Reactance to Health Warnings Survey (2014)
The survey was designed by Noel Brewer, Marissa Hall, and colleagues at the UNC Gillings School of Global Public Health. Data collection occurred online with a convenience sample of 1,413 U.S. adult smokers and non-smokers. Data collection occurred in May, 2014

Preferred citations:


[...] Brackets indicate text that participants did not see, including source of item, instructions to the programmer or response scale options not seen by participants.

<table>
<thead>
<tr>
<th>Item #</th>
<th>Construct</th>
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</tr>
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<tbody>
<tr>
<td>1</td>
<td>Warning assignment</td>
<td>Warning randomly assigned to view</td>
<td>1=g_cancer (graphic, cigarettes cause cancer) 2=g_addictive (graphic, cigarettes are addictive) 3=g_lung (graphic, cigarettes cause fatal lung disease) 4=g_staples (graphic, smoking can kill you) 5=g_strokes (graphic, cigarettes cause strokes and heart disease) 6=t_cancer (text, cigarettes cause cancer) 7=t_addictive (text, cigarettes are addictive) 8=t_lung (text, cigarettes cause fatal lung disease) 9=t_staples (text, smoking can kill you) 10=t_strokes (text, cigarettes cause strokes and heart disease)</td>
</tr>
<tr>
<td>2</td>
<td>Graphic condition</td>
<td>Whether people saw graphic warning</td>
<td>0=no 1=yes</td>
</tr>
<tr>
<td>3</td>
<td>Time looking at warning</td>
<td>Time in seconds spent looking at warning</td>
<td>N/A</td>
</tr>
<tr>
<td>4</td>
<td>Smoking status</td>
<td>Have you smoked at least 100 cigarettes in your entire life?</td>
<td>0=no 1=yes</td>
</tr>
<tr>
<td>5</td>
<td>Smoking status</td>
<td>Do you now smoke cigarettes every day, some days or not at all?</td>
<td>1=every day 2=some days 3=not at all</td>
</tr>
<tr>
<td>6</td>
<td>Smoking status</td>
<td>Smoked 100 cigarettes in lifetime and currently smokes some day or every day</td>
<td>0=no 1=yes</td>
</tr>
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</tr>
<tr>
<td>7</td>
<td>Reactance</td>
<td>This warning is not relevant to me.</td>
<td>1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree</td>
</tr>
<tr>
<td>8</td>
<td>Reactance</td>
<td>This warning does not apply to me.</td>
<td>1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree</td>
</tr>
<tr>
<td>9</td>
<td>Reactance</td>
<td>The health effect in this warning won’t happen to me since I take good care of myself.</td>
<td>1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree</td>
</tr>
<tr>
<td>10</td>
<td>Reactance</td>
<td>This warning is meant for other smokers, not me.</td>
<td>1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree</td>
</tr>
<tr>
<td>11</td>
<td>Reactance</td>
<td>This warning is only meant for hard-core smokers.</td>
<td>1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree</td>
</tr>
<tr>
<td>12</td>
<td>Reactance</td>
<td>This warning is meant for other smokers who don’t take good care of themselves.</td>
<td>1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree</td>
</tr>
<tr>
<td>13</td>
<td>Reactance</td>
<td>The health effect in this warning probably won’t happen to me.</td>
<td>1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree</td>
</tr>
<tr>
<td>14</td>
<td>Reactance</td>
<td>The health effect in this warning won’t catch up to me for a long time.</td>
<td>1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree</td>
</tr>
<tr>
<td>15</td>
<td>Reactance</td>
<td>The health effect in this warning is only for people a lot older than I am.</td>
<td>1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree</td>
</tr>
<tr>
<td>16</td>
<td>Reactance</td>
<td>I would worry more about this warning if I expected to smoke for many years.</td>
<td>1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree</td>
</tr>
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<tr>
<td>17</td>
<td>Reactance</td>
<td>I still have plenty of time to avoid the health effect described in this warning.</td>
<td>1=strongly disagree &lt;br&gt;2=disagree &lt;br&gt;3=neither agree nor disagree &lt;br&gt;4=agree &lt;br&gt;5=strongly agree</td>
</tr>
<tr>
<td>18</td>
<td>Reactance</td>
<td>I’ll quit long before I suffer the health effect in this warning.</td>
<td>1=strongly disagree &lt;br&gt;2=disagree &lt;br&gt;3=neither agree nor disagree &lt;br&gt;4=agree &lt;br&gt;5=strongly agree</td>
</tr>
<tr>
<td>19</td>
<td>Reactance</td>
<td>If I start to notice the health effect in this warning, I’ll still have plenty of time to quit.</td>
<td>1=strongly disagree &lt;br&gt;2=disagree &lt;br&gt;3=neither agree nor disagree &lt;br&gt;4=agree &lt;br&gt;5=strongly agree</td>
</tr>
<tr>
<td>20</td>
<td>Reactance</td>
<td>I reject this warning.</td>
<td>1=strongly disagree &lt;br&gt;2=disagree &lt;br&gt;3=neither agree nor disagree &lt;br&gt;4=agree &lt;br&gt;5=strongly agree</td>
</tr>
<tr>
<td>21</td>
<td>Reactance</td>
<td>I accept this warning.</td>
<td>1=strongly disagree &lt;br&gt;2=disagree &lt;br&gt;3=neither agree nor disagree &lt;br&gt;4=agree &lt;br&gt;5=strongly agree</td>
</tr>
<tr>
<td>22</td>
<td>Reactance</td>
<td>I hate this warning.</td>
<td>1=strongly disagree &lt;br&gt;2=disagree &lt;br&gt;3=neither agree nor disagree &lt;br&gt;4=agree &lt;br&gt;5=strongly agree</td>
</tr>
<tr>
<td>23</td>
<td>Reactance</td>
<td>I like this warning.</td>
<td>1=strongly disagree &lt;br&gt;2=disagree &lt;br&gt;3=neither agree nor disagree &lt;br&gt;4=agree &lt;br&gt;5=strongly agree</td>
</tr>
<tr>
<td>24</td>
<td>Reactance</td>
<td>This warning is pointless.</td>
<td>1=strongly disagree &lt;br&gt;2=disagree &lt;br&gt;3=neither agree nor disagree &lt;br&gt;4=agree &lt;br&gt;5=strongly agree</td>
</tr>
<tr>
<td>25</td>
<td>Reactance</td>
<td>This warning is useless.</td>
<td>1=strongly disagree &lt;br&gt;2=disagree &lt;br&gt;3=neither agree nor disagree &lt;br&gt;4=agree &lt;br&gt;5=strongly agree</td>
</tr>
<tr>
<td>26</td>
<td>Reactance</td>
<td>This warning is boring.</td>
<td>1=strongly disagree &lt;br&gt;2=disagree &lt;br&gt;3=neither agree nor disagree &lt;br&gt;4=agree &lt;br&gt;5=strongly agree</td>
</tr>
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</tbody>
</table>
| 27     | Reactance | This warning is stupid. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 28     | Reactance | This warning is ridiculous. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 29     | Reactance | This warning is a joke. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 30     | Reactance | This warning overstates the health effects of smoking. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 31     | Reactance | The health effect on this warning is overblown. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 32     | Reactance | What is shown in this warning doesn’t really happen. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 33     | Reactance | The health effect in this warning hardly happens in real life. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 34     | Reactance | This warning exaggerates the health effects of smoking. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 35     | Reactance | This warning is accurate. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 36     | Reactance | This warning is realistic. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
