

Rationale for Items Added to or Removed From the ExPECTT 2nd Cohort Youth Baseline Instrument 4/8/16

| Item Number | Description | Addition | Deletion | Edit | Rationale | Prior Approval Given by OMB |
|-------------|---|----------|----------|------|---|---|
| A1_2 | What is your date of birth? | X | | | We hope this will reduce reporting errors we have noted associated with collecting age. | Not previously approved |
| A1_3. | That would make you XX years old, is that correct? | X | | | We hope this will reduce reporting errors we have noted associated with collecting age. | Not previously approved |
| A7 | What grade are you in? | | | X | We dropped the phrase, "If school has not yet started for you, what grade are you going into?" because school will be in session. | Base item approved by OMB at baseline on 10/21/13 |
| B9 | Intro to smokeless products, use smokeless | X | | | This item was approved for and used in the 3 rd FU. Edited to reflect new thinking on how best to ask this question and for consistency with RuSTEC survey. | Approved for 3 rd FU: 11/17/15 |
| B10 | Used smokeless in past 30 days | X | | | This item was approved for and used in the 3 rd FU. Edited to reflect new thinking on how best to ask this question and for consistency with RuSTEC survey. | Approved for 3 rd FU: 11/17/15 |
| B11 | Intro to cigar products, use cigars | X | | | This item was approved for and used in the 3 rd FU. Edited to reflect new thinking on how best to ask this question and for consistency with RuSTEC survey. | Approved for 3 rd FU: 11/17/15 |
| B15 | Intro to e-cig products, use smokeless | X | | | This item was approved for and used in the 3 rd FU. Edited to reflect new thinking on how best to ask this question and for consistency with RuSTEC survey. | Approved for 3 rd FU: 11/17/15 |
| B16 | Used e-cigs in past 30 days | X | | | This item was approved for and used in the 3 rd FU. Edited to reflect new thinking on how best to ask this question and for consistency with RuSTEC survey. | Approved for 3 rd FU: 11/17/15 |
| C1_3 | Smoking cigs every day one year from now? | | X | | This was dropped for earlier FU surveys. We do not need the items any longer. | |
| C1_4 | Smoking cigs, but not every day, one year from now? | | X | | This was dropped for earlier FU surveys. We do not need the items any longer. | |
| C1_6 | Use smokeless tobacco soon | | | X | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| C1_7 | Use smokeless tobacco in next year | | | X | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| C1_8 | Use smokeless tobacco if a friend offered it | | | X | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| C1_9 | Use cigars soon | | | X | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| C1_10 | Use cigars in next year | | | X | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| C1_12 | Use e-cigs soon | | | X | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| C1_13 | Use e-cigs in next year | | | X | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |

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| C1_14 | Use e-cigs if a friend offered it | | | X | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| C4_1 | Say no to an e-cig at a party | | | X | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| C4_2 | Say no to an e-cig if a close friend offers it | | | X | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| C4_3 | Say no to an e-cig if someone you know offers it | | | X | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| D2 | Did you stop smoking for a day? | | | | We are moving this item, but not changing the item in any way. Nevertheless, I provide date of last OMB approval at right. | Approved for 3 rd FU: 11/17/15 |
| D4 | Plan to quit smokeless | | X | | We dropped this item at last FU and do not need to collect it. | |
| D5 | Smokeless user quit attempt | | | X | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| D6 | Desire to quit smokeless | | X | | We dropped this item at last FU and do not need to collect it. | |
| E1_3 | Smoking is harmful-not harmful | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E2_3 | smokeless is harmful-not harmful | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E3_26 | Develop gum disease | X | | | Adding to measure a belief which is the focus of the new ad "gift." | This item has not been previously approved. |
| E5_12 | Smoking as a teen can permanently stunt your lungs. | X | | | Adding to measure a belief which is the focus of the new ad "straw city." | This item has not been previously approved. |
| E5_13 | Smoking cigarettes will make me have serious breathing problems | X | | | Adding to measure a belief which is the focus of the new ad "straw city." | This item has not been previously approved. |
| E5_14 | If I smoke, the consequences will find me. | X | | | Adding to measure a belief which is the focus of the new ad "gift." | This item has not been previously approved. |
| E5_15 | Nicotine can reprogram your brain | X | | | Adding to measure a belief which is the focus of the new ad "hacked." | This item has not been previously approved. |
| E5_16 | If I smoke, it will be hard to think about anything but my next cigarette | X | | | Adding to measure a belief which is the focus of the new ad "hacked." | This item has not been previously approved. |
| E7_13 | Gum disease | X | | | Adding to measure a belief which is the focus of the new ad "gift." | This item has not been previously approved. |
| E13_1 | Cigars are bad-good | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E13_2 | Cigars are unenjoyable-enjoyable | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E13_3 | Cigars are harmful-not harmful | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E14_1 | E-cigs are bad-good | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E14_2 | E-cigs are unenjoyable-enjoyable | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E14_3 | E-cigs are harmful-not harmful | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E3_13 | Change item to COPD | | | X | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E3_22. | Become addicted | | | | Editing number of item only for clarification; No change in content. | This item was approved on |

