

Rationale for Items Added to or Removed From the ExPECTT Youth Media Tracking Instrument 8/26/15

Item Number	Description	Addition	Deletion	Edit	Rationale	Prior Approval Given by OMB
NA	Edits to programming instructions related to presentations and randomization of ads			X	Needed to manage a change in the number of ads presented. We have also dropped radio.	
A2_1	Listening to music		X		Reduce length	
A2_6	Text on smartphone		X		Reduce length	
A2_7	Video on smartphone		X		Reduce length	
A2_8	Social on smartphone		X		Reduce length	
A2_9	Websites on smartphone		X		Reduce length	
A2_10	gaming		X		Reduce length	
A2_11	books		X		Reduce length	
A2_12	magazines		X		Reduce length	
A2_13	movie		X		Reduce length	
A2_14	Horror movie		X		Reduce length	
A3_1a	Skittles brand awareness		X		Reduce length	
A3_1b	Xbox brand awareness		X		Reduce length	
A3_1c	Proactive brand awareness		X		Reduce length	
A9bx	Where have you seen these ads?			X	Added a response option, "none of these places," to improve the item.	Original item approved previously, including 1/26/15.
A23	What do you take away from this ad?			X	Added a response option, "You don't need a good reason not to smoke," to account for new advertising.	Original item approved previously, including 1/26/15.
A20	Parent rules about time on media		X		Reduce length	
A21	Parent rules about media content		X		Reduce length	
A22	Parent enforce media rules		X		Reduce length	
B17_1	Lung Cancer		X		Reduce length	
B17_2	Cancer of the lip, mouth, tongue or throat		X		Reduce length	
B17_3	Heart Disease		X		Reduce length	
B17_4	Diabetes		X		Reduce length	
B17_5	Emphysema		X		Reduce length	
B17_6	Stroke		X		Reduce length	
B17_7	Hole in throat (stoma or tracheotomy)		X		Reduce length	
B17_8	Buerger's Disease		X		Reduce length	
B17_9	Removal of limbs (amputations)		X		Reduce length	
B17_10	Asthma		X		Reduce length	
B17_11	Gallstones		X		Reduce length	
B17_12	COPD or chronic bronchitis		X		Reduce length	
B19_1	Ammonia, a substance found in fertilizer and household cleaners		X		Reduce length	
B19_2	Arsenic, a substance found in motor oil		X		Reduce length	
B19_3	Benzene, a chemical found in gasoline		X		Reduce length	
B19_4	Beryllium, a substance used in nuclear weapons and nuclear power reactors		X		Reduce length	

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B19_5	Cadmium, a substance found in batteries		X		Reduce length	
B19_6	Carbon monoxide, a substance found in car exhaust		X		Reduce length	
B19_7	Formaldehyde, a chemical used to preserve dead animals		X		Reduce length	
B19_8	Hydrogen cyanide, a substance used to kill insects		X		Reduce length	
B19_9	Lead, a substance found in bullets		X		Reduce length	
B19_10	Naphthalene, a chemical found in mothballs		X		Reduce length	
B19_11	2-Nitropropane, a substance found in paint and ink		X		Reduce length	
B19_12	Polonium 210, a poison		X		Reduce length	
B19_13	Uranium, a substance used in nuclear weapons and nuclear power reactors		X		Reduce length	
B21_2	Smoke menthol		X		Reduce length	
B21_3	Use smokeless		X		Reduce length	
E8_1	Cigs every day		X		Reduce length	
E8_2	Menthol every day		X		Reduce length	
E8_3	Smokeless every day		X		Reduce length	
E8_4	Cigs but not every day		X		Reduce length	
E8_5	Menthol but not every day		X		Reduce length	
E8_6	Smokeless but not every day		X		Reduce length	
C4	TV dominant language		X		Reduce length	
C5	Spending \$		X		Reduce length	
C6	Watch rated R movies		X		Reduce length	