



## P50 RCT (2016-2017)

The survey was designed by Noel Brewer and colleagues at the UNC Gillings School of Global Public Health. Data collection occurred in person with a convenience sample of adult smokers ages 21+ in the Bay Area, CA. Data collection occurred from September 2016-March 2017.

### Preferred citation:

Brewer, N. T., Jeong, M., Mendel, J. R., Hall, M. G., Zhang, D., Parada, H., Boynton, M. H., Noar, S. N., Baig, S. A., Morgan, J. C., Ribisl, K. M. (In press). Cigarette pack messages about toxic chemicals: A randomized clinical trial. *Tobacco Control*.

Bewer NT, Hall MG, Noar SM, Parada H, Stein-Seroussi A, Bach LE, Hanley S, Ribisl KM. (2016). Effect of pictorial cigarette pack warnings on changes in smoking behavior: A randomized clinical trial. *JAMA Internal Medicine*, 176(7):905-912. PMID: 27273839.

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

## SCREENER

Item# {REF}	Item	Response scale
S10 {P30}	[No back button]  Welcome! Thank you for your interest in participating in our research study. Please answer the following questions so we can determine if you are eligible to participate. At the end of the survey, we will ask for your contact information so that we may contact you about the study.  Do you agree to take the screening survey? Click Next to continue if you agree.	
S20 {P30}	[No back button]  How did you first hear about the study?	1=Someone handing out flyers or postcards 2=Flyer or postcard that I got in some other way 3=Craigslist 4=Facebook 5=Twitter 6=Ad in the newspaper 7=A study participant 8=Other (please specify):
S30 {BRFSS}	[No back button]  Have you smoked at least 100 cigarettes in your entire life?	1=Yes 0=No* [skip to S290]
S40 {BRFSS}	[No back button]  Do you now smoke cigarettes every day, some days or not at all?	2=Every day 1=Some days 0=Not at all* [skip to S290]

S50 {P30 modified}	[No back button]  When you buy cigarettes for yourself, do you typically buy...	1=Manufactured cigarettes only 2=Pouch of tobacco to roll your own cigarettes only* [skip to S290] 3=Both
S60 {P30 modified}	[No back button]  About how many <u>packs</u> of manufactured cigarettes do you smoke <u>per week</u> ?	# of packs [restricted to 0-100][skip to S80 if $\geq 1$ ]
S61 {P30}	[Calculated expected number of packs, based on S60]  [Compute only if $S60 \geq 1$ ]	[expected # of packs = (# of packs from S60 / 7 days) * 8 days]
S70 {P30 modified}	[No back button] [Ask only if $S60 = 0$ , else skip to S80]  About how many manufactured <u>cigarettes</u> do you smoke <u>per week</u> ?	0=Less than one cigarette per week* [skip to S290] 1=1-6 cigarettes per week* [skip to S290] 2=7-19 cigarettes per week
S71 {P30}	[Calculated expected number of packs, based on S70]  [Compute only if $S70 = 2$ ]	[expected # of packs = 2 packs]
S80 {P30 modified}	[No back button]  Do you live with anyone who was or is in this study?	1=Yes* [skip to S290] 0=No
S90 {P30}	[No back button]  Are you currently enrolled in any research studies about smoking or using other tobacco products?	1=Yes* [skip to S290] 0=No
S120 {P30}	[No back button]  Participants in this study need to come to 5 appointments on the same day of the week for 5 weeks in a row. Will you be able to do that?	1=Yes [skip to S140] 0=No
S130 {P30}	[No back button]  You can pick the day of the week that you come to our office and our office has evening and weekend hours. You can also wait to start the study at a later date. Knowing this information, will you be able to come to 5 appointments on the same day of the week for 5 weeks in a row?	1=Yes 0=No* [skip to S290]
S140 {P30}	[No back button]  Participants in this study need to bring in 8 days' worth of cigarettes to each appointment. We will put labels on your packs and give them back to you at the end of your appointment. Will you be able to bring 8 days' worth of cigarettes to each appointment?	1=Yes [skip to S160] 0=No
S150 {P30}	[No back button]  You will receive \$50-\$75 in cash at the end of each visit for completing a survey. These payments may help make up for buying your cigarettes in advance. Knowing this information, would you be able to bring 8 days' worth of cigarettes to each appointment?	1=Yes 0=No* [skip to S290]
S160 {P30}	[No back button]  Do you feel comfortable taking a survey in English without help?	1=Yes 0=No* [skip to S290]
S170 {P30}	[No back button]  Do you feel comfortable taking a survey on a computer without help?	1=Yes 0=No* [skip to S290]
S180 {P30}	[No back button] [Ask E&W to delete identifier before sending us data.]  What is your zip code?	Open-ended

S210 {P30}	[No back button]  The next questions will help make sure we have a diverse population in this study. Your answers to these questions will be kept completely confidential.	
S220 {Williams Institute item}	[No back button]  What sex were you assigned at birth, on your original birth certificate?	1=Male 2=Female
S225 {Williams Institute item}	[No back button]  How do you describe your gender identity?	1=Male 2=Female 3=Transgender 4=Other gender identity: specify _____
S230 {P30}	[No back button] [Ask only if S220 = 2, else skip to S240]  Are you currently pregnant?	1=Yes* [skip to S290] 0=No
S240 {P30}	[No back button] How old are you?	## [restricted to 1-99] [must be ≥21. If <21, skip to S290]
S250 {P30}	[No back button]  How many people are in your household, including you?	# of people [restricted to 1-25]
S260 {P30}	[No back button]  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
S270a {P30 modified} based on 2016 federal poverty guidelines: <a href="https://aspe.hhs.gov/poverty-guidelines">https://aspe.hhs.gov/poverty-guidelines</a>	[No back button] [Ask only if S250 = 1, else skip to S290]  Which of the following categories best describes your total household income in the last 12 months?	1=Less than \$17,820 2=Between \$17,820 and \$23,759 3=Between \$23,760 and \$29,699 4=Between \$29,700 and \$35,639 5=\$35,640 or more
S270b {P30 modified} based on 2016 federal poverty guidelines: <a href="https://aspe.hhs.gov/poverty-guidelines">https://aspe.hhs.gov/poverty-guidelines</a>	[No back button] [Ask only if S250 = 2, else skip to S290]  Which of the following categories best describes your total household income in the last 12 months?	1=Less than \$24,030 2=Between \$24,030 and \$32,039 3=Between \$32,040 and \$40,049 4=Between \$40,050 and \$48,059 5=\$48,060 or more
S270c {P30 modified} based on 2016 federal poverty guidelines: <a href="https://aspe.hhs.gov/poverty-guidelines">https://aspe.hhs.gov/poverty-guidelines</a>	[No back button] [Ask only if S250 = 3, else skip to S290]  Which of the following categories best describes your total household income in the last 12 months?	1=Less than \$30,240 2=Between \$30,240 and \$40,319 3=Between \$40,320 and \$50,399 4=Between \$50,400 and \$60,479 5=\$60,480 or more
S270d {P30 modified} based on 2016 federal poverty guidelines: <a href="https://aspe.hhs.gov/poverty-guidelines">https://aspe.hhs.gov/poverty-guidelines</a>	[No back button] [Ask only if S250 = 4, else skip to S290]  Which of the following categories best describes your total household income in the last 12 months?	1=Less than \$36,450 2=Between \$36,450 and \$48,599 3=Between \$48,600 and \$60,749 4=Between \$60,750 and \$72,899 5=\$72,900 or more
S270e {P30 modified} based on 2016 federal poverty guidelines: <a href="https://aspe.hhs.gov/poverty-guidelines">https://aspe.hhs.gov/poverty-guidelines</a>	[No back button] [Ask only if S250 = 5, else skip to S290]  Which of the following categories best describes your total household income in the last 12 months?	1=Less than \$42,660 2=Between \$42,660 and \$56,879 3=Between \$56,880 and \$71,099 4=Between \$71,100 and \$85,319 5=\$85,320 or more
S270f {P30 modified}	[No back button] [Ask only if S250 = 6, else skip to S290]	1=Less than \$48,870 2=Between \$48,870 and \$65,159

based on 2016 federal poverty guidelines: <a href="https://aspe.hhs.gov/poverty-guidelines">https://aspe.hhs.gov/poverty-guidelines</a>	Which of the following categories best describes your total household income in the last 12 months?	3=Between \$65,160 and \$81,449 4=Between \$81,450 and \$97,739 5=\$97,740 or more
S270g {P30 modified} based on 2016 federal poverty guidelines: <a href="https://aspe.hhs.gov/poverty-guidelines">https://aspe.hhs.gov/poverty-guidelines</a>	[No back button] [Ask only if S250 = 7, else skip to S290]  Which of the following categories best describes your total household income in the last 12 months?	1=Less than \$55,095 2=Between \$55,095 and \$73,459 3=Between \$73,460 and \$91,824 4=Between \$91,825 and \$110,189 5=\$110,190 or more
S270h {P30 modified} based on 2016 federal poverty guidelines: <a href="https://aspe.hhs.gov/poverty-guidelines">https://aspe.hhs.gov/poverty-guidelines</a>	[No back button] [Ask only if S250 = 8, else skip to S290]  Which of the following categories best describes your total household income in the last 12 months?	1=Less than \$61,335 2=Between \$61,335 and \$81,779 3=Between \$81,780 and \$102,224 4=Between \$102,225 and \$122,669 5=\$122,670 or more
S270i {P30 modified} based on 2016 federal poverty guidelines: <a href="https://aspe.hhs.gov/poverty-guidelines">https://aspe.hhs.gov/poverty-guidelines</a>	[No back button] [Ask only if S250 = 9, else skip to S290]  Which of the following categories best describes your total household income in the last 12 months?	1=Less than \$67,575 2=Between \$67,575 and \$90,099 3=Between \$90,100 and \$112,624 4=Between \$112,625 and \$135,149 5=\$135,150 or more
S270j {P30 modified} based on 2016 federal poverty guidelines: <a href="https://aspe.hhs.gov/poverty-guidelines">https://aspe.hhs.gov/poverty-guidelines</a>	[No back button] [Ask only if S250 = 10, else skip to S290]  Which of the following categories best describes your total household income in the last 12 months?	1=Less than \$73,815 2=Between \$73,815 and \$98,419 3=Between \$98,420 and \$123,024 4=Between \$123,025 and \$147,629 5=\$147,630 or more
S270k {P30 modified} based on 2016 federal poverty guidelines: <a href="https://aspe.hhs.gov/poverty-guidelines">https://aspe.hhs.gov/poverty-guidelines</a>	[No back button] [Ask only if S250 = 11, else skip to S290]  Which of the following categories best describes your total household income in the last 12 months?	1=Less than \$80,055 2=Between \$80,055 and \$106,739 3=Between \$106,740 and \$133,424 4=Between \$133,425 and \$160,109 5=\$160,110 or more
S270l {P30 modified} based on 2016 federal poverty guidelines: <a href="https://aspe.hhs.gov/poverty-guidelines">https://aspe.hhs.gov/poverty-guidelines</a>	[No back button] [Ask only if S250 = 12, else skip to S290]  Which of the following categories best describes your total household income in the last 12 months?	1=Less than \$86,295 2=Between \$86,295 and \$115,059 3=Between \$115,060 and \$143,824 4=Between \$143,825 and \$172,589 5=\$172,590 or more
S270m {P30 modified} based on 2016 federal poverty guidelines: <a href="https://aspe.hhs.gov/poverty-guidelines">https://aspe.hhs.gov/poverty-guidelines</a>	[No back button] [Ask only if S250 = 13, else skip to S290]  Which of the following categories best describes your total household income in the last 12 months?	1=Less than \$92,535 2=Between \$92,535 and \$123,379 3=Between \$123,380 and \$154,224 4=Between \$154,225 and \$185,069 5=\$185,070 or more
S270n {P30 modified} based on 2016 federal poverty guidelines: <a href="https://aspe.hhs.gov/poverty-guidelines">https://aspe.hhs.gov/poverty-guidelines</a>	[No back button] [Ask only if S250 = 14, else skip to S290]  Which of the following categories best describes your total household income in the last 12 months?	1=Less than \$98,775 2=Between \$98,775 and \$131,699 3=Between \$131,700 and \$164,624 4=Between \$164,625 and \$197,549 5=\$197,550 or more
S270o {P30 modified}	[No back button] [Ask only if S250 = 15, else skip to S290]	1=Less than \$105,015 2=Between \$105,015 and \$140,019