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| 37     | Reactance | I don’t believe this warning. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 38     | Reactance | This warning is misleading. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 39     | Reactance | This warning is dishonest. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 40     | Reactance | Whoever made this warning has no idea what they’re talking about. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 41     | Reactance | The people who made this warning have a reason to lie to me. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 42     | Reactance | I don’t trust the people who made this warning. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 43     | Reactance | Whoever is responsible for this warning doesn’t know how to help smokers quit. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 44     | Reactance | The people who made this warning don’t really care about me. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 45     | Reactance | Life is full of dangers, so why worry about what is on this warning. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 46     | Reactance | If smoking caused the problem in this warning, smokers would all be dead. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
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| 47    | Reactance | Lots of things can cause the health effect on this warning, so why blame smoking? | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 48    | Reactance | I’m just as likely to die from something that’s not in this warning. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 49    | Reactance | I’ve heard the information in this warning a million times. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 50    | Reactance | This warning didn’t tell me anything new. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 51    | Reactance | I already knew about the harms in this warning. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 52    | Reactance | Smokers are constantly bombarded with anti-smoking messages like this warning. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 53    | Reactance | This warning is just anti-smoking propaganda. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 54    | Reactance | The information in this warning is common knowledge. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 55    | Reactance | The government shouldn’t require warnings like this on packs. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 56    | Reactance | The government shouldn’t waste taxpayers’ money on warnings like this. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
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</thead>
</table>
| 57     | Reactance | Smoking is legal, so the government should stop interfering with smokers’ freedom. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 58     | Reactance | It’s not the government’s job to warn me about the risks of smoking. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 59     | Reactance | It’s none of the government’s business whether I smoke or not. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 60     | Reactance | I don’t trust that the government is giving me accurate information in this warning. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 61     | Reactance | This warning needlessly plays with peoples’ emotions. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 62     | Reactance | This warning is trying to manipulate me. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 63     | Reactance | This warning uses cheap scare tactics. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 64     | Reactance | This warning is trying to guilt-trip smokers. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 65     | Reactance | This warning is manipulating smokers. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 66     | Reactance | I should be free to smoke without having to look at this warning. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
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<tr>
<td>67</td>
<td>Reactance</td>
<td>This warning is meddling with my right to smoke.</td>
<td>1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree</td>
</tr>
<tr>
<td>68</td>
<td>Reactance</td>
<td>Having warnings like this on cigarette packs isn’t fair.</td>
<td>1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree</td>
</tr>
<tr>
<td>69</td>
<td>Reactance</td>
<td>This warning is trying to boss me around.</td>
<td>1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree</td>
</tr>
<tr>
<td>70</td>
<td>Reactance</td>
<td>This warning is trying to get me to do something I don’t want to do.</td>
<td>1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree</td>
</tr>
<tr>
<td>71</td>
<td>Reactance</td>
<td>This warning disrespects my freedom to choose.</td>
<td>1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree</td>
</tr>
<tr>
<td>72</td>
<td>Reactance</td>
<td>This warning makes me want to smoke even more.</td>
<td>1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree</td>
</tr>
<tr>
<td>73</td>
<td>Reactance</td>
<td>This warning makes me never want to quit.</td>
<td>1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree</td>
</tr>
<tr>
<td>74</td>
<td>Reactance</td>
<td>I feel like I need a cigarette after seeing this warning.</td>
<td>1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree</td>
</tr>
<tr>
<td>75</td>
<td>Reactance</td>
<td>I want to smoke even more after seeing this warning.</td>
<td>1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree</td>
</tr>
<tr>
<td>76</td>
<td>Reactance</td>
<td>I want to smoke to spite this warning.</td>
<td>1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree</td>
</tr>
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</table>
| 77    | Reactance | Screw this warning; I want to smoke. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 78    | Reactance | This warning tells me I’m bad because I smoke. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 79    | Reactance | This warning insults me. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 80    | Reactance | This warning tells me that I’m stupid. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 81    | Reactance | I am being told that I am a fool by this warning. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 82    | Reactance | I don’t want to be told that I’m doing something that’s bad for me. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 83    | Reactance | I don’t want this warning telling me I’m an idiot. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 84    | Reactance | I feel under I’m under attack when I see this warning. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 85    | Reactance | This warning feels like a personal attack to make me feel bad for being who I am. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 86    | Reactance | This warning irritates me. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
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| 87    | Reactance      | This warning makes me feel angry.             | 1=strongly disagree  
                                 2=disagree  
                                 3=neither agree nor disagree  
                                 4=agree  
                                 5=strongly agree |
| 88    | Reactance      | This warning annoys me.                       | 1=strongly disagree  
                                 2=disagree  
                                 3=neither agree nor disagree  
                                 4=agree  
                                 5=strongly agree |
| 89    | Reactance      | This warning pisses me off.                   | 1=strongly disagree  
                                 2=disagree  
