

Matter # 5180077

ROUND 1 CURRENT SMOKERS

<p><b>RECRUIT/QUOTA PER REGION</b></p> <ul style="list-style-type: none"> <li>• 3 FOCUS GROUPS</li> <li>• RECRUIT 10 RESPONDENTS PER GROUP</li> <li>• NET 6 PARTICIPANTS PER GROUP</li> </ul> <p><b>SEE QUOTA SHEET FOR GROUP BREAKOUTS PER LOCATION</b></p>	<p><b>Current Smokers:</b> Adults who have smoked at least 100 cigarettes in their entire life and currently smoke every day or some days</p> <p>Current Smokers will be sub-divided into:</p> <ul style="list-style-type: none"> <li>• <b>Six Age/Gender Groups (Quotas)</b> <ul style="list-style-type: none"> <li>○ Male/Female</li> <li>○ Legal Age-35, 36-50, 51+</li> </ul> </li> <li>• <b>Future Usage Intent (Quotas)</b> <ul style="list-style-type: none"> <li>○ With Intention to Quit</li> <li>○ With No Intention to Quit</li> </ul> </li> <li>• <b>Mix of regular and menthol users</b></li> <li>• <b>Mix of full-flavor taste vs. lighter-taste users</b></li> <li>• <b>Mix of race/ethnicity, education, income</b></li> </ul>
<b>TOPIC</b>	Tobacco Usage
<b>HONORARIA</b>	\$150
<b>LENGTH</b>	2 ½ Hours Respondents who show will receive full honorarium, even if sent home

Name \_\_\_\_\_

Session Day/Date \_\_\_\_\_

Session Time \_\_\_\_\_

Good morning/afternoon, this is \_\_\_\_\_ calling on behalf of \_\_\_\_\_ Research, a market research firm located in Irving, Texas. We are conducting a research study tobacco usage. This study is for research purposes only and the information provided is strictly confidential. The study will involve participation in a focus group at a central location for which we will pay you [\$150] for participating. **May I ask you a few preliminary questions to see if you match our research criteria?**

QS1. RECORD GENDER (DO NOT ASK UNLESS UNSURE)

- 1. Male
- 2. Female

QS2. Do you currently live in the United States?

- 1. Yes
- 2. No

[IF QS2 = 2 (NO), THANK & TERMINATE; OTHERWISE, CONTINUE]

QS3. What state do you live in?  
\_\_\_\_\_ (CAPTURE & RECORD)

QS4. [OMIT]

QS5. [OMIT]

QS6. What is your exact age?  
\_\_\_\_\_ (CAPTURE & RECORD)

[CHECK AGE BASED ON STATE OF RESIDENCE (SEE QUALIFICATION / FACILITY SPREADSHEET) AND TERMINATE AS APPROPRIATE.]

[ROLL UP TO AGE GROUPS AS:

- "LEGAL AGE"-35
- 36-50
- 51+

(RECRUIT A MIX OF AGES WITHIN THE PARTICULAR AGE GROUP)

QS7. To confirm, what is the exact date of your birth?  
\_\_\_\_\_ (CAPTURE & RECORD)

[MONTH / DAY / YEAR RESPONSE. VALIDATE RESPONSE TO QS6. IF UNDER LEGAL AGE, REFUSED OR QS7 DOES NOT EQUAL QS6, TERMINATE.]

QS8. Do you, or does anyone in your household, work or study in any of the following?  
[READ & RECORD ALL THAT APPLY]

1. Advertising
2. Market Research
3. Health / Medical Industry
4. Journalism
5. Public Relations
6. Manufacture, sale or distribution of tobacco products
7. Marketing
8. Political Lobbying / Legal Field
9. Newsagent / Supermarket / Cash & Carry retailing
10. None of these

[IF QS8 = 1-8, TERMINATE; OTHERWISE, CONTINUE.]

QS9. Have you ever participated in a market research study?

1. Yes
2. No
3. Don't know / Not sure

[IF QS9=3 (DK), TERMINATE; OTHERWISE, CONTINUE.]