based on 2016 federal poverty guidelines: <a href="https://aspe.hhs.gov/poverty-guidelines">https://aspe.hhs.gov/poverty-guidelines</a>	Which of the following categories best describes your total household income in the last 12 months?	3=Between \$140,020 and \$175,024 4=Between \$175,025 and \$210,029 5=\$210,030 or more
S270p {P30 modified} based on 2016 federal poverty guidelines: <a href="https://aspe.hhs.gov/poverty-guidelines">https://aspe.hhs.gov/poverty-guidelines</a>	[No back button] [Ask only if S250 = 16, else skip to S290]  Which of the following categories best describes your total household income in the last 12 months?	1=Less than \$111,255 2=Between \$111,255 and \$148,339 3=Between \$148,340 and \$185,424 4=Between \$185,425 and \$222,509 5=\$222,510 or more
S270q {P30 modified} based on 2016 federal poverty guidelines: <a href="https://aspe.hhs.gov/poverty-guidelines">https://aspe.hhs.gov/poverty-guidelines</a>	[No back button] [Ask only if S250 = 17, else skip to S290]  Which of the following categories best describes your total household income in the last 12 months?	1=Less than \$117,495 2=Between \$117,495 and \$156,659 3=Between \$156,660 and \$195,824 4=Between \$195,825 and \$234,989 5=\$234,990 or more
S270r {P30 modified} based on 2016 federal poverty guidelines: <a href="https://aspe.hhs.gov/poverty-guidelines">https://aspe.hhs.gov/poverty-guidelines</a>	[No back button] [Ask only if S250 = 18, else skip to S290]  Which of the following categories best describes your total household income in the last 12 months?	1=Less than \$123,735 2=Between \$123,735 and \$164,979 3=Between \$164,980 and \$206,224 4=Between \$206,225 and \$247,469 5=\$247,470 or more
S270s {P30 modified} based on 2016 federal poverty guidelines: <a href="https://aspe.hhs.gov/poverty-guidelines">https://aspe.hhs.gov/poverty-guidelines</a>	[No back button] [Ask only if S250 = 19, else skip to S290]  Which of the following categories best describes your total household income in the last 12 months?	1=Less than \$129,975 2=Between \$129,975 and \$173,299 3=Between \$173,300 and \$216,624 4=Between \$216,625 and \$259,949 5=\$259,950 or more
S270t {P30 modified} based on 2016 federal poverty guidelines: <a href="https://aspe.hhs.gov/poverty-guidelines">https://aspe.hhs.gov/poverty-guidelines</a>	[No back button] [Ask only if S250 ≥ 20, else skip to S290]  Which of the following categories best describes your total household income in the last 12 months?	1=Less than \$136,215 2=Between \$136,215 and \$181,619 3=Between \$181,620 and \$227,024 4=Between \$227,025 and \$272,429 5=\$272,430 or more
S290 {P30}	Thank you for answering these questions. If you are eligible to participate, a research team member will contact you.  Your contact information is confidential and will not be shared with anyone outside of the study team.  What is the best way for a research team member to contact you?	1=Email 2=Phone call (home) 3=Phone call (cell) 4=Text message
S300 {P30}	[Delete identifier before sending us data.]  First name	Open ended
S310 {P30 modified}	[Delete identifier before sending us data.]  Last name  If you are not comfortable giving your contact information here, you can call us toll-free at 800-429-8515 and give us your contact information over the phone.	Open ended
S320 {P30}	[Delete identifier before sending us data.] [Ask only if S290 = 1, else skip to S350]	Open ended [must contain @ sign and text]

	Email address	
S330 {P30}	[Delete identifier before sending us data.] [Ask only if S290 = 2, else skip to S350]	Open ended [must contain 10 numbers]
	Home phone	
S340 {P30}	[Delete identifier before sending us data.] [Ask only if S290 = 3 or 4, else skip to S350]	Open ended [must contain 10 numbers]
	Cell phone	
S350 {P30}	[Delete identifier before sending us data.]  Is there another way for a study team member to contact you?	1=Email 2=Phone call (home) [skip to S370] 3=Phone call (cell) [skip to S380] 4=Text message [skip to S380] 5=There is no other way [skip to S390]
S360 {P30}	[Delete identifier before sending us data.] [Ask only if S350 = 1, else skip to S390]	Open ended [must contain @ sign and text]
	Email address	
S370 {P30}	[Delete identifier before sending us data.] [Ask only if S350 = 2, else skip to S390]	Open ended [must contain 10 numbers]
	Home phone	
S380 {P30}	[Delete identifier before sending us data.] [Ask only if S350 = 3 or 4, else skip to S390]	Open ended [must contain 10 numbers]
	Cell phone	
S390 {P30}	May we contact you in the future about being in other research studies?	1=Yes 0=No
S400 {P30}	[Ask only if S290 = 2 or 3 or S350 = 2 or 3, else skip to S430]  What is the best time of day to reach you? (Check all that apply)	1=Mornings: 9-Noon 2=Afternoons: Noon-5pm 3=Evenings: 5-8pm
S410 {P30}	[Ask only if S290 = 2 or S350 = 2, else skip to S430]  May we leave a voicemail message about the study on your home phone?	1=Yes 0=No
S420 {P30}	[Ask only if S290 = 3 or S350 = 3, else skip to S430]  May we leave a voicemail message about the study on your cell phone?	1=Yes 0=No
S430 {P30 modified}	Thank you for your interest. If you are eligible to participate in this study, a study team member will contact you soon.	

## RCT MAIN SURVEY

\*= primary outcome

\*\*= secondary outcome

# {Source}	Item	Response scale	Visit 1	Visit 2	Visit 3	Visit 4	Visit 5
	<b>A: OTP USE</b>						
A10 {P30}	Enter the last 4 digits of your phone number. If you have more than one phone number, enter the number you use most often.	[Force response] [open ended, restricted to only 4 numbers]	X	X	X	X	X
A20 {P2 description from GFK survey}	First we are going to ask you about e-cigarettes and other vaping devices, such as vape pens and e-hookahs. These devices are battery-powered and produce vapor instead of smoke. There are many different types of devices, as shown in the	[Insert picture, see appendix image #1]	X				X

	picture below. Some have nicotine in the liquid, others do not.						
A30 E-cig use  {New item- adapted from GSU}	Have you ever used an e-cigarette or other vaping device, even one or two times?	[Request response] 1=Yes 2=No [skip to A50]	X				X
A40 E-cig use  {P50 phone, modified}	[Ask only if A30 = 1, else skip to A50]  In the last 3 weeks, on how many days did you use an e-cigarette or other vaping device?	[Request response] # of days [restricted to 0-21]	X				X
A50 OTP Use  {P50S, PATH modified}	In the last 3 weeks, which of these tobacco products have you used? (Check all that apply)	[Request response] 1=Traditional cigars 2=Cigarillos, filtered cigars or little cigars 3=Pipe filled with tobacco 4=Hookah 5=Smokeless tobacco (such as snus, moist snuff, dip, spit and chew) 6=None of the above	X				X
A60 { <a href="#">Path modified</a> }	In the last 3 weeks, on how many days did you use marijuana, hash, THC, grass, pot or weed?	[Request response] # of days [restricted to 0-21]	X				X
	<b>B: CIGARETTE USE</b>						
B10	The next questions are about cigarettes. These questions are <u>not</u> about e-cigarettes, little cigars or cigarillos.		X	X	X	X	X
B20 Cigarette use Cigarette type  {P50 phone, CATS}	What brand of cigarettes do you usually smoke?	[Request response] 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	X				X
B30 Cigarette use Cigarette type  {P50 phone}	Do you usually smoke regular, light, or ultra light cigarettes? You might also know them by the pack color, like red, gold, or silver.	[Request response] 1=Regular or full flavor (red, black, or green pack) 2=Light or mild (gold or blue pack) 3=Ultra light (silver pack) 4=Other 5=I don't have a usual style	X				X

B40 Cigarette use Cigarette type  {modified P50 phone, adapted ATS 2007}	In the last 3 weeks, how many of the cigarettes you smoked were menthols?	[Request response] 1=All 2=Some 3=None	X					
B50** Smoking frequency  {PATH, 2014}	On how many of the last 7 days did you smoke cigarettes?	[Force response] 1=1 day 2=2 days 3=3 days 4=4 days 5=5 days 6=6 days 7=7 days 8=I did not smoke in the last 7 days [skip to C05]	X	X	X	X	X	X
B60 Smoking quantity  {modified PATH, 2014}	[Ask only if B50 < 8, else skip to C05]  On average, on the [fill in response from question B50], how many cigarettes did you usually smoke each day? A pack usually has 20 cigarettes in it.	[Request response] # of cigarettes per day [restricted to 1-125]	X	X	X	X	X	X
B70 Nicotine dependence  {Heatherton, Kozlowski, Frecker, & Fagerstrom, 1991; Fagerström Test for Nicotine Dependence}	[Ask only if B50 < 8, else skip to C05]  How soon after you wake up do you smoke your first cigarette?	[Request response] 1=Within 5 minutes 2=6-30 minutes 3=31-60 minutes 4=After 60 minutes	X					
<b>C: QUITTING SMOKING</b>								
C05 {Rath, Rubenstein, Curry, Shank, Cartwright, 2012}	Many people smoking outdoors dispose of their cigarette butts by dropping them on the ground. In the last week, did you dispose of your cigarettes in this way?	[Request response V 2, 3, 4] 1=Yes 2=No	X	X	X	X	X	X
C06 {(Rath, Rubenstein, Curry, Shank, Cartwright, 2012)}	Many people smoking in their cars dispose of their cigarette butts by throwing or dropping them out the car window. In the last week did you dispose of your cigarettes in this way?	[Request response V 2, 3, 4] 1=Yes 2=No	X	X	X	X	X	X
C10** Forgoing a cigarette  {Adapted from (Borland & Hill, 1997) and (Li (2014)}	[Ask only if B50 < 8, else skip to C30]  In the last week, how often have you stopped yourself from having a cigarette because you wanted to <u>smoke less</u> ?	[Request response] 1=Never 2=1-2 times 3=3-4 times 4=5-9 times 5=10 or more times	X	X	X	X	X	X
C20** Butting out a cigarette  {Adapted from Li (2014)}	[Ask only if B50 < 8, else skip to C30]  In the last week, how often have you butted out a cigarette before you finished it because you wanted to <u>smoke less</u> ?	[Request response] 1=Never 2=1-2 times 3=3-4 times 4=5-9 times 5=10 or more times	X	X	X	X	X	X
C30** Weekly quit attempts	In the last week, did you stop smoking for 1 day or longer because you were trying to quit smoking?	[Force response] 1=Yes 2=No	X	X	X	X	X	X

