



## Pictorial Warnings RCT Survey (2015)

The survey was designed by Noel Brewer, Kurt Ribisl, Seth Noar, Marissa Hall, Laura Bach, and colleagues at the UNC Gillings School of Global Public Health. Data collection occurred in person with a convenience sample of 2,149 adult smokers in North Carolina and California. Data collection lasted for 4 weeks, and took place from September 2014 through August 2015. Note that not all items were assessed at each survey timepoint.

### Preferred citation:

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

Construct	Item	Response scale	Source
Phone	Enter the last 4 digits of your phone number. (If you have more than one phone number, enter the number you use most often.)	Text entry	
Age at first cigarette	How old were you when you first started smoking regularly?	[Age in years] years old	PATH
Cigarette style	Do you usually smoke regular, light, or ultra light cigarettes? You might also know them by the pack color, like red, gold, or silver.	1=Regular (or full flavor or red or black) 2=Light (or mild) 3=Ultra light 4=Gold 5=Silver 6=Blue 7=Other 8=I don't have a usual style	
Menthol	Do you usually smoke menthol cigarettes?	1=Yes 0=No	ATS 2007
Cartons or packs	Do you usually buy cigarettes by the pack or the carton?	1=Pack 2=Carton 3=Both	Massachusetts Tobacco Survey Youth, California ATS
Brand	What brand of cigarettes do you usually smoke?	1=Marlboro 2=American Spirit 3=Benson and Hedges 4=Camel 5=Carlton 6=Doral 7=Kool 8=L&M 9=Maverick 10=Newport 11=Pall Mall 12=Parliament	

		13=Pyramid 14=Salem 15=Virginia Slims 16=Winston 17=Generic 18=I don't have a usual brand 19=Other	
Smoking policy	At your place of work, how often is smoking allowed indoors?	1=Always allowed 2=Allowed only at some times or in some places 3=Never allowed	ATS
Smoking policy	Not counting decks, porches, or garages, how often is smoking allowed inside your home?	1=Always allowed 2=Allowed only at some times or in some places 3=Never allowed	ATS
Smoking frequency	On how many of the last 7 days did you smoke cigarettes?	0=0 days 1=1 day 2=2 days ... 7=7 days	PATH, 2014
Smoking quantity	[SKIP if answered 0 to "On how many of the last 7 days did you smoke cigarettes?"]  On average, on those [fill in # of days from question above], how many cigarettes did you usually smoke each day? A pack usually has 20 cigarettes in it.	[drop down 1 cigarette per day, 2 cigarettes per day... 120 cigarettes per day].	PATH, 2014
Nicotine dependence	[SKIP if answered 0 to "On how many of the last 7 days did you smoke cigarettes?"]  How soon after you wake up do you smoke your first cigarette?	1=Within 5 minutes 2=6-30 minutes 3=31-60 minutes 4=After 60 minutes	(Heatherton, Kozlowski, Frecker, & Fagerstrom, 1991) Fagerström Test for Nicotine Dependence
Forgoing a cigarette	[SKIP if answered 0 to "On how many of the last 7 days did you smoke cigarettes?"]  In the last week, how often have you stopped yourself from having a cigarette because you wanted to <u>smoke less</u> ?	1=Never 2=1-2 times 3=3-4 times 4=5-9 times 5=10 or more times	Adapted from (Borland & Hill, 1997) and Li (2014)
Butting out a cigarette	[SKIP if answered 0 to "On how many of the last 7 days did you smoke cigarettes?"]  In the last week, how often have you butted out a cigarette before you finished it because you wanted to <u>smoke less</u> ?	1=Never 2=1-2 times 3=3-4 times 4=5-9 times 5=10 or more times	Adapted from Li (2014)
Quit attempts	During the last week, did you stop smoking for 1 day or longer because you were trying to quit smoking?	1=Yes 0=No	Adapted Centers for Disease Control and Prevention (2008)
Prior quit attempts	During the last <u>4 weeks</u> , did you stop smoking for 1 day or longer because you were trying to quit smoking?	1=Yes 0=No 999=Don't know	
Prior quit attempts	During the last <u>12 months</u> , did you stop smoking for 1 day or longer because you were trying to quit smoking?	1=Yes 0=No 999=Don't know	Centers for Disease Control and Prevention (2008)
Quit attempts	Since you started the study, did you stop smoking for <u>1 day</u> or longer because you were trying to quit smoking?	1=Yes 0=No	Adapted Centers for Disease Control

			and Prevention (2008)
Cessation	Since you started the study, did you stop smoking for 1 <u>week</u> or longer because you were trying to quit smoking?	1=Yes 0=No	
Quit attempts	[Ask of respondents who say “yes” to Since you started the study, did you stop smoking for 1 day or longer because you were trying to quit smoking?]  What were your reasons for trying to quit smoking while in the study? (Check all that apply.)	1=Concern for your personal health 2=Setting an example for children 3=The price of cigarettes 4=Concern about the effect of your cigarette smoke on non-smokers 5=That close friends and family disapprove of your smoking 6=Advice from a doctor, dentist, or other health professional to quit 7=That society disapproves of smoking 8=Smoking restrictions in public places (such as restaurants, bars, cafes, pubs) 9=Advertisements or information about the health risks of smoking 10=Smoking restrictions at work 11=The new warning labels on my cigarette packs	ITC, 2003
Prompt	The next questions are about things that people might do to quit smoking.		
Cessation aids	During the last week, did you use any of the following? (Check all that apply.)	1=An in-person quit smoking class, clinic or support group 2=Nicotine replacement therapy, such as the patch, gum, inhaler, nasal spray, lozenge or pill? 3=Other prescription medications, such as Chantix, varenicline, Wellbutrin, Zyban, or bupropion? 4=A telephone quit line 5=An internet or web-based quit smoking program 6=None of these	GATS
Social support for cessation	During the last week, did you ask a friend or family member for support in cutting back on cigarettes or quitting smoking?	1=Yes 0=No	Adapted from ITC
Quit intentions	[SKIP if answered 0 to “On how many of the last 7 days did you smoke cigarettes?”]  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	Adapted from Klein, Zajac, and Monin (2009)
Quit intentions	[SKIP if answered 0 to “On how many of the last 7 days did you smoke cigarettes?”]  How much do you plan to quit smoking in the next month?	1=Not at all 2=A little 3=Somewhat 4=Very much	Adapted from Klein et al. (2009)
Quit intentions	[SKIP if answered 0 to “On how many of the last 7 days did you smoke cigarettes?”]	1=Not at all likely 2=A little likely 3=Somewhat likely 4=Very likely	Adapted from Klein et al. (2009)

	How likely are you to quit smoking in the next month?		
Quit stage	[SKIP if answered 0 to “On how many of the last 7 days did you smoke cigarettes?”]  Are you planning to quit smoking...	1=Within the next month 2=Within the next 6 months 3=Sometime in the future beyond 6 months 4=Or are you not planning to quit?	ITC
Implementation intentions	[SKIP if answered 0 to “On how many of the last 7 days did you smoke cigarettes?”]  <b>[ask if answered “within next month,” or “within next 6 months” to quit stage]</b> How much have you thought about or planned <u>when</u> to quit smoking?	1=I haven’t thought about it 2=I thought about it a little 3=I thought about it a lot 4=I made a plan 5=I made a detailed plan	
Implementation intentions	[SKIP if answered 0 to “On how many of the last 7 days did you smoke cigarettes?”]  <b>[ask if answered “within next month,” or “within next 6 months” to quit stage]</b> How much have you thought about or planned <u>how</u> to quit smoking?	1=I haven’t thought about it 2=I thought about it a little 3=I thought about it a lot 4=I made a plan 5=I made a detailed plan	
Implementation intentions	[SKIP if answered 0 to “On how many of the last 7 days did you smoke cigarettes?”]  <b>[ask if answered “within next month,” or “within next 6 months” to quit stage]</b> How much have you thought about or planned how to <u>deal with cravings</u> after you quit?	1=I haven’t thought about it 2=I thought about it a little 3=I thought about it a lot 4=I made a plan 5=I made a detailed plan	
OTP use	Have you ever used any of the following tobacco products, even one or two times? (Check all that apply.)	1=Little cigars or cigarillos (such as Black and Mild, or Swisher Sweets) 2=Premium cigars 3=Hookah 4=Chewing tobacco 5=Dip 6=Snus 7=None of these	
OTP use	[For baseline and 4 weeks, skip if answered “none of these” to “Have you ever used any of the following tobacco products, even one or two times?”] During the last week, did you use any of the following tobacco products? (Check all that apply.)	1=Little cigars or cigarillos (such as Black and Mild, or Swisher Sweets) 2=Premium cigars 3=Hookah 4=Chewing tobacco 5=Dip 6=Snus 7=None of these	
Awareness of FDA Real Cost Campaigns	During the last 4 weeks, have you seen or heard an anti-smoking ad:  Where a young man pulls his tooth out with pliers?	1=Yes 0=No 999=Don’t know	
Awareness of FDA Real Cost Campaigns	Where a young woman pulls some skin off her face?	1=Yes 0=No 999=Don’t know	
Awareness of FDA Real Cost Campaigns	Where a small man bullies a teenager?	1=Yes 0=No 999=Don’t know	

