

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 Mystic, 21st Century Smoke, even one time or 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

Item Number	Description	Addition	Deletion	Edit	Rationale	Prior Approval Given by OMB
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, Mystic, 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, Mystic, 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, Mystic, 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			

<b>Item Number</b>	<b>Description</b>	<b>Addition</b>	<b>Deletion</b>	<b>Edit</b>	<b>Rationale</b>	<b>Prior Approval Given by OMB</b>
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		X		Dropping because smokeless media is not airing at this time	NA

Item Number	Description	Addition	Deletion	Edit	Rationale	Prior Approval Given by OMB
	and nuclear power reactors?					
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, Mystic, 21st	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

<b>Item Number</b>	<b>Description</b>	<b>Addition</b>	<b>Deletion</b>	<b>Edit</b>	<b>Rationale</b>	<b>Prior Approval Given by OMB</b>
	Century Smoke?					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	X			Added in order to develop a measure	Not previously

Item Number	Description	Addition	Deletion	Edit	Rationale	Prior Approval Given by OMB
	USA?				of individualized potential campaign exposure based on the actual campaign media buy.	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	X			Would like to ask about awareness of the Tips brand, for comparison	These are identical to items approved for the

Item Number	Description	Addition	Deletion	Edit	Rationale	Prior Approval Given by OMB
	you seen or heard the following slogan or theme? Tips from Former Smokers (Tips)					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			X	Edits to introductory text	The item was

Item Number	Description	Addition	Deletion	Edit	Rationale	Prior Approval Given by OMB
	you some screen shots from a television advertisements...					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, Mystic, 21st Century Smoke			X	Updated item to reflect new understanding of how youth refer to e-cigarettes	No