[ASK QS10 IF QS9 = "YES"]

QS10. Approximately how long ago did you last participate in a market research study?

1. Within the last 3 months
2. 3 to 6 months ago
3. 6 to 12 months ago
4. Over 12 months ago
5. Don't know / Not sure

[IF QS10=1, 2 OR 5 THANK & TERMINATE; OTHERWISE, CONTINUE.]

**[ASK QS11 & QS12 IF QS1 = 2 (FEMALE); OTHERWISE, SKIP TO QS13.]**

QS11. Are you currently pregnant?

1. Yes
2. No

QS12. Are you currently breastfeeding?

1. Yes
2. No

QS13. During the discussion group you will be asked to read and write in English. Are you comfortable with doing this?

1. Yes
2. No

**[IF QS13=2 (NO), TERMINATE; OTHERWISE, CONTINUE.]**

QS14. Do you smoke cigarettes?

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

QS15. Have you ever smoked 100 cigarettes or more in your life?

1. Yes
2. No

**[TOBACCO USAGE QUOTA GROUP CLASSIFICATION:**

**IF QS14=1 OR 2 (EVERY DAY OR SOME DAYS) AND QS15=1 (YES), CLASSIFY AS "CURRENT SMOKERS."**

**IF QS14=3 (NOT AT ALL) AND QS15=1 (YES), CLASSIFY AS "FORMER SMOKERS" & TERMINATE**

**IF QS14=1 OR 2 (EVERY DAY OR SOME DAYS) AND QS15=2 (NO), CLASSIFY AS "EXPERIMENTAL CURRENT SMOKERS" AND TERMINATE**

**IF QS14=3 (NOT AT ALL) AND QS15=2 (NO), CLASSIFY AS "NEVER SMOKERS" AND TERMINATE**

**~~[ASK QS16 IF CURRENT OR FORMER SMOKERS; OTHERWISE, SKIP TO QS18.]~~**

QS16. Have you use any e-cigarette(s) in the past 7 days?

1. Yes
2. No

~~[IF QG=FORMER SMOKERS, ASK QS17; OTHERWISE, SKIP TO QS18.]~~

QS17. For how long have you quit now?

[S]

1. Less than 2 weeks
2. 2 weeks to less than 1 month ago
3. 1 month to less than 3 months ago
4. 3 months to less than 6 months ago
5. 6 months to less than 1 year ago
6. 1 year ago to less than 5 years ago
7. 5 years to less than 15 years ago
8. 15 or more years ago

~~[FORMER SMOKER SUBQUOTA CLASSIFICATION:~~

~~IF QS17=1-5 (WITHIN PAST YEAR), CLASSIFY AS "RECENT QUITTERS."~~

~~IF QS17=6-8 (MORE THAN 1 YEAR AGO), CLASSIFY AS "LONG TERM QUITTERS."]~~

~~[IF CURRENT SMOKERS, ASK QS18-QS27]; OTHERWISE, SKIP TO QS28.]~~

QS18. Which brand of cigarettes do you, yourself, buy and smoke most often?

\_\_\_\_\_ (CAPTURE & RECORD)

QS19. You said that [INSERT RESPONSE FROM QS18] is the brand that you buy and smoke most often, to the best of your knowledge, is it...?

1. Full-flavor taste
2. Lighter taste
3. Don't know / unsure (HOLD FOR REVIEW)

[RECRUIT MIX OF FULL-FLAVOR / LIGHT PER GROUP]

QS20. And is this usual brand...?

1. Menthol
2. Non-menthol

[RECRUIT MIX OF MENTHOL / NON-MENTHOL PER GROUP.]

QS21. In the last year, how many times have you quit smoking cigarettes for at least 24 hours?

1. Zero
2. One to two times
3. Three to four times
4. Five times or more

QS22. On average, how many cigarettes do you smoke per day?

\_\_\_\_\_ (CAPTURE & RECORD)

QS23. Are you seriously considering quitting smoking within the next 6 months?