Awareness of FDA Real Cost Campaigns	Where a high school girl sits at a lunch table and talks about a bad relationship?	1=Yes 0=No 999=Don't know	
Awareness of TIPS campaign	Where a woman must talk through a hole in her throat?	1=Yes 0=No 999=Don't know	
Prompt	Some countries require that cigarette packs have large health warnings with pictures showing the harmful effects of smoking. These warnings are called "graphic warnings."		
Other warning exposure	Before being in this study, had you ever heard of graphic warnings on cigarette packs?	1=Yes 0=No	
Other warning exposure	[SKIP if answered "no" to "Before being in this study, had you ever heard of graphic warnings on cigarette packs?"]  Have you ever read, heard or seen a <u>news story</u> about graphic warnings on cigarette packs <u>sold in the US</u> ?	1=Yes 0=No	
Other warning exposure	[SKIP if answered "no" to "Before being in this study, had you ever heard of graphic warnings on cigarette packs?"]  Have you ever read, heard or seen a <u>news story</u> about graphic warnings on cigarette packs <u>sold in another country</u> ?	1=Yes 0=No	
Other warning exposure	[SKIP if answered "no" to "Before being in this study, had you ever heard of graphic warnings on cigarette packs?"]  Have you ever seen a <u>graphic warning</u> on a cigarette pack <u>sold in another country</u> ?	1=Yes 0=No	
Other warning exposure	Since you started the study, did you read, hear or see any <u>news stories</u> about graphic warnings on cigarette packs <u>sold in the US</u> ?	1=Yes 0=No	
Other warning exposure	Since you started the study, did you read, hear or see any <u>news stories</u> about graphic warnings on cigarette packs <u>sold in another country</u> ?	1=Yes 0=No	
GWL information seeking	Since you started the study, did you look online for information about <u>graphic warnings</u> on cigarette packs?	1=Yes 0=No	
Other warning exposure	[Graphic condition] Since you started the study, did you see any cigarette packs with graphic warnings other than the ones you used during the study?  [SG condition] Since you started the study, did you see any actual cigarette packs with graphic warnings?	1=Yes 0=No	
GWL policy support	If the US required that graphic warnings covered the top half of the front and back of cigarette packs, would you...	1=Strongly support this policy 2=Somewhat support this policy 3=Somewhat oppose this policy 4=Strongly oppose this policy	
Recall	[graphic group]	Open ended	

	Think about the Surgeon General's Warning that was on the side of the cigarette packs you used since your last visit. Tell us what the warning said.		
Recognition	[graphic group] Please select the text of any Surgeon General's Warnings that were on the side of the cigarette packs that you used since your last visit. (Check all that apply.)	1= SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, and May Complicate Pregnancy. 2= SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health. 3= SURGEON GENERAL'S WARNING: Smoking by Pregnant Women May Result in Fetal Injury, Premature Birth, and Low Birth Weight. 4= SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide. 999=Don't know	
Prompt	[SG group]  Now we're going to ask you some questions about the warning that we put on the side of your cigarette packs. Please think about this warning when you're answering these questions.		
Prompt	[graphic warning group]  Now we're going to ask you some questions about the warning that we put on the front and back of your cigarette packs. Please think about this warning when you're answering these questions. We are NOT asking about the Surgeon General's warning on the side of your cigarette packs.		
Recall	[graphic warning group]  Think about the <u>picture</u> in the warning that we put on the front and back of your cigarette packs. Please describe the picture.	Open ended	
Recall	[graphic warning group]  Think about the <u>text</u> on the warning that we put on the front and back of your cigarette packs. Tell us what the text said.	Open ended	
Recognition	[graphic warning group]  Please select the <u>picture</u> in the warning that we put on the front and back of your cigarette packs.	[display images with text scrubbed out]  1=teeth/diseased gums 2=tracheotomy 3=lungs 4=cancerous woman 999=Don't know	
Recognition	[graphic warning group]  Please select the <u>text</u> on the warning label that we put on the front and back of your cigarette packs.	1=WARNING: Cigarettes cause cancer 2= WARNING: Cigarettes are addictive	

		3= WARNING: Cigarettes cause fatal lung disease 4= WARNING: Smoking can kill you 999=Don't know	
Recall	[SG group]  Think about the Surgeon General's Warning that we put on the side of your cigarette packs. Tell us what the warning said.	Open ended	
Recognition	[SG group] Please select the text of the warning that we put on the side of your cigarette packs.	1= SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, and May Complicate Pregnancy. 2= SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health. 3= SURGEON GENERAL'S WARNING: Smoking by Pregnant Women May Result in Fetal Injury, Premature Birth, and Low Birth Weight. 4= SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide. 999=Don't know	
Prompt	The next questions are about the warning labels we put on your cigarette packs.		
Emotional reactions	How much did the warning on your cigarette packs make you feel...  Blue	1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely	
Emotional reactions	Afraid	1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely	Adapted from Nonnemaker, Farrelly, Kamyab, Busey, and Mann (2010)
Emotional reactions	Anxious	1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely	Adapted from Nonnemaker et al. (2010)
Emotional reactions	Repelled	1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely	
Emotional reactions	On edge	1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely	Adapted from Nonnemaker et al. (2010)
Emotional reactions	Ashamed	1=Not at all 2=A little 3=Somewhat 4=Very	Adapted from Nonnemaker 2010 and Keller and Block (1996)

		5=Extremely	
Emotional reactions	Uneasy	1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely	Adapted from Nonnemaker et al. (2010)
Emotional reactions	Sad	1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely	Watson (1988)
Emotional reactions	Scared	1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely	Adapted from Nonnemaker et al. (2010) and Watson, Clark, and Tellegen (1988)
Emotional reactions	Grossed out	1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely	Adapted from Nonnemaker et al. (2010) and Leshner et al. (2011)
Emotional reactions	Regretful	1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely	Adapted from Nonnemaker 2010 and Keller and Block (1996)
Emotional reactions	Frightened	1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely	Adapted from Nonnemaker et al. (2010) and Watson et al. (1988)
Emotional reactions	Guilty	1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely	Adapted from Nonnemaker 2010 and Keller and Block (1996) and Watson et al. (1988)
Emotional reactions	Disgusted	1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely	Adapted from Nonnemaker et al. (2010)
Emotional reactions	Depressed	1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely	
Perceived understandability	How easy was the warning to understand?	1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely	Adapted from Cameron, Pepper, and Brewer (2013)
Attention/noticing	How much did the warning grab your attention?	1=Not at all 2=A little 3=Somewhat 4=Quite a bit 5=Very much	Adapted from Nonnemaker et al. (2010)
Attention/noticing	In the last week, how often did you notice the warning?	1=Never 2=Rarely	

