

Supplemental TABLE S-1— Study Sample Characteristics among U.S. Adult Smokers, 2015.

Respondent characteristics	Current Smokers (n= 1,284; 14.1% (13.1,15.2))		Total survey sample (N= 6051)
	Male, wt. n= 15,682,722	Female, wt. n= 17,938,985	wt. N= 238,226,996
	% (95% CI)	% (95% CI)	% (95% CI)
Sex			
Male	46.6 (42.7,50.6)	-	48.6 (46.9,50.2)
Female	-	53.4 (49.4,57.3)	51.4 (49.8,53.1)
Age (years)			
18-34	13.8 (10.7,16.8)	13.3 (10.2,16.5)	30.0 (28.5,31.6)
35-54	31.6 (27.7,35.6)	28.1 (23.9,32.3)	31.9 (30.4,33.4)
>55	54.6 (50.4,58.7)	58.6 (54.1,63.0)	38.1 (36.5,39.6)
Race/ ethnicity			
White, NH	54.8 (48.9,60.6)	65.5 (59.9,71.2)	66.1 (64.5,67.8)
Other	45.2 (39.4,51.1)	34.5 (28.8,40.1)	33.9 (32.2,35.5)
Education			
High school or less	47.7 (41.9,53.5)	64.0 (58.8,69.2)	41.3 (39.7,42.9)
Some college	31.3 (26.4,36.2)	26.2 (21.4,30.9)	28.9 (27.4,30.4)
College degree +	21.0 (17.0,25.1)	9.8 (6.8,12.8)	29.8 (28.4,31.2)
Household income			
<\$30K	30.1 (24.7,35.6)	43.1 (37.5,48.7)	22.9 (21.5,24.4)
\$30K – \$60K	27.8 (22.7,32.9)	26.2 (21.4,31.1)	25.5 (24.2,26.9)
\$>60	42.1 (36.5,47.7)	30.7 (25.6,35.7)	51.5 (49.9,53.2)
US region			
Northeast	12.9 (9.8,16.1)	16.5 (12.5,20.4)	18.2 (16.9,19.5)
Midwest	24.7 (20.1,29.3)	24.4 (20.0,28.7)	21.7 (20.4,23.0)
South	36.9 (31.1,42.6)	37.4 (31.8,43.0)	36.8 (35.2,38.4)
West	25.5 (20.4,30.6)	21.7 (17.1,26.4)	23.3 (21.9,24.7)
Perceived health			
Excellent / Very good	41.8 (36.2,47.5)	29.9 (25.0,34.8)	47.6 (46.0,49.2)
Good	38.6 (33.1,44.2)	43.3 (37.8,48.8)	38.1 (36.5,39.7)
Fair /poor	19.6 (15.0,24.1)	26.8 (21.6,32.0)	14.3 (13.2,15.4)
Presence of children under 18 in the household			
Yes	28.7 (23.4,33.9)	37.9 (32.5,43.2)	29.9 (28.4,31.4)
No	71.3 (66.1,76.6)	62.1(56.8,67.5)	70.1 (68.6,71.6)

Supplemental Table S-2. Demographic characteristics by smoker's perceived addiction to cigarettes

