

Supplement 2
Online Only Supplemental Tables

1. **eTable 1.** Survey items for primary and secondary trial outcomes.
2. **eTable 2.** Interaction of trial arm and participant demographics and smoking frequency in predicting quit intentions, intent-to-treat analysis (n=719)
3. **eReferences.**

eTable 1. Survey items for primary and secondary trial outcomes.

For primary and secondary trial outcomes, all items assessed at Visit 5 except quit attempts which is also assessed at Visits 3 and 4. To confirm success of randomization, some items also assessed at Visits 1 or 2. Items appear in the same order as they appear in the surveys.

Construct	Item	Response scale	Source
Quit smoking for ≥ 7 days	On how many of the last 7 days did you smoke cigarettes?	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	Adapted from PATH (2014) ¹
Forgoing a cigarette	In the last week, how often have you stopped yourself from having a cigarette because you wanted to <u>smoke less</u> ?	1=Never 2=1-2 times 3=3-4 times 4=5-9 times 5=10 or more times	Adapted from Borland & Hill (1997) ² and Li et al. (2014) ³
Forgoing a cigarette	In the last week, how often have you butted out a cigarette before you finished it because you wanted to <u>smoke less</u> ?	1=Never 2=1-2 times 3=3-4 times 4=5-9 times 5=10 or more times	Adapted from Li et al. (2014) ³
Quit attempts	In the last <u>week</u> , did you stop smoking for 1 day or longer because you were trying to quit smoking?	1=Yes 2=No	Adapted from Centers for Disease Control and Prevention (2008) ⁴
Quit attempts	In the last <u>3 weeks</u> , did you stop smoking for 1 day or longer because you were trying to quit smoking?	1=Yes 2=No	Adapted from Centers for Disease Control and Prevention (2008) ⁴
Quit intentions	How interested are you in quitting smoking in the next month?	1=Not at all interested 2=A little interested 3=Somewhat interested 4=Very interested	Adapted from Klein, Zajac, and Monin (2009) ⁵

Quit intentions	How much do you plan to quit smoking in the next month?	1=Not at all 2=A little 3=Somewhat 4=Very much	Adapted from Klein, Zajac, and Monin (2009) ⁵
Quit intentions	How likely are you to quit smoking in the next month?	1=Not at all likely 2=A little likely 3=Somewhat likely 4=Very likely	Adapted from Klein, Zajac, and Monin (2009) ⁵
	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.		New item
	<i>[Randomize order of awareness of health effects items]</i>		
Awareness of health effects	Are you aware that smoking cigarettes causes... <u>Lung tumors?</u>	1=Yes 2=No 3=Not sure	New item
Awareness of health effects	Are you aware that smoking cigarettes causes... <u>Lip cancer?</u>	1=Yes 2=No 3=Not sure	New item
Awareness of health effects	Are you aware that smoking cigarettes causes... <u>Strokes?</u>	1=Yes 2=No 3=Not sure	New item
Awareness of health effects	Are you aware that smoking cigarettes causes... <u>Throat cancer?</u>	1=Yes 2=No 3=Not sure	New item
Awareness of health effects	Are you aware that smoking cigarettes causes...	1=Yes 2=No 3=Not sure	New item

