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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:

Hall, M. G., Sheeran, P., Noar, S. M., Ribisl, K. M., Bach, L. E., & Brewer, N. T. (In Press). Reactance to health warnings scale: Development and validation. *Annals of Behavioral Medicine*.

Hall, M. G., Sheeran, P., Noar, S. M., Ribisl, K. M., Boynton, M. H., & Brewer, N. T. (Under Review). A brief measure of reactance to health warnings.

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

Item #	Construct	Item	Response scale
1	Warning assignment	<i>Warning randomly assigned to view</i>	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)
2	Graphic condition	<i>Whether people saw graphic warning</i>	0=no 1=yes
3	Time looking at warning	<i>Time in seconds spent looking at warning</i>	N/A
4	Smoking status	Have you smoked at least 100 cigarettes in your entire life?	0=no 1=yes
5	Smoking status	Do you now smoke cigarettes every day, some days or not at all?	1=every day 2=some days 3=not at all
6	Smoking status	<i>Smoked 100 cigarettes in lifetime and currently smokes some day or every day</i>	0=no 1=yes

Item #	Construct	Item	Response scale
7	Reactance	This warning is not relevant to me.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
8	Reactance	This warning does not apply to me.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
9	Reactance	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
10	Reactance	This warning is meant for other smokers, not me.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
11	Reactance	This warning is only meant for hard-core smokers.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
12	Reactance	This warning is meant for other smokers who don't take good care of themselves.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
13	Reactance	The health effect in this warning probably won't happen to me.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
14	Reactance	The health effect in this warning won't catch up to me for a long time.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
15	Reactance	The health effect in this warning is only for people a lot older than I am.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
16	Reactance	I would worry more about this warning if I expected to smoke for many years.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree

Item #	Construct	Item	Response scale
17	Reactance	I still have plenty of time to avoid the health effect described in this warning.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
18	Reactance	I'll quit long before I suffer the health effect in this warning.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
19	Reactance	If I start to notice the health effect in this warning, I'll still have plenty of time to quit.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
20	Reactance	I reject this warning.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
21	Reactance	I accept this warning.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
22	Reactance	I hate this warning.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
23	Reactance	I like this warning.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
24	Reactance	This warning is pointless.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
25	Reactance	This warning is useless.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
26	Reactance	This warning is boring.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree

Item #	Construct	Item	Response scale
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

Item #	Construct	Item	Response scale
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 tax-payers' money on warnings like this.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree

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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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67	Reactance	This warning is meddling with my right to smoke.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
68	Reactance	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
69	Reactance	This warning is trying to boss me around.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
70	Reactance	This warning is trying to get me to do something I don't want to do.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
71	Reactance	This warning disrespects my freedom to choose.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
72	Reactance	This warning makes me want to smoke even more.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
73	Reactance	This warning makes me never want to quit.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
74	Reactance	I feel like I need a cigarette after seeing this warning.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
75	Reactance	I want to smoke even more after seeing this warning.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
76	Reactance	I want to smoke to spite this warning.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree

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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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97	Perceived effectiveness	How much would having this warning on your cigarette packs... Make you want to quit smoking?	1=not at all 2=a little 3=a moderate amount 4=a lot
98	Perceived effectiveness	How much would having this warning on your cigarette packs... Make you want to use e-cigarettes?	1=not at all 2=a little 3=a moderate amount 4=a lot
99	Perceived effectiveness	How much would having this warning on your cigarette packs... Make you concerned about the health effects of smoking?	1=not at all 2=a little 3=a moderate amount 4=a lot
100	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
101	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
102	Perceived effectiveness	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?	1=not at all likely 2=a little likely 3=fairly likely 4=very likely 5=extremely likely
103	Perceived effectiveness	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?	1=not at all likely 2=a little likely 3=fairly likely 4=very likely 5=extremely likely
104	Avoidance	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?	1=not at all likely 2=a little likely 3=fairly likely 4=very likely 5=extremely likely

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105	Avoidance	How likely is it that you would try to put the warning out of your mind?	1=not at all likely 2=a little likely 3=fairly likely 4=very likely 5=extremely likely
106	Avoidance	How likely is it that you would try to forget about what was on the warning?	1=not at all likely 2=a little likely 3=fairly likely 4=very likely 5=extremely likely
107	Avoidance	How likely is it that you would try to avoid looking at the warning on your cigarette packs?	1=not at all likely 2=a little likely 3=fairly likely 4=very likely 5=extremely likely
108	Avoidance	How likely is it that you would keep the pack out of sight to avoid looking at the warning?	1=not at all likely 2=a little likely 3=fairly likely 4=very likely 5=extremely likely
109	Avoidance	How likely is it that you would put your cigarettes away because you didn't want others to see the warning on the pack?	1=not at all likely 2=a little likely 3=fairly likely 4=very likely 5=extremely likely
110	Avoidance	How likely is it that you would transfer cigarettes to another container to avoid looking at the warning?	1=not at all likely 2=a little likely 3=fairly likely 4=very likely 5=extremely likely
111	Avoidance	How likely is it that you would place a cover or case over your cigarette pack to avoid looking at the warning?	1=not at all likely 2=a little likely 3=fairly likely 4=very likely 5=extremely likely
112	Avoidance	How likely is it that you would try to scratch the warning off the pack?	1=not at all likely 2=a little likely 3=fairly likely 4=very likely 5=extremely likely
113	Avoidance	How likely is it that you would try to tear the warning off the pack?	1=not at all likely 2=a little likely 3=fairly likely 4=very likely 5=extremely likely

Item #	Construct	Item	Response scale
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

