

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 | X | | | | |

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| | ads? Check all that apply. [Locations] | | | | | |
| 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. |

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| 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. |
| A13o_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- | Smokeless health outcomes | | X | | We would like to drop these as they | |

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| 6 | | | | | 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. |
| | 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. |
| | 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. |
| | 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. |
| | 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. |
| | 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. |
| | 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 | |