		3=Sometimes 4=Often 5=All the time	
Attention/ noticing	In the last week, how often did you read or look closely at the warning?	1=Never 2=Rarely 3=Sometimes 4=Often 5=All the time	Fathelrahman et al. (2010)
Cognitive elaboration	How much did the warning cause you to think about the harmful effects of smoking?	1=Not at all 2=A little bit 3=Somewhat 4=Quite a bit 5=Very much	
Cognitive elaboration	When you notice your cigarette pack, how often do you think about the message that the warning conveys?	1=Never 2=Rarely 3=Sometimes 4=Often 5=All the time	Adapted from Hammond, Fong, McDonald, Cameron, and Brown (2003)
Cognitive elaboration	When your cigarette pack is not in sight, how often do you think about the message that the warning conveys?	1=Never 2=Rarely 3=Sometimes 4=Often 5=All the time	Adapted from Hammond et al. (2003)
Pack attitudes	Thinking about the cigarette pack you're using now, do you think the pack looks...?	1=Very uncool 2=Somewhat uncool 3=Somewhat cool 4=Very cool	Moodie, 2011
Pack attitudes	Thinking about the cigarette pack you're using now, do you think the pack looks...?	1=Very unattractive 2=Somewhat unattractive 3=Somewhat attractive 4=Very attractive	Moodie, 2011
Pack attitudes	Thinking about the cigarette pack you're using now, do you think the pack looks...?	1=Very unappealing 2=Somewhat unappealing 3=Somewhat appealing 4=Very appealing	Moodie, 2011
Pack attitudes	Thinking about the cigarette pack you're using now, how much does the pack make you feel...  Embarrassed	1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely	Moodie, 2011
Pack attitudes	Ashamed	1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely	Moodie, 2011
Pack attitudes	Unaccepted	1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely	Moodie, 2011
Avoidance	In the last week, how often have you tried to avoid <u>thinking about</u> the warning label on your cigarette packs?	1=Never 2=Rarely 3=Sometimes 4=Often 5=All of the time	Adapted from Population Assessment of Tobacco and Health Study (2014)
Avoidance	In the last week, how often have you tried to avoid <u>looking at</u> the warning label on your cigarette packs?	1=Never 2=Rarely 3=Sometimes	Adapted from Population Assessment of

		4=Often 5=All of the time	Tobacco and Health Study (2014)
Avoidance	In the last week, how often have you put your cigarettes away because you didn't want others to see the warning label on the pack?	1=Never 2=Rarely 3=Sometimes 4=Often 5=All of the time	Adapted from (Environics Research Group, 2001)
Avoidance	During the study, how often did you remove the warning label from your cigarette pack because you didn't want to look at the label?	1=Never 2=Rarely 3=Sometimes 4=Often 5=All of the time	
Avoidance	During the study, how often did you transfer cigarettes to another container to avoid looking at the warning label?	1=Never 2=Rarely 3=Sometimes 4=Often 5=All of the time	Adapted from (Environics Research Group, 2008)
Avoidance	During the study, how often did you place a cover or case over your cigarette pack to avoid looking at the warning label?	1=Never 2=Rarely 3=Sometimes 4=Often 5=All of the time	Adapted from (Environics Research Group, 2008)
Avoidance	During the study, how often did you draw on the warning label to deface it?	1=Never 2=Rarely 3=Sometimes 4=Often 5=All of the time	
Prompt	Please say how much you agree or disagree with each statement below about the warning we put on your packs.		
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	
Reactance	This warning is misleading.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	
Reactance	This warning exaggerates the health effects of smoking.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	
Reactance	This warning is trying to boss me around.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	
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	
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	
Reactance	This warning is stupid.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	
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	
Reactance	This warning makes me feel aggravated.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	
Reactance	This warning irritates me.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	
Reactance	This warning is trying to manipulate me.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	
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	
Reactance	This warning is not relevant to me.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	
Reactance	The information in this warning is common knowledge.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	
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	
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	
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	
Reactance	This warning is useless.	1=Strongly disagree 2=Disagree	

		3=Neither agree nor disagree 4=Agree 5=Strongly agree	
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	
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	
Reactance	This warning tells me that I'm stupid.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	
Reactance	The health effect on this warning is overblown.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	
Reactance	This warning is pointless.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	
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	
Reactance	I hate this warning.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	
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	
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	
Reactance	This warning annoys me.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	
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	
Reactance	This warning is manipulating smokers.	1=Strongly disagree	

		2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	
Perceived effectiveness	How much will having this warning on your cigarette packs make you concerned about the health effects of smoking?	1=Not at all 2=A little 3=Somewhat 4=A lot	Adapted from Thrasher et al. (2012)
Perceived effectiveness	How much will having this warning on your cigarette packs make you want to quit smoking?	1=Not at all 2=A little 3=Somewhat 4=A lot	Adapted from Hitchman, Driezen, Logel, Hammond, and Fong (2013)
Perceived effectiveness	How will having this warning on your cigarette packs affect how much you smoke?	1=Smoke a lot less 2=Smoke a little less 3=No effect on my smoking 4=Smoke a little more 5=Smoke a lot more	
Perceived effectiveness	How much did having this warning on your cigarette packs make you concerned about the health effects of smoking?	1=Not at all 2=A little 3=Somewhat 4=A lot	Adapted from Thrasher et al. (2012)
Perceived effectiveness	How much did having this warning on your cigarette packs make you want to quit smoking?	1=Not at all 2=A little 3=Somewhat 4=A lot	Adapted from Hitchman et al. (2013)
Perceived effectiveness	How do you think having this warning on your cigarette packs affected how much you smoked each day?	1=Smoked a lot less 2=Smoked a little less 3=No effect on my smoking 4=Smoked a little more 5=Smoked a lot more	
Perceived effectiveness	How much would having this warning on cigarette packs... Make other smokers concerned about the health effects of smoking?	1=Not at all 2=A little 3=Somewhat 4=A lot	
Perceived effectiveness	Make other smokers want to quit smoking?	1=Not at all 2=A little 3=Somewhat 4=A lot	
Perceived effectiveness	Make non-smokers concerned about the health effects of smoking?	1=Not at all 2=A little 3=Somewhat 4=A lot	
Perceived effectiveness	Discourage non-smokers from starting to smoke?	1=Not at all 2=A little 3=Somewhat 4=A lot	Adapted from Cantrell et al. (2013)
Prompt	The next questions are about interacting with other people about the warnings we put on your cigarette packs.		
Social reactions	In the last week, how many times did you talk to other people about the health warning on your cigarette packs?	1=Never 2=1-2 times 3=3-4 times 4=5-9 times 5=10 or more times	
Social reactions	[If answered something other than “never” to “In the last week, how many times did you talk to other people about the warning on your cigarette packs?”]	1=My spouse or significant other 2=My child 3=Other family member 4=Friend	

	In the last week, who did you talk to about the warnings? (Check all that apply.)	5=Co-worker 6=Medical professional 7=Someone you did not previously know 8=Other	
Social reactions	[If answered something other than “never” to “In the last week, how many times did you talk to others about the warning on your cigarette packs?”]  In the last week, did you talk about the warning with...? (Check all that apply.)	1=Smokers 2=Non-smokers 3=Not sure	
Social reactions	[If answered something other than “never” to “In the last week, how many times did you talk to others about the warning on your cigarette packs?”]  Think about the last conversation you had about the warning. Who started the conversation?	1=Me 2=Someone else 3=Don’t remember	
Social reactions	[If answered something other than “never” to “In the last week, how many times did you talk to others about the warning on your cigarette packs?”]  Think about the conversations you had about the warning in the last week. What came up during these conversations? (Check all that apply.)	1=The health effects of smoking 2=Whether the warning would make me want to quit 3=Whether the warning would make other smokers want to quit 4=Whether the warning would stop people from starting to smoke 5=Whether the warning should be on cigarette packs in the US 6=Cigarette pack warnings in other countries 7=Made fun of warning 8=This research study 9=Other	
Social reactions	[If answered something other than “never” to “In the last week, how many times did you talk to others about the warning on your cigarette packs?”]  Think about the conversations you had about the warning in the last week. Did you or the other person say that the warnings were...? (Check all that apply.)	1=Scary 2=Depressing, gloomy 3=Stupid, pointless 4=Judgmental, controlling 5=Interesting, engaging 6=Informative, useful 7=Gross 8=Silly 9=Other	
Social reactions	In the last week, how many times did you intentionally show someone the warning?	1=Never 2=1-2 times 3=3-4 times 4=5-9 times 5=10 or more times	
Social reactions	In the last 4 weeks, have you posted about the warning on your cigarette packs on any of the following social media platforms? (Check all that apply.)	1=Facebook 2=Instagram 3=Twitter 4=MySpace 5=Reddit 6=Vine 7=None of these 8=Other	
Social reactions	[if answered something other than “none of these” to social media question above]	1=Comment about the warning 2=Picture of the warning 3=Comment about the study	