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| | | | | | | 11/17/15 |
| E3_20. | Harm others with SHS | | | | Editing number of item only for clarification; No change in content. | This item was approved on 11/17/15 |
| E3_21. | Be a bad influence on others | | | | Editing number of item only for clarification; No change in content. | This item was approved on 11/17/15 |
| E3_23 | Trouble breathing | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E3_24 | Stunt lung growth | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E3_25 | Stained teeth | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E13_1. | E-cigs Damage my body | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E13_2. | E-cigs Inhale poisons | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E13_3. | E-cigs Become addicted | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E13_4. | E-cigs Inhale nicotine | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E13_5. | E-cigs Inhale chemicals | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E13_6. | E-cigs Harm my lungs | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E13_7. | E-cigs Develop sexual and/or fertility problems | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E13_8. | E-cigs Decrease sports performance | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E13_9 | E-cigs End up wasting money. | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E13_10 | E-cigs Inhale metal particles | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E4_1. | Smokeless Damage my body | | X | | This item was dropped in the 3 rd FU. | |
| E4_2. | Smokeless Be controlled | | X | | This item was dropped in the 3 rd FU. | |
| E4_3. | Smokeless Be unattractive | | X | | This item was dropped in the 3 rd FU. | |
| E4_4. | Smokeless Ingest poisons | | X | | This item was dropped in the 3 rd FU. | |
| E4_5. | Smokeless Develop cancer | | X | | This item was dropped in the 3 rd FU. | |
| E4_6. | Smokeless Develop sexual and/or fertility problems | | X | | This item was dropped in the 3 rd FU. | |
| E4_7. | Smokeless Lose my taste buds | | X | | This item was dropped in the 3 rd FU. | |
| E4_8. | Smokeless Unable to stop | | X | | This item was dropped in the 3 rd FU. | |
| E4_9. | Smokeless Get wrinkles | | X | | This item was dropped in the 3 rd FU. | |
| E4_10. | Smokeless Develop skin problems | | X | | This item was dropped in the 3 rd FU. | |
| E4_11 | Smokeless Problems teeth | | X | | This item was dropped in the 3 rd FU. | |
| E4_12. | Smokeless Lose my teeth | | X | | This item was dropped in the 3 rd FU. | |
| E4_13 | Smokeless Shorten life | | X | | This item was dropped in the 3 rd FU. | |
| E4_14. | Smokeless Develop a tobacco-related disease | | X | | This item was dropped in the 3 rd FU. | |
| E4_15. | Have bad breath | | X | | This item was dropped in the 3 rd FU. | |
| E4_16 | Get sick | | X | | This item was dropped in the 3 rd FU. | |
| E4_17. | Decrease my sports performance | | X | | This item was dropped in the 3 rd FU. | |
| E4_18. | End up wasting money on cigarettes | | X | | This item was dropped in the 3 rd FU. | |