                                 3=neither agree nor disagree  
                                 4=agree  
                                 5=strongly agree |
| 90    | Reactance      | This warning makes me feel aggravated.        | 1=strongly disagree  
                                 2=disagree  
                                 3=neither agree nor disagree  
                                 4=agree  
                                 5=strongly agree |
| 91    | Reactance      | I resent this warning.                        | 1=strongly disagree  
                                 2=disagree  
                                 3=neither agree nor disagree  
                                 4=agree  
                                 5=strongly agree |
| 92    | Reactance      | This warning provokes me.                    | 1=strongly disagree  
                                 2=disagree  
                                 3=neither agree nor disagree  
                                 4=agree  
                                 5=strongly agree |
| 93    | Reactance      | This warning makes me feel mad.              | 1=strongly disagree  
                                 2=disagree  
                                 3=neither agree nor disagree  
                                 4=agree  
                                 5=strongly agree |
| 94    | Attention      | How much did the warning grab your attention? | 1=not at all  
                                 2=a little  
                                 3=a moderate amount  
                                 4=a lot |
| 95    | Ignoring warning | How easy was it to ignore the warning?       | 1=not at all  
                                 2=a little  
                                 3=a moderate amount  
                                 4=a lot |
| 96    | Perceived effectiveness | Imagine that all cigarette packs had this warning. How do you think having these warnings on your cigarette packs would affect how much you smoked each day? | 1=I would smoke a lot less  
                                 2=I would smoke a little less  
                                 3=It would have no effect on my smoking  
                                 4=I would smoke a little more  
                                 5=I would smoke a lot more |
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<tr>
<td>97</td>
<td>Perceived effectiveness</td>
<td>How much would having this warning on your cigarette packs... Make you want to quit smoking?</td>
<td>1=not at all</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2=a little</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>3=a moderate amount</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4=a lot</td>
</tr>
<tr>
<td>98</td>
<td>Perceived effectiveness</td>
<td>How much would having this warning on your cigarette packs... Make you want to use e-cigarettes?</td>
<td>1=not at all</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2=a little</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>3=a moderate amount</td>
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<td></td>
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<td></td>
<td>4=a lot</td>
</tr>
<tr>
<td>99</td>
<td>Perceived effectiveness</td>
<td>How much would having this warning on your cigarette packs... Make you concerned about the health effects of smoking?</td>
<td>1=not at all</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2=a little</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>3=a moderate amount</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4=a lot</td>
</tr>
<tr>
<td>100</td>
<td>Perceived effectiveness</td>
<td>Imagine that all cigarette packs had this warning. How much would having this warning...Discourage non-smokers from smoking?</td>
<td>1=not at all</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2=a little</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>3=a moderate amount</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4=a lot</td>
</tr>
<tr>
<td>101</td>
<td>Perceived effectiveness</td>
<td>Imagine that all cigarette packs had this warning. How much would having this warning...Make non-smokers concerned about the health effects of smoking?</td>
<td>1=not at all</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2=a little</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>3=a moderate amount</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4=a lot</td>
</tr>
<tr>
<td>102</td>
<td>Perceived effectiveness</td>
<td>How likely is it that having this warning on your pack would stop you from having a cigarette when you were about to have one?</td>
<td>1=not at all likely</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2=a little likely</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>3=fairly likely</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>4=very likely</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>5=extremely likely</td>
</tr>
<tr>
<td>103</td>
<td>Perceived effectiveness</td>
<td>How likely is it that you would butt out a cigarette before you finished it because you thought about the harm of smoking to your health?</td>
<td>1=not at all likely</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2=a little likely</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>3=fairly likely</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>4=very likely</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>5=extremely likely</td>
</tr>
<tr>
<td>104</td>
<td>Avoidance</td>
<td>Imagine that all cigarette packs had this warning. How likely is it that you would try to avoid thinking about the warning on your cigarette packs?</td>
<td>1=not at all likely</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2=a little likely</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>3=fairly likely</td>
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<td></td>
<td></td>
<td></td>
<td>4=very likely</td>
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<td></td>
<td></td>
<td></td>
<td>5=extremely likely</td>
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<tr>
<td>Item #</td>
<td>Construct</td>
<td>Item</td>
<td>Response scale</td>
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</tr>
<tr>
<td>105</td>
<td>Avoidance</td>
<td>How likely is it that you would try to put the warning out of your mind?</td>
<td>1=not at all likely 2=a little likely 3=fairly likely 4=very likely 5=extremely likely</td>
</tr>
<tr>
<td>106</td>
<td>Avoidance</td>
<td>How likely is it that you would try to forget about what was on the warning?</td>
<td>1=not at all likely 2=a little likely 3=fairly likely 4=very likely 5=extremely likely</td>
</tr>
<tr>
<td>107</td>
<td>Avoidance</td>
<td>How likely is it that you would try to avoid looking at the warning on your cigarette packs?</td>
<td>1=not at all likely 2=a little likely 3=fairly likely 4=very likely 5=extremely likely</td>
</tr>
<tr>
<td>108</td>
<td>Avoidance</td>
<td>How likely is it that you would keep the pack out of sight to avoid looking at the warning?</td>
<td>1=not at all likely 2=a little likely 3=fairly likely 4=very likely 5=extremely likely</td>
</tr>
<tr>
<td>109</td>
<td>Avoidance</td>
<td>How likely is it that you would put your cigarettes away because you didn’t want others to see the warning on the pack?</td>
<td>1=not at all likely 2=a little likely 3=fairly likely 4=very likely 5=extremely likely</td>
</tr>
<tr>
<td>110</td>
<td>Avoidance</td>
<td>How likely is it that you would transfer cigarettes to another container to avoid looking at the warning?</td>
