Rationale for Items Added to or Removed From the ExPECTT Youth Follow-up Instrument

| **Item Number** | **Description** | **Addition** | **Deletion** | **Edit** | **Rationale** | **Prior Approval Given by OMB** |
| --- | --- | --- | --- | --- | --- | --- |
| A1 | Age | X |  |  | Added demographic items for the purpose of ascertaining that we have the correct respondent | Baseline Survey |
| A2 | Gender | X |  |  | Added demographic items for the purpose of ascertaining that we have the correct respondent | Baseline Survey |
| A3 | Ethnicity | X |  |  | Added demographic items for the purpose of ascertaining that we have the correct respondent | Baseline Survey |
| A4 | Race | X |  |  | Added demographic items for the purpose of ascertaining that we have the correct respondent | Baseline Survey |
| A7 | Grade | X |  |  | Added demographic items for the purpose of ascertaining that we have the correct respondent | Baseline Survey |
| B6 | About how many cigarettes have you smoked in your entire life? | X |  |  | Need this item to define experimental smoking | Baseline Survey |
| B13 | Have you ever tried smoking tobacco out of a water pipe (also called “hookah”), even one time? |  | X |  | Redundant | NA |
| B14 | During the past 30 days, on how many days did you smoke tobacco out of a water pipe (also called “hookah”)? |  | X |  | Redundant | Na |
| B15 | These are examples of electronic cigarettes, often called “e-cigarettes”, “e-cigs”, “vapor pens”, or “e-hookahs”. E-cigarettes sometimes look like regular cigarettes, but run on a battery and produce vapor instead of smoke. Have you ever tried electronic cigarettes, such as blu, NJOY, or Mistic, 21st Century Smoke, even one timeor two puffs? |  |  | X | Updated item to reflect new understanding of how youth refer to e-cigarettes | No |
| B16 | During the past 30 days, on how many days did you use electronic cigarettes, e-cigarettes “vapor pens”, or “e-hookahs”? |  |  | X | Updated item to reflect new understanding of how youth refer to e-cigarettes | No |
| C1\_3 | Do you think you will be smoking cigarettes every day, one year from now? |  | X |  | Analysis indicates that these items do not add anything over and above more established items | NA |
| C1\_4 | Do you think you will be smoking cigarettes, but not every day, one year from now? |  | X |  | Analysis indicates that these items do not add anything over and above more established items | NA |
| C1\_7 | Do you think you will use smokeless tobacco at any time in the next year? |  |  | X | Removed product descriptions | NA |
| C1\_8 | If one of your best friends were to offer you smokeless tobacco would you use it? |  |  | X | Removed product descriptions | NA |
| C1\_10 | Do you think you will try cigars, cigarillos, or little cigars at any time in the next year? |  |  | X | Removed product descriptions | NA |
| C1\_12 | Do you think you will try e-cigarettes, e-cigs, vapor pens, or e-hookahs such as blu, NJOY, Mistic, 21st Century Smoke soon? | X |  |  | Added to capture additional data on unintended consequences of the campaign on other tobacco products. | These are identical to items approved for the baseline survey, with the exception of the product description, which is new to OMB. |
| C1\_13 | Do you think you will try e-cigarettes, e-cigs, vapor pens, or e-hookahs such as blu, NJOY, Mistic, 21st Century Smoke at any time in the next year? | X |  |  | Added to capture additional data on unintended consequences of the campaign on other tobacco products. | These are identical to items approved for the baseline survey, with the exception of the product description, which is new to OMB. |
| C1\_14 | If one of your best friends were to offer you a e-cigarettes, e-cigs, vapor pens, or e-hookahs such as blu, NJOY, Mistic, 21st Century Smoke would you smoke it? | X |  |  | Added to capture additional data on unintended consequences of the campaign on other tobacco products. | These are identical to items approved for the baseline survey, with the exception of the product description, which is new to OMB. |
| D2 | During the past [FILL DATE SINCE LAST INTERVIEW]3 months, did you stop smoking cigarettes for one day or longer because you were trying to quit smoking cigarettes for good? |  |  | X | Changed placement within survey –ITEM ITSELF HAS NOT CHANGED | NA |
