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	Original items were approved

Item Number	Description	Add	Delete	Edit	Rationale	Prior Approval Given by OMB
					the current media in the field to increase accuracy of responses	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	Original items

Item Number	Description	Add	Delete	Edit	Rationale	Prior Approval Given by OMB
					interviewer to specify why participant refused	were approved by OMB in Wave 1 questionnaire