{Adapted Centers for Disease Control and Prevention (2008)}							
C40** Study quit attempts  {Adapted Centers for Disease Control and Prevention (2008)}	In the last 3 weeks, did you stop smoking for 1 day or longer because you were trying to quit smoking?	[Force response] 1=Yes 2=No	X				X
C50 Prior quit attempts  {Adapted Centers for Disease Control and Prevention (2008)}	In the last 12 months, did you stop smoking for 1 day or longer because you were trying to quit smoking?	1=Yes 2=No 3=Don't know	X				
C80 Study quit attempts  {ITC, 2003}	[Ask only if C40 = 1, else skip to C100]  What were your reasons for trying to quit smoking in the last 3 weeks? (Check all that apply)	1=The labels on your cigarette packs 2=Concern for your personal health 3=Setting an example for children 4=The price of cigarettes 5=Concern about the effect of your cigarette smoke on non-smokers 6=Close friends and family disapprove of your smoking 7=Advice from a doctor, dentist, or other health care provider to quit 8= Society disapproves of smoking 9=Smoking restrictions in public places (such as restaurants, bars, cafes, pubs) 10=Advertisements or information about the health problems caused by smoking 11=Smoking restrictions at work 12=None of these					X
C100 Quitting aids  {GATS}	In the last 3 weeks, did you use any of the following? (Check all that apply)	1=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					X

		Chantix, varenicline, Wellbutrin, Zyban, or bupropion 4=Telephone quit line 5=Internet or web-based quit smoking program 6=E-cigarette or other vaping device 7=None of these					
C110 Quitting social support {GATS}	In the last 3 weeks, did you ask a friend or family member for support in cutting back on cigarettes or quitting smoking?	1=Yes 2=No	X				X
	<b>D: INTENTIONS</b>						
D10* Quit intentions {Adapted from Klein, Zajac, and Monin (2009)}	How interested are you in quitting smoking in the next month?	[Force response] 1=Not at all interested 2=A little interested 3=Somewhat interested 4=Very interested	X	X	X	X	X
D20* Quit intentions {Adapted from Klein et al. (2009)}	How much do you plan to quit smoking in the next month?	[Force response] 1=Not at all 2=A little 3=Somewhat 4=Very much	X	X	X	X	X
D30* Quit intentions {Adapted from Klein et al. (2009)}	How likely are you to quit smoking in the next month?	[Force response] 1=Not at all likely 2=A little likely 3=Somewhat likely 4=Very likely	X	X	X	X	X
D60 {New item}	How likely are you to dispose of your cigarette butts by dropping them on the ground in the next month?	1=Not at all likely 2=A little likely 3=Somewhat likely 4=Very likely	X	X	X	X	X
	<b>E: AWARENESS</b>						
E10 Exposure to anti-smoking campaigns {P50 phone, modified}	In the last 3 weeks, have you seen or heard any anti-smoking ads?	1=Yes 2=No 3=Not sure	X				X
E20 {New item}	The next few questions are about your awareness of health problems that may or may not be caused by smoking cigarettes.  By "aware," we mean you've heard this information before today. Please don't guess – it's okay to say that you're not sure.	[No back button]  [Force response]					X
E30** Awareness of health effects {New item}	Are you aware that smoking cigarettes causes...  <u>Lung tumors?</u>	[No back button] [Force response] [Randomize order E30-E90] 1=Yes 2=No 3=Not sure					X
E40 Awareness of health effects	Are you aware that smoking cigarettes causes...  <u>Lip cancer?</u>	[No back button] [Force response] [Randomize order E30-E90]					X

{New item}		1=Yes 2=No 3=Not sure						
E50 Awareness of health effects {New item}	Are you aware that smoking cigarettes causes...  <u>Strokes?</u>	[No back button] [Force response] [Randomize order E30-E90] 1=Yes 2=No 3=Not sure						X
E70** Awareness of health effects {New item}	Are you aware that smoking cigarettes causes...  <u>Throat cancer?</u>	[No back button] [Force response] [Randomize order E30-E90] 1=Yes 2=No 3=Not sure						X
E80** Awareness of health effects {New item}	Are you aware that smoking cigarettes causes...  <u>Kidney damage?</u>	[No back button] [Force response] [Randomize order E30-E90] 1=Yes 2=No 3=Not sure						X
E90** Awareness of health effects {New item}	Are you aware that smoking cigarettes causes...  <u>Heart damage?</u>	[No back button] [Force response] [Randomize order E30-E90] 1=Yes 2=No 3=Not sure						X
E100 {New item}	The next few questions are about your awareness of chemicals that may or may not be in cigarette smoke.	[No back button]						X
E110** Awareness of constituents {New item}	Are you aware that cigarette smoke contains...  <u>Arsenic?</u>	[No back button] [Force response] [Randomize order of E110-E160] 1=Yes 2=No 3=Not sure						X
E120 Awareness of constituents {New item}	Are you aware that cigarette smoke contains...  <u>Ammonia?</u>	[No back button] [Force response] [Randomize order of E110-E160] 1=Yes 2=No 3=Not sure						X
E130** Awareness of constituents {New item}	Are you aware that cigarette smoke contains...  <u>Formaldehyde?</u>	[No back button] [Force response] [Randomize order of E110-E160] 1=Yes 2=No 3=Not sure						X
E140 Awareness of constituents {New item}	Are you aware that cigarette smoke contains...  <u>Lead?</u>	[No back button] [Force response] [Randomize order of E110-E160] 1=Yes 2=No 3=Not sure						X
E150**	Are you aware that cigarette smoke contains...	[No back button] [Force response]						X

Awareness of constituents {New item}	<u>Uranium?</u>	[Randomize order of E110-E160] 1=Yes 2=No 3=Not sure					
E160 Awareness of constituents {New item}	Are you aware that cigarette smoke contains... <u>Benzene?</u>	[No back button] [Force response] [Randomize order of E110-E160] 1=Yes 2=No 3=Not sure					X
E165 Awareness of constituents {New item}	The next questions are about your awareness of what people do with the cigarette butt when they are done smoking a cigarette.	[No back button]					X
E170 Awareness of littering {New item}	Are you aware that...  Cigarette filters are the most common kind of litter?	[No back button] [Force response] 1=Yes 2=No 3=Not sure					X
E175 Awareness of biodegrade {New item}	Are you aware that...  Cigarette butts do not biodegrade?	[No back button] [Force response] 1=Yes 2=No 3=Not sure					X
E210 Chemical information seeking {New item, adapted from HINTS}	In the last 3 weeks, how many times have you looked for information about the chemicals in cigarettes or cigarette smoke?	1=0 times [At visit 1, Skip to J10. At visit 5 Skip to F10] 2=1-2 times 3=3-5 times 4=6 or more times	X				X
E220 Chemical information seeking {New item, adapted from HINTS}	[Ask only if E210 > 1, else skip to F10]  In the last 3 weeks, when you looked for information about the chemicals in cigarettes or cigarette smoke, where did you go? (Check all that apply)	1=Website of a tobacco company or store 2=Website of a government agency (usually ends in .gov) or non-profit organization (usually ends in .org) 3=Other website (please specify: _____) 4=Doctor or other health care provider 5=Family member 6=Friend or co-worker 7=Magazine, newspaper, book, or brochure 8=None of the above					X
E230 Chemical information seeking {New item, adapted from HINTS}	[Ask only if E210 > 1, else skip to F10]  In the last 3 weeks, when you looked for information about the chemicals in cigarettes or cigarette smoke, what were you looking for? (Check all that apply)	1=Which chemicals are present 2=Amount of each chemical 3=What other products the chemicals are found in 4=Health problems these chemicals cause 5=Other (please specify: _____)					X

E240 Chemical information seeking  {New item, adapted from HINTS}	[Ask only if E210 > 1, else skip to F10]  In the last 3 weeks, when you looked for information about the chemicals in cigarettes or cigarette smoke, was it for...	1=You 2=Someone else 3=Both you and someone else					X
<b>F: MESSAGE EXPOSURE</b>							
F10 {New item}	Now we're going to ask you some questions about the labels that we put on the side of your cigarette packs for the last 3 weeks. Please think about the labels when you're answering these questions. We are NOT asking about the Surgeon General's warning that was already on your cigarette packs when you bought them.	[No back button]					X
<b>G: REACTIONS TO MESSAGES</b>							
G20** Negative affect  {Adapted from Nonnemaker et al. (2010)}	How much did the labels on your cigarette packs make you feel...  <u>Anxious?</u>	[Request response] [Randomize order of G20-G60] 1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely					X
G30** Negative affect  {Watson (1988)}	How much did the labels on your cigarette packs make you feel...  <u>Sad?</u>	[Request response] [Randomize order of G20-G60] 1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely					X
G40** Negative affect  {Adapted from Nonnemaker et al. (2010) and Watson, Clark, and Tellegen (1988)}	How much did the labels on your cigarette packs make you feel...  <u>Scared?</u>	[Request response] [Randomize order of G20-G60] 1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely					X
G50** Negative affect  {Adapted from Nonnemaker 2010 and Keller and Block (1996) and Watson et al. (1988)}	How much did the labels on your cigarette packs make you feel...  <u>Guilty?</u>	[Request response] [Randomize order of G20-G60] 1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely					X
G60** Negative affect  {Adapted from Nonnemaker et al. (2010)}	How much did the labels on your cigarette packs make you feel...  <u>Disgusted?</u>	[Request response] [Randomize order of G20-G60] 1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely					X
G70	How easy were the labels to understand?	1=Not at all					X

Perceived understandability  {Adapted from Cameron, Pepper, and Brewer (2013)}		2=A little 3=Somewhat 4=Very 5=Extremely						
G80 Attention/ noticing  {Adapted from Nonnemaker et al. (2010)}	How much did the labels grab your attention?	1=Not at all 2=A little 3=Somewhat 4=Quite a bit 5=Very much						X
G90 Attention/ noticing  {Adapted from Nonnemaker et al. (2010)}	How often did you notice the labels?	1=Never 2=Rarely 3=Sometimes 4=Often 5=All the time						X
G100 Attention/ noticing  {Borland et al., 2009}	How often did you read or look closely at the labels?	1=Never 2=Rarely 3=Sometimes 4=Often 5=All the time						X
G110** Cognitive elaboration  {Adapted from Hammond, Fong, McDonald, Cameron, and Brown (2003)}	When you noticed your cigarette pack, how often did you think about the information that the labels convey?	[Request response] 1=Never 2=Rarely 3=Sometimes 4=Often 5=All the time						X
G120** Cognitive elaboration  {Adapted from Hammond et al. (2003)}	When your cigarette pack was not in sight, how often did you think about the information that the labels convey?	[Request response] 1=Never 2=Rarely 3=Sometimes 4=Often 5=All the time						X
G130** Cognitive elaboration  {Borland et al., 2009}	How much did the labels make you think about the health problems caused by smoking?	[Request response] 1=Not at all 2=A little bit 3=Somewhat 4=Quite a bit 5=Very much						X
G140 Pack attitudes  {Moodie, 2011}	Do you think your cigarette packs with the labels look...	[Request response] 1=Very unattractive 2=Somewhat unattractive 3=Somewhat attractive 4=Very attractive						X
G150 Pack attitudes  {Moodie, 2011}	Do you think your cigarette packs with the labels look...	1=Very unappealing 2=Somewhat unappealing 3=Somewhat appealing 4=Very appealing						X
G160 Pack attitudes  {Moodie, 2011}	Do you think your cigarette packs with the labels look...	[Request response] 1=Very uncool 2=Somewhat uncool 3=Somewhat cool 4=Very cool						X