	What did you post? (Check all that apply.)		
Social reactions	The next questions are about talking with other people about the health risks of smoking.  In the last week, how many times did you talk to others about the health risks of smoking?	1=Never 2=1-2 times 3=3-4 times 4=5-9 times 5=10 or more times	
Social reactions	[If answered something other than “never” to “In the last week, how many times did you talk to others about the health risks of smoking?”]  In the last week, who did you talk to about the health risks of smoking? (Check all that apply.)	1=My spouse or significant other 2=My child 3=Other family member 4=Friend 5=Co-worker 6=Medical professional 7=Someone you did not previously know 8=Other	
Social reactions	[If answered something other than “never” to “In the last week, how many times did you talk to others about the health risks of smoking?”]  In the last week, did you talk about the health risks of smoking with...? (Check all that apply.)	1=Smokers 2=Non-smokers 3=Not sure	
Social reactions	[If answered something other than “never” to “In the last week, how many times did you talk to others about the health risks of smoking?”]  Think about the last conversation you had about the health risks of smoking. Who started the conversation?	1=Me 2=Someone else 3=Don’t remember	
Social reactions	The next questions are about talking with other people about quitting smoking.  In the last week, how many times did you talk to others about quitting smoking?	1=Never 2=1-2 times 3=3-4 times 4=5-9 times 5=10 or more times	
Social reactions	[If answered something other than “never” to “In the last week, how many times did you talk to others about quitting smoking?”]  In the last week, who did you talk to about quitting smoking? (Check all that apply.)	1=My spouse or significant other 2=My child 3=Other family member 4=Friend 5=Co-worker 6=Medical professional 7=Someone you did not previously know 8=Other	
Social reactions	[If answered something other than “never” to “In the last week, how many times did you talk to others about quitting smoking?”]  In the last week, who did you talk to about quitting smoking? (Check all that apply.)	1=Smokers 2=Non-smokers 3=Not sure	
Social reactions	[If answered something other than “never” to “In the last week, how many times did you talk to others about quitting smoking?”]  Think about the last conversation you had about quitting smoking. Who started the conversation?	1=Me 2=Someone else 3=Don’t remember	
Prompt	Use the scale below to rate how likely each item would be if you were to stop smoking.		
Perceived costs of	I will gain weight.	1=Not at all likely 2=A little likely 3=Fairly likely	McKee, O'Malley, Salovey, Krishnan-

quitting smoking		4=Very likely 5=Extremely likely	Sarin, and Mazure (2005)
Perceived costs of quitting smoking	I will be more irritable.	1=Not at all likely 2=A little likely 3=Fairly likely 4=Very likely 5=Extremely likely	McKee et al. (2005)
Perceived costs of quitting smoking	I will miss the pleasure I get from cigarettes.	1=Not at all likely 2=A little likely 3=Fairly likely 4=Very likely 5=Extremely likely	McKee et al. (2005)
Perceived costs of quitting smoking	I will experience intense cravings for a cigarette.	1=Not at all likely 2=A little likely 3=Fairly likely 4=Very likely 5=Extremely likely	McKee et al. (2005)
Perceived benefits of quitting	I will live longer.	1=Not at all likely 2=A little likely 3=Fairly likely 4=Very likely 5=Extremely likely	McKee et al. (2005)
Perceived benefits of quitting	I will breathe easier.	1=Not at all likely 2=A little likely 3=Fairly likely 4=Very likely 5=Extremely likely	McKee et al. (2005)
Perceived benefits of quitting	I will have more money for items besides cigarettes.	1=Not at all likely 2=A little likely 3=Fairly likely 4=Very likely 5=Extremely likely	McKee et al. (2005)
Perceived benefits of quitting	I will no longer offend others by smoking.	1=Not at all likely 2=A little likely 3=Fairly likely 4=Very likely 5=Extremely likely	McKee et al. (2005)
Response efficacy (lower)	How much would quitting smoking lower your chances of getting <u>cancer</u> ?	1=Not at all 2=A little 3=A moderate amount 4=A lot	
Response efficacy (lower)	How much would quitting smoking lower your chances of getting <u>heart disease</u> ?	1=Not at all 2=A little 3=A moderate amount 4=A lot	
Response efficacy (lower)	How much would quitting smoking lower your chances of getting a <u>permanent breathing problem</u> ?	1=Not at all 2=A little 3=A moderate amount 4=A lot	
Response efficacy (raise)	How much would quitting smoking raise your chances of <u>gaining weight</u> ?	1=Not at all 2=A little 3=A moderate amount 4=A lot	
Response efficacy (raise)	How much would quitting smoking raise your chances of <u>feeling intense cravings</u> for cigarettes?	1=Not at all 2=A little 3=A moderate amount 4=A lot	

Response efficacy (raise)	How much would quitting smoking raise your chances of <u>feeling irritable</u> ?	1=Not at all 2=A little 3=A moderate amount 4=A lot	
Prompt	Say how much you agree or disagree with each statement below.		
Subjective norms - quitting	People who are important to me think I should quit smoking in the next 2 months.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	Adapted from Armitage, 2007
Subjective norms - quitting	People who are important to me would approve of my quitting smoking in the next 2 months.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	Adapted from Armitage, 2007
Subjective norms - quitting	People who are important to me want me to quit smoking in the next 2 months.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	Adapted from Armitage, 2007
Subjective norms - quitting	When it comes to quitting smoking in the next 2 months, I want to do what people who are important to me think I should do.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	Von Dras, 2004
Perceived severity - quitting	How much would <u>gaining weight</u> because of quitting smoking affect your life?	1=Not at all 2=A little 3=A moderate amount 4=A lot	
Perceived severity - quitting	How much would <u>feeling intense cravings</u> for cigarettes because of quitting smoking affect your life?	1=Not at all 2=A little 3=A moderate amount 4=A lot	
Perceived severity - quitting	How much would <u>feeling irritable</u> because of quitting smoking affect your life?	1=Not at all 2=A little 3=A moderate amount 4=A lot	
Self-efficacy - quitting	I believe I have the ability to quit smoking in the next 2 months.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	Adapted from Armitage (2007)
Self-efficacy - quitting	I see myself as being capable of quitting smoking in the next 2 months.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	Adapted from Armitage (2007)
Self-efficacy - quitting	I feel I have personal control over quitting smoking in the next 2 months.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	Adapted from Armitage (2007)
Self-efficacy - quitting	My quitting smoking in the next 2 months would be difficult.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	Adapted from Armitage (2007)