<td>1=not at all likely 2=a little likely 3=fairly likely 4=very likely 5=extremely likely</td>
</tr>
<tr>
<td>111</td>
<td>Avoidance</td>
<td>How likely is it that you would place a cover or case over your cigarette pack to avoid looking at the warning?</td>
<td>1=not at all likely 2=a little likely 3=fairly likely 4=very likely 5=extremely likely</td>
</tr>
<tr>
<td>112</td>
<td>Avoidance</td>
<td>How likely is it that you would try to scratch the warning off the pack?</td>
<td>1=not at all likely 2=a little likely 3=fairly likely 4=very likely 5=extremely likely</td>
</tr>
<tr>
<td>113</td>
<td>Avoidance</td>
<td>How likely is it that you would try to tear the warning off the pack?</td>
<td>1=not at all likely 2=a little likely 3=fairly likely 4=very likely 5=extremely likely</td>
</tr>
<tr>
<td>Item #</td>
<td>Construct</td>
<td>Item</td>
<td>Response scale</td>
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</table>
| 114   | Perceived effectiveness | Imagine that all cigarette packs had this warning. How much would having this warning…Discourage non-smokers from smoking? | 1=not at all  
2=a little  
3=a moderate amount  
4=a lot                                                                 |
| 115   | Perceived effectiveness | Imagine that all cigarette packs had this warning. How much would having this warning…Make non-smokers concerned about the health effects of smoking? | 1=not at all  
2=a little  
3=a moderate amount  
4=a lot                                                                 |
| 116   | Trait anger | You unpack an appliance you have just bought, plug it in, and discover that it doesn’t work. | 1=You would feel very little or no annoyance  
2=You would feel a little irritated  
3=You would feel moderately upset  
4=You would feel quite angry  
5=You would feel very angry                                                                 |
| 117   | Trait anger | Being overcharged by a repairman who has you over a barrel. | 1=You would feel very little or no annoyance  
2=You would feel a little irritated  
3=You would feel moderately upset  
4=You would feel quite angry  
5=You would feel very angry                                                                 |
| 118   | Trait anger | Being singled out for correction, when the actions of others go unnoticed. | 1=You would feel very little or no annoyance  
2=You would feel a little irritated  
3=You would feel moderately upset  
4=You would feel quite angry  
5=You would feel very angry                                                                 |
| 119   | Trait anger | Getting your car stuck in the mud or snow. | 1=You would feel very little or no annoyance  
2=You would feel a little irritated  
3=You would feel moderately upset  
4=You would feel quite angry  
5=You would feel very angry                                                                 |
| 120   | Trait anger | You are talking to someone and they don’t answer you. | 1=You would feel very little or no annoyance  
2=You would feel a little irritated  
3=You would feel moderately upset  
4=You would feel quite angry  
5=You would feel very angry                                                                 |
| 121   | Trait anger | Someone pretends to be something they are not. | 1=You would feel very little or no annoyance  
2=You would feel a little irritated  
3=You would feel moderately upset  
4=You would feel quite angry  
5=You would feel very angry                                                                 |
| 122   | Trait anger | While you are struggling to carry four cups of coffee to your table at a cafeteria, someone bumps into you, spilling the coffee. | 1=You would feel very little or no annoyance  
2=You would feel a little irritated  
3=You would feel moderately upset  
4=You would feel quite angry  
5=You would feel very angry                                                                 |
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<th>Response scale</th>
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</table>
| 123    | Trait anger| You have hung up your clothes, but someone knocks them to the floor and fails to pick them up. | 1=You would feel very little or no annoyance  
2=You would feel a little irritated  
3=You would feel moderately upset  
4=You would feel quite angry  
5=You would feel very angry |
| 124    | Trait anger| You are hounded by a salesperson from the moment that you walk into a store. | 1=You would feel very little or no annoyance  
2=You would feel a little irritated  
3=You would feel moderately upset  
4=You would feel quite angry  
5=You would feel very angry |
| 125    | Trait anger| You have made arrangements to go somewhere with a person who backs off at the last minute and leaves you hanging. | 1=You would feel very little or no annoyance  
2=You would feel a little irritated  
3=You would feel moderately upset  
4=You would feel quite angry  
5=You would feel very angry |
| 126    | Trait anger| Being joked about or teased.                                           | 1=You would feel very little or no annoyance  
2=You would feel a little irritated  
3=You would feel moderately upset  
4=You would feel quite angry  
5=You would feel very angry |
| 127    | Trait anger| Your car is stalled at a traffic light, and the guy behind you keeps blowing his horn. | 1=You would feel very little or no annoyance  
2=You would feel a little irritated  
3=You would feel moderately upset  
4=You would feel quite angry  
5=You would feel very angry |
| 128    | Trait anger| You accidentally make the wrong kind of turn in a parking lot. As you get out of your car someone yells at you, “Where did you learn to drive?” | 1=You would feel very little or no annoyance  
2=You would feel a little irritated  
3=You would feel moderately upset  
4=You would feel quite angry  
5=You would feel very angry |
| 129    | Trait anger| Someone makes a mistake and blames it on you.                         | 1=You would feel very little or no annoyance  
2=You would feel a little irritated  
3=You would feel moderately upset  
4=You would feel quite angry  
5=You would feel very angry |
| 130    | Trait anger| You are trying to concentrate, but a person near you is tapping their foot. | 1=You would feel very little or no annoyance  
2=You would feel a little irritated  
3=You would feel moderately upset  
4=You would feel quite angry  
5=You would feel very angry |
| 131    | Trait anger| You lend someone an important book or tool and they fail to return it. | 1=You would feel very little or no annoyance  
2=You would feel a little irritated  
3=You would feel moderately upset  
4=You would feel quite angry  
5=You would feel very angry |
<table>
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<th>Item #</th>
<th>Construct</th>
<th>Item</th>
<th>Response scale</th>
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</thead>
<tbody>
<tr>
<td>132</td>
<td>Trait anger</td>
<td>You have had a busy day, and the person you live with starts to complain about how you forgot to do something that you forgot to do.</td>
<td>1=You would feel very little or no annoyance&lt;br&gt;2=You would feel a little irritated&lt;br&gt;3=You would feel moderately upset&lt;br&gt;4=You would feel quite angry&lt;br&gt;5=You would feel very angry</td>
</tr>
<tr>
<td>133</td>
<td>Trait anger</td>
<td>You are trying to discuss something important with your mate or partner who isn’t giving you a chance to express your feelings.</td>
<td>1=You would feel very little or no annoyance&lt;br&gt;2=You would feel a little irritated&lt;br&gt;3=You would feel moderately upset&lt;br&gt;4=You would feel quite angry&lt;br&gt;5=You would feel very angry</td>
