

Generic Clearance for the Collection of Quantitative Data on Tobacco Products and Communications  
0910-0810

Generic Collection Title	Use of Information
Quantitative Study of Tobacco Facts Designed to Inform Youth Tobacco Prevention Messaging	The outcome of the survey was to gain an understanding of teen’s receptivity to various tobacco-related facts. Understanding teen perceptions of these facts helped refine tobacco-related messaging for future tobacco prevention campaigns.
General Market Campaign: Wave 3 Online Quantitative Study of Reactions to Rough-Cut Advertising Designed to Prevent Youth Tobacco Use	The outcome of the study was to gain an understanding of overall ad performance and potential unintended consequences for Wave 3 advertisements for FDA’s The Real Cost (TRC) campaign. Understanding teen receptivity of these ads helps optimize messaging for TRC.
Fresh Empire Campaign: Wave 2 Quantitative Study of Reactions to Rough-Cut Advertising Designed to Prevent Youth Tobacco Use	The outcome of the study was to gain an understanding of overall ad performance and potential unintended consequences for Wave 2 video ads for FDA’s Fresh Empire Campaign. Understanding teen receptivity of these video ads helped optimize messaging for FDA’s Fresh Empire Campaign.
Point-of-Sale Campaign: Online Quantitative Study of Reactions to Rough-Cut Advertising Designed to Encourage Adult Smokers to Quit Smoking	The outcome of the study was to gain an understanding of overall ad performance and potential unintended consequences for advertisements to support FDA’s Center for Tobacco Products (CTP) Point-of-Sale campaign. Understanding the target audience’s receptivity to and engagement with these ads helped to optimize messaging for this new campaign. Additionally, the outcome of the study lead to further creative refinement and ultimately placement of the advertisements in the point-of-sale environment.
LGBT Campaign: Wave 1B Online	The outcome of the study was to gain an understanding of overall ad performance and

<p>Quantitative Study Designed to Prevent Young Adult Tobacco Use</p>	<p>potential unintended consequences for the Wave 1B video ads for FDA's LGBT young adult campaign. Understanding the target audience's receptivity of these video ads helped optimize messaging for FDA's LGBT young adult campaign</p>
<p>FDA CTP E-Blast Survey Audience Analysis Study</p>	<p>The outcome of the survey was to guide CTP in content development, stakeholder engagement, and public affairs activities. The study questions collected information on respondents' level of satisfaction with CTP email communications and suggestions for better meeting respondent needs.</p>
<p>FDA CTP Public Education Materials Study</p>	<p>The outcome of the study will be to guide CTP in content development and promotion of specific materials at relevant conferences.</p> <p>The study questions collected information on: awareness of CTP; jobs of survey respondents; populations survey respondents serve; conference attendees' reactions to CTP tobacco education materials; and how well CTP is serving the tobacco education informational needs of respondents.</p>
<p>Multicultural Campaign: Wave 3 Online Quantitative Study of Reactions to Rough-Cut Advertising Designed to Prevent Multicultural Youth Tobacco Use</p>	<p>The outcome of the study was to gain an understanding of overall ad performance and potential unintended consequences for Wave 3 video ads for FDA's Multicultural Campaign. Understanding the target audience's receptivity of these video ads can help optimize messaging for FDA's Multicultural Campaign.</p>
<p>The Real Cost Campaign: Online Quantitative Study of Reactions to Rough-Cut Advertising Designed to Prevent Youth Tobacco Use</p>	<p>The outcome of the study was to gain an understanding of overall ad performance and potential unintended consequences for FDA's The Real Cost campaign. Understanding the target audience's receptivity of these video ads and possible unintended consequences with these ads among adults can help optimize</p>

	messaging for FDA's The Real Cost campaign.
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