**ATTACHMENT 2D: RATIONALE FOR ITEM CHANGES TO POSITEV QUESTIONNAIRE FOR WAVES 2, 3, AND 4**

**Point of Sale Evaluation of the Tobacco Intervention Evaluation (POSITEv) (OMB Control No. 0910-0851)**

| **Item Number** | **Description** | **Add** | **Delete** | **Edit** | **Rationale** | **Prior Approval Given by OMB** |
| --- | --- | --- | --- | --- | --- | --- |
| C0 | Current smoking status |  |  | X | Changed “next” to “first” for first set of questions for clarity | Original items were approved by OMB |
| C2 | Tobacco Use Behavior/Social Norms |  |  | X | Added “years” option to accommodate participants who have quit smoking | Original items were approved by OMB |
| C15 | Tobacco Use Behavior/Social Norms |  |  | X | Updated example images of e-cigarettes to encourage more accurate reporting of current e-cigarette use  | Original items were approved by OMB |
| D5 | Tobacco Use Behavior/Social Norms | X |  |  | Added to assess probability of future use of NRT per CTP’s request | New item |
| E16 | Tobacco Use Behavior/Social Norms |  |  | X | Removed “not applicable” option because skip logic makes this response unnecessary | Original items were approved by OMB |
| G3 | Awareness of CDC Tips campaign |  |  | X | Added image to match image included in Wave 1 evaluation questionnaire | Original items were approved by OMB |
| G3\_1 | False identification of ads | X |  |  | Added image from ad that participants are unlikely to have seen to assess false reports of viewing Every Try Counts ads | Original items were approved by OMB |
| G4 | Awareness of Every Try Counts |  |  | X | Updated the ads shown to the participant to match the current media in the field to increase accuracy of responses | Original items were approved by OMB |
| G7 | Thoughts about quitting smoking |  |  | X | Removed typo | Original items were approved by OMB |
| G8 | Thoughts about smoking |  |  | X | Modified instructions for item to match previous items | Original items were approved by OMB |
| G9-G10 | Awareness of Every Try Counts |  |  | X | Updated the ads shown to participant to match the current media in the field to increase accuracy of responses | Original items were approved by OMB |
| Y\_video1- Y\_video2 | Awareness of Every Try Counts | X |  |  | Added test video to make sure that participant can view sample Every Try Counts video ads | New item |
| G9\_5\_1, G9\_5\_2 | Awareness of Every Try Counts | X |  |  | Added video-based creative for Every Try Counts | Original items were approved by OMB |
| G9\_6\_1, G9\_6\_2 | Awareness of Every Try Counts | X |  |  | Added screenshots for participants who cannot view the Every Try Counts videos | Original items were approved by OMB |
| G11 | Awareness of Every Try Counts |  |  | X | Changed “incorrect” response option for main message of ads from NRT to risk of lung cancer to accommodate changes to campaign messaging | Original items were approved by OMB |
| Section AL | Participant contact information | X |  |  | Added locator module from Wave 1 questionnaire so that interviewer can verify that participant’s contact information is the same | Approved by OMB for Wave 1 questionnaire |
| J2 | Smartphone information | X |  |  | Added question about phone type to provide better assistance to participants downloading the app | New item |
| J2a-J8 | Smartphone information | X |  |  | Added questions about changes made to the app’s settings to validate the data collected by the app | New items |
| J9 | Consent | X |  |  | Confirmed willingness to continue participating in app-based portion of the study for participants who downloaded the app at Wave 1 | New item |
| EXIT 1- EXIT 5,  | Closing text | X |  |  | Added for interviewer to read based on participant responses at end of interview | Original items were approved by OMB in Wave 1 questionnaire |
| REFOTR  | Closing text | X |  |  | Added to allow interviewer to specify why participant refused | Original items were approved by OMB in Wave 1 questionnaire |