Rationale for Items Added to or Removed from the First Follow Up Cohort 2 ExPECTT, October 20, 2017

Item Number	Description	Addition	Deletion	Edit	Rationale	Prior Approval Given by OMB
Global	Revise Programming/ administrative text throughout			X	Edit for clarity and FU 1 data collection	
Global	Update pre-checks and skip patterns			X	Pre-checks and skip patterns were updated to facilitate the new survey	
Global	Update example photos of tobacco products			X	Changed example photos to include current tobacco products	
Introduction	Updated introduction language			X	Created more white space to make it easier to read. Also made the language more conversational.	Base language approved on 9/13/2016
Section A Introduction Language	Edited introduction language			X	Separated the introduction language from the question to make it easier to read and to allow it to be more conversational.	Base language approved on 9/13/2016
A1_6	New question to confirm birthdate	X			This question is added in to reduce errors and misinformation on age.	
A1_7	New question to confirm age	X			This question is added in to reduce errors and misinformation on age.	
A3	Ethnicity	X			Item added back into the first data collection of the new cohort	Item approved on 10/31/2013
A4	Race	X			Item added back into the first data collection of the new cohort	Item approved on 10/31/2013
A5	Language typically spoken	X			Item added back into the first data collection of the new cohort	Item approved on 10/31/2013
A6	Language of TV programming typically watched	X			Item added back into the first data collection of the new cohort	Item approved on 10/31/2013
A7	Grade	X			Item added back into the first data collection of the new cohort	Item approved on 10/31/2013
A8	Money to spend	X			Item added back into the first data collection of the new cohort	Item approved on 10/31/2013
Section B Introduction Language	Edited introduction language			X	Separated the introduction language from the question to make it easier to read and to allow it to be more conversational.	Base language approved on 9/13/2016
M1	First Cigarette Menthol	X			Added in for potential future analysis about progression of smoking. Needed for analysis of B4	
B4	Past 30 days Menthol use			X	Edited language for clarity during analysis phase	Item approved on 9/13/2016
B8	Consider Yourself a Smoker		X		Item not useful in analyses	Item approved on 9/13/2016
B9 Intro language	Smokeless intro language			X	Added in language for future edits if necessary for relevant brands	Base language approved on 9/13/2016
B15 Intro language	ENDS intro language			X	Added in language to reflect variety of brands and vernacular around ENDS products	Base language approved on 9/13/2016
B16	ENDS Language Change			X	Changed e-cigarette to vape	Base language approved on 9/13/2016
B19	Added language about cigarillo or little cigar			X	Added in language to reflect usage	Base language approved on

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						9/13/2016
C1_18, C1_19, C1_20, C1 21, C1_22	Additional Susceptibility question related to curiosity added for all products	X			Question has been useful in other analyses	New Items
C1_12, C1_13, C1_14	Vape susceptibility questions			X	E-cigarette language changed to vape	Items approved on 9/13/2017
C1_15, C1_16, C1_17	Hookah susceptibility questions	X			Added to help us understand susceptibility for polyuse	New Items
C1_6	Changed the word try to use			X	Changed the word for consistency	
ATTNCHK1	Attention check question	X			Added to help make sure that respondents are not flat lining questions	New Item
C3_1, C3_2, C3_3	Smokeless Self-efficacy questions		X		Item not useful in analyses	Item approved on 9/13/2016
C4	ENDS self-efficacy			X	E-cigarette language changed to vape	Items approved on 9/13/2017
D2	Language change one time			X	Language changed to 3 months from Fill date since last interview	Items approved on 9/13/2017
D5	Quit smokeless		X		Item not useful in analyses	Item approved on 9/13/2016
E2, E13	Cigar and Smokeless attitudes		X		Item not useful in analyses	Item approved on 9/13/2016
E27	Add key belief from Real Cost Advertising	X			Adding in a key belief from final advertisement	New Item
E13	ENDS Beliefs intro			X	E-cigarette language changed to vape	Items approved on 9/13/2017
E13_11, E13_12	ENDS belief	X			Adding in a key belief from new advertisement	
E5_18	Add key belief from Real Cost Advertising	X			Adding in a key belief from new advertisement	
E15	Language about vaping			X	E-cigarette language changed to vape	Items approved on 9/13/2017
E15_10, E15_11	ENDS belief	X			Adding in a key belief from new advertisement	
E7	TIPS related beliefs		X		Item not useful in analyses	Item approved on 9/13/2016
E16_3, E16_4, E16_5	HPHC ENDS Beliefs		X		Item not useful in analyses	Item approved on 9/13/2016
E9_1 to E9_14	HPHC Cigarette Beliefs		X		Item not useful in analyses	Item approved on 9/13/2016
E11_2, E11_3, E11_4	Social Norms of menthol, smokeless, cigars and cigarillos		X		Item not useful in analyses	Item approved on 9/13/2016
E11_5	Social Norms on vaping			X	E-cigarette language changed to vape	Items approved on 9/13/2017
E12_2, E12_3, E12_5, E12_6,	Social Norms on products		X		Item not useful in analyses	Item approved on 9/13/2016

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E12_7, E12_8	Social norm vape language			X	E-cigarette language changed to vape	Items approved on 9/13/2017
F1	Media Use			X	Edits to media use language to reflect usage	Items approved on 9/13/2017
ATTNCHK2	Attention check question	X			Added to help make sure that respondents are not flat lining questions	New Item
F2_13	Movie Theater Awareness		X		Items not useful in analyses	Items approved on 9/13/2017
F2_37	Social Media Platform			X	Changed platform from Tumblr to Snapchat	Items approved on 9/13/2017
F2_38	Social Media Platform	X			Added in new version for a new social media property	New Item
F4_4a	The Real Cost Smokeless Awareness		X		Items not useful in analyses	Items approved on 9/13/2017
F5_14	Drop Vape Awareness	X			Item added to assess ghost awareness of e-cig brand	New Item
F6	Social Media Awareness			X	Changed items to reflect current media buy	Items approved on 9/13/2017
F19_x	Added key message	X			Added key message for new advertising	Base item approved on 9/13/2017
F11_13	Ad Emotions			X	Edit changed to reflect needs for analysis	Items approved on 9/13/2017
Section G	Introduction language			X	Changed to reflect more conversational tone	Base language approved on 9/13/2017
G1	Added in language for brand changes			X	Added in language for brand changes to reflect current market	Base item approved on 9/13/2017
G21	College		X		Sample does not yet reflect this age	Items approved on 9/13/2017
G3	Smoking Rules in House	X			Item needed for analysis	New Item
G10	Religious Services	X			Item needed for analysis	New Item
G11-G14	Sensation Seeking Scale	X			Item needed for analysis	New Item