Rationale for Items Added to or Removed From the ExPECTT Youth Follow-up Instrument 7/2/14

| **Item Number** | **Description** | **Addition** | **Deletion** | **Edit** | **Rationale** | **Prior Approval Given by OMB** |
| --- | --- | --- | --- | --- | --- | --- |
| A1.1 | Confirm name | X |  |  | Autofilled with check confirmation, for the purpose of ascertaining that we have the correct respondent | Baseline Survey |
| A2.1 | Age (open-ended) | X |  |  | For the purpose of ascertaining that we have the correct respondent. | Baseline Survey |
| 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 |
| D4 | I plan to stop using smokeless tobacco such as chewing tobacco, snuff, or dip for good within the next… |  | X |  | Not a priority at this time | NA |
| E4\_1 through E4\_20 | E4. How much do you agree or disagree with the following statements? If I use smokeless tobacco, snuff or dip, I will…E4\_1. Damage my bodyE4\_2. Be controlled by smokeless tobaccoE4\_3. Be unattractiveE4\_4. Ingest poisonsE4\_5. Develop cancer of the lip, mouth, tongue or throatE4\_6. Develop sexual and/or fertility problemsE4\_7. Lose my taste budsE4\_8. Be unable to stop when I want toE4\_9. Get wrinklesE4\_10. Develop skin problemsE4\_11. Have problems with my teethE4\_12. Lose my teethE4\_13. Shorten my lifeE4\_14. Develop a tobacco-related diseaseE4\_15. Have bad breathE4\_16. Get sick more oftenE4\_17. Decrease my sports performanceE4\_18. End up wasting money on cigarettesE4\_19. Become addictedE4\_20. Be a bad influence on others |  | X |  | Dropping because smokeless media is not airing at this time | NA |
| E6\_1 through E6\_8 | How much do you agree or disagree with the following statements about using smokeless tobacco such as chewing tobacco, snuff, or dip?E6\_1. Using smokeless tobacco can cause immediate damage to my body.E6\_2. It is safe for me to use smokeless tobacco for only a year or two, as long as I quit after that.E6\_3. If I started to use smokeless tobacco occasionally I would not become addicted.E6\_4. Using smokeless tobacco helps people relieve stress.E6\_5. Smokeless tobacco is disgusting.E6\_6. Smokeless tobacco is dangerous.E6\_7. Using smokeless tobacco is a way to show others you’re not afraid to take risksE6\_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 |
| E9\_14 | Does cigarette smoke contain… Nitromethane, a chemical found in rocket fuel? | X |  |  | To measure response to new advertising | No |
| E9\_15 | Does cigarette smoke contain… A toxic mix of over 7,000 chemicals?  | X |  |  | To measure response to new advertising | No |
| 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\_1.  | Listening to music across all devices including Ipods, MP3 players, cell phones, computer, laptop, tablet, Internet radio like Pandora, CD players, and car radios. |  | X |  | Not a priority for exposure measurement at this time. | NA |
| F2\_11. | Reading a book that was for your own enjoyment (not a homework assignment). Include e-book or e-readers. |  | X |  | Not a priority for exposure measurement at this time. | 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\_2.  | In the past 3 months, that is since [FILL DATE], have you seen or heard the following slogan or theme? Rebellion |  | X |  | This was added as a fake brand but we have two others so are dropping | 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, how frequently have you seen this ad [SCREENSHOT LANGUAGE: these ads] on television or online in the past [FILL MONTHS SINCE LAST SURVEY]? |  |  | X | Combined F8\_x with F9\_x to create a single variable. | The item was approved in a similar version. |
| F8a\_x | In the past [FILL MONTHS], how frequently have you seen this ad on television? |  | X |  | Combined into F8\_x | NA |
| F9\_x | Have you seen this ad online in the past [FILL MONTHS], months, since [FILL DATE]?  |  | X |  | Combined into F8\_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 |  | Combined into F8\_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. |
| F11\_8. | This ad is ridiculous |  | X |  | Not a priority at this time- trying to reduce survey length | NA |
| F11\_9. | I trust the information in this ad  |  | X |  | Not a priority at this time- trying to reduce survey length | NA |
| F11\_11. | The person/people in this ad are like me  |  | X |  | Not a priority at this time- trying to reduce survey length | NA |
| F13a\_x. | On scale of 1 to 5, where 1 means “not at all” and 5 means “very”, please indicate how much this ad made you feel…Hopeful |  |  | X | We have changed the descriptor based on data analysis | Approved for ExPECTT media tracking survey. |
| F13c\_x. | On scale of 1 to 5, where 1 means “not at all” and 5 means “very”, please indicate how much this ad made you feel…Motivated |  |  | X | We have changed the descriptor based on data analysis | Approved for ExPECTT media tracking survey. |
| F13d\_x. | On scale of 1 to 5, where 1 means “not at all” and 5 means “very”, please indicate how much this ad made you feel…Worried |  |  | X | We have changed the descriptor based on data analysis | Approved for ExPECTT media tracking survey. |
| F13e\_x. | On scale of 1 to 5, where 1 means “not at all” and 5 means “very”, please indicate how much this ad made you feel…Understood |  |  | X | We have changed the descriptor based on data analysis | Approved for ExPECTT media tracking survey. |
| F13f\_x. | On scale of 1 to 5, where 1 means “not at all” and 5 means “very”, please indicate how much this ad made you feel…Surprised |  |  | X | We have changed the descriptor based on data analysis | Approved for ExPECTT media tracking survey. |
| F14\_x. | Did you talk to anyone in person or online about this ad? |  |  | X | Edited to measure response to all Real Cost ads seen, rather than each ad individually. | Approved in a similar form. |
| F15.  | When you talked about the ads, did you talk about any of the following topics?  |  | X |  | Not a key measure- dropping to reduce survey length | NA |
| 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 |
| G10.  | How often do you attend church or religious services? Would you say… |  | X |  | Will use baseline data for this | NA |
| G11. | I would like to explore strange places. Would you say you… |  | X |  | Will use baseline data for this | NA |
| G12.  | I like to do frightening things. Would you say you… |  | X |  | Will use baseline data for this | NA |
| G13. | I like new and exciting experiences, even if I have to break the rules. Would you say you… |  | X |  | Will use baseline data for this | NA |
| G14.  | I prefer friends who are exciting and unpredictable. Would you say you… |  | X |  | Will use baseline data for this | NA |