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| E4_19. | Become addicted | | X | | This item was dropped in the 3 rd FU. | |
| E4_20. | Be a bad influence on others | | X | | This item was dropped in the 3 rd FU. | |
| E5_9. | The lungs of teenage smokers may not grow to normal size. | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E5_10. | Smoking just a few cigarettes can make you crave more. | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E5_11. | If I smoke, nicotine will rewire my brain. | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E15_1. | Some of the chemicals in e-cigarettes are the same as in regular cigarettes. | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E15_2. | Potential health risks | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E15_3. | E-cigs contain potentially harmful chemicals | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E15_4. | Smoking e-cigarettes may cause lung damage | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E15_5. | Vaping can result in nicotine addiction | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E15_6. | The ingredients in e-cigarettes may be dangerous when inhaled. | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E15_7. | Vaping or using e-cigarettes helps people relieve stress. | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E15_8. | Using e-cigarettes can help keep your weight down | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E6_1. | Using smokeless tobacco can cause immediate damage to my body. | | X | | This item was dropped in the 3 rd FU. | |
| E6_2. | It is safe for me to use | | X | | This item was dropped in the 3 rd FU. | |
| E6_3. | If I started to use smokeless tobacco occasionally I would not become addicted. | | X | | This item was dropped in the 3 rd FU. | |
| E6_4. | Using smokeless tobacco helps people relieve stress. | | X | | This item was dropped in the 3 rd FU. | |
| E6_5. | Smokeless is disgusting | | X | | This item was dropped in the 3 rd FU. | |
| E6_6. | Smokeless tobacco is dangerous. | | X | | This item was dropped in the 3 rd FU. | |
| E6_7. | Using smokeless tobacco is a way to show others you're not afraid to take risks | | X | | This item was dropped in the 3 rd FU. | |
| E6_8. | Smokeless tobacco, such as chewing tobacco, snuff, or dip, is safer to use than cigarettes | | X | | This item was dropped in the 3 rd FU. | |
| E8_1 | Oral cancer? | | X | | This item was dropped in the 3 rd FU. | |
| E8_2 | Esophageal cancer? | | X | | This item was dropped in the 3 rd FU. | |
| E8_3 | Pancreatic cancer? | | X | | This item was dropped in the 3 rd FU. | |
| E8_4 | Gum disease? | | X | | This item was dropped in the 3 rd FU. | |
| E8_5 | Tooth loss? | | X | | This item was dropped in the 3 rd FU. | |
| E8_6 | Red or white patches in the mouth (such as leukoplakia)? | | X | | This item was dropped in the 3 rd FU. | |
| E9_14 | Nitromethane, a chemical found in rocket fuel? | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E9_15 | Over 7,000 chemicals? | X | | | This item was approved for and used | Approved for 3 rd |

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| | | | | | in the 3 rd FU. | FU: 11/17/15 |
| E10_1 | Ammonia, a substance found in fertilizer and household cleaners? | | X | | This item was dropped in the 3 rd FU. | |
| E10_2 | Arsenic, a substance found in motor oil? | | X | | This item was dropped in the 3 rd FU. | |
| E10_3 | Beryllium, a substance used in nuclear weapons and nuclear power reactors? | | X | | This item was dropped in the 3 rd FU. | |
| E10_4 | Cadmium, a substance found in batteries? | | X | | This item was dropped in the 3 rd FU. | |
| E10_5 | Formaldehyde, a chemical used to preserve dead animals? | | X | | This item was dropped in the 3 rd FU. | |
| E10_6 | Lead, a substance found in bullets? | | X | | This item was dropped in the 3 rd FU. | |
| E10_7 | Naphthalene, a chemical found in mothballs? | | X | | This item was dropped in the 3 rd FU. | |
| E10_8 | Polonium 210, a poison? | | X | | This item was dropped in the 3 rd FU. | |
| E10_9 | Uranium, a substance used in nuclear weapons and nuclear power reactors? | | X | | This item was dropped in the 3 rd FU. | |
| E11_3. | Use smokeless | | | X | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E11_4. | Use cigars, cigarillos, or little cigars? | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E11_5. | Use e-cigarettes ? | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E12_7 | Use e-cigarettes , every day? | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E12_6. | Use smokeless tobacco but not every day? | | | X | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| E12_8 | Use e-cigarettes but not every day? | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| F1_1 | Watching TV on any platform | | | X | We updated this because we did not need platform-specific information. | Approved for 3 rd FU: 11/17/15 |
| F1_2 | Watching TV on a computer | | X | | We did not need platform-specific information. | |
| F1_3 | Watching TV on a phone | | X | | We did not need platform-specific information. | |
| F1_4 | Watching TV on a ipod | | X | | We did not need platform-specific information. | |
| F2_1 | Listen to music | | X | | We dropped this from the survey at one of the follow-ups. Did not need. | |
| F2_2 | Video | | | X | Minor edits to update popular products | Base item approved previously including 11/17/15 |
| F2_3 | Social networking | | | X | Minor edits to update popular products | Base item approved previously including 11/17/15 |
| F2_4 | Websites | | | X | Minor edits to update popular products | Base item approved previously including 11/17/15 |