</tr>
<tr>
<td>134</td>
<td>Trait anger</td>
<td>You are in a discussion with someone who persists in arguing about a topic they know very little about.</td>
<td>1=You would feel very little or no annoyance&lt;br&gt;2=You would feel a little irritated&lt;br&gt;3=You would feel moderately upset&lt;br&gt;4=You would feel quite angry&lt;br&gt;5=You would feel very angry</td>
</tr>
<tr>
<td>135</td>
<td>Trait anger</td>
<td>Someone sticks his or her nose into an argument between you and someone else.</td>
<td>1=You would feel very little or no annoyance&lt;br&gt;2=You would feel a little irritated&lt;br&gt;3=You would feel moderately upset&lt;br&gt;4=You would feel quite angry&lt;br&gt;5=You would feel very angry</td>
</tr>
<tr>
<td>136</td>
<td>Trait anger</td>
<td>You need to get somewhere quickly, but the car in front of you is going 25 mph in a 40 mph zone, and you can’t pass.</td>
<td>1=You would feel very little or no annoyance&lt;br&gt;2=You would feel a little irritated&lt;br&gt;3=You would feel moderately upset&lt;br&gt;4=You would feel quite angry&lt;br&gt;5=You would feel very angry</td>
</tr>
<tr>
<td>137</td>
<td>Trait anger</td>
<td>Stepping on a gob of chewing gum.</td>
<td>1=You would feel very little or no annoyance&lt;br&gt;2=You would feel a little irritated&lt;br&gt;3=You would feel moderately upset&lt;br&gt;4=You would feel quite angry&lt;br&gt;5=You would feel very angry</td>
</tr>
<tr>
<td>138</td>
<td>Trait anger</td>
<td>Being mocked by a small group of people as you pass them.</td>
<td>1=You would feel very little or no annoyance&lt;br&gt;2=You would feel a little irritated&lt;br&gt;3=You would feel moderately upset&lt;br&gt;4=You would feel quite angry&lt;br&gt;5=You would feel very angry</td>
</tr>
<tr>
<td>139</td>
<td>Trait anger</td>
<td>In a hurry to get somewhere, you tear a good pair of slacks on a sharp object.</td>
<td>1=You would feel very little or no annoyance&lt;br&gt;2=You would feel a little irritated&lt;br&gt;3=You would feel moderately upset&lt;br&gt;4=You would feel quite angry&lt;br&gt;5=You would feel very angry</td>
</tr>
<tr>
<td>140</td>
<td>Trait anger</td>
<td>You use your last quarter to make a phone call, but you are disconnected before you finish dialing and the quarter is lost.</td>
<td>1=You would feel very little or no annoyance&lt;br&gt;2=You would feel a little irritated&lt;br&gt;3=You would feel moderately upset&lt;br&gt;4=You would feel quite angry&lt;br&gt;5=You would feel very angry</td>
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<tr>
<td>Item #</td>
<td>Construct</td>
<td>Item</td>
<td>Response scale</td>
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</tbody>
</table>
| 141   | Social desirability | I sometimes tell lies if I have to. | 1=not true  
2=2  
3=3  
4=somewhat true  
5=5  
6=6  
7=very true |
| 142   | Social desirability | I never cover up my mistakes. | 1=not true  
2=2  
3=3  
4=somewhat true  
5=5  
6=6  
7=very true |
| 143   | Social desirability | There have been occasions when I have taken advantage of someone. | 1=not true  
2=2  
3=3  
4=somewhat true  
5=5  
6=6  
7=very true |
| 144   | Social desirability | I never swear. | 1=not true  
2=2  
3=3  
4=somewhat true  
5=5  
6=6  
7=very true |
| 145   | Social desirability | I sometimes try to get even rather than forgive and forget. | 1=not true  
2=2  
3=3  
4=somewhat true  
5=5  
6=6  
7=very true |
| 146   | Social desirability | I always obey laws, even if I'm unlikely to get caught. | 1=not true  
2=2  
3=3  
4=somewhat true  
5=5  
6=6  
7=very true |
| 147   | Social desirability | I have said something bad about a friend behind his/her back. | 1=not true  
2=2  
3=3  
4=somewhat true  
5=5  
6=6  
7=very true |
<table>
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<th>Item #</th>
<th>Construct</th>
<th>Item</th>
<th>Response scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>148</td>
<td>Social desirability</td>
<td>When I hear people talking privately, I avoid listening.</td>
<td>1=not true 2=2 3=3 4=somewhat true 5=5 6=6 7=very true</td>
</tr>
<tr>
<td>149</td>
<td>Social desirability</td>
<td>I have received too much change from a salesperson without telling him or her.</td>
<td>1=not true 2=2 3=3 4=somewhat true 5=5 6=6 7=very true</td>
</tr>
<tr>
<td>150</td>
<td>Social desirability</td>
<td>I always declare everything at customs.</td>
<td>1=not true 2=2 3=3 4=somewhat true 5=5 6=6 7=very true</td>
</tr>
<tr>
<td>151</td>
<td>Social desirability</td>
<td>When I was young I sometimes stole things.</td>
<td>1=not true 2=2 3=3 4=somewhat true 5=5 6=6 7=very true</td>
</tr>
<tr>
<td>152</td>
<td>Social desirability</td>
<td>I have never dropped litter on the street.</td>
<td>1=not true 2=2 3=3 4=somewhat true 5=5 6=6 7=very true</td>
</tr>
<tr>
<td>153</td>
<td>Social desirability</td>
<td>I sometimes drive faster than the speed limit.</td>
<td>1=not true 2=2 3=3 4=somewhat true 5=5 6=6 7=very true</td>
</tr>
<tr>
<td>154</td>
<td>Social desirability</td>
<td>I never read sexy books or magazines.</td>
<td>1=not true 2=2 3=3 4=somewhat true 5=5 6=6 7=very true</td>
</tr>
<tr>
<td>Item #</td>
<td>Construct</td>
<td>Item</td>
<td>Response scale</td>
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<td>----------------------------------------------------------------------</td>
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</tr>
<tr>
<td>155</td>
<td>Social desirability</td>
<td>I have done things that I don't tell other people about.</td>
<td>1=not true</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2=2</td>
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<td></td>
<td></td>
<td></td>
<td>3=3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4=somewhat true</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>5=5</td>
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<td></td>
<td></td>
<td></td>
<td>6=6</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>7=very true</td>
</tr>
<tr>
<td>156</td>
<td>Social desirability</td>
<td>I never take things that don't belong to me.</td>
<td>1=not true</td>
</tr>
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<td></td>
<td></td>
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<td>2=2</td>
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<td></td>
<td></td>
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<td>3=3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4=somewhat true</td>
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<td>5=5</td>
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<td>6=6</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>7=very true</td>
</tr>
<tr>
<td>157</td>
<td>Social desirability</td>
<td>I have taken sick-leave from work or school even though I wasn't really sick.</td>
<td>1=not true</td>
</tr>
<tr>
<td></td>
<td></td>
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<td>2=2</td>
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<td></td>
<td></td>
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<td>3=3</td>
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<td>4=somewhat true</td>
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<td>5=5</td>
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<td>6=6</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>7=very true</td>
</tr>
<tr>
<td>158</td>
<td>Social desirability</td>
<td>I have never damaged a library book or store merchandise without reporting it.</td>
<td>1=not true</td>
</tr>
<tr>
<td></td>
<td></td>
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<td>2=2</td>