| D5 | During the past [FILL DATE SINCE LAST INTERVIEW]3 months, did you stop using smokeless tobacco such as chewing tobacco, snuff or dip for one day or longer because you were trying to quit using smokeless tobacco for good? |  |  | X | Changed placement within survey –ITEM ITSELF HAS NOT CHANGED | NA |
| D6 | How much do you want to stop using smokeless tobacco ? |  |  | X | Removed product descriptions | NA |
| E4\_6 | How much do you agree or disagree with the following statements? If I use smokeless tobacco, snuff or dip, I will…  Develop sexual and/or fertility problems |  | X |  |  |  |
| E4\_7 | …lose my taste buds |  | X |  | Dropping because smokeless media is not airing at this time | NA |
| E4\_14 | …shorten my life |  | X |  | Dropping because smokeless media is not airing at this time | NA |
| E4\_15 | …develop a smokeless tobacco related disease |  | X |  | Dropping because smokeless media is not airing at this time | NA |
| E4\_16 | …have bad breath |  | X |  | Dropping because smokeless media is not airing at this time | NA |
| E4\_17 | …get sick more often |  | X |  | Dropping because smokeless media is not airing at this time | NA |
| E4\_21 | … be a bad influence on others |  | X |  | Dropping because smokeless media is not airing at this time | NA |
| E6\_7 | Using smokeless tobacco is a way to show others you’re not afraid to take risks |  | X |  | Dropping because smokeless media is not airing at this time | NA |
| E6\_8 | Smokeless tobacco, such as chewing tobacco, snuff, or dip, is safer to use than cigarettes |  | X |  | Dropping because smokeless media is not airing at this time | NA |
| E8\_1 | Do you believe smokeless tobacco such as chewing tobacco, snuff, or dip is related to….  …oral cancer |  | X |  | Dropping because smokeless media is not airing at this time | NA |
| E8\_2 | …esophageal cancer |  | X |  | Dropping because smokeless media is not airing at this time | NA |
| E8\_3 | …pancreatic cancer |  | X |  | Dropping because smokeless media is not airing at this time | NA |
| E8\_4 | …gum disease |  | X |  | Dropping because smokeless media is not airing at this time | NA |
| E8\_5 | …tooth loss |  | X |  | Dropping because smokeless media is not airing at this time | NA |
| E8\_6 | …red or white patches in the mouth (such as leukoplakia)? |  | X |  | Dropping because smokeless media is not airing at this time | NA |
| E10\_1 | Does smokeless tobacco such as chewing tobacco, snuff, or dip contain….  …ammonia, a substance found in fertilizer and household cleaners? |  | X |  | Dropping because smokeless media is not airing at this time | NA |
| E10\_2 | …arsenic, a substance found in motor oil? |  | X |  | Dropping because smokeless media is not airing at this time | NA |
| E10\_3 | …beryllium, a substance used in nuclear weapons and nuclear power reactors? |  | X |  | Dropping because smokeless media is not airing at this time | NA |
| E10\_4 | …cadmium, a substance found in batteries? |  | X |  | Dropping because smokeless media is not airing at this time | NA |
| E10\_5 | …formaldehyde, a chemical used to preserve dead animals? |  | X |  | Dropping because smokeless media is not airing at this time | NA |
| E10\_6 | …lead, a substance found in bullets? |  | X |  | Dropping because smokeless media is not airing at this time | NA |
| E10\_7 | …naphthalene, a chemical found in mothballs? |  | X |  | Dropping because smokeless media is not airing at this time | NA |
| E10\_8 | …polonium 210, a poison? |  | X |  | Dropping because smokeless media is not airing at this time | NA |
| E10\_9 | …uranium, a substance used in nuclear weapons and nuclear power reactors? |  | X |  | Dropping because smokeless media is not airing at this time | NA |
| E10\_1 through E10\_9 | Nine smokeless items measuring knowledge of ingredients in smokeless tobacco |  | X |  | Dropping because smokeless media is not airing at this time | NA |
| E13\_1 | Smoking cigars, cigarillos, or little cigars is… bad-good | X |  |  | Added to capture additional data on unintended consequences of the campaign on other tobacco products. | These are identical to items approved for the baseline survey, with the exception of the product type. |