Item #	Construct	Item	Response scale
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

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132	Trait anger	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.	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
133	Trait anger	You are trying to discuss something important with your mate or partner who isn't giving you a chance to express your feelings.	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
134	Trait anger	You are in a discussion with someone who persists in arguing about a topic they know very little about.	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
135	Trait anger	Someone sticks his or her nose into an argument between you and someone else.	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
136	Trait anger	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.	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
137	Trait anger	Stepping on a gob of chewing gum.	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
138	Trait anger	Being mocked by a small group of people as you pass them.	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
139	Trait anger	In a hurry to get somewhere, you tear a good pair of slacks on a sharp object.	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
140	Trait anger	You use your last quarter to make a phone call, but you are disconnected before you finish dialing and the quarter is lost.	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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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

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148	Social desirability	When I hear people talking privately, I avoid listening.	1=not true 2=2 3=3 4=somewhat true 5=5 6=6 7=very true
149	Social desirability	I have received too much change from a salesperson without telling him or her.	1=not true 2=2 3=3 4=somewhat true 5=5 6=6 7=very true
150	Social desirability	I always declare everything at customs.	1=not true 2=2 3=3 4=somewhat true 5=5 6=6 7=very true
151	Social desirability	When I was young I sometimes stole things.	1=not true 2=2 3=3 4=somewhat true 5=5 6=6 7=very true
152	Social desirability	I have never dropped litter on the street.	1=not true 2=2 3=3 4=somewhat true 5=5 6=6 7=very true
153	Social desirability	I sometimes drive faster than the speed limit.	1=not true 2=2 3=3 4=somewhat true 5=5 6=6 7=very true
154	Social desirability	I never read sexy books or magazines.	1=not true 2=2 3=3 4=somewhat true 5=5 6=6 7=very true

Item #	Construct	Item	Response scale
155	Social desirability	I have done things that I don't tell other people about.	1=not true 2=2 3=3 4=somewhat true 5=5 6=6 7=very true
156	Social desirability	I never take things that don't belong to me.	1=not true 2=2 3=3 4=somewhat true 5=5 6=6 7=very true
157	Social desirability	I have taken sick-leave from work or school even though I wasn't really sick.	1=not true 2=2 3=3 4=somewhat true 5=5 6=6 7=very true
158	Social desirability	I have never damaged a library book or store merchandise without reporting it.	1=not true 2=2 3=3 4=somewhat true 5=5 6=6 7=very true
159	Social desirability	I have some pretty awful habits.	1=not true 2=2 3=3 4=somewhat true 5=5 6=6 7=very true
160	Social desirability	I don't gossip about other people's business.	1=not true 2=2 3=3 4=somewhat true 5=5 6=6 7=very true
161	Smoker prototypes	Stylish	1=not at all 2=slightly 3=somewhat 4=quite a bit 5=very much
162	Smoker prototypes	Cool	1=not at all 2=slightly 3=somewhat 4=quite a bit 5=very much

Item #	Construct	Item	Response scale
163	Smoker prototypes	Independent	1=not at all 2=slightly 3=somewhat 4=quite a bit 5=very much
164	Smoker prototypes	Classy	1=not at all 2=slightly 3=somewhat 4=quite a bit 5=very much
165	Smoker prototypes	Intelligent	1=not at all 2=slightly 3=somewhat 4=quite a bit 5=very much
166	Smoker prototypes	Sexy	1=not at all 2=slightly 3=somewhat 4=quite a bit 5=very much
167	Smoker prototypes	Tough	1=not at all 2=slightly 3=somewhat 4=quite a bit 5=very much
168	Smoker prototypes	Unattractive	1=not at all 2=slightly 3=somewhat 4=quite a bit 5=very much
169	Smoker prototypes	Immature	1=not at all 2=slightly 3=somewhat 4=quite a bit 5=very much
170	Smoker prototypes	Inconsiderate	1=not at all 2=slightly 3=somewhat 4=quite a bit 5=very much
171	Smoker prototypes	Trashy	1=not at all 2=slightly 3=somewhat 4=quite a bit 5=very much
172	Smoker prototypes	Self-centered	1=not at all 2=slightly 3=somewhat 4=quite a bit 5=very much

Item #	Construct	Item	Response scale
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

Item #	Construct	Item	Response scale
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 5=strongly agree

Item #	Construct	Item	Response scale
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

Item #	Construct	Item	Response scale
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

Item #	Construct	Item	Response scale
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

Item #	Construct	Item	Response scale
224	Reactance - non-smokers	This warning is dishonest.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
225	Reactance - non-smokers	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
226	Reactance - non-smokers	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
227	Reactance - non-smokers	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
228	Reactance - non-smokers	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
229	Reactance - non-smokers	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
230	Reactance - non-smokers	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
231	Reactance - non-smokers	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
232	Reactance - non-smokers	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
233	Reactance - non-smokers	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

Item #	Construct	Item	Response scale
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

Item #	Construct	Item	Response scale
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

Item #	Construct	Item	Response scale
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

Item #	Construct	Item	Response scale
264	Reactance - non-smokers	This warning pisses me off.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
265	Reactance - non-smokers	This warning makes me feel aggravated.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
266	Reactance - non-smokers	I resent this warning.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
267	Reactance - non-smokers	This warning provokes me.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
268	Reactance - non-smokers	This warning makes me feel mad.	1=strongly disagree 2=disagree 3=neither agree nor disagree 4=agree 5=strongly agree
269	Race	What is your race? Check all that apply.	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=Samoan 14=Other Pacific Islander 15=Other (please specify)

Item #	Construct	Item	Response scale
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