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<td></td>
<td></td>
<td></td>
<td>3=3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4=somewhat true</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>5=5</td>
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<td></td>
<td></td>
<td></td>
<td>6=6</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>7=very true</td>
</tr>
<tr>
<td>159</td>
<td>Social desirability</td>
<td>I have some pretty awful habits.</td>
<td>1=not true</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2=2</td>
</tr>
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<td></td>
<td></td>
<td></td>
<td>3=3</td>
</tr>
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<td></td>
<td></td>
<td>4=somewhat true</td>
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<td>6=6</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>7=very true</td>
</tr>
<tr>
<td>160</td>
<td>Social desirability</td>
<td>I don't gossip about other people's business.</td>
<td>1=not true</td>
</tr>
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<td>4=somewhat true</td>
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<td>7=very true</td>
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<td>161</td>
<td>Smoker prototypes</td>
<td>Stylish</td>
<td>1=not at all</td>
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<td>4=quite a bit</td>
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<td>5=very much</td>
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<td>162</td>
<td>Smoker prototypes</td>
<td>Cool</td>
<td>1=not at all</td>
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<td>Smoker prototypes</td>
<td>Independent</td>
<td>1=not at all</td>
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<td>Smoker prototypes</td>
<td>Classy</td>
<td>1=not at all</td>
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<td>5=very much</td>
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<td>165</td>
<td>Smoker prototypes</td>
<td>Intelligent</td>
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<td>166</td>
<td>Smoker prototypes</td>
<td>Sexy</td>
<td>1=not at all</td>
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<td>167</td>
<td>Smoker prototypes</td>
<td>Tough</td>
<td>1=not at all</td>
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<td>168</td>
<td>Smoker prototypes</td>
<td>Unattractive</td>
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<td>169</td>
<td>Smoker prototypes</td>
<td>Immature</td>
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<td>Smoker prototypes</td>
<td>Inconsiderate</td>
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<td>171</td>
<td>Smoker prototypes</td>
<td>Trashy</td>
<td>1=not at all</td>
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<td>172</td>
<td>Smoker prototypes</td>
<td>Self-centered</td>
<td>1=not at all</td>
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| 173    | Trait reactance | I become angry when my freedom of choice is restricted. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 174    | Trait reactance | I become frustrated when I am unable to make free and independent decisions. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 175    | Trait reactance | When something is prohibited, I usually think “that’s exactly what I am going to do.” | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 176    | Trait reactance | Regulations trigger a sense of resistance in me. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 177    | Trait reactance | I find contradicting others stimulating. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 178    | Trait reactance | When someone forces me to do something, I feel like doing the opposite. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 179    | Trait reactance | I resist the attempts of others to influence me. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 180    | Trait reactance | It makes me angry when another person is held up as a role model for me to follow. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 181    | Trait reactance | I consider advice from others to be an intrusion. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 182    | Trait reactance | Advice and recommendations usually induce me to do just the opposite. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
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<th>Item #</th>
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<th>Response scale</th>
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</table>
| 183   | Trait reactance | It irritates me when someone points out things which are obvious to me. | 1=strongly disagree  
                          |                  | 2=disagree       | 3=neither agree nor disagree | 4=agree  
                          |                  | 5=strongly agree  |
| 184   | Locus of control | My life is determined by my own actions. | 1=strongly disagree  
                          |                  | 2=disagree       | 3=neither agree nor disagree | 4=agree  
                          |                  | 5=strongly agree  |
| 185   | Locus of control | I am usually able to protect my personal interests. | 1=strongly disagree  
                          |                  | 2=disagree       | 3=neither agree nor disagree | 4=agree  
                          |                  | 5=strongly agree  |
| 186   | Locus of control | I can pretty much determine what will happen in my life. | 1=strongly disagree  
                          |                  | 2=disagree       | 3=neither agree nor disagree | 4=agree  
                          |                  | 5=strongly agree  |
| 187   | Locus of control | To a great extent, my life is controlled by accidental happenings. | 1=strongly disagree  
                          |                  | 2=disagree       | 3=neither agree nor disagree | 4=agree  
                          |                  | 5=strongly agree  |
| 188   | Locus of control | Often there is no chance of protecting my personal interest from bad luck happenings. | 1=strongly disagree  
                          |                  | 2=disagree       | 3=neither agree nor disagree | 4=agree  
                          |                  | 5=strongly agree  |
| 189   | Locus of control | When I get what I want, it's usually because I'm lucky. | 1=strongly disagree  
                          |                  | 2=disagree       | 3=neither agree nor disagree | 4=agree  
                          |                  | 5=strongly agree  |
| 190   | Locus of control | People like myself have very little chance of protecting our personal interests where they conflict with those of strong pressure groups. | 1=strongly disagree  
                          |                  | 2=disagree       | 3=neither agree nor disagree | 4=agree  
                          |                  | 5=strongly agree  |
| 191   | Locus of control | My life is chiefly controlled by powerful others. | 1=strongly disagree  
                          |                  | 2=disagree       | 3=neither agree nor disagree | 4=agree  
                          |                  | 5=strongly agree  |
| 192   | Locus of control | I feel like what happens in my life is mostly determined by powerful people. | 1=strongly disagree  
                          |                  | 2=disagree       | 3=neither agree nor disagree | 4=agree  
<pre><code>                      |                  | 5=strongly agree  |
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<th>Response scale</th>