G170 Pack attitudes {Moodie, 2011}	How much do your cigarette packs with the labels make you feel... <u>Embarrassed?</u>	1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely						X
G180 Pack attitudes {Moodie, 2011}	How much do your cigarette packs with the labels make you feel... <u>Ashamed?</u>	1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely						X
G190 Pack attitudes {Moodie, 2011}	How much do your cigarette packs with the labels make you feel... <u>Unaccepted?</u>	1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely						X
G200 Avoidance {Adapted from Population Assessment of Tobacco and Health Study (2014)}	How often did you try to avoid <u>thinking about</u> the labels on your cigarette packs?	1=Never 2=Rarely 3=Sometimes 4=Often 5=All of the time						X
G210 Avoidance {Adapted from Population Assessment of Tobacco and Health Study (2014)}	How often did you try to avoid <u>looking at</u> the labels on your cigarette packs?	1=Never 2=Rarely 3=Sometimes 4=Often 5=All of the time						X
G220 Avoidance {Adapted from (Enviro-nics Research Group, 2001)}	How often did you put your cigarettes away because you didn't want others to see the labels on your packs?	1=Never 2=Rarely 3=Sometimes 4=Often 5=All of the time						X
G230 Avoidance {P30}	How often did you remove the labels from your cigarette packs because you didn't want to look at them?	[Request response] 1=Never 2=Rarely 3=Sometimes 4=Often 5=All of the time						X
G240 Avoidance {Adapted from (Enviro-nics Research Group, 2008)}	How often did you transfer cigarettes to another container to avoid looking at the labels?	[Request response] 1=Never 2=Rarely 3=Sometimes 4=Often 5=All of the time						X
G250 Avoidance {Adapted from (Enviro-nics Research Group, 2008)}	How often did you place a cover or case over your cigarette pack to avoid looking at the labels?	1=Never 2=Rarely 3=Sometimes 4=Often 5=All of the time						X
G260 Avoidance {P30}	How often did you draw on the labels to deface them?	[Request response] 1=Never 2=Rarely 3=Sometimes 4=Often 5=All of the time						X

	<b>H: PERCEIVED EFFECTIVENESS</b>						
H10 {UNC PE scale}	Say how much you agree or disagree with the next statements about the labels on your cigarette packs.						X
H20 Perceived effectiveness {UNC PE scale}	The labels make me concerned about the health effects of smoking.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree					X
H30 Perceived effectiveness {UNC PE scale}	The labels make smoking seem unpleasant to me.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree					X
H40 Perceived effectiveness {UNC PE scale}	The labels discourage me from wanting to smoke.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree					X
H45 Perceived effectiveness {New item}	The labels discourage me from disposing of cigarette butts by dropping them on the ground.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree					X
H50 Perceived effectiveness {FDA PE scale}	The labels are worth remembering.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree					X
H60 Perceived effectiveness {FDA PE scale}	The labels grabbed my attention.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree					X
H70 Perceived effectiveness {FDA PE scale}	The labels are powerful.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree					X
H80 Perceived effectiveness {FDA PE scale}	The labels are informative.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree					X
H90 Perceived effectiveness {FDA PE scale}	The labels are meaningful.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree					X
H100 Perceived effectiveness {FDA PE scale}	The labels are convincing.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree					X

H110 Perceived effectiveness {P30}	How did having the labels on your cigarette packs affect 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					X
H120 Perceived effectiveness {P30 modified}	How did having the labels on your cigarette packs affect how much you used e-cigarettes or other vaping devices?	1=Used a lot less 2=Used a little less 3=No effect on my use 4=Used a little more 5=Used a lot more					X
H130 {Hall et al., 2017}	Say how much you agree or disagree with the next statements about the labels on your cigarette packs.						X
H140 Reactance {Hall et al., 2017}	The labels are trying to manipulate me.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree					X
H150 Reactance {Hall et al., 2017}	The labels annoy me.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree					X
H160 Reactance {Hall et al., 2017}	The labels are overblown.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree					X
	<b>I: SOCIAL INTERACTIONS</b>						
I30 Social interactions about the labels {P30 modified}	The next questions are about interacting with other people about the labels on your cigarette packs.  Who did you talk to about the labels? (Check all that apply)	[Request response] 1=My spouse or significant other 2=My child 3=Other family member 4=Friend 5=Co-worker 6=Health care provider 7=Someone I did not previously know 8=Other 9=I did not talk to anyone about the labels [Skip to I110]					X
I40 Social interactions about the labels {New item}	[Ask only if I30 ≤ 8, else skip to I110]  Think about the conversations you had about the labels. Who did you talk to <u>the most</u> about the labels?	1=My spouse or significant other 2=My child 3=Other family member 4=Friend 5=Co-worker 6=Health care provider 7=Someone I did not previously know 8=Other					X
I50 Social interactions about the labels {P30 modified}	[Ask only if I30 ≤ 8, else skip to I110]  Think about the conversations you had about the labels. Did you talk about the labels with... (Check all that apply)	1=Smokers 2=Non-smokers 3=Not sure					X
I60	[Ask only if I30 ≤ 8, else skip to I110]	1=I did					X

Social interactions about the labels {New item}	Think about the conversations you had about the labels. Who started the conversation most often?	2=Someone else did 3=Equally me and someone else 4=Don't remember					
I70 Social interactions about the labels {New item}	[Ask only if I30 ≤ 8, else skip to I110] Think about the conversations you had about the labels. What came up during these conversations? (Check all that apply)	1=The health problems caused by smoking 2=The chemicals in cigarette smoke 3=The chemicals in other things, like food or cleaning products 4=The information on these labels is new to me 5=The labels make me want to quit 6=The labels would make other smokers want to quit 7=The labels would stop people from starting to smoke 8=The labels should be on cigarette packs 9=Cigarette pack labels in other countries 10=Made fun of the labels 11=This research study 12=The litter created by cigarette butts 13=None of the above					X
I80 Social interactions about the labels {New item}	[Ask only if I30 ≤ 8, else skip to I110] Think about the conversations you had about the labels. Would you say that in general these conversations were...	1=Mostly positive 2=Mostly negative 3=Somewhere in between					X
I90 Social interactions about the labels {Adapted from Marissa Hall reactance work}	[Ask only if I30 ≤ 8, else skip to I110] Think about the conversations you had about the labels. Did you or the other person say that the labels were... (Check all that apply)	1=Boring, dull 2=Interesting, engaging 3=Silly 4=Stupid, pointless 5=Informative 6=Misleading, overblown 7=Believable, truthful 8=Helpful, useful 9=Effective 10=None of the above					X
I100 Social interactions about the labels {New item}	[Ask only if I30 ≤ 8, else skip to I110] Think about the conversations you had about the labels. Did you or the other person say that the message made you feel... (Check all that apply)	1=Anxious 2=Sad 3=Scared 4=Guilty 5=Disgusted 6=None of the above					X
I110 Social interactions about the labels {P30}	How many times did you intentionally show someone the labels?	# of times [restricted to 0-100]					X
I120 Social interactions about the labels	Did you post about the labels on your cigarette packs on any social media platform, such as Facebook, Instagram, Twitter, or Reddit?	1=Yes 2=No [Skip to I141]					X

{P30 modified}							
I130 Social interactions about the labels {P30}	[Ask only if I120 = 1, else skip to I141] What did you post? (Check all that apply)	1=Comment about the label 2=Picture of the label 3=Comment about the study 4=Other					X
I140 Social interactions about the labels {New item}	[Ask only if I120 = 1, else skip to I141] Would you say that in general your posts about the labels were...	1=Mostly positive 2=Mostly negative 3=Somewhere in between					X
I141 Social interactions about the labels {P30 modified}	The next questions are about interacting with other people about the labels on your cigarette packs in the last week.				X	X	X
I145** Social interactions about the labels {P30 modified}	[At visit 5, Ask only if I30 ≤ 8, else skip to I150] In the last week, how many times did you talk to other people about the label on your cigarette packs?	[Request response] # of times [restricted to 0-100]			X	X	X
I150 Social interactions about the chemicals {P30 modified}	In the last week, how many times did you talk to others about the <u>chemicals</u> in cigarettes and cigarette smoke?	[Request response] # of times [restricted to 0-100]			X	X	X
I160 Social interactions about the chemicals {P30 modified}	[Ask only if I150 ≥1, else skip to I170] In the last week, did you talk about the <u>chemicals</u> in cigarettes and cigarette smoke with...(Check all that apply)	1=Smokers 2=Non-smokers 3=Not sure					X
I170 Social interactions about the health risks of smoking {P30 modified}	In the last week, how many times did you talk to others about the <u>health problems caused by smoking</u> ?	[Request response] # of times [restricted to 0-100]			X	X	X
I180 Social interactions about the health risks of smoking {P30}	[Ask only if I170 ≥1, else skip to I190] In the last week, did you talk about the <u>health problems caused by smoking</u> with... (Check all that apply)	1=Smokers 2=Non-smokers 3=Not sure					X
I190 Social interactions about quitting smoking {P30}	In the last week, how many times did you talk to others about <u>quitting smoking</u> ?	[Request response] # of times [restricted to 0-100]			X	X	X
I200 Social interactions about quitting smoking	[Ask only if I190 ≥1, else skip to I210] In the last week, who did you talk to about <u>quitting smoking</u> ? (Check all that apply)	1=Smokers 2=Non-smokers 3=Not sure					X

{P30}								
I210 {New item}	In the last week, how many times did you talk to others about <u>discarding cigarette butts properly</u> ?	[Request response] # of times [restricted to 0-100]			X	X	X	
I220 {New item}	[Ask only if I210 ≥ 1, else skip to I300]  In the last week, did you talk about <u>discarding cigarette butts properly</u> with... (Check all that apply)	1=Smokers 2=Non-smokers 3=Not sure						X
I300 Recall  {P30}	Think about the label we put on the side of your cigarette packs <u>at your last visit</u> . Tell us what the label said.	[No back button] [Request response] [Open ended, max 100 characters]						X
I310 Recognition  {Adapted from P30}	Select the text from the label we put on the side of your cigarette packs <u>at your last visit</u> .	[No back button] [Request response] 1=Cigarette smoke contains uranium. This causes lung tumors and kidney damage. 2=Cigarette smoke contains arsenic. This causes heart damage. 3=Cigarette smoke contains formaldehyde. This causes throat cancer. 4=Cigarette smoke contains lead. This causes cancer and brain disorders. 5=Please refrain from littering. Cigarette butts are the most littered item. 6=Cigarette butts don't biodegrade. Please do not litter. 7=Cigarette litter requires cleanup. Discard cigarette butts properly. 8=Cigarette butts harm the environment. Dispose of cigarette butts properly. 9=Not sure						X
<b>J: SMOKING BELIEFS AND ATTITUDES</b>								
J10** Cognitive elaboration  {New item}	In the last week, how much did you...  Think about the chemicals in the smoke from your cigarettes?	[Request response] 1=Never 2=Rarely 3=Sometimes 4=Often 5=All of the time	X	X	X	X	X	X
J20** Cognitive elaboration  {Borland et al., 2009}	In the last week, how much did you...  Think about the harm your smoking might be doing to you?	[Request response] 1=Never 2=Rarely 3=Sometimes 4=Often 5=All of the time	X	X	X	X	X	X
J30** Cognitive elaboration	In the last week, how much did you...	[Request response] 1=Never 2=Rarely	X	X	X	X	X	X

