358
Qualitative Study of Product Category Comparison Statements (MRTPs and HPHCs)	June 17 – August 1, 2024 (Estimated)	160 Participants (Estimated) 200 Recruited (Estimated) 550 Screened (Estimated)	The purpose of this information collection is to explore how adults who use tobacco products and young adults who do not use tobacco products perceive and react to different types of tobacco products (i.e., cigarettes, cigars, ENDS, smokeless, and nicotine pouches) when presented with tobacco-related information.	528 (Estimated)
Creative Concept Testing Designed to Prevent Youth and Young Adult ENDS Use (Wave 4B)	July 8 – August 13, 2024 (Estimated)	8,610 (Estimated)	The purpose of this information collection is to support Food and Drug Administration’s (FDA) efforts to develop and refine campaign messaging for FDA’s The Real Cost Campaign. Information obtained through this study will be used to identify and refine advertising for The Real Cost campaign about e-cigarette and nicotine use for young people.	866 (Estimated)

Title of Gen IC	Date(s) Conducted	Number of Participants	How the Information Was Used	Hours Used
Creative Concept Testing Designed to Prevent Youth and Young Adult Cigarette Smoking (Wave 7)	July – August 2024 (Estimated)	8,610 (Estimated)	The purpose of this information collection is to support Food and Drug Administration’s (FDA) efforts to develop and refine campaign messaging for FDA’s The Real Cost Campaign. Information obtained through this study will be used to identify and refine advertising for The Real Cost campaign about cigarette and nicotine use for young people.	866 (Estimated)