Respondent characteristics	Not at all	Yes, somewhat addicted	Yes, very addicted
	151 (weighted=4873743)	509 (weighted=13676972)	579 (weighted=13280136)
	15.3% (95% CI, 12.2,18.4)	43%, (95% CI, 39.0,47.0)	41.7%, (95% CI, 37.8,45.7)
Sex*			
Male	54.7 (43.7,65.8)	52.3 (46.0,58.5)	36.2 (30.7,41.7)
Female	45.3 (34.2,56.3)	47.7 (41.5,54.0)	63.8 (58.3,69.3)
Age (years)*			
18-34	46.0 (35.1,56.9)	34.2 (27.8,40.6)	25.6 (20.4,30.7)
35-54	36.8 (25.7,48.0)	40.0 (33.9,46.1)	37.1 (31.3,43.0)
>55	17.1 (9.5,24.8)	25.8 (21.1,30.6)	37.3 (31.4,43.1)
Race/ ethnicity *			
White, NH	44.3 (33.7,55.0)	54.5 (48.1,60.9)	74.4 (68.6,80.2)
Other	55.7 (45.0,66.3)	45.5 (39.1,51.9)	25.6 (19.8,31.4)
Education			
High school or less	48.1 (36.9,59.2)	53.9 (47.7,60.1)	60.9 (55.3,66.5)
Some college	29.8 (19.8,39.9)	29.4 (24.0,34.8)	27.8 (22.7,32.9)
College degree +	22.1 (14.4,29.8)	16.7 (12.4,21.0)	11.3 (8.4,14.2)
Household income			
<\$30K	40.0 (28.9,51.2)	36.1 (29.9,42.2)	36.3 (30.3,42.3)
\$30K – \$60K	21.3 (12.8,29.8)	29.1 (23.2,34.9)	26.4 (21.5,31.3)
\$>60	38.7 (28.1,49.3)	34.9 (29.1,40.6)	37.3 (31.5,43.1)
US region*			
Northeast	23.2 (13.6,32.7)	13.4 (10.0,16.9)	13.9 (10.1,17.8)
Midwest	15.4 (8.9,21.8)	23.1 (18.3,27.9)	30.4 (25.1,35.8)
South	36.9 (25.8,47.9)	39.6 (33.3,46.0)	34.7 (28.8,40.6)
West	24.6 (15.3,33.8)	23.9 (18.3,29.4)	21.0 (16.0,25.9)
Perceived health status*			
Excellent / Very	49.8 (38.7,60.9)	41.9 (35.7,48.1)	24.1 (19.4,28.9)
Good	33.1 (22.5,43.8)	40.8 (34.7,47.0)	44.5 (38.6,50.5)
Fair /poor	17.0 (8.2,25.9)	17.2 (12.5,22.0)	31.3 (25.4,37.2)
Presence of children under 18 in the household*			
Yes	39.2 (28.7,49.7)	36.0 (30.1,42.0)	27.0 (21.7,32.3)
No	60.8 (50.3,71.3)	64.0 (58.0,69.9)	73.0 (67.7,78.3)

***P <0.05**

Supplemental Figure S-1
Levels of Discontent among Smokers

		Regret Status					
Quit + Addiction		1	2	3	4	5	
1	1	4	0	9	11	44	
1	1	1	0	4	8	63	
1	1	4	5	10	16	175	
2	2	6	8	16	46	124	
2	2	6	8	17	41	141	
2	2	2	8	37	52	72	
3	3	2	3	8	10	15	
3	3	1	4	8	8	12	
3	3	11	3	9	16	35	
4	4	2	7	16	9	10	
4	4	7	6	12	3	7	
4	4	6	8	18	19	17	
		Low Discontent		Moderate Discontent		High Discontent	TOTAL
		group 1	group2	group3	group4	group5	
		36	62	85	254	793	1230

Regret Status: Response to the question: "If I had it to do over again, I would not have started smoking cigarettes."

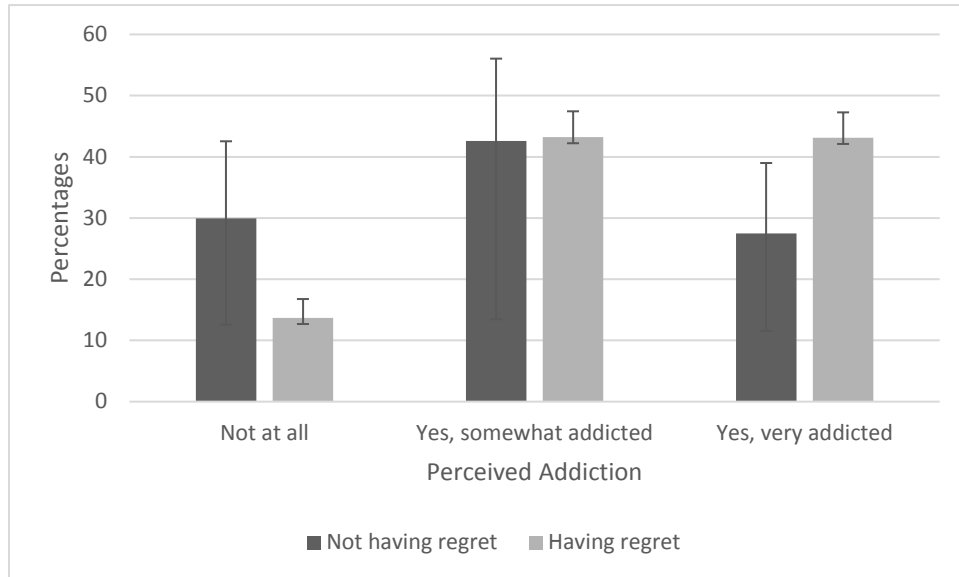
- 1 = Strongly disagree
- 2 = Disagree
- 3 = Neither disagree or agree
- 4 = Agree
- 5 = Strongly agree