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</table>
| 193   | Quit intentions           | How interested are you in quitting smoking in the next month?        | 1=Not at all interested  
2=A little interested  
3=Somewhat interested  
4=Very interested |
| 194   | Quit intentions           | How much do you plan to quit smoking in the next month?              | 1=Not at all  
2=A little  
3=Somewhat  
4=Very much |
| 195   | Quit intentions           | How likely are you to quit smoking in the next month?                | 1=Not at all likely  
2=A little likely  
3=Somewhat likely  
4=Very likely |
| 196   | Sex                       | What is your sex?                                                    | 1=male  
2=female  
3=transgender |
| 197   | Age                       | What is your age?                                                    | text entry |
| 198   | Hispanic ethnicity        | Are you of Hispanic, Latino, or Spanish origin?                       | 1=No, not Spanish, Hispanic, nor Latino  
2=Yes, Mexican, Mexican American, or Chicano  
3=Yes, Puerto Rican  
4=Yes, Cuban  
5=Yes, another Hispanic, Latino, or Spanish origin (please specify)  
6=free text entry for other Hispanic, Latino, or Spanish origin |
| 199   | Sexual orientation        | The next question is about your sexual orientation. Do you consider yourself to be… | 1=straight or heterosexual  
2=Gay or lesbian  
3=Bisexual  
4=Other (please specify) |
| 200   | Reactance - non-smokers   | This warning is not relevant to me.                                  | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 201   | Reactance - non-smokers   | This warning does not apply to me.                                   | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 202   | Reactance - non-smokers   | The health effect in this warning won’t happen to me since I take good care of myself. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 203   | Reactance - non-smokers   | This warning is only meant for hard-core smokers.                    | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
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| 204   | Reactance - non-smokers   | This warning is meant for smokers who don’t take good care of themselves. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 205   | Reactance - non-smokers   | I reject this warning                                               | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 206   | Reactance - non-smokers   | I accept this warning                                              | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 207   | Reactance - non-smokers   | I hate this warning                                                | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 208   | Reactance - non-smokers   | I like this warning                                               | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 209   | Reactance - non-smokers   | This warning is pointless.                                          | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 210   | Reactance - non-smokers   | This warning is useless.                                            | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 211   | Reactance - non-smokers   | This warning is boring.                                             | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 212   | Reactance - non-smokers   | This warning is stupid.                                             | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 213   | Reactance - non-smokers   | This warning is ridiculous.                                         | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
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| 214    | Reactance - non-smokers | This warning is a joke.                                                | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 215    | Reactance - non-smokers | This warning overstates the health effects of smoking.                | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 216    | Reactance - non-smokers | The health effect on this warning is overblown.                       | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 217    | Reactance - non-smokers | What is shown in this warning doesn’t really happen.                  | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 218    | Reactance - non-smokers | The health effect in this warning hardly happens in real life.        | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 219    | Reactance - non-smokers | This warning exaggerates the health effects of smoking.               | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 220    | Reactance - non-smokers | This warning is accurate.                                              | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 221    | Reactance - non-smokers | This warning is realistic.                                             | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 222    | Reactance - non-smokers | I don't believe this warning.                                         | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 223    | Reactance - non-smokers | This warning is misleading.                                            | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
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<tr>
<td>224</td>
<td>Reactance - non-smokers</td>
<td>This warning is dishonest.</td>
<td>1=strongly disagree 1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree</td>
</tr>
<tr>
<td>225</td>
<td>Reactance - non-smokers</td>
<td>Whoever made this warning has no idea what they’re talking about.</td>
<td>1=strongly disagree 1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree</td>
</tr>
<tr>
<td>226</td>
<td>Reactance - non-smokers</td>
<td>The people who made this warning have a reason to lie to me.</td>
<td>1=strongly disagree 1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree</td>
</tr>
<tr>
<td>227</td>
<td>Reactance - non-smokers</td>
<td>I don't trust the people who made this warning.</td>
<td>1=strongly disagree 1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree</td>
</tr>
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<td>228</td>
<td>Reactance - non-smokers</td>
<td>Whoever is responsible for this warning doesn’t know how to help smokers quit.</td>
<td>1=strongly disagree 1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree</td>
</tr>
<tr>
<td>229</td>
<td>Reactance - non-smokers</td>
<td>The people who made this warning don’t really care about me.</td>
<td>1=strongly disagree 1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree</td>
</tr>
<tr>
<td>230</td>
<td>Reactance - non-smokers</td>
<td>Life is full of dangers, so why worry about what is on this warning.</td>
<td>1=strongly disagree 1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree</td>
</tr>
<tr>
<td>231</td>
<td>Reactance - non-smokers</td>
<td>If smoking caused the problem in this warning, smokers would all be dead.</td>
<td>1=strongly disagree 1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree</td>
</tr>
<tr>
<td>232</td>
<td>Reactance - non-smokers</td>
<td>Lots of things can cause the health effect on this warning, so why blame smoking?</td>
<td>1=strongly disagree 1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree</td>
</tr>
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<td>233</td>
<td>Reactance - non-smokers</td>
<td>I've heard the information in this warning a million times.</td>
<td>1=strongly disagree 1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree</td>