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| F2_5 | Video chatting | | | X | Minor edits to update popular products | Base item approved previously including 11/17/15 |
| F2_6 | Text messaging | | | X | Minor edits to update popular products | Base item approved previously including 11/17/15 |
| F2_7 | Cell phone for video | | | X | Minor edits to update popular products | Base item approved previously including 11/17/15 |
| F2_8 | Cell phone for social networking | | | X | Minor edits to update popular products | Base item approved previously including 11/17/15 |
| F2_10 | Gaming | | | X | Minor edits to update popular products | Base item approved previously including 11/17/15 |
| F2_11 | Reading a book | | X | | We dropped this from the survey at one of the follow-ups. Did not need. | |
| F2_12 | Magazines | | | X | Minor edits to update popular products | Base item approved previously including 11/17/15 |
| F2_14. Through F2_33 | [insert show name] on [insert network name] | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| F2_31 | been on YouTube or Hulu? | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| F2_32 | been on facebook? | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| F2_33 | been on twitter? | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| F2_34 | Used Pandora or Spotify? | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| F2_35 | Used PlayStation or Xbox? | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| F2_36 | used Instagram? | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| F2_37 | used Tumbler? | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| F3_1 | Healthy Teen | | X | | Dropped- do not need. | |
| F3_2 | Rebellion | | X | | Dropped- do not need. | |
| F3_5 | Drop the Ash | | X | | Dropped- do not need. | |
| F3_11 | Tips from Former Smokers (Tips) | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| F3_12 | truth | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| F3_13 | Fresh Empire | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| F4 | Old brand item | | | | We revised how we ask this-dropped | |

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| | | | | | this version | |
| F5_3 | Where heard about brand? | | | X | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| F6 | Online awareness | | | X | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| F7 | Intro awareness | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| F8 | awareness | X | | | This item was approved for and used in the 3 rd FU. | Approved for 3 rd FU: 11/17/15 |
| F7_x | Old intro awareness | | X | | | |
| F8_x | Old awareness TV | | X | | | |
| F8a_x | Old frequency TV | | X | | | |
| F9_x | Old awareness online | | X | | | |
| F9a_x | Old frequency online | | X | | | |
| F19_x | Main message of the ad | X | | | This item was approved for and used in the 3 rd FU with the exception of response options 14, 15 and 16. | The base item was approved by OMB in prior packages including 11/17/15 |
| F10_x | Ad attitude | | X | | We dropped. | |
| F11_7. | This ad is terrible | | X | | We dropped. | |
| F11_8. | ridiculous | | X | | We dropped. | |
| F11_9. | I trust the information in this ad | | X | | We dropped. | |
| F11_10. | This ad told me things I never knew before about tobacco | | X | | We dropped. | |
| F11_11. | The person/people in this ad are like me | | X | | We dropped. | |
| F11_12. | This ad gave me good reasons not to use tobacco | | X | | We dropped. | |
| F11_13 | intense | X | | | Adding to assess whether this key term from the literature on stylistic elements of ads may be operationalized. | This item is similar to others that have been previously approved, including on F1211/17/15. |
| F12_x | Persuasive | | X | | We dropped. | |
| F13_x | Feelings about ad | | X | | We dropped. | |