{Borland et al., 2009}	Think about the harm your smoking might be doing to other people?	3=Sometimes 4=Often 5=All of the time					
J40** Cognitive elaboration {New item}	In the last week, how much did you...  Think about quitting smoking?	[Request response] 1=Never 2=Rarely 3=Sometimes 4=Often 5=All of the time	X	X	X	X	X
J45 Cognitive elaboration {New item}	In the last week, how much did you...  Think about discarding cigarette butts properly?	[Request response] 1=Never 2=Rarely 3=Sometimes 4=Often 5=All of the time	X	X	X	X	X
J46a {TRIRISK modified}	<b>The next questions ask about your feelings about experiencing smoking-related health problems in the future.</b>		X				X
J46b {TRIRISK modified}	When you think about smoking-related <b>health problems</b> for a moment, to what extent do you feel fearful?	1=Not at all 2=2 3=3 4=4 5=5 6=6 7=Extremely	X				X
J46c {TRIRISK modified}	When you think about smoking-related <b>health problems</b> for a moment, to what extent do you feel worried?	1=Not at all 2=2 3=3 4=4 5=5 6=6 7=Extremely	X				X
J46d {TRIRISK modified}	When you think about smoking-related <b>health problems</b> for a moment, to what extent do you feel anxious?	1=Not at all 2=2 3=3 4=4 5=5 6=6 7=Extremely	X				X
J47a {TRIRISK modified}	<b>The next questions ask about your beliefs about experiencing smoking-related health problems in the future.</b>		X				X
J47b {TRIRISK modified}	How likely is it that you will have smoking-related <b>health problems</b> at some point in the future?	1=Unlikely 2=2 3=3 4=4 5=5 6=6 7=Likely	X				X
J47c {TRIRISK modified}	How do you think your chance of developing smoking-related <b>health problems</b> in the future compares to the average person of your gender and age?	1=Much lower 2=2 3=3 4=4 5=5 6=6 7=Much higher	X				X
J47d {TRIRISK modified}	The way I look after my health means that my odds of getting smoking-related <b>health problems</b> in the future are...?	1=Very low 2=2 3=3 4=4 5=5 6=6 7=Very high	X				X

J48a {TRIRISK modified}	<b>The next questions ask about your “gut reactions” about experiencing smoking-related health problems <u>in the future.</u></b>		X				X
J48b {TRIRISK modified}	How concerned are you about developing smoking-related <b>health problems</b> in your lifetime?	1=Not at all 2=2 3=3 4=4 5=5 6=6 7=Extremely	X				X
J48c {TRIRISK modified}	How easy is it for you to imagine yourself developing smoking-related <b>health problems</b> in the future?	1=Not at all easy 2=2 3=3 4=4 5=5 6=6 7=Extremely easy	X				X
J48d {TRIRISK modified}	I feel very vulnerable to smoking-related <b>health problems.</b>	[Request response V5] 1=Strongly disagree 2=2 3=3 4=4 5=5 6=6 7=Strongly agree	X				X
J50 Worry  {Modified from Dijkstra (2003) and Ranby (2013)}	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	X				X
J60 Worry  {Modified from Dijkstra (2003) and Ranby (2013)}	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	X				X
J70 Worry  {Adapted from Magnan (2009) and Magnan (2013)}	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	X				X
J80 Worry  {Magnan (2009) and Magnan (2013)}	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	X				X
J90** Perceived likelihood of illness  {P30 modified}	What is the chance that you will one day get <u>lung tumors</u> if you continue to smoke cigarettes?	[Randomize order of J90-J120] [Request response] 1=No chance 2=Low chance 3=Moderate chance 4=High chance 5=Certain	X				X
J100** Perceived likelihood of illness	What is the chance that you will one day get <u>throat cancer</u> if you continue to smoke cigarettes?	[Randomize order of J90-J120] [Request response] 1=No chance 2=Low chance	X				X

{P30 modified}		3=Moderate chance 4=High chance 5=Certain					
J110** Perceived likelihood of illness  {P30 modified}	What is the chance that you will one day get <u>kidney damage</u> if you continue to smoke cigarettes?	[Randomize order of J90-J120] [Request response] 1=No chance 2=Low chance 3=Moderate chance 4=High chance 5=Certain	X				X
J120** Perceived likelihood of illness  {P30 modified}	What is the chance that you will one day get <u>heart damage</u> if you continue to smoke cigarettes?	[Randomize order of J90-J120] [Request response] 1=No chance 2=Low chance 3=Moderate chance 4=High chance 5=Certain	X				X
J160 Perceived severity  {P30 modified}	How much would getting <u>lung tumors</u> because of smoking affect your life?	[Randomize order of J160-J190] 1=Not at all 2=A little 3=Somewhat 4=Quite a bit 5=Very much	X				X
J170 Perceived severity  {P30 modified}	How much would getting <u>throat cancer</u> because of smoking affect your life?	[Randomize order of J160-J190] 1=Not at all 2=A little 3=Somewhat 4=Quite a bit 5=Very much	X				X
J180 Perceived severity  {P30 modified}	How much would getting <u>kidney damage</u> because of smoking affect your life?	[Randomize order of J160-J190] 1=Not at all 2=A little 3=Somewhat 4=Quite a bit 5=Very much	X				X
J190 Perceived severity  {P30 modified}	How much would getting <u>heart damage</u> because of smoking affect your life?	[Randomize order of J160-J190] 1=Not at all 2=A little 3=Somewhat 4=Quite a bit 5=Very much	X				X
J205  {Adapted from Brandon & Baker, 1991}	Say how much you agree or disagree with the next statements.		X				X
J210 Positive reinforcement attitudes  {Adapted from Brandon & Baker, 1991}	Cigarettes taste good.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree	X				X
J220 Positive reinforcement attitudes	I enjoy the taste sensations while smoking.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree	X				X

{Adapted from Brandon & Baker, 1991}							
J230 Positive reinforcement attitudes  {Adapted from Brandon & Baker, 1991}	When I smoke, the taste is pleasant.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree	X				X
J240 Positive reinforcement attitudes  {Adapted from Brandon & Baker, 1991}	I enjoy the flavor of a cigarette.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree	X				X
J250 Negative reinforcement attitudes  {Adapted from Brandon & Baker, 1991}	If I'm tense, a cigarette helps me relax.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree	X				X
J260 Negative reinforcement attitudes  {Adapted from Brandon & Baker, 1991}	When I'm angry, a cigarette can calm me down.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree	X				X
J270 Negative reinforcement attitudes  {Adapted from Brandon & Baker, 1991}	Cigarettes help me deal with anxiety or worry.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree	X				X
J280 Negative reinforcement attitudes  {Adapted from Brandon & Baker, 1991}	Smoking calms me down when I feel nervous.	[Request response V5] 1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree	X				X
J290 Negative consequences  {Adapted from Velicer, 1985}	I'm embarrassed that I have to smoke.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree	X				X
J300 Negative consequences  {Adapted from Velicer, 1985}	My cigarette smoking bothers other people.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree	X				X
J310 Negative consequences	People think I'm foolish for smoking.	1=Strongly disagree 2=Somewhat disagree	X				X

{Adapted from Velicer, 1985}		3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree					
J320 Negative consequences  {Adapted from Brandon & Baker, 1991}	Smoking makes me seem less attractive.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree	X				X
J330 Smoker prototypes  [Butler et al., under review]	Picture a typical cigarette smoker your age. Is your opinion of this person...	[Request response V1] 1=Very negative 2=Somewhat negative 3=Neutral 4=Somewhat positive 5=Very positive	X				X
J340 Positive smoker prototypes  {McCool, Cameron, et al., 2010}	How much does the following characteristic describe a typical cigarette smoker your age?  <u>Cool</u>	[Randomize order of J340-J410] 1=Not at all 2=A little bit 3=Somewhat 4=Quite a bit 5=Very much	X				X
J350 Positive smoker prototypes  {McCool, Cameron, et al., 2010}	How much does the following characteristic describe a typical cigarette smoker your age?  <u>Smart</u>	[Randomize order of J340-J410] 1=Not at all 2=A little bit 3=Somewhat 4=Quite a bit 5=Very much	X				X
J360 Positive smoker prototypes  {McCool, Cameron, et al., 2010}	How much does the following characteristic describe a typical cigarette smoker your age?  <u>Sexy</u>	[Randomize order of J340-J410] 1=Not at all 2=A little bit 3=Somewhat 4=Quite a bit 5=Very much	X				X
J370 Positive smoker prototypes  {McCool, Cameron, et al., 2010}	How much does the following characteristic describe a typical cigarette smoker your age?  <u>Healthy</u>	[Randomize order of J340-J410] 1=Not at all 2=A little bit 3=Somewhat 4=Quite a bit 5=Very much	X				X
J380 Negative smoker prototypes  {McCool, Cameron, et al., 2010}	How much does the following characteristic describe a typical cigarette smoker your age?  <u>Disgusting</u>	[Randomize order of J340-J410] 1=Not at all 2=A little bit 3=Somewhat 4=Quite a bit 5=Very much	X				X
J390 Negative smoker prototypes  {McCool, Cameron, et al., 2010}	How much does the following characteristic describe a typical cigarette smoker your age?  <u>Unattractive</u>	[Randomize order of J340-J410] 1=Not at all 2=A little bit 3=Somewhat 4=Quite a bit 5=Very much	X				X
J400 Negative smoker prototypes  {McCool, Cameron, et al., 2010}	How much does the following characteristic describe a typical cigarette smoker your age?  <u>Immature</u>	[Randomize order of J340-J410] 1=Not at all 2=A little bit 3=Somewhat 4=Quite a bit 5=Very much	X				X