| E13\_2 | Smoking cigars, cigarillos, or little cigars is… unenjoyable-enjoyable | X |  |  | Added to capture additional data on unintended consequences of the campaign on other tobacco products. | These are identical to items approved for the baseline survey, with the exception of the product type. |
| E14\_1 | Using e-cigarettes, e-cigs, vapor pens, or e-hookahs is… bad-good | X |  |  | Added to capture additional data on unintended consequences of the campaign on other tobacco products. | These are identical to items approved for the baseline survey, with the exception of the product type |
| E14\_2 | Using e-cigarettes, e-cigs, vapor pens, or e-hookahs is… unenjoyable-enjoyable | X |  |  | Added to capture additional data on unintended consequences of the campaign on other tobacco products. | These are identical to items approved for the baseline survey, with the exception of the product type. |
| E3\_13 | How much do you agree or disagree with the following statements? If I smoke cigarettes I will…Have COPD |  |  | X | Changed “trouble breathing” to “COPD” to reflect campaign messaging | Not previously approved. |
| E4\_15 | How much do you agree or disagree with the following statements? If I use smokeless tobacco, snuff or dip, I will…develop a smokeless tobacco-related disease |  |  | X | Added the word “smokeless” to clarify that this item does not refer to cigarettes. | Not previously approved. |
| E11\_4. | How many of your four closest friends…Use cigars, cigarillos, or little cigars such as Swisher Sweets, Black & Mild, White Owl, Cheyenne, Dutch Masters, Garcia Y Vega or Middleton’s? | X |  |  | Added to capture additional data on unintended consequences of the campaign on other tobacco products. | These are identical to items approved for the baseline survey, with the exception of the product type. |
| E11\_5. | How many of your four closest friends…Use e-cigarettes, e-cigs, vapor pens, or e-hookahs such as blu, NJOY, Mistic, 21st Century Smoke? | X |  |  | Added to capture additional data on unintended consequences of the campaign on other tobacco products. | These are identical to items approved for the baseline survey, with the exception of the product type. |
| E12\_6 | E12. How many others your age…use smokeless tobacco but not every day? |  |  | X | Removed product descriptions | NA |
| F2\_14 | Thinking about the past [FILL MONTHS], that is since [FILL DATE], how frequently have you watched the following shows?  The show Awkward on MTV? | X |  |  | Added in order to develop a measure of individualized potential campaign exposure based on the actual campaign media buy. | Not previously approved. |
| F2\_15 | The show Catfish on MTV? | X |  |  | Added in order to develop a measure of individualized potential campaign exposure based on the actual campaign media buy. | Not previously approved. |
| F2\_16 | The show Teen Wolf on MTV? | X |  |  | Added in order to develop a measure of individualized potential campaign exposure based on the actual campaign media buy. | Not previously approved. |
| F2\_17 | The show Real World on MTV? | X |  |  | Added in order to develop a measure of individualized potential campaign exposure based on the actual campaign media buy. | Not previously approved. |
| F2\_18 | The show Pretty Little Liars on ABC Family? | X |  |  | Added in order to develop a measure of individualized potential campaign exposure based on the actual campaign media buy. | Not previously approved. |
| F2\_19 | The show The Fosters on ABC Family? | X |  |  | Added in order to develop a measure of individualized potential campaign exposure based on the actual campaign media buy. | Not previously approved. |
| F2\_20 | The show Twisted on ABC Family? | X |  |  | Added in order to develop a measure of individualized potential campaign exposure based on the actual campaign media buy. | Not previously approved. |
| F2\_21 | The show Chasing Life on ABC Family? | X |  |  | Added in order to develop a measure of individualized potential campaign exposure based on the actual campaign media buy. | Not previously approved. |
| F2\_22 | The show Family Guy on Adult Swim? | X |  |  | Added in order to develop a measure of individualized potential campaign exposure based on the actual campaign media buy. | Not previously approved. |
