

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.<br>[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                                     |                                                      |