J410 Negative smoker prototypes  {McCool, Cameron, et al., 2010}	How much does the following characteristic describe a typical cigarette smoker your age?  <u>Inconsiderate</u>	[Randomize order of J340-J410] 1=Not at all 2=A little bit 3=Somewhat 4=Quite a bit 5=Very much	X				X
J420 Anticipated regret of smoking  {P30 modified}	If smoking made you get <u>lung tumors</u> , how much would you regret smoking?	[Randomize order of J420-J450] 1=Not at all 2=A little 3=Somewhat 4=Quite a bit 5=Very much	X				X
J430 Anticipated regret of smoking  {P30 modified}	If smoking made you get <u>throat cancer</u> , how much would you regret smoking?	[Randomize order of J420-J450] 1=Not at all 2=A little 3=Somewhat 4=Quite a bit 5=Very much	X				X
J440 Anticipated regret of smoking  {P30 modified}	If smoking made you get <u>kidney damage</u> , how much would you regret smoking?	[Randomize order of J420-J450] 1=Not at all 2=A little 3=Somewhat 4=Quite a bit 5=Very much	X				X
J450 Anticipated regret of smoking  {P30 modified}	If smoking made you get <u>heart damage</u> , how much would you regret smoking?	[Randomize order of J420-J450] 1=Not at all 2=A little 3=Somewhat 4=Quite a bit 5=Very much	X				X
J470 Perceived costs of quitting smoking  {McKee, O'Malley, Salovey, Krishnan-Sarin, and Mazure (2005)}	If you were to stop smoking, how likely would you be to...  <u>Gain weight?</u>	1=Not at all likely 2=A little likely 3=Fairly likely 4=Very likely 5=Extremely likely	X				X
J480 Perceived costs of quitting smoking  {McKee, O'Malley, Salovey, Krishnan-Sarin, and Mazure (2005)}	If you were to stop smoking, how likely would you be to...  <u>Be more irritable?</u>	[Request response V5] 1=Not at all likely 2=A little likely 3=Fairly likely 4=Very likely 5=Extremely likely	X				X
J490 Perceived costs of quitting smoking  {McKee, O'Malley, Salovey, Krishnan-Sarin,	If you were to stop smoking, how likely would you be to...  <u>Miss the pleasure you get from cigarettes?</u>	1=Not at all likely 2=A little likely 3=Fairly likely 4=Very likely 5=Extremely likely	X				X

and Mazure (2005)}							
J500 Perceived costs of quitting smoking  {McKee, O'Malley, Salovey, Krishnan-Sarin, and Mazure (2005)}	If you were to stop smoking, how likely would you be to...  <u>Experience intense cravings for a cigarette?</u>	1=Not at all likely 2=A little likely 3=Fairly likely 4=Very likely 5=Extremely likely	X				X
J510 Perceived benefits of quitting smoking  {McKee, O'Malley, Salovey, Krishnan-Sarin, and Mazure (2005)}	If you were to stop smoking, how likely would you be to...  <u>Live longer?</u>	1=Not at all likely 2=A little likely 3=Fairly likely 4=Very likely 5=Extremely likely	X				X
J520 Perceived benefits of quitting smoking  {McKee, O'Malley, Salovey, Krishnan-Sarin, and Mazure (2005)}	If you were to stop smoking, how likely would you be to...  <u>Breathe easier?</u>	1=Not at all likely 2=A little likely 3=Fairly likely 4=Very likely 5=Extremely likely	X				X
J530 Perceived benefits of quitting smoking  {McKee, O'Malley, Salovey, Krishnan-Sarin, and Mazure (2005)}	If you were to stop smoking, how likely would you be to...  <u>Have more money for items besides cigarettes?</u>	1=Not at all likely 2=A little likely 3=Fairly likely 4=Very likely 5=Extremely likely	X				X
J535 Perceived benefits of quitting smoking  {McKee, O'Malley, Salovey, Krishnan-Sarin, and Mazure (2005)}	If you were to stop smoking, how likely would you be to...  <u>No longer offend others by smoking?</u>	[Request response V1] 1=Not at all likely 2=A little likely 3=Fairly likely 4=Very likely 5=Extremely likely	X				X
J550 Response efficacy (lower)  {P30 modified}	How much would quitting smoking lower your chances of getting <u>lung tumors</u> ?	[Randomize order of J550-J590] 1=Not at all 2=A little 3=Somewhat 4=Quite a bit 5=Very much	X				X
J560	How much would quitting smoking lower your chances of getting <u>throat cancer</u> ?	[Randomize order of J550-J590]	X				X

Response efficacy (lower) {P30 modified}		1=Not at all 2=A little 3=Somewhat 4=Quite a bit 5=Very much					
J570 Response efficacy (lower) {P30 modified}	How much would quitting smoking lower your chances of getting <u>kidney damage</u> ?	[Randomize order of J550-J590] 1=Not at all 2=A little 3=Somewhat 4=Quite a bit 5=Very much	X				X
J575 Response efficacy (lower) {P30 modified}	How much would quitting smoking lower your chances of getting <u>heart damage</u> ?	[Randomize order of J550-J590] 1=Not at all 2=A little 3=Somewhat 4=Quite a bit 5=Very much	X				X
J579 Response efficacy (raise) {P30}	How much would quitting smoking raise your chances of <u>gaining weight</u> ?	[Randomize order of J550-J590] 1=Not at all 2=A little 3=Somewhat 4=Quite a bit 5=Very much	X				X
J580 Response efficacy (raise) {P30}	How much would quitting smoking raise your chances of <u>feeling intense cravings</u> for cigarettes?	[Randomize order of J550-J590] 1=Not at all 2=A little 3=Somewhat 4=Quite a bit 5=Very much	X				X
J590 Response efficacy (raise) {P30}	How much would quitting smoking raise your chances of <u>feeling irritable</u> ?	[Randomize order of J550-J590] 1=Not at all 2=A little 3=Somewhat 4=Quite a bit 5=Very much	X				X
J605	Say how much you agree or disagree with the next statements.		X				X
J610 Subjective norms about quitting smoking {Adapted from Armitage, 2007}	People who are important to me think I should quit smoking in the next 2 months.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree	X				X
J620 Subjective norms about quitting smoking {Adapted from Armitage, 2007}	People who are important to me would approve of my quitting smoking in the next 2 months.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree	X				X
J630 Subjective norms about quitting smoking {Adapted from Armitage, 2007}	People who are important to me want me to quit smoking in the next 2 months.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree	X				X
J640	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=Somewhat disagree	X				X

Subjective norms about quitting smoking {Von Dras, 2004}		3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree					
J650 Perceived severity of quitting smoking {P30}	How much would <u>gaining weight</u> because of quitting smoking affect your life?	1=Not at all 2=A little 3=Somewhat 4=Quite a bit 5=Very much	X				X
J655 Perceived severity of quitting smoking {P30}	How much would <u>feeling intense cravings</u> for cigarettes because of quitting smoking affect your life?	[Request response V5] 1=Not at all 2=A little 3=Somewhat 4=Quite a bit 5=Very much	X				X
J660 Perceived severity of quitting smoking {P30}	How much would <u>feeling irritable</u> because of quitting smoking affect your life?	1=Not at all 2=A little 3=Somewhat 4=Quite a bit 5=Very much	X				X
J665	Say how much you agree or disagree with the next statements.		X				X
J670 Self-efficacy for quitting smoking {Adapted from Armitage (2007)}	I believe I have the ability to quit smoking in the next 2 months if I wanted to.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree	X				X
J680 Self-efficacy for quitting smoking {Adapted from Armitage (2007)}	I see myself as being capable of quitting smoking in the next 2 months if I wanted to.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree	X				X
J690 Self-efficacy for quitting smoking {Adapted from Armitage (2007)}	I feel I have personal control over quitting smoking in the next 2 months if I wanted to.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree	X				X
J700 Self-efficacy for quitting smoking {Adapted from Armitage (2007)}	If I wanted to quit smoking in the next 2 months, it would be difficult.	[Request response] 1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree	X				X
J710 Self-efficacy for quitting smoking {Adapted from Armitage (2007)}	I am confident that I would be able to quit smoking in the next 2 months if I wanted to.	1=Strongly disagree 2=Somewhat disagree 3=Neither agree nor disagree 4=Somewhat agree 5=Strongly agree	X				X
J720 Anticipated regret about quitting smoking {P30}	If quitting smoking made you <u>gain weight</u> , how much would you regret quitting smoking?	1=Not at all 2=A little 3=Somewhat 4=Quite a bit 5=Very much	X				X
J730	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=Somewhat	X				X

Anticipated regret about quitting smoking {P30}		4=Quite a bit 5=Very much					
J740 Anticipated regret about quitting smoking {P30}	If quitting smoking made you <u>feel irritable</u> , how much would you regret quitting smoking?	1=Not at all 2=A little 3=Somewhat 4=Quite a bit 5=Very much	X				X
	<b>K: DEMOGRAPHICS</b>						
K00 Personality {TIPI}	Next you will see pairs of personality traits that may or may not apply to you. Say how much you agree or disagree with each statement overall, even if one personality trait applies to you more than the other.			X			
K01 Personality {TIPI}	I see myself as extraverted, enthusiastic.	1=Disagree strongly 2=Disagree moderately 3=Disagree a little 4=Neither agree nor disagree 5=Agree a little 6=Agree moderately 7=Agree strongly		X			
K02 Personality {TIPI}	I see myself as critical, quarrelsome.	1=Disagree strongly 2=Disagree moderately 3=Disagree a little 4=Neither agree nor disagree 5=Agree a little 6=Agree moderately 7=Agree strongly		X			
K03 Personality {TIPI}	I see myself as dependable, self-disciplined.	1=Disagree strongly 2=Disagree moderately 3=Disagree a little 4=Neither agree nor disagree 5=Agree a little 6=Agree moderately 7=Agree strongly		X			
K04 Personality {TIPI}	I see myself as anxious, easily upset.	1=Disagree strongly 2=Disagree moderately 3=Disagree a little 4=Neither agree nor disagree 5=Agree a little 6=Agree moderately 7=Agree strongly		X			
K05 Personality {TIPI}	I see myself as open to new experiences, complex.	1=Disagree strongly 2=Disagree moderately 3=Disagree a little 4=Neither agree nor disagree 5=Agree a little 6=Agree moderately 7=Agree strongly		X			
K06 Personality {TIPI}	I see myself as reserved, quiet.	1=Disagree strongly 2=Disagree moderately 3=Disagree a little 4=Neither agree nor disagree 5=Agree a little 6=Agree moderately 7=Agree strongly		X			
K07	I see myself as sympathetic, warm.	1=Disagree strongly		X			

Personality {TIPI}		2=Disagree moderately 3=Disagree a little 4=Neither agree nor disagree 5=Agree a little 6=Agree moderately 7=Agree strongly					
K08 Personality {TIPI}	I see myself as disorganized, careless.	1=Disagree strongly 2=Disagree moderately 3=Disagree a little 4=Neither agree nor disagree 5=Agree a little 6=Agree moderately 7=Agree strongly		X			
K09 Personality {TIPI}	I see myself as calm, emotionally stable.	1=Disagree strongly 2=Disagree moderately 3=Disagree a little 4=Neither agree nor disagree 5=Agree a little 6=Agree moderately 7=Agree strongly		X			
K10 Personality {TIPI}	I see myself as conventional, uncreative.	1=Disagree strongly 2=Disagree moderately 3=Disagree a little 4=Neither agree nor disagree 5=Agree a little 6=Agree moderately 7=Agree strongly		X			
K11 {New item}	The next questions are about using health information.			X			
K12 Literacy {Morris et al., 2006}	How often do you need to have someone help you when you read instructions, pamphlets, or other written material from your doctor or pharmacy?	[Request response] 1=Never 2=Sometimes 3=Often 4=Always		X			
K20 Literacy {P1 MTurk New item}	The next sentences are missing words. Look for the _____ and pick a word that makes the most sense.			X			
K30 Literacy {S-TOFHLA (passage B)}	I agree to give correct information to _____ if I can receive Medicaid.	<b>[Request response]</b> <b>[1<sup>st</sup> blank]</b> 1=hair 2=salt 3=see 4=ache		X			
K40 Literacy {S-TOFHLA (passage B)}	I _____ to provide the county information to _____ any statements given in this _____ and hereby give permission to the _____ to get such proof.	<b>[1<sup>st</sup> blank]</b> 1=agree 2=probe 3=send 4=gain  <b>[2<sup>nd</sup> blank]</b> 1=hide 2=risk 3=discharge 4=prove  <b>[3<sup>rd</sup> blank]</b> [Request response] 1=emphysema 2=application		X			