| F2\_23 | The show Robot Chicken on Adult Swim? | X |  |  | Added in order to develop a measure of individualized potential campaign exposure based on the actual campaign media buy. | Not previously approved. |
| F2\_24 | The show American Dad on Adult Swim? | X |  |  | Added in order to develop a measure of individualized potential campaign exposure based on the actual campaign media buy. | Not previously approved. |
| F2\_25 | The show The Cleveland Show on Adult Swim? | X |  |  | Added in order to develop a measure of individualized potential campaign exposure based on the actual campaign media buy. | Not previously approved. |
| F2\_26 | The show WWE Raw on USA? | X |  |  | Added in order to develop a measure of individualized potential campaign exposure based on the actual campaign media buy. | Not previously approved. |
| F2\_27 | The show Tosh.O on Comedy Central? | X |  |  | Added in order to develop a measure of individualized potential campaign exposure based on the actual campaign media buy. | Not previously approved. |
| F2\_28 | The show Workaholics on Comedy Central? | X |  |  | Added in order to develop a measure of individualized potential campaign exposure based on the actual campaign media buy. | Not previously approved. |
| F2\_29 | The show Kay & Peele on Comedy Central? | X |  |  | Added in order to develop a measure of individualized potential campaign exposure based on the actual campaign media buy. | Not previously approved. |
| F2\_30 | The show It’s Always Sunny in Philadelphia on Comedy Central? | X |  |  | Added in order to develop a measure of individualized potential campaign exposure based on the actual campaign media buy. | Not previously approved. |
| F2\_31 | In the past [FILL MONTHS], that is since [FILL DATE], how frequently have you been on YouTube or Hulu? | X |  |  | Added in order to develop a measure of individualized potential campaign exposure based on the actual campaign media buy. | Not previously approved. |
| F2\_32 | In the past [FILL MONTHS], that is since [FILL DATE], how frequently have you been on Facebook? | X |  |  | Added in order to develop a measure of individualized potential campaign exposure based on the actual campaign media buy. | Not previously approved. |
| F2\_33 | In the past [FILL MONTHS], that is since [FILL DATE], how frequently have you been on Twitter? | X |  |  | Added in order to develop a measure of individualized potential campaign exposure based on the actual campaign media buy. | Not previously approved. |
| F2\_34 | In the past [FILL MONTHS], that is since [FILL DATE], how frequently have you used Pandora or Spotify? | X |  |  | Added in order to develop a measure of individualized potential campaign exposure based on the actual campaign media buy. | Not previously approved. |
| F2\_35 | In the past [FILL MONTHS], that is since [FILL DATE], how frequently have you used PlayStation or Xbox? | X |  |  | Added in order to develop a measure of individualized potential campaign exposure based on the actual campaign media buy. | Not previously approved. |
| F3\_1 | In the past [FILL MONTHS],3 months, that is since [FILL DATE], have you seen or heard the following slogan or theme?  Healthy Teen |  | X |  | This was added as a fake brand but it is a real pregnancy prevention campaign | NA |
| F3\_5 | In the past [FILL MONTHS],3 months, that is since [FILL DATE], have you seen or heard the following slogan or theme?  Drop the Ash |  | X |  | This was added as a fake brand but we have two others so are dropping | NA |
| F3\_11 | In the past [FILL MONTHS] months, that is since [FILL DATE], have you seen or heard the following slogan or theme?  Tips from Former Smokers (Tips) | X |  |  | Would like to ask about awareness of the Tips brand, for comparison | These are identical to items approved for the baseline survey, with the exception of the campaign name. |
| F3\_12 | In the past [FILL MONTHS] months, that is since [FILL DATE], have you seen or heard the following slogan or theme?  Truth | X |  |  | Would like to ask about awareness of the truth brand, for comparison | These are identical to items approved for the baseline survey, with the exception of the campaign name. |