Self-efficacy - quitting	I am confident that I will be able to quit smoking in the next 2 months.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	Adapted from Armitage (2007)
Anticipated regret - quitting	If quitting smoking made you <u>gain weight</u> , how much would you regret quitting smoking?	1=Not at all 2=A little 3=A moderate amount 4=A lot	
Anticipated regret - quitting	If quitting smoking made you <u>feel intense cravings</u> for cigarettes, how much would you regret quitting smoking?	1=Not at all 2=A little 3=A moderate amount 4=A lot	
Anticipated regret - quitting	If quitting smoking made you <u>feel irritable</u> , how much would you regret quitting smoking?	1=Not at all 2=A little 3=A moderate amount 4=A lot	
Cognitive elaboration	In the last week, how often did you... Think about how much you enjoy smoking?	1=Never 2=Rarely 3=Sometimes 4=Often 5=All of the time	Fathelrahman et al. (2010)
Cognitive elaboration	Think about the harm your smoking might be doing to you?	1=Never 2=Rarely 3=Sometimes 4=Often 5=All of the time	Fathelrahman et al. (2010)
Cognitive elaboration	Think about the harm your smoking might be doing to other people?	1=Never 2=Rarely 3=Sometimes 4=Often 5=All of the time	Fathelrahman et al. (2010)
Worry	How worried are you about your health because of your smoking?	1=Not at all worried 2=A little worried 3=Fairly worried 4=Very worried 5=Extremely worried	Modified from Dijkstra (2003) and Ranby (2013)
Worry	How anxious do you feel when you think of the possible consequences of your smoking?	1=Not at all anxious 2=A little anxious 3=Fairly anxious 4=Very anxious 5=Extremely anxious	Modified from Dijkstra (2003) and Ranby (2013)
Worry	How worried are you that your smoking bothers non-smokers?	1=Not at all worried 2=A little worried 3=Fairly worried 4=Very worried 5=Extremely worried	Adapted from Magnan (2009) and Magnan (2013)
Worry	How worried are you that your smoking can be harmful to other people?	1=Not at all worried 2=A little worried 3=Fairly worried 4=Very worried 5=Extremely worried	Magnan (2009) and Magnan (2013)
Perceived likelihood	What is the chance that you will one day get <u>cancer</u> if you continue to smoke cigarettes?	1=No chance 2=Low chance 3=Moderate chance 4=High chance 5=Certain	
Perceived likelihood	What is the chance that you will one day get <u>heart disease</u> if you continue to smoke cigarettes?	1=No chance 2=Low chance	

		3=Moderate chance 4=High chance 5=Certain	
Perceived likelihood	What is the chance that you will one day get a <u>permanent breathing problem</u> if you continue to smoke cigarettes?	1=No chance 2=Low chance 3=Moderate chance 4=High chance 5=Certain	
Perceived likelihood	Compared to others your age and sex who smoke as much as you do, what do you think is your chance of getting <u>lung cancer</u> in your lifetime?	1=Much less than others 2=Less than others 3=Same chance as others 4=Greater than others 5=Much greater than others	Modified from Lyna (2002)
Prompt	Say how much you agree or disagree with each statement below.		
Positive reinforcement attitudes	Cigarettes taste good.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	Adapted from Brandon & Baker, 1991
Positive reinforcement attitudes	I enjoy the taste sensations while smoking.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	Adapted from Brandon & Baker, 1991
Positive reinforcement attitudes	When I smoke, the taste is pleasant.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	Adapted from Brandon & Baker, 1991
Positive reinforcement attitudes	I enjoy the flavor of a cigarette.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	Adapted from Brandon & Baker, 1991
Negative reinforcement attitudes	If I'm tense, a cigarette helps me relax.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	Adapted from Brandon & Baker, 1991
Negative reinforcement attitudes	When I'm angry, a cigarette can calm me down.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	Adapted from Brandon & Baker, 1991
Negative reinforcement attitudes	Cigarettes help me deal with anxiety or worry.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	Adapted from Brandon & Baker, 1991
Negative reinforcement attitudes	Smoking calms me down when I feel nervous.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	Adapted from Brandon & Baker, 1991
Perceived severity	How much would getting <u>cancer</u> because of smoking affect your life?	1=Not at all 2=A little 3=A moderate amount 4=A lot	

Perceived severity	How much would getting <u>heart disease</u> because of smoking affect your life?	1=Not at all 2=A little 3=A moderate amount 4=A lot	
Perceived severity	How much would getting a <u>permanent breathing problem</u> because of smoking affect your life?	1=Not at all 2=A little 3=A moderate amount 4=A lot	--
Negative consequences	I'm embarrassed that I have to smoke.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	Adapted from Velicer, 1985
Negative consequences	My cigarette smoking bothers other people.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	Adapted from Velicer, 1985
Negative consequences	People think I'm foolish for smoking.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	Adapted from Velicer, 1985
Negative consequences	Smoking makes me seem less attractive.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	Adapted from Brandon & Baker, 1991
Global smokers prototypes	We'd like to know more about what you think of smokers in general. These questions are not about you.  Picture a typical cigarette smoker your age. Is your opinion of this person...	1=Very negative 2=Somewhat negative 3=Neutral 4=Somewhat positive 5=Very positive	
Global smoker prototypes	Think about only your positive opinions of typical cigarette smokers your age, ignoring any negative opinions. How positive are your positive opinions of cigarette smokers?	1=Not at all positive 2=Slightly positive 3=Quite positive 4=Extremely positive	
Global smoker prototypes	Think about only your negative opinions of typical cigarette smokers your age, ignoring any positive opinions. How negative are your negative opinions of cigarette smokers?	1=Not at all negative 2=Slightly negative 3=Quite negative 4=Extremely negative	
Prompt	How much do the following characteristics describe a typical cigarette smoker your age?		
Smoker prototypes	Cool	1=Not at all 2=A little bit 3=Somewhat 4=Quite a bit 5=Very much	McCool, Cameron, et al., 2010
Smoker prototypes	Smart	1=Not at all 2=A little bit 3=Somewhat 4=Quite a bit 5=Very much	McCool, Cameron, et al., 2010
Smoker prototypes	Sexy	1=Not at all 2=A little bit 3=Somewhat 4=Quite a bit	McCool, Cameron, et al., 2010

		5=Very much	
Smoker prototypes	Healthy	1=Not at all 2=A little bit 3=Somewhat 4=Quite a bit 5=Very much	McCool, Cameron, et al., 2010
Smoker prototypes	Disgusting	1=Not at all 2=A little bit 3=Somewhat 4=Quite a bit 5=Very much	McCool, Cameron, et al., 2010
Smoker prototypes	Unattractive	1=Not at all 2=A little bit 3=Somewhat 4=Quite a bit 5=Very much	McCool, Cameron, et al., 2010
Smoker prototypes	Immature	1=Not at all 2= A little bit 3=Somewhat 4=Quite a bit 5=Very much	McCool, Cameron, et al., 2010
Smoker prototypes	Inconsiderate	1=Not at all 2=A little bit 3=Somewhat 4=Quite a bit 5=Very much	McCool, Cameron, et al., 2010
Anticipated regret	If smoking made you get <u>cancer</u> , how much would you regret smoking?	1=Not at all 2=A little 3=A moderate amount 4=A lot	
Anticipated regret	If smoking made you get <u>heart disease</u> , how much would you regret smoking?	1=Not at all 2=A little 3=A moderate amount 4=A lot	
Anticipated regret	If smoking made you get a <u>permanent breathing problem</u> , how much would you regret smoking?	1=Not at all 2=A little 3=A moderate amount 4=A lot	
Prompt	During the last 4 weeks, how often have you had these symptoms from smoking?		
Smoking symptoms	Coughing	1=Every day 2=A few days a week 3=Once a week 4=Less than once a week 5=Never	
Smoking symptoms	Wheezing	1=Every day 2=A few days a week 3=Once a week 4=Less than once a week 5=Never	
Smoking symptoms	Shortness of breath	1=Every day 2=A few days a week 3=Once a week 4=Less than once a week 5=Never	
Smoking symptoms	Headache	1=Every day 2=A few days a week 3=Once a week	

