

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.	