

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	