1. Yes
2. No

[INTENT TO QUIT CLASSIFICATION:

IF QS23 = 1 (YES), QUALIFY AS "INTEND TO QUIT."

IF QS23 = 2 (NO), QUALIFY AS "NO INTENT TO QUIT." CHECK QUOTAS FOR AGE/GENDER/INTENT TO QUIT.]

**[IF QS23 = 1 (YES), ASK QS24; OTHERWISE, SKIP TO QS25.]**

QS24. Are you planning to quit smoking in the next 30 days?

1. Yes
2. No

QS25. When was the last time you seriously tried to quit smoking?

1. Less than 6 months ago
2. More than 6 months ago
3. Never

QS26. On a scale of 1 to 10, 1 being not concerned at all and 10 being very concerned, how concerned are you, if at all, about the effects of smoking on your health?

\_\_\_\_\_ (CAPTURE & RECORD)

1  
Not Concerned At All

10  
Very Concerned

QS27. On a scale of 1 to 10, 1 being not concerned at all and 10 being very concerned, how concerned are you, if at all, about the effects of smoking on the health of others?

\_\_\_\_\_ (CAPTURE & RECORD)

1  
Not Concerned At All

10  
Very Concerned

QS28. These last few questions are just to make sure we have a good mix of people. What is the last grade of school or college you had the opportunity to complete?

1. Some high school or less
2. High school graduate
3. Some college or vocational/technical
4. 4-year college degree or more

**[AIM TO RECRUIT AT LEAST 4 RESPONDENTS PER GROUP WHO SAY 1]**

QS29. Which of the following do you most closely identify with?

1. African-American / Black
2. Caucasian / White
3. Latino / Hispanic
4. Asian
5. Another group – Please Specify: (\_\_\_\_\_)

**[RECRUIT MIX PER GROUP]**

QS30. Which of the following includes your total annual household income?

1. Less than \$25,000
2. \$25,000 - \$49,999
3. \$50,000 - \$74,999
4. \$75,000 - \$99,999

5. \$100,000 - \$149,999

6. \$150,000 or more

**[RECRUIT MIX PER GROUP]**

**INVITATION TO PARTICIPATE IN FOCUS GROUPS:**

Thank you! You do qualify for our study. We would like to invite you to take part in a focus group session with a few other adults. Participation involves a 2 ½ hour in-person discussion at a local facility.

The session is informal and all you will be asked to do is give your opinions. In appreciation of your time and sharing your opinions, you will receive an honorarium of \$150. The group discussion will take place on **[INSERT AVAILABLE DATES OF RESEARCH & TIMES OF GROUPS]**.

Are you willing and able to participate?

1. Yes
2. No **[THANK & TERMINATE]**

Prior to group discussion, you will be required to sign a document to verify your legal age before participating in the group. Please be sure to bring proof of identity such as a driver's license, passport or state issue identification card. Will you be able to provide such documentation and sign the document to verify your legal age?

1. Yes
2. No **[THANK & TERMINATE]**

**[IF RESPONDENT AGREES, RECORD RESPONDENT INFORMATION AND ALL DATES/TIMES AVAILABLE.]**

We will call you the day before to remind you about this discussion. We will be counting on your attendance since we will only be inviting a limited number of people. Also, we ask for you to bring your current pack of cigarettes with you to the groups. May I please get your contact information to confirm your attendance?

**RECRUITER NOTE: REMIND ALL RESPONDENTS TO BRING THEIR CURRENT PACK OF CIGARETTES WITH THEM TO THE GROUP ALONG WITH THEIR IDENTIFICATION. THEY WILL NOT BE ALLOWED IN THE GROUPS WITHOUT THEM BRINGING IDENTIFICATION TO VALIDATE THEIR AGE.**

**PLEASE MAKE A COPY OF THEIR CIGARETTE PACK AND PHOTO ID ON THE SAME COPY. LABEL THE RESPONDENT NAME AND WHAT GROUP/ LOCATION FOR US TO RECONCILE ON THE BACK END. THANKS**