		4=Less than once a week 5=Never	
Smoking symptoms	Sore throat	1=Every day 2=A few days a week 3=Once a week 4=Less than once a week 5=Never	
Smoking symptoms	Dizziness	1=Every day 2=A few days a week 3=Once a week 4=Less than once a week 5=Never	
A100	The next few questions are about e-cigarettes and other vaping devices, such as e-hookah and vape pens. Popular brands include Blu, Vuse, NJOY, and flavor vapes.		
A110	Have you ever used an e-cigarette or other vaping device, even one or two times?	1=Yes 0=No	
A120	[If A110 = 1]  What do you call the vaping device you use most often?	Open-ended	
A130	[If A110 = 1]  What was the flavor of the e-cigarette or other vaping device that you <u>first</u> used?	1=Tobacco 2=Menthol 3=Candy flavor, like chocolate or vanilla 4=Fruit flavor, like cherry or peach 5=Alcohol flavor, like scotch or champagne 6=Other (please specify)	
A140	[If A110 = 1]  In the last 4 weeks, on how many days did you use an e-cigarette or other vaping device?	# of days	
A150	[If A110 = 1]  In the last week, on how many days did you use an e-cigarette or other vaping device?	# of days	
A160	[If A140 ≥1 or A150 ≥1]  What was the flavor of the e-cigarette or other vaping device that you used most often <u>in the last 4 weeks</u> ?	1=Tobacco 2=Menthol 3=Candy flavor, like chocolate or vanilla 4=Fruit flavor, like cherry or peach 5=Alcohol flavor, like scotch or champagne 6=Other (please specify)	
A170	[If A140 ≥1 or A150 ≥1]  Why do you use e-cigarettes or other vaping devices? (Check all that apply.)	1=My friends or family use them 2=I can use them in places where I can't smoke cigarettes 3=They reduce nicotine cravings 4=They don't bother other people 5=They don't smell bad 6=They're less harmful than cigarettes 7=They can help me quit or cut back on smoking 8=I got a coupon or free sample	

		9=They're fun to use 10=Other (please specify)	
Cessation aids	[If A140 ≥1 or A150 ≥1]  Are you currently using e-cigarettes or other vaping devices <u>in order to quit smoking</u> ?	1=Yes 0=No	
E-cig use	[If A140 ≥1 or A150 ≥1]  During the study, did you start using e-cigarettes or other vaping devices <u>because of the warning</u> we put on your cigarette packs?	1=Yes 0=No 2 = I already used them before I started the study	
<b>SOCIAL CONTEXT OF ECIG USE</b>			
Prompt	The next questions are about interacting with other people about e-cigarettes. We are using the word "e-cigarette" to mean any type of vaping device.		
B100	[If A110=1]  How did you get the e-cigarette the <u>first</u> time you used it?	1=I tried one that belonged to a friend or family member 2=I tried one that belonged to someone I did not know well 3=I bought it for myself in a store 4=I bought it for myself online 5=Someone bought it for me 6=I got a free sample 7=Other (please specify)	
B110	[If A140 ≥1 or A150 ≥1]  Where do you most often use e-cigarettes?	1=My house or apartment 2=Someone else's house or apartment 3=Work or school 4=Car or other transportation 5=Bar, club, or restaurant 6=Another public place 7=Other (please specify)	
	[If A140 ≥1 or A150 ≥1]  When you use e-cigarettes, are you usually...	1=Indoors 2=Outdoors	
B120	[If A140 ≥1 or A150 ≥1]  When you use e-cigarettes, are you usually...	1=With other people 2=Alone	
B140	In the last month, how many people did you talk to about e-cigarettes?	1=No one 2=1-2 people 3=3-4 people 4=5 or more people	
B150	[If B140 = 2, 3, or 4 (i.e. has spoken to at least 1 person)]  In the last month, who did you talk to about e-cigarettes? (Check all that apply.)	1=My spouse or significant other 2=My child 3=Other family member 4=Friend 5=Co-worker 6=Doctor or nurse 7=Someone who sells e-cigarettes 8=A stranger 9=Other (please specify)	
B160	[If B140 = 2, 3, or 4 (i.e. has spoken to at least 1 person)]	1=E-cigarette users 2=Non-users 3=Not sure	

	In the last month, did you talk about e-cigarettes with...? (Check all that apply.)		
B170	[If B140 = 2, 3, or 4 (i.e. has spoken to at least 1 person)]  In the last month, when discussing e-cigarettes, what did you talk about? (Check all that apply.)	1=What e-cigarettes are or how they work 2=Using them to quit or cut back on smoking 3=Where to buy them or how much they cost 4=Preferences for brand, type, or flavor 5=How they affect your health 6=Where I can use them 7=Other (please specify)	
B180	Have you ever recommended that someone use e-cigarettes?	1=Yes 0=No	
B190	[If B180=1]  Who did you recommend e-cigarettes to? (Check all that apply.)	1=My spouse or significant other 2=My child 3=Other family member 4=Friend 5=Co-worker 6=A stranger 7=Other (please specify)	
B200	[If B190=1]  Why did you recommend e-cigarettes to your <u>spouse or significant other</u> ? (Check all that apply.)	1=To quit smoking 2=To cut back on smoking 3=For health reasons 4=For fun	
B210	[If B190=2]  Why did you recommend e-cigarettes to your <u>child</u> ? (Check all that apply.)	1=To quit smoking 2=To cut back on smoking 3=For health reasons 4=For fun	
B220	[If B190=3]  Why did you recommend e-cigarettes to <u>another family member</u> ? (Check all that apply.)	1=To quit smoking 2=To cut back on smoking 3=For health reasons 4=For fun	
B230	[If B190=4]  Why did you recommend e-cigarettes to a <u>friend</u> ? (Check all that apply.)	1=To quit smoking 2=To cut back on smoking 3=For health reasons 4=For fun	
B240	[If B190=5]  Why did you recommend e-cigarettes to a <u>co-worker</u> ? (Check all that apply.)	1=To quit smoking 2=To cut back on smoking 3=For health reasons 4=For fun	
B270	[If B190=6]  Why did you recommend e-cigarettes to a <u>stranger</u> ? (Check all that apply.)	1=To quit smoking 2=To cut back on smoking 3=For health reasons 4=For fun	
B280	[If B190=7]  Why did you recommend e-cigarettes to the person you described as " <u>other</u> "? (Check all that apply.)	1=To quit smoking 2=To cut back on smoking 3=For health reasons 4=For fun	
Prompt	We'd like to know more about what you think of e-cigarette users in general. These questions are not about you. We are still using the word "e-cigarette" to mean any type of vaping device.		

	Picture a typical e-cigarette user your age. Is your opinion of this person...?	1=Very negative 2=Somewhat negative 3=Neutral 4=Somewhat positive 5=Very positive	
	Think about only your positive opinions of typical e-cigarette users your age, ignoring any negative opinions. How positive are your positive opinions of e-cigarette users?	1=Not at all positive 2=Slightly positive 3=Quite positive 4=Extremely positive	
	Think about only your negative opinions of typical e-cigarette users your age, ignoring any positive opinions. How negative are your negative opinions of e-cigarette users?	1=Not at all negative 2=Slightly negative 3=Quite negative 4=Extremely negative	
Ecig user prototypes (prompt)	How much do the following characteristics describe a typical e-cigarette user your age?		McCool, Cameron, et al., 2010
Ecig user prototypes	Cool	1=Not at all 2=A little bit 3=Somewhat 4=Quite a bit 5=Very much	McCool, Cameron, et al., 2010
Ecig user prototypes	Disgusting	1=Not at all 2=A little bit 3=Somewhat 4=Quite a bit 5=Very much	McCool, Cameron, et al., 2010
Ecig user prototypes	Healthy	1=Not at all 2=A little bit 3=Somewhat 4=Quite a bit 5=Very much	McCool, Cameron, et al., 2010
Ecig user prototypes	Smart	1=Not at all 2=A little bit 3=Somewhat 4=Quite a bit 5=Very much	McCool, Cameron, et al., 2010
Ecig user prototypes	Sexy	1=Not at all 2=A little bit 3=Somewhat 4=Quite a bit 5=Very much	McCool, Cameron, et al., 2010
Ecig user prototypes	Unattractive	1=Not at all 2=A little bit 3=Somewhat 4=Quite a bit 5=Very much	McCool, Cameron, et al., 2010
Ecig user prototypes	Immature	1=Not at all 2=A little bit 3=Somewhat 4=Quite a bit 5=Very much	McCool, Cameron, et al., 2010
Ecig user prototypes	Inconsiderate	1=Not at all 2=A little bit 3=Somewhat 4=Quite a bit 5=Very much	McCool, Cameron, et al., 2010
E-cig advertising	In the last 30 days, have you seen or heard any advertisements for e-cigarettes?	1=Yes 0=No	

