Rationale for Items Added to or Removed From the ExPECTT Youth Media Tracking Instrument 12/17/14

| Item Number | Description | Addition | Deletion | Edit | Rationale | Prior Approval Given by OMB |
| --- | --- | --- | --- | --- | --- | --- |
| C1 | Gender |  |  | X | This has been moved to the screener for quota | Oct 2013 |
| C2 | Ethnicity |  |  | X | This has been moved to the screener for quota | Oct 2013 |
| C3 | Race |  |  | X | This has been moved to the screener for quota | Oct 2013 |
| A3\_1a | In the past 3 months, that is since [FILL DATE], have you seen or heard the following slogan or theme?  Skittles | X |  |  | Added to get a sense of brand awareness compared with popular teen brands |  |
| A3\_1b | In the past 3 months, that is since [FILL DATE], have you seen or heard the following slogan or theme?  Xbox | X |  |  | Added to get a sense of brand awareness compared with popular teen brands |  |
| A3\_1c | In the past 3 months, that is since [FILL DATE], have you seen or heard the following slogan or theme?  Proactiv | X |  |  | Added to get a sense of brand awareness compared with popular teen brands |  |
| A3\_1 | In the past 3 months, that is since [FILL DATE], have you seen or heard the following slogan or theme?  Healthy Teen |  | X |  | Decided we did not need more than one fake brand |  |
| A3\_2 | In the past 3 months, that is since [FILL DATE], have you seen or heard the following slogan or theme?  Rebellion |  | X |  | Decided we did not need more than one fake brand |  |
| A3\_5 | In the past 3 months, that is since [FILL DATE], have you seen or heard the following slogan or theme?  Drop the Ash |  | X |  | Decided we did not need more than one fake brand |  |
| A3\_6 | In the past 3 months, that is since [FILL DATE], have you seen or heard the following slogan or theme?  Tips From Former Smokers (Tips) | X |  |  | Added to understand youth awareness of other tobacco control brands |  |
| A3\_7 | In the past 3 months, that is since [FILL DATE], have you seen or heard the following slogan or theme?  truth | X |  |  | Added to understand youth awareness of other tobacco control brands |  |
| A8\_x | Ad awareness |  |  | X | Slight edit for clarity | NA |
| A8\_ax | Frequency of awareness |  |  | X | Slight edit for clarity | NA |
| A9\_x | Online ad awareness |  | X |  | Combined with A8\_x |  |
| A9\_ax | Frequency of online awareness |  | X |  | Combined with A8\_ax |  |
| A9a. | Where have you seen or heard these ads? Check all that apply. [Channels] | Xx |  |  |  |  |
| A9bx. | Where have you seen these ads? Check all that apply. [Locations] | X |  |  |  |  |
| A9cx. | Where on the Internet have you seen these ads? Check all that apply. | X |  |  |  |  |
| A11\_8 | This ad is ridiculous |  |  | X | Changed to “This ad is silly” at request of media company | This item is similar to others approved in Oct 2013. |
| A11\_14 | This ad is annoying | X |  |  | Added at request of media company | This item is similar to others approved in Oct 2013. |
| A11\_15 | This ad was difficult to watch | X |  |  | Added at request of media company | This item is similar to others approved in Oct 2013. |
| A11\_16 | I can identify with what the ad says | X |  |  | Added at request of media company | This item is similar to others approved in Oct 2013. |
| A11\_17 | This ad is different from other anti-tobacco ads I’ve seen or heard | X |  |  | Added at request of media company | This item is similar to others approved in Oct 2013. |
| A12b\_x. | On a scale of 1 to 5, indicate whether the ad made [INSERT TOBACCO PRODUCT] look like something you would or wouldn’t want to do.  The ad makes me want to USE/NOT USE tobacco | X |  |  | Added at request of media company |  |
| A13d\_x. | Angry | X |  |  | Added at request of media company | This item is similar to others approved in Oct 2013. |
| A13e\_x. | Ashamed | X |  |  | Added at request of media company | This item is similar to others approved in Oct 2013. |
| A13f\_x. | Discouraged | X |  |  | Added at request of media company | This item is similar to others approved in Oct 2013. |
| A13g\_x. | Hopeful | X |  |  | Added at request of media company | This item is similar to others approved in Oct 2013. |
| A13h\_x. | Motivated | X |  |  | Added at request of media company | This item is similar to others approved in Oct 2013. |