| F4 | In the past [FILL MONTHS], that is since [FILL DATE], have you seen or heard of any ads on television or radio with the following themes or slogans? |  | X |  | We’ve asked the same questions using a different format (F3) | NA |
| F5\_3c | Where have you seen or heard about [INSERT CAMPAIGN NAME]?  In magazines |  |  | X | In this version we drop the word “newspapers” because no media will run there | The item was approved in a similar version. |
| F5\_3e | Where have you seen or heard about [INSERT CAMPAIGN NAME]?  Billboards or other outdoor or mall ads |  |  | X | In this version we add the word “mall” because media will run there | The item was approved in a similar version. |
| F5\_3f | Where have you seen or heard about [INSERT CAMPAIGN NAME]?  At the movie theatre |  |  | X | We are adding an item for “move theatre” because media will run there | The item was approved in a similar version. |
| F6\_3 | The [INSERT CAMPAIGN NAME]Real Cost campaign is online. Have you ever seen [INSERT CAMPAIGN NAME]the Real Cost online?  YouTube | X |  |  | Adding as planned to capture online exposure where online media will run. | The item was approved in a similar version. |
| F6\_4 | The [INSERT CAMPAIGN NAME]Real Cost campaign is online. Have you ever seen [INSERT CAMPAIGN NAME]the Real Cost online?Hulu | X |  |  | Adding as planned to capture online exposure where online media will run. | The item was approved in a similar version. |
| F6\_5 | The [INSERT CAMPAIGN NAME]Real Cost campaign is online. Have you ever seen [INSERT CAMPAIGN NAME]the Real Cost online?  Pandora or Spotify | X |  |  | Adding as planned to capture online exposure where online media will run. | The item was approved in a similar version. |
| F6\_6 | The [INSERT CAMPAIGN NAME]Real Cost campaign is online. Have you ever seen [INSERT CAMPAIGN NAME]the Real Cost online?  In video games | X |  |  | Adding as planned to capture online exposure where online media will run. | The item was approved in a similar version. |
| F7\_x | Now we would like to show you some screen shots from a television advertisements… |  |  | X | Edits to introductory text | The item was approved in a similar version. |
| F8\_x | Apart from this survey, hHave you seen this ad… |  |  | X | Edits to introductory text | The item was approved in a similar version. |
| F9\_x | Have you seen this ad online in the past [FILL MONTHS], months, since [FILL DATE]? |  | X |  | We have decided that youth may not be able to discriminate between ads seen on TV and ads seen online so we have asked one question that covers both possibilities. | NA |
| F9a\_x. | In the past [FILL MONTHS], how frequently have you seen this ad online? |  | X |  | We have decided that youth may not be able to discriminate between ads seen on TV and ads seen online so we have asked one question that covers both possibilities. | NA |
| F19\_x | What is the main message of this ad? | X |  |  | We want to assess whether youth understanding of the ad influenced outcomes | This has not been approved in a prior instrument. |
| F14\_x. | Did you talk to anyone in person or online about this ad? |  |  | X | Edit to add the words, “in person or online.” | This has not been approved in a prior instrument. |
| F15\_1 | This ad was good |  |  | X | Edit to make singular; we will ask for every ad | This has not been approved in a prior instrument |
| F15\_2 | This ad was not good |  |  | X | Edit to make singular; we will ask for every ad | This has not been approved in a prior instrument |
| F16 | Have you heard of the Website www.therealcost.betobaccofree.hhs.gov? | X |  |  | We want to collect data on visits to campaign website | This item was modified from the Tips campaign instrument. It has not been OMB-approved for use in this instrument. |
| F16a | Have you visited www.therealcost.betobaccofree.hhs.gov in the past [FILL MONTHS] months, since [FILL DATE]? | X |  |  | We want to collect data on visits to campaign website | This item was modified from the Tips campaign instrument. It has not been approved in a prior instrument. |
| G1\_5 | electronic cigarettes, e-cigarettes “vapor pens”, or “e-hookahs” such as blu, NJOY, Mistic, 21st Century Smoke |  |  | X | Updated item to reflect new understanding of how youth refer to e-cigarettes | No |