






CONCEPT RATING SHEET

TITLE OF INFORMATION COLLECTION: Qualitative Research to Design Advertising to Encourage Quitting Among Adult Cigarette Smokers (General Population)

PLEASE DO NOT WRITE YOUR NAME ON THIS SHEET

1. What is the message? That is, what is the most important thing this ad/concept is trying to tell you?
2. What did you think about this ad/concept? Please give it a grade from A to F.

 STRONGLY DISAGREE
 DISAGREE
 NEITHER AGREE NOR DISAGREE
 AGREE
 STRONGLY AGREE

Grade the idea
(MARK ONLY ONE)

A





















B

C

D

F

3. How much do you agree or disagree with the following statements? Circle one choice for each statement:

This ad/concept grabbed my attention.	 STRONGLY DISAGREE  DISAGREE  NEITHER AGREE NOR DISAGREE  AGREE  STRONGLY AGREE
I can relate to this ad/concept.	
This ad/concept is compelling.	 STRONGLY DISAGREE  DISAGREE  NEITHER AGREE NOR DISAGREE  AGREE  STRONGLY AGREE
This ad/concept made me NOT want to smoke.	 STRONGLY DISAGREE  DISAGREE  NEITHER AGREE NOR DISAGREE  AGREE  STRONGLY AGREE
This ad/concept made me want to take steps to quit smoking.	 STRONGLY DISAGREE  DISAGREE  NEITHER AGREE NOR DISAGREE  AGREE  STRONGLY AGREE

4. What did you like about this ad/concept?
5. What would you change about the ad/concept to make it better?

Paperwork Reduction Act Statement: An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The public reporting burden for this information collection has been estimated to average five minutes per response to complete the Concept Rating Worksheet (the time estimated to read and review). Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to PRASStaff@fda.hhs.gov.