

Rationale for Items Added to or Removed From the First Follow-up Instrument for Male Rural Smokeless, 4/14/16

Item Number	Description	Addition	Deletion	Edit	Rationale	Prior Approval Given by OMB
Assent for Youth	Assent for Youth	X			Added assent language into the instrument to better represent the interview flow	A separate assent document was approved by OMB on 11/17/15
A1	Age			X	Replaced the age question with a series that works better for field interviewers	Base item approved on 11/17/15
S2 & S3	Age and Gender verification	X			Added these items to confirm age and gender if different from baseline	New items
A3-A7	Demographics		X		Removed demographic items that will not change between baseline and follow-up	N/A
All	Programming notes and skip patterns	X			Added programming notes and skip patterns to give better picture of administration of the instrument	N/A
B14	e-cigs ever user			X	Updated the product description based on survey methodologists input and for consistency across items	Base item approved on 11/17/15
B17 and B18	Marijuana use questions		X		Removed marijuana use questions per RTI IRB instructions	N/A
C3_1-C3_4, E9_3, E10_3,	e-cig future use			X	Edited term e-cig to be consistent throughout the survey	Base item approved on 11/17/15
D2	Desire to stop smoking			X	Replaced the word "quit" with "stop" to be consistent across surveys	Base item approved on 11/17/15
E4 Series	attitudes and beliefs about smokeless tobacco			X	Broke up the response table to be more user friendly in electronic surveys	Base items approved on 11/17/15
E5 and E7 Series	Attitudes and beliefs			X	Removed the word "Neutral" from the response items to be consistent with other items in this survey	Base items approved on 11/17/15
F1_5	Video game use			X	Edited sentence for clarity	Base item approved on 11/17/15
F1_6	Media used for reading			X	Edited for grammar	Base item approved on 11/17/15
F4_1-F4_5	Other campaign awareness			X	Edited questions to ask how often participants have seen the presented campaigns since completing the baseline survey	Base items approved on 11/17/15
F5_3-F14_X	RuSTEC campaign awareness adds			X	These items were included in the original OMB packet as placeholders but were not fielded in the baseline data collection. The items will be fielded in the follow-up data collection. The official campaign name was added.	Base items approved on 11/17/15
F5 & F6 Series	Campaign awareness across media			X	Edited response items to include only those being fielded in the present campaign	Base items approved on 11/17/15
F11_X	Ad effectiveness			X	Edited original working of item to match response items. This is the first	Base item approved on

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					time this question will be fielded	11/17/15
F12_X	Attitudes toward smokeless tobacco			X	Edited presentation of response items to be more user friendly for web surveys	Base item approved on 11/17/15
F24, F25_X, F26_x	Radio ad awareness	X			Added radio ad awareness questions to reflect the RuSTEC media campaign	New items
F18a	Campaign website			X	Edited question to capture information on visits to campaign website since baseline	Base item approved on 11/17/15
G1	Household tobacco use			X	Added alternative name to e-cigarettes to be consistent with other items in the survey	Base item approved on 11/17/15