Quit Intention and Perceived Addiction Score

- 1 = Intent to quit in next month or less AND Somewhat or Very Addicted
- 1 = Intent to quit in next six to twelve months AND Very Addicted
- 2 = Intent to quit in next six to twelve months AND Somewhat Addicted
- 2 = Intent to quit someday AND Somewhat or Very Addicted
- 3 = Intent to quit in next month or less OR Intent to quit in next six to twelve months AND Not at All Addicted
- 3 = Never plan to Quit AND Very Addicted
- 4 = Intent to quit someday AND Not at All Addicted
- 4 = Never plan to Quit AND Somewhat or Not at All Addicted

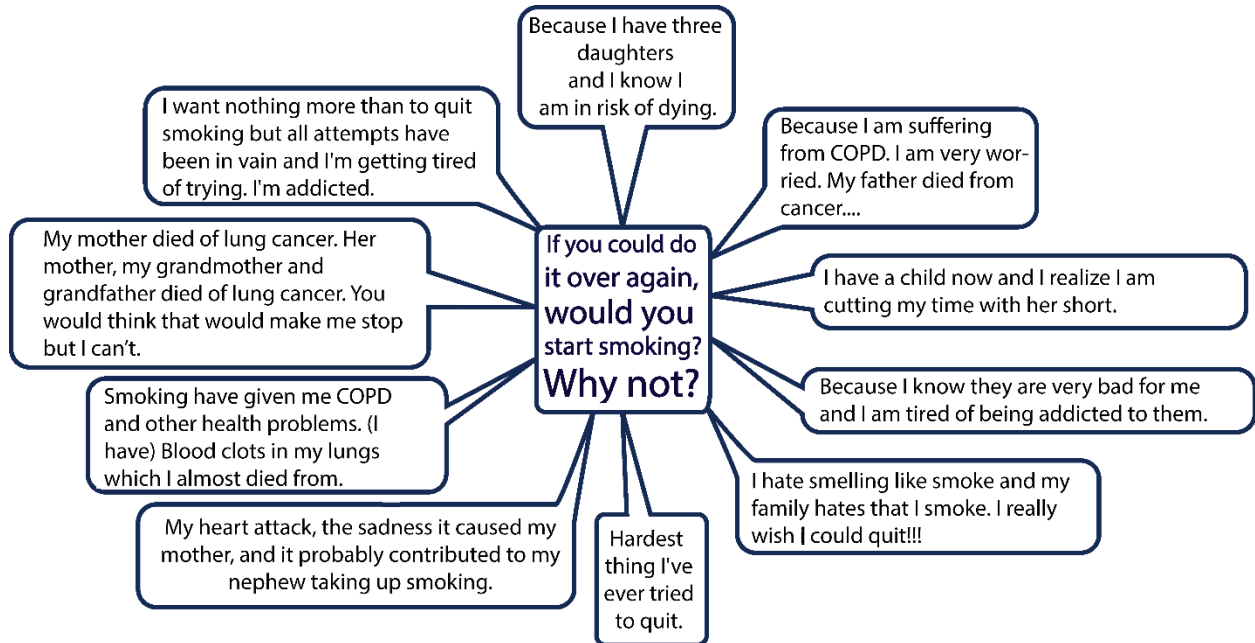
Supplemental Figure S-2

Figure: Respondents' self-reported perceived addiction to cigarette by regret status



SUPPLEMENTAL FIGURE S-3

A Picture of Misery: Why smokers would not do it over again



“When you hear the word **cigarette**, what is the **first** thought or image that comes to mind?”
Common negative responses from smokers: **cancer, bad, smelly, addictive, nasty, stinky, disgusting, gross, dirty, unhealthy, expensive, dangerous, and stupid.**