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| 234   | Reactance - non-smokers | This warning didn’t tell me anything new.                            | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 235   | Reactance - non-smokers | I already knew about the harms in this warning.                      | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 236   | Reactance - non-smokers | Smokers are constantly bombarded with anti-smoking messages like this warning. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 237   | Reactance - non-smokers | This warning is just anti-smoking propaganda.                        | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 238   | Reactance - non-smokers | The information in this warning is common knowledge.                 | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 239   | Reactance - non-smokers | The government shouldn't require warnings like this on packs.        | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 240   | Reactance - non-smokers | The government shouldn't waste taxpayers' money on warnings like this. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 241   | Reactance - non-smokers | Smoking is legal, so the government should stop interfering with smokers’ freedom. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 242   | Reactance - non-smokers | It's not the government's job to warn me about the risks of smoking. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 243   | Reactance - non-smokers | It's none of the government's business whether I smoke or not         | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
<table>
<thead>
<tr>
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</table>
| 244    | Reactance - non-smokers | I don't trust that the government is giving me accurate information in this warning. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 245    | Reactance - non-smokers | This warning needlessly plays with peoples’ emotions. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 246    | Reactance - non-smokers | This warning is trying to manipulate me. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 247    | Reactance - non-smokers | This warning uses cheap scare tactics. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 248    | Reactance - non-smokers | This warning is trying to guilt-trip smokers. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 249    | Reactance - non-smokers | This warning is manipulating smokers. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 250    | Reactance - non-smokers | Smokers should be free to smoke without having to look at this warning. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 251    | Reactance - non-smokers | This warning is meddling with smokers’ right to smoke. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 252    | Reactance - non-smokers | Having warnings like this on cigarette packs isn’t fair. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 253    | Reactance - non-smokers | This warning is trying to boss smokers around. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
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</table>
| 254   | Reactance - non-smokers   | This warning is trying to get smokers to do something I don’t want to do. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 255   | Reactance - non-smokers   | This warning disrespects smokers’ freedom to choose.                  | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 256   | Reactance - non-smokers   | This warning insults smokers.                                        | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 257   | Reactance - non-smokers   | This warning tells smokers that they’re stupid.                       | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 258   | Reactance - non-smokers   | Smokers don’t want to be told that they’re doing something that’s bad for them. | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 259   | Reactance - non-smokers   | Smokers won’t like warnings telling them they’re idiots.              | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 260   | Reactance - non-smokers   | Smokers will feel under attack when they see this warning.           | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 261   | Reactance - non-smokers   | This warning irritates me.                                            | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 262   | Reactance - non-smokers   | This warning makes me feel angry.                                     | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
| 263   | Reactance - non-smokers   | This warning annoys me.                                                | 1=strongly disagree  
2=disagree  
3=neither agree nor disagree  
4=agree  
5=strongly agree |
<table>
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</tr>
</thead>
<tbody>
<tr>
<td>264</td>
<td>Reactance - non-smokers</td>
<td>This warning pisses me off.</td>
<td>1=strongly disagree  2=disagree  3=neither agree nor disagree  4=agree  5=strongly agree</td>
</tr>
<tr>
<td>265</td>
<td>Reactance - non-smokers</td>
<td>This warning makes me feel aggravated.</td>
<td>1=strongly disagree  2=disagree  3=neither agree nor disagree  4=agree  5=strongly agree</td>
</tr>
<tr>
<td>266</td>
<td>Reactance - non-smokers</td>
<td>I resent this warning.</td>
<td>1=strongly disagree  2=disagree  3=neither agree nor disagree  4=agree  5=strongly agree</td>
</tr>
<tr>
<td>267</td>
<td>Reactance - non-smokers</td>
<td>This warning provokes me.</td>
<td>1=strongly disagree  2=disagree  3=neither agree nor disagree  4=agree  5=strongly agree</td>
</tr>
<tr>
<td>268</td>
<td>Reactance - non-smokers</td>
<td>This warning makes me feel mad.</td>
<td>1=strongly disagree  2=disagree  3=neither agree nor disagree  4=agree  5=strongly agree</td>
</tr>
<tr>
<td>269</td>
<td>Race</td>
<td>What is your race?</td>
<td>1=White  2=Black or African American  3=American Indian or Alaska Native  4=Asian Indian  5=Chinese  6=Filipino  7=Japanese  8=Korean  9=Vietnamese  10=Other Asian  11=Native Hawaiian  12=Guamanian or Chamorro  13=Samoa  14=Other Pacific Islander  15=Other (please specify)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Check all that apply.</td>
<td></td>
</tr>
</tbody>
</table>

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</tr>
</thead>
</table>
| 270    | Education | What is the highest degree or level of school you have completed? | 1=No schooling completed  
2=Nursery school to 4th grade  
3=5th grade or 6th grade  
4=7th grade or 8th grade  
5=9th grade  
6=10th grade  
7=11th grade  
8=12th grade - No diploma  
9=High School diploma or equivalent (such as a GED)  
10=Some college credit, but less than 1 year  
11=1 or more years of college, no degree  
12=Associate's degree (for example: AA, AS)  
13=Bachelor's degree (for example: BA, AB, BS)  
14=Master's degree (for example: MA, MS, MEng, MSW, MBA)  
15=Professional degree (for example: MD, DDS, DVM, LLB, JD)  
16=Doctorate degree (for example: PhD, EdD) |
| 271    | Household size | How many people are in your household, including you? | 1=1  
2=2  
3=3  
4=4  
5=5  
6=6 |
| 272    | Income | Which of the following categories best describes your total household income in the past 12 months? | 1=Less than $10,000  
2=$10,000 to $14,999  
3=$15,000 to $24,999  
4=$25,000 to $34,999  
5=$35,000 to $49,999  
6=$50,000 to $74,999  
7=$75,000 to $99,999  
8=$100,000 to $149,999  
9=$150,000 to $199,999  
10=$200,000 or more |