**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 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 |
| 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 |