| A13i\_x. | Understood | X |  |  | Added at request of media company | This item is similar to others approved in Oct 2013. |
| A13j\_x. | Amused | X |  |  | Added at request of media company | This item is similar to others approved in Oct 2013. |
| A13k\_x. | Worried | X |  |  | Added at request of media company | This item is similar to others approved in Oct 2013. |
| A13l\_x. | Disgusted or grossed out | X |  |  | Added at request of media company | This item is similar to others approved in Oct 2013. |
| A13m\_x. | Happy | X |  |  | Added at request of media company | This item is similar to others approved in Oct 2013. |
| A13n\_x. | Uneasy | X |  |  | Added at request of media company | This item is similar to others approved in Oct 2013. |
| A130\_x. | Surprised | X |  |  | Added at request of media company | This item is similar to others approved in Oct 2013. |
| A14 | After seeing this ad, did you look for more information online? | X |  |  | Added at request of media company |  |
| A15 | After seeing this ad, did you visit [insert campaign name] website or Facebook page? | X |  |  | Added at request of media company |  |
| A16. | After seeing this ad, did you share [insert campaign name] YouTube channel with a friend? | X |  |  | Added at request of media company |  |
| A17. | After seeing this ad, did you mention it on social media? | X |  |  | Added at request of media company |  |
| A18 | Did you talk to anyone about this ad? | X |  |  | Added at request of media company | This item is similar to one approved in Oct 2013. |
| A19 | How often do your parents let you watch movies or videos that are rated R? |  |  | X | This is a duplicate item. The item appears later in the survey. It is not being removed. | NA |
| B14\_1-20 | Smokeless beliefs |  | X |  | We would like to drop these as they are not campaign-relevant |  |
| B15\_99. | Menthol cigarettes are safer than non-menthol cigarettes | X |  |  | Added to capture perceptions of menthol risk | This item is similar to others approved in Oct 2013. |
|  |  |  |  |  |  |  |
| B16\_1-8 | Smokeless risk perceptions |  | X |  | We would like to drop these as they are not campaign-relevant |  |
| B18\_1-6 | Smokeless health outcomes |  | X |  | We would like to drop these as they are not campaign-relevant |  |
| B20\_1-9 | Smokeless ingredients |  | X |  | We would like to drop these as they are not campaign-relevant |  |
| B21\_3 | How many of your four closest friends…  Smoke menthol cigarettes? | X |  |  | Added to capture perceptions of menthol norms | This item is similar to others approved in Oct 2013. |
| E8\_1. | How many others your age…Smoke cigarettes every day? | X |  |  | Added to capture social norms | This item is similar to others approved in Oct 2013. |
| E8\_2. | How many others your age…Smoke menthol cigarettes every day?? | X |  |  | Added to capture social norms | This item is similar to others approved in Oct 2013. |
| E8\_3 | How many others your age…Use smokeless tobacco, such as chewing tobacco, snuff, or dip every day? | X |  |  | Added to capture social norms | This item is similar to others approved in Oct 2013. |
| E8\_4. | How many others your age…Smoke cigarettes, but not every day? | X |  |  | Added to capture social norms | This item is similar to others approved in Oct 2013. |
| E8\_5. | How many others your age…Smoke menthol cigarettes, but not every day?? | X |  |  | Added to capture social norms | This item is similar to others approved in Oct 2013. |
| E8\_6 | How many others your age…Use smokeless tobacco, such as chewing tobacco, snuff, or dip, but not every day? | X |  |  | Added to capture social norms | This item is similar to others approved in Oct 2013. |
| F19\_x | What is the main message of this ad? | X |  |  | Added to assess actual awareness |  |
| C3 | Ethnicity |  |  | X | We have made this a check all that apply and removed the “no” option to reduce the effort required by respondent | This item is similar to one approved in Oct 2013. |
| C14. | What is your zip code? | X |  |  | This was added so we can understand sample characteristics related to region |  |
| C15. | What county do you live in? | X |  |  | This was added so we can understand sample characteristics related to region |  |