		<p>3=gallbladder 4=relationship</p> <p><b>[4<sup>th</sup> blank]</b> 1=inflammation 2=religion 3=iron 4=county</p>					
<p>K50 Literacy  {S-TOFHLA (passage B)}</p>	<p>I _____ that for Medicaid I must report any _____ in my circumstances within _____ (10) days of becoming _____ of the change.</p>	<p><b>[1<sup>st</sup> blank]</b> 1=investigate 2=entertain 3=understand 4=establish</p> <p><b>[2<sup>nd</sup> blank]</b> 1=changes 2=hormones 3=antacids 4=charges</p> <p><b>[3<sup>rd</sup> blank]</b> 1=three 2=one 3=five 4=ten</p> <p><b>[4<sup>th</sup> blank]</b> <b>[Request response]</b> 1=award 2=aware 3=away 4=await</p>		X			
<p>K60 Literacy  {S-TOFHLA (passage B)}</p>	<p>I understand _____ if I DO NOT like the _____ made on my case, I have the _____ to a fair hearing.</p>	<p><b>[1<sup>st</sup> blank]</b> 1=thus 2=this 3=that 4=than</p> <p><b>[2<sup>nd</sup> blank]</b> <b>[Request response]</b> 1=marital 2=occupation 3=adult 4=decision</p> <p><b>[3<sup>rd</sup> blank]</b> 1=bright 2=left 3=wrong 4=right</p>		X			
<p>K70 Literacy  {S-TOFHLA (passage B)}</p>	<p>I can _____ a hearing by writing or _____ the county where I applied.</p>	<p><b>[1<sup>st</sup> blank]</b> 1=request 2=refuse 3=fail 4=mend</p> <p><b>[2<sup>nd</sup> blank]</b> <b>[Request response]</b> 1=counting 2=reading 3=calling 4=smelling</p>		X			
<p>K80 Literacy  {S-TOFHLA</p>	<p>If you _____ TANF for any family _____, you will have to _____ a different application form.</p>	<p><b>[1<sup>st</sup> blank]</b> 1=wash 2=want 3=cover</p>		X			

(passage B}}		4=tape <b>[2<sup>nd</sup> blank]</b> <b>[Request response]</b> 1=member 2=history 3=weight 4=seatbelt  <b>[3<sup>rd</sup> blank]</b> 1=relax 2=break 3=inhale 4=sign					
K90 Literacy  {S-TOFHLA (passage B)}	_____, we will use the _____ on this form to determine your _____.	<b>[1<sup>st</sup> blank]</b> <b>[Request response]</b> 1=Since 2=Whether 3=However 4=Because  <b>[2<sup>nd</sup> blank]</b> 1=lung 2=date 3=meal 4=pelvic  <b>[3<sup>rd</sup> blank]</b> 1=hypoglycemia 2=eligibility 3=osteoporosis 4=schizophrenia		X			
K100 Numeracy  {Lipkus et al. (2001)}	In general, which of these numbers shows the biggest risk of getting a disease?	1=One in 100 2=One in 1,000 3=One in 10	X				
K110 Numeracy  {Schwartz 1997}	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?	# of times out of 1,000	X				
K120 Numeracy  {Schwartz 1997}	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?	# of person(s) out of 1,000	X				
K130 Numeracy  {Schwartz 1997}	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?	_____ %	X				
K140 Smoking-related health conditions  {BRFSS}	The next questions are about general health conditions.  Has a doctor, nurse, or other health care provider <u>ever</u> told you that you have any of the following health conditions... (Check all that apply)	1=Heart attack or myocardial infarction 2=Angina or coronary heart disease 3=Stroke 4=Asthma 5=Skin cancer 6=Any other types of cancer 7=COPD (chronic obstructive pulmonary disease), emphysema or chronic bronchitis 8=None of the above	X				

K150 Color blindness {New item}	People who are color blind find it hard to see a difference between some colors. Are you color blind?	1=Yes 2=No 3=Not sure	X				
K160 General health {BRFSS 2013, P50 phone}	Would you say that in general your health is...	1=Excellent 2=Very good 3=Good 4=Fair 5=Poor	X				
K161 Mental Health {PATH}	In general, how would you rate your mental health, which includes stress, depression, and problems with emotions?	1=Excellent 2=Very good 3=Good 4=Fair 5=Poor	X				
K162 Mental Health {PATH}	In the past 7 days, how often have you been bothered by emotional problems such as feeling anxious, depressed, or irritable?	1=Very often 2=Often 3=Sometimes 4=Rarely 5=Never	X				
K170 Mental health {Kessler K6}	The following questions ask about how you have been feeling during the past <u>30 days</u> . For each question, say how often you had this feeling.		X				
K171 Mental health {Kessler K6}	During the past 30 days, about how often did you feel...  <u>Nervous?</u>	1=All of the time 2=Most of the time 3=Some of the time 4=A little of the time 5=None of the time	X				
K172 Mental health {Kessler K6}	During the past 30 days, about how often did you feel...  <u>Hopeless?</u>	1=All of the time 2=Most of the time 3=Some of the time 4=A little of the time 5=None of the time	X				
K173 Mental health {Kessler K6}	During the past 30 days, about how often did you feel...  <u>Restless or fidgety?</u>	1=All of the time 2=Most of the time 3=Some of the time 4=A little of the time 5=None of the time	X				
K174 Mental health {Kessler K6}	During the past 30 days, about how often did you feel...  <u>So depressed that nothing could cheer you up?</u>	1=All of the time 2=Most of the time 3=Some of the time 4=A little of the time 5=None of the time	X				
K175 Mental health {Kessler K6}	During the past 30 days, about how often did you feel...  <u>That everything was an effort?</u>	1=All of the time 2=Most of the time 3=Some of the time 4=A little of the time 5=None of the time	X				
K176 Mental health {Kessler K6}	During the past 30 days, about how often did you feel...  <u>Worthless?</u>	[Request response] 1=All of the time 2=Most of the time 3=Some of the time 4=A little of the time 5=None of the time	X				
K177 Mental health {Kessler K6}	The previous questions asked about feelings that might have occurred during the past 30 days. Taking them altogether, in the past 30 days did these feelings occur...	1=A lot more often than usual 2=Somewhat more often than usual 3=A little more often than usual 4=About the same as usual 5=A little less often than usual 6=Somewhat less often than usual	X				

		7=A lot less often than usual 8=I did not have any of these feelings [Skip to K182a]					
K178 Mental health {Kessler K6}	[Ask only if K177 ≤ 7, else skip to K182a]  The next few questions are about how these feelings may have affected you in the past 30 days.		X				
K179 Mental health {Kessler K6}	[Ask only if K177 ≤ 7, else skip to K182a]  During the past 30 days, how many days out of 30 were you <u>totally unable</u> to work or carry out your normal activities because of these feelings?	# of days [restricted to 0-30]	X				
K180 Mental health {Kessler K6}	[Ask only if K177 ≤ 7, else skip to K182a]  <b>Not counting the days you reported in response to the previous question</b> , how many days in the past 30 were you able to do only <u>half or less</u> of what you would normally have been able to do, because of these feelings?	# of days [restricted to 0-30]	X				
K181 Mental health {Kessler K6}	[Ask only if K177 ≤ 7, else skip to K182a]  During the past 30 days, how many times did you see a doctor or other health care provider about these feelings?	# of times [restricted to 0-60]	X				
K182 Mental health {Kessler K6}	[Ask only if K177 ≤ 7, else skip to K182a]  During the past 30 days, how often have physical health problems been the main cause of these feelings?	1=All of the time 2=Most of the time 3=Some of the time 4=A little of the time 5=None of the time	X				
K182a {New item}	The next questions will help us understand the diverse population in this study. Your survey responses are completely confidential.		X	X			
K183 Sex {Williams Institute item}	What sex were you assigned at birth, on your original birth certificate?	[Force response] 1=Male 2=Female	X				
K190 Gender identity {Williams Institute item}	How do you describe your gender identity?	[Request response] 1=Male 2=Female 3=Transgender 4=Other gender identity, specify: _____	X				
K200 Age {Population Assessment of Tobacco and Health Study (2014)}	How old are you?	[Force response] # years old [restricted to 21-99]	X				
K210 Hispanic ethnicity {2010 Census}	Are you of Hispanic, Latino or Spanish origin?	[Request response] 1=Yes 2=No	X				
K220 Race	What is your race? (Check all that apply)	[Request response] 1=White	X				

{2010 Census}		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)					
K230 Education {2010 Census}	What is the highest degree or level of school you have completed?	[Request response] 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	X				
K240 Sexual orientation {Williams Institute item}	The next question is about your sexual orientation. Do you consider yourself to be...	[Request response] 1=Straight or heterosexual 2=Gay or lesbian 3=Bisexual	X				
K250 {USDHHS 2016}	How many people are in your household, including you?	[Request response] # of people [restricted to 1-20]	X				
K270 Poverty {Population Assessment of Tobacco and Health Study (2014)}	Which of the following categories best describes your total household income in the last 12 months?	[Request response] 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	X				
K280a Poverty {P30 modified}	[Ask only if K250 = 1, else skip to K310]  Which of the following categories best describes your total household income in the last 12 months?	[Request response] 1=Less than \$17,820 2=Between \$17,820 and \$23,759 3=Between \$23,760 and \$29,699 4=Between \$29,700 and \$35,639 5=\$35,640 or more	X				
K280b Poverty {P30 modified}	[Ask only if K250 = 2, else skip to K310]  Which of the following categories best describes your total household income in the last 12 months?	[Request response] 1=Less than \$24,030 2=Between \$24,030 and \$32,039 3=Between \$32,040 and \$40,049 4=Between \$40,050 and \$48,059 5=\$48,060 or more	X				
K280c Poverty {P30 modified}	[Ask only if K250 = 3, else skip to K310]  Which of the following categories best describes your total household income in the last 12 months?	[Request response] 1=Less than \$30,240 2=Between \$30,240 and \$40,319 3=Between \$40,320 and \$50,399	X				

		4=Between \$50,400 and \$60,479 5=\$60,480 or more					
K280d Poverty {P30 modified}	[Ask only if K250 = 4, else skip to K310]  Which of the following categories best describes your total household income in the last 12 months?	[Request response] 1=Less than \$36,450 2=Between \$36,450 and \$48,599 3=Between \$48,600 and \$60,749 4=Between \$60,750 and \$72,899 5=\$72,900 or more	X				
K280e Poverty {P30 modified}	[Ask only if K250 = 5, else skip to K310]  Which of the following categories best describes your total household income in the last 12 months?	[Request response] 1=Less than \$42,660 2=Between \$42,660 and \$56,879 3=Between \$56,880 and \$71,099 4=Between \$71,100 and \$85,319 5=\$85,320 or more	X				
K280f Poverty {P30 modified}	[Ask only if K250 = 6, else skip to K310]  Which of the following categories best describes your total household income in the last 12 months?	[Request response] 1=Less than \$48,870 2=Between \$48,870 and \$65,159 3=Between \$65,160 and \$81,449 4=Between \$81,450 and \$97,739 5=\$97,740 or more	X				
K280g Poverty {P30 modified}	[Ask only if K250 = 7, else skip to K310]  Which of the following categories best describes your total household income in the last 12 months?	[Request response] 1=Less than \$55,095 2=Between \$55,095 and \$73,459 3=Between \$73,460 and \$91,824 4=Between \$91,825 and \$110,189 5=\$110,190 or more	X				
K280h Poverty {P30 modified}	[Ask only if K250 = 8, else skip to K310]  Which of the following categories best describes your total household income in the last 12 months?	[Request response] 1=Less than \$61,335 2=Between \$61,335 and \$81,779 3=Between \$81,780 and \$102,224 4=Between \$102,225 and \$122,669 5=\$122,670 or more	X				
K280i Poverty {P30 modified}	[Ask only if K250 = 9, else skip to K310]  Which of the following categories best describes your total household income in the last 12 months?	[Request response] 1=Less than \$67,575 2=Between \$67,575 and \$90,099 3=Between \$90,100 and \$112,624 4=Between \$112,625 and \$135,149 5=\$135,150 or more	X				
K280j Poverty {P30 modified}	[Ask only if K250 = 10, else skip to K310]  Which of the following categories best describes your total household income in the last 12 months?	[Request response] 1=Less than \$73,815 2=Between \$73,815 and \$98,419 3=Between \$98,420 and \$123,024 4=Between \$123,025 and \$147,629 5=\$147,630 or more	X				