E-cig advertising	[If answered yes to “In the last 30 days, have you seen or heard any advertisements for e-cigarettes or other vaping devices?”]  In the last 30 days, where have you seen or heard advertisements for e-cigarettes? (Check all that apply.)	1=Television 2=Radio 3=Magazine or newspaper 4=Convenience store or gas station 5=Supermarket 6=Mall or mall kiosk 7=Tobacco store 8=Internet website (NOT social media) 9=Social media (such as Twitter or Facebook) 10=Billboards 11=Other 12=Don’t know	
E-cig advertising	[If answered yes to “In the last 30 days, have you seen or heard any advertisements for e-cigarettes or other vaping devices?”]  In the last 30 days, <u>on how many days</u> would you say you saw or heard advertisements for e-cigarettes?	___ days (or drop down 1 day, 2 days...30 days)	
E-cig advertising	[If answered yes to “In the last 30 days, have you seen or heard any advertisements for e-cigarettes or other vaping devices?”]  In the last 30 days, after seeing or hearing e-cigarette advertisements, how did you feel about e-cigarettes?	1=Much more negative 2=Somewhat more negative 3=No different 4=Somewhat more positive 5=Much more positive	
FDA regulation	The next questions are about the federal Food and Drug Administration (FDA), which now regulates how <u>cigarettes</u> are made, sold and advertised.  Do you think the FDA should regulate e-cigarettes and other vaping devices?	1=Yes 0=No 999=Don’t know	
FDA regulation	Do you think the FDA should regulate the nicotine gels or liquids used in e-cigarettes and other vaping devices?	1=Yes 0=No 999=Don’t know	
FDA regulation	Do you think the FDA should regulate cigars?	1=Yes 0=No 999=Don’t know	
FDA regulation	Do you think the FDA should regulate tobacco used for water pipes and hookahs?	1=Yes 0=No 999=Don’t know	
Naturalness	What is your opinion of natural cigarettes (such as American Spirit)?	1=I dislike them a lot 2=I dislike them a little 3=I neither dislike nor like them 4=I like them a little 5=I like them a lot 6=I have never heard of them / I have no opinion	
Naturalness	Please say how much you agree or disagree with the following statement: Smokers who want to avoid the harmful chemicals in cigarette smoke should switch to a brand that has <u>no additives</u> .	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	
Naturalness	Please say how much you agree or disagree with the following statement: Smokers who want to	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree	

	avoid the harmful chemicals in cigarette smoke should switch to a brand that is <u>natural</u> .	4=Agree 5=Strongly agree	
Naturalness	Please say how much you agree or disagree with the following statement: Smokers who want to avoid the harmful chemicals in cigarette smoke should switch to a brand that is <u>organic</u> .	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	
Tanning	Have you ever used a tanning bed or booth with tanning lamps?	1=Yes 0=No	
Tanning	[skip if NO to previous question or if previous question skipped] How many times <u>in the last 12 months</u> have you used a tanning bed or booth?	Numeric	
Tanning	[Skip if NO or skipped “Have you ever used a tanning bed or booth with tanning lamps?”; Skip if 0 or skipped “How many times <u>in the last 12 months</u> have you used a tanning bed or booth?”] In the last 12 months, which of the following best describes your use of indoor tanning devices: I indoor tan...	1=Regularly, all year round 2=Regularly, but only during particular seasons 3=Occasionally 4=Rarely	
Military	Have you ever served on active duty in the U.S. Armed Forces, military reserves, or National Guard? Active duty <u>does not</u> include training for the Reserves or National Guard. It <u>does</u> include activation, for example, for the Persian Gulf War.	1=Yes, now on active duty 2=Yes, on active duty during the last 12 months, but not now 3=Yes, on active duty in the past, but not during the last 12 months 4=No, training for Reserves or National Guard only 5=No, never served in the military	
Military	[Skip if answered 2,3,4,5 or skipped “Have you ever served on active duty in the U.S. Armed Forces, military reserves, or National Guard?”] What is your branch of service?	1=Army 2=Navy 3=Marine Corps 4=Air Force 5=Coast Guard	
Military	[Skip if answered 2,3,4,5 or skipped “Have you ever served on active duty in the U.S. Armed Forces, military reserves, or National Guard?”] How long have you been on active duty? If you had a break in service, count current time and time in previous tours, but <u>not</u> time during the break in service.	Years: ____ [2 digits; 0-65] Months: ____ 2 digits; 0-11]	
Military	[Skip if answered 1 or 5 or skipped “Have you ever served on active duty in the U.S. Armed Forces, military reserves, or National Guard?”] What was your branch of service?	1=Army 2=Navy 3=Marine Corps 4=Air Force 5=Coast Guard	
Military	[Skip if answered 2,3,4,5 or skipped “Have you ever served on active duty in the U.S. Armed Forces, military reserves, or National Guard?”] How long have you been on active duty? If you had a break in service, count current time and time in previous tours, but <u>not</u> time during the break in service.	Years: ____ [2 digits; 0-65] Months: ____ 2 digits; 0-11]	
Military	[skip if participant answered never or skipped “Have you ever served on active duty in the U.S. Armed Forces, military reserves, or National Guard?”] What could the Veterans Administration (“the VA”) do to help you quit smoking?	Open-ended	

Acculturation	Before the age of 14, how often did you hear or speak a language other than English?	1=Never 2=Rarely 3=Sometimes 4=Often	
Acculturation	Currently, how difficult is it for you to speak and understand English?	1=Not at all difficult 2=Somewhat difficult 3=Very difficult	
Acculturation	Were you born in the United States?	1=Yes 2=No	
ESL	What language do you usually speak with your family?	1 = English all of the time 2 = English most of the time 3 = English and another language equally 4 = Another language most of the time 5 = Another language all of the time	
Literacy	How often do you need to have someone help you when you read instructions, pamphlets, or other written material from your doctor or pharmacy?	1= Never 2= Sometimes 3= Often 4= Always	Morris et al., 2006
Numeracy	Imagine that we flip a fair coin 1,000 times. What is your best guess about how many times the coin would come up heads in 1,000 flips?	_____ times out of 1,000	Schwartz 1997
Numeracy	In the BIG BUCKS LOTTERY, the chance of winning a \$10 prize is 1%. What is your best guess about how many people would win a \$10 prize if 1,000 people each buy a single ticket to BIG BUCKS?	_____person(s) out of 1,000	Schwartz 1997
Numeracy	In ACME PUBLISHING SWEEPSTAKES, the chance of winning a car is 1 in 1,000. What percent of tickets to ACME PUBLISHING SWEEPSTAKES win a car?	_____%	Schwartz 1997
Prompt	The next questions are about general health conditions.  Has a doctor, nurse, or other health professional ever told you that you have any of the following health conditions...  Heart attack or myocardial infarction?	1=Yes 0=No 999=Don't know	BRFSS
Health conditions	Angina or coronary heart disease?	1=Yes 0=No 999=Don't know	BRFSS
Health conditions	Stroke?	1=Yes 0=No 999=Don't know	BRFSS
Health conditions	Asthma?	1=Yes 0=No 999=Don't know	BRFSS
Health conditions	Skin cancer?	1=Yes 0=No 999=Don't know	BRFSS
Health conditions	Any other types of cancer?	1=Yes 0=No 999=Don't know	BRFSS
Health conditions	COPD (chronic obstructive pulmonary disease), emphysema or chronic bronchitis?	1=Yes 0=No	BRFSS