K280k Poverty {P30 modified}	[Ask only if K250 = 11, else skip to K310]  Which of the following categories best describes your total household income in the last 12 months?	[Request response] 1=Less than \$80,055 2=Between \$80,055 and \$106,739 3=Between \$106,740 and \$133,424 4=Between \$133,425 and \$160,109 5=\$160,110 or more	X				
K280l Poverty {P30 modified}	[Ask only if K250 = 12, else skip to K310]  Which of the following categories best describes your total household income in the last 12 months?	[Request response] 1=Less than \$86,295 2=Between \$86,295 and \$115,059 3=Between \$115,060 and \$143,824 4=Between \$143,825 and \$172,589 5=\$172,590 or more	X				
K280m Poverty {P30 modified}	[Ask only if K250 = 13, else skip to K310]  Which of the following categories best describes your total household income in the last 12 months?	[Request response] 1=Less than \$92,535 2=Between \$92,535 and \$123,379 3=Between \$123,380 and \$154,224 4=Between \$154,225 and \$185,069 5=\$185,070 or more	X				
K280n Poverty {P30 modified}	[Ask only if K250 = 14, else skip to K130]  Which of the following categories best describes your total household income in the last 12 months?	[Request response] 1=Less than \$98,775 2=Between \$98,775 and \$131,699 3=Between \$131,700 and \$164,624 4=Between \$164,625 and \$197,549 5=\$197,550 or more	X				
K280o Poverty {P30 modified}	[Ask only if K250 = 15, else skip to K130]  Which of the following categories best describes your total household income in the last 12 months?	[Request response] 1=Less than \$105,015 2=Between \$105,015 and \$140,019 3=Between \$140,020 and \$175,024 4=Between \$175,025 and \$210,029 5=\$210,030 or more	X				
K280p Poverty {P30 modified}	[Ask only if K250 = 16, else skip to K310]  Which of the following categories best describes your total household income in the last 12 months?	[Request response] 1=Less than \$111,255 2=Between \$111,255 and \$148,339 3=Between \$148,340 and \$185,424 4=Between \$185,425 and \$222,509 5=\$222,510 or more	X				
K280q Poverty {P30 modified}	[Ask only if K250 = 17, else skip to K310]  Which of the following categories best describes your total household income in the last 12 months?	[Request response] 1=Less than \$117,495 2=Between \$117,495 and \$156,659 3=Between \$156,660 and \$195,824 4=Between \$195,825 and \$234,989 5=\$234,990 or more	X				
K280r Poverty	[Ask only if K250 = 18, else skip to K310]	[Request response] 1=Less than \$123,735	X				

{P30 modified}	Which of the following categories best describes your total household income in the last 12 months?	2=Between \$123,735 and \$164,979 3=Between \$164,980 and \$206,224 4=Between \$206,225 and \$247,469 5=\$247,470 or more						
K280s Poverty {P30 modified}	[Ask only if K250 = 19, else skip to K310] Which of the following categories best describes your total household income in the last 12 months?	[Request response] 1=Less than \$129,975 2=Between \$129,975 and \$173,299 3=Between \$173,300 and \$216,624 4=Between \$216,625 and \$259,949 5=\$259,950 or more	X					
K280t Poverty {P30 modified}	[Ask only if K250 = 20, else skip to K310] Which of the following categories best describes your total household income in the last 12 months?	[Request response] 1=Less than \$136,215 2=Between \$136,215 and \$181,619 3=Between \$181,620 and \$227,024 4=Between \$227,025 and \$272,429 5=\$272,430 or more	X					
K290 Children {P30}	Please tell us the ages of any children living in your household. (Check all that apply)	[Request response] 1=0-6 years [Skip to K310] 2=7-12 years 3=13-17 years 4=No children [Skip to K310]						X
K300 Children message exposure {P30}	[Ask only if K290= 2 or 3, else skip to K310] How often have any children ages 7-17 living in your household seen the labels that we put on your cigarette packs?	[Request response] 1=Never 2=Rarely 3=Sometimes 4=Often						X
K301 Country of birth {HINTS}	Were you born in the United States?	1=Yes 2=No		X				
K302 Number of years in the US {HINTS modified}	How many years have you lived in the United States?	1=For all of my life 1=For [text entry field, requires number between 0-110] years (enter number of years)		X				
K303 Acculturation {P50 phone, Boynton}	Before the age of 14, how often did you hear or speak a language other than English?	1=Never [SKIP item #k304] 2=Rarely 3=Sometimes 4=Often		X				
K304 Acculturation {P50 phone, Boynton}	[Ask only if K303 ≥2, else skip to K310] Currently, how difficult is it for you to speak and understand English?	1=Not at all difficult 2=Somewhat difficult 3=Very difficult		X				
K310 {new item}	Thank you. You have finished this survey. Please let a study team member know you are done.	[No back button]	X	X	X	X	X	X

## REFERENCES

- Armitage, C. J. (2007). Efficacy of a brief worksite intervention to reduce smoking: the roles of behavioral and implementation intentions. *Journal of Occupational Health Psychology, 12*(4), 376-390. doi: 10.1037/1076-8998.12.4.376
- Borland, R., & Hill, D. (1997). Initial impact of the new Australian tobacco health warnings on knowledge and beliefs. *Tobacco Control, 6*(4), 317-325. doi: 10.1136/tc.6.4.317
- Borland R, Yong HH, Wilson N, et al. How reactions to cigarette packet health warnings influence quitting: Findings from the ITC Four-Country survey. *Addiction*. 2009;104(4):669-675.
- Cameron, L. D., Pepper, J. K., & Brewer, N. T. (2013). Responses of young adults to graphic warning labels for cigarette packages. *Tobacco Control*. doi: 10.1136/tobaccocontrol-2012-050645
- Cantrell, J., Vallone, D. M., Thrasher, J. F., Nagler, R. H., Feirman, S. P., Muenz, L. R., . . . Viswanath, K. (2013). Impact of tobacco-related health warning labels across socioeconomic, race and ethnic groups: Results from a randomized web-based experiment. *PLoS One, 8*(1), e52206. doi: 10.1371/journal.pone.0052206
- Centers for Disease Control and Prevention. (2008). Adult Tobacco Survey (ATS).
- Dijkstra, A., & Brosschot, J. (2003). Worry about health in smoking behaviour change. *Behaviour Research and Therapy, 41*(9), 1081-1092.
- Environics Research Group. (2001). Evaluation of New Warnings on Cigarette Packages: Canadian Cancer Society, Focus Canada.
- Environics Research Group. (2008). Wave 13 surveys: The health effects of tobacco and health warning messages on cigarette packages. Survey of adults and adult smokers. Toronto, Canada: Health Canada.
- Hammond, D., Fong, G. T., McDonald, P. W., Cameron, R., & Brown, K. S. (2003). Impact of the graphic Canadian warning labels on adult smoking behaviour. *Tobacco Control, 12*(4), 391-395.
- Hall MG, Sheeran P, Noar SM, et al. Reactance to Health Warnings Scale: Development and Validation. *Ann Behav Med* 2016;50(5):736-50. doi: 10.1007/s12160-016-9799-3 [published Online First: 2016/06/24]
- Hall MG, Sheeran P, Noar SM, et al. A brief measure of reactance to health warnings. *J Behav Med* 2017;40(3):520-29. doi: 10.1007/s10865-016-9821-z
- Heatherton, T. F., Kozlowski, L. T., Frecker, R. C., & Fagerstrom, K. O. (1991). The Fagerstrom Test for Nicotine Dependence: a revision of the Fagerstrom Tolerance Questionnaire. *British Journal of Addiction, 86*(9), 1119-1127.
- Hitchman, S. C., Driezen, P., Logel, C., Hammond, D., & Fong, G. T. (2013). Changes in effectiveness of cigarette health warnings over time in Canada and the United States, 2002–2011. *Nicotine & Tobacco Research, ntt196*.
- Hong, S.-M., & Page, S. (1989). A psychological reactance scale: Development, factor structure and reliability. *Psychological Reports, 64*(3c), 1323-1326.
- Keller, P. A., & Block, L. G. (1996). Increasing the persuasiveness of fear appeals: The effect of arousal and elaboration. *Journal of Consumer Research, 448-459*.
- Klein, W. M., Zajac, L. E., & Monin, M. M. (2009). Worry as a moderator of the association between risk perceptions and quitting intentions in young adult and adult smokers. *Annals of Behavioral Medicine, 38*(3), 256-261. doi: 10.1007/s12160-009-9143-2
- Lyna, P., McBride, C., Samsa, G., & Pollak, K. I. (2002). Exploring the association between perceived risks of smoking and benefits to quitting: who does not see the link? *Addictive Behaviors, 27*(2), 293-307.
- Magnan, R. E., Koblitz, A. R., McCaul, K. D., & Dillard, A. J. (2013). Self-monitoring effects of ecological momentary assessment on smokers' perceived risk and worry. *Psychological Assessment, 25*(2), 416-423. doi: 10.1037/a0031232
- Magnan, R. E., Koblitz, A. R., Zielke, D. J., & McCaul, K. D. (2009). The effects of warning smokers on perceived risk, worry, and motivation to quit. *Annals of Behavioral Medicine, 37*(1), 46-57. doi: 10.1007/s12160-009-9085-8
- McKee, S. A., O'Malley, S. S., Salovey, P., Krishnan-Sarin, S., & Mazure, C. M. (2005). Perceived risks and benefits of smoking cessation: gender-specific predictors of motivation and treatment outcome. *Addictive Behaviors, 30*(3), 423-435.
- Nonnemaker, J., Farrelly, M., Kamyab, K., Busey, A., & Mann, N. (2010). Experimental study of graphic cigarette warning labels: Final results report. Prepared for Center for Tobacco Products. *Food and Drug Administration, by RTI International*.
- Population Assessment of Tobacco and Health Study. (2014). PATH: Population Assessment of Tobacco and Health. Retrieved April 3, 2014, from <http://www.pathstudyinfo.nih.gov/UI/HomeMobile.aspx>
- Ranby, K. W., Lewis, M. A., Toll, B. A., Rohrbaugh, M. J., & Lipkus, I. M. (2013). Perceptions of smoking-related risk and worry among dual-smoker couples. *Nicotine Tob Res, 15*(3), 734-738. doi: 10.1093/ntr/nts210
- Thrasher, J. F., Arillo-Santillán, E., Villalobos, V., Pérez-Hernández, R., Hammond, D., Carter, J., . . . Regalado-Piñeda, J. (2012). Can pictorial warning labels on cigarette packages address smoking-related health disparities? Field experiments in Mexico to assess pictorial warning label content. *Cancer Causes and Control, 23*(1), 69-80.

Watson, D., Clark, L. A., & Tellegen, A. (1988). Development and validation of brief measures of positive and negative affect: the PANAS scales. *Journal of Personality and Social Psychology*, 54(6), 1063.