		999=Don't know	
Children	Please tell us the ages of any children living in your household. (Check all that apply.)	1=No children 2=0-6 years 3=7-12 years 4=13-17 years	
Children warning exposure	[If checked 4=13-17 years] How often has your child(ren) age 13-17 seen the warning labels that we put on your cigarette pack?	1=Never 2=Rarely 3=Sometimes 4=Often	
Process	Overall, how difficult or easy did you find participating in this study to be?	1=Very difficult 2=Difficult 3=Not difficult or easy 4=Easy 5=Very easy	
Process	How difficult or easy was it to bring in 8 days' worth of cigarettes?	1=Very difficult 2=Difficult 3=Not difficult or easy 4=Easy 5=Very easy	
Process	How difficult or easy was it to come to appointments every week?	1=Very difficult 2=Difficult 3=Not difficult or easy 4=Easy 5=Very easy	
Process	If you had the chance, would you participate in this study again?	1=Definitely not 2=Probably not 3=Maybe 4=Probably yes 5=Definitely yes	
Process	Would you recommend this study to a friend?	1=Definitely not 2=Probably not 3=Maybe 4=Probably yes 5=Definitely yes	
Process	What was the most difficult part of the study?	1=Nothing about this study was difficult 2=Having enough money to bring cigarette packs to each visit 3=Remembering to bring cigarette packs to each visit 4=Transportation or parking issues 5=Thinking about the harmful effects of smoking because of the labels 6=Having cigarettes go stale because the plastic was taken off the pack 7=Finding appointment times that worked for my schedule 8=Having to come to 5 appointments 9=Answering the survey questions 10=Smoking more because I had more cigarette packs on hand than usual 11=Other 12=I don't remember	

Process	During the study, you brought 8 days' worth of cigarettes to your study appointments. How do you think having these cigarettes on hand affected how much you smoked?	1=Smoked a lot less 2=Smoked a little less 3=No effect on my smoking 4=Smoked a little more 5=Smoked a lot more	
Process	During the study, did you smoke cigarettes from packs without a study warning label?	1=Yes 2=No	
Process	[If "yes" to "did you smoke cigarettes from unlabeled packs during the study?"]  Why did you smoke cigarettes from packs without a study warning label? (Check all that apply).	1=I ran out of labeled packs 2=I forgot to bring a labeled pack with me when I was out 3=I bummed cigarettes from someone else 4=Cigarettes from unlabeled packs were less stale 5=I didn't want to look at the warning on my pack 6=Other	
Naturalness	Think about the cigarette packs shown below when you answer the next questions. [CIGPACKS_XX.JPG] You would be more likely to experience health problems if you regularly smoked cigarettes from...	1=Pack A 2=Pack B 3=No difference between Pack A and Pack B	
Naturalness	[CIGPACKS_XX.JPG] Which of the cigarettes above would you be more interested in trying?	1=Pack A 2=Pack B 3=No difference in interest between Pack A and Pack B	
Naturalness	Please look again at the <u>warning label</u> at the top of the packs of cigarettes. [CIGPACKS_XX.JPG] How scared does this warning make you feel about smoking?	1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely	
Prompt	The following statements concern your general attitudes. Read each statement and please indicate how much you agree or disagree with each statement.		
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	Hong and Page (1989)
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	Hong and Page (1989)
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	Hong and Page (1989)
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	Hong and Page (1989)
Trait reactance	I find contradicting others stimulating	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree	Hong and Page (1989)

		4=Agree 5=Strongly agree	
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	Hong and Page (1989)
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	Hong and Page (1989)
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	Hong and Page (1989)
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	Hong and Page (1989)
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	Hong and Page (1989)
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	Hong and Page (1989)
Prompt	Please rate your agreement or disagreement with each of the following statements.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	
Sensation seeking	I would like to explore strange places.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	
Sensation seeking	I like to do frightening things.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	
Sensation seeking	I would love to have new and exciting experiences, even if I have to break the rules.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	
Sensation seeking	I prefer friends who are exciting and unpredictable.	1=Strongly disagree 2=Disagree 3=Neither agree nor disagree 4=Agree 5=Strongly agree	
General health	How would you describe your general health?	1=Excellent 2=Very good	

		3=Good 4=Fair 5=Poor	
Mental health	How would you describe your mental health?	1=Excellent 2=Very good 3=Good 4=Fair 5=Poor	
Sex	What is your sex?	1=Male 2=Female 3=Transgender	Adapted from (Population Assessment of Tobacco and Health Study, 2014)
Age	How old are you?	[number] years old	Population Assessment of Tobacco and Health Study (2014)
Hispanic ethnicity	Are you of Hispanic, Latino or Spanish origin?	0=No 1=Yes	2010 Census
Race	What is your race? (Check all that apply.)	1=White 2=Black or African American 3=American Indian or Alaska Native 4=Asian 5=Native Hawaiian or Other Pacific Islander 6=Some other race (please specify)	2010 Census
Education	What is the highest degree or level of school you have completed?	1=Less than high school degree 2=High school graduate (or GED) 3=Some college or technical school 4=Associate's degree 5=Bachelor's degree 6=Graduate or professional degree	Census
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	Williams Institute
Household size	How many people are in your household, including you?	#	
Household income	Which of the following categories best describes your total household income in the last 12 months?  [skip if household size >15]	[do not force response] [skip if did not answer household size]  Response options will be based on reported household size	
		[If household size=1] 1=Less than \$17,505 2=Between \$17,505 and \$23,339 3=Between \$23,340 and \$29,174 4=Between \$29,175 and \$35,009 5=\$35,010 or more	
		If household size=2] 1=Less than \$23,595 2=Between \$23,595 and \$31,459	

		3=Between 31,460 and \$39,324 4=Between 39,325 and \$47,189 5=\$47,190 or more	
		[If household size=3] 1=less than \$29,685 2=Between \$29,685 and \$39,579 3=Between \$39,580 and \$49,474 4=Between \$49,475 and \$59,369 5=\$59,700 or more	
		[If household size=4] 1=less than \$35,775 2=Between \$35,775 and \$47,699 3=Between \$47,700 and \$59,624 4=Between \$59,625 and \$71,549 5=\$71,550 or more	
		[If household size=5] 1=Less than \$41,865 2=Between \$41,865 and \$55,819 3=Between \$55,820 and \$69,774 4=\$Between 69,775 and \$83,729 5=\$83,730 or more	
		[If household size=6] 1=Less than \$47,955 2=Between \$47,955 and \$63,939 3=Between \$63,940 and \$79,924 4=Between \$79,925 and \$95,909 5=\$95,910 or more	
		[If household size=7] 1=Less than \$54,045 2=Between \$54,045 and \$72,059 3=Between \$72,060 and \$90,074 4=Between \$90,075 and \$108,089 5=\$108,090 or more	
		[If household size=8] 1=Less than \$60,135 2=Between \$60,135 and \$80,179 3=Between \$80,180 and \$100,224 4=Between \$100,225 and \$120,269 5=\$120,270 or more	
		[If household size=9] 1=Less than \$66,225 2=Between \$66,225 and \$88,299 3=Between \$88,300 and \$110,374 4=Between \$110,375 and \$132,449 5=\$132,450 or more	
		[If household size=10] 1=Less than \$72,315 2=Between \$72,315 and \$96,419 3=Between \$96,420 and \$120,524 4=Between \$120,525 and \$144,629 5=\$144,630 or more	
		[If household size=11] 1=Less than \$78,405 2=Between \$78,405 and \$104,539 3=Between \$104,540 and \$130,674	

		4=Between \$130,675 and \$156,809 5=\$156,810 or more	
		[If household size=12] 1=Less than \$84,495 2=Between \$84,495 and \$112,659 3=Between \$112,660 and \$140,824 4=Between \$140,825 and \$168,989 5=\$168,990 or more	
		[If household size=13] 1=Less than \$90,585 2=Between \$90,585 and \$120,779 3=Between \$120,780 and \$150,974 4=Between \$150,975 and \$181,169 5=\$181,170 or more	
		[If household size=14] 1=Less than \$96,675 2=Between \$96,675 and \$128,899 3=Between \$128,900 and \$161,124 4=Between \$161,125 and \$193,349 5=\$193,350 or more	
		[If household size=15] 1=Less than \$102,765 2=Between \$102,765 and \$137,019 3=Between \$137,020 and \$171,274 4=Between \$171,275 and \$205,529 5=\$205,530 or more	
Household income	Which of the following categories best describes your total household income in the last 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	Population Assessment of Tobacco and Health Study (2014)
Prompt	Thank you. You have finished this survey. Please call the research staff to let them know you are done.		

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