	<u>Kidney damage?</u>		
Awareness of health effects	Are you aware that smoking cigarettes causes... <u>Heart damage?</u>	1=Yes 2=No 3=Not sure	New item
	The next few questions are about your awareness of chemicals that may or may not be in cigarette smoke.		New item
	<i>[Randomize order of awareness of chemicals items]</i>		
Awareness of chemicals	Are you aware that cigarette smoke contains... <u>Arsenic?</u>	1=Yes 2=No 3=Not sure	New item
Awareness of chemicals	Are you aware that cigarette smoke contains... <u>Ammonia?</u>	1=Yes 2=No 3=Not sure	New item
Awareness of chemicals	Are you aware that cigarette smoke contains... <u>Formaldehyde?</u>	1=Yes 2=No 3=Not sure	New item
Awareness of chemicals	Are you aware that cigarette smoke contains... <u>Lead?</u>	1=Yes 2=No 3=Not sure	New item
Awareness of chemicals	Are you aware that cigarette smoke contains... <u>Uranium?</u>	1=Yes 2=No 3=Not sure	New item
Awareness of chemicals	Are you aware that cigarette smoke contains... <u>Benzene?</u>	1=Yes 2=No 3=Not sure	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.		New item
	<i>[Randomize order of negative affect items]</i>		
Negative affect	How much did the labels on your cigarette packs make you feel... <u>Anxious?</u>	1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely	Adapted from Nonnemaker et al. (2010) ⁶
Negative affect	How much did the labels on your cigarette packs make you feel... <u>Sad?</u>	1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely	Watson, Clark, and Tellegen (1988) ⁷
Negative affect	How much did the labels on your cigarette packs make you feel... <u>Scared?</u>	1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely	Adapted from Nonnemaker et al. (2010) ⁶ and Watson, Clark, and Tellegen (1988) ⁷
Negative affect	How much did the labels on your cigarette packs make you feel... <u>Guilty?</u>	1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely	Adapted from Nonnemaker et al. (2010) ⁶ and Keller and Block (1996) ⁸ and Watson, Clark, and Tellegen (1988) ⁷
Negative affect	How much did the labels on your cigarette packs make you feel... <u>Disgusted?</u>	1=Not at all 2=A little 3=Somewhat 4=Very 5=Extremely	Adapted from Nonnemaker et al. (2010) ⁶
Thinking about the message	When you noticed your cigarette pack, how often did you think about the	1=Never 2=Rarely 3=Sometimes	Adapted from Hammond et al. (2003) ⁹

	information that the labels convey?	4=Often 5=All the time	
Thinking about the message	When your cigarette pack was not in sight, how often did you think about the information that the labels convey?	1=Never 2=Rarely 3=Sometimes 4=Often 5=All the time	Adapted from Hammond et al. (2003) ⁹
Thinking about the harms of smoking	How much did the labels make you think about the health problems caused by smoking?	1=Not at all 2=A little bit 3=Somewhat 4=Quite a bit 5=Very much	Adapted from Borland et al. (2009) ¹⁰
Conversations about label	In the last week, how many times did you talk to other people about the label on your cigarette packs?	# of times	Adapted from Hall et al. (2015) ¹¹ and Morgan et al. (In press) ¹²
Thinking about the chemicals in cigarettes	In the last week, how much did you... Think about the chemicals in the smoke from your cigarettes?	1=Never 2=Rarely 3=Sometimes 4=Often 5=All of the time	New item
Thinking about the harms of smoking	In the last week, how much did you... Think about the harm your smoking might be doing to you?	1=Never 2=Rarely 3=Sometimes 4=Often 5=All of the time	Adapted from Borland et al. (2009) ¹⁰
Thinking about the harms of smoking	In the last week, how much did you... Think about the harm your smoking might be doing to other people?	1=Never 2=Rarely 3=Sometimes 4=Often 5=All of the time	Adapted from Borland et al. (2009) ¹⁰
Thinking about quitting	In the last week, how much did you... Think about quitting smoking?	1=Never 2=Rarely 3=Sometimes 4=Often 5=All of the time	New item
	<i>[Randomize order of perceived likelihood items]</i>		

Perceived likelihood of harm from smoking	What is the chance that you will one day get <u>lung tumors</u> if you continue to smoke cigarettes?	1=No chance 2=Low chance 3=Moderate chance 4=High chance 5=Certain	Adapted from Brewer et al. (2016) ¹³
Perceived likelihood of harm from smoking	What is the chance that you will one day get <u>throat cancer</u> if you continue to smoke cigarettes?	1=No chance 2=Low chance 3=Moderate chance 4=High chance 5=Certain	Adapted from Brewer et al. (2016) ¹³
Perceived likelihood of harm from smoking	What is the chance that you will one day get <u>kidney damage</u> if you continue to smoke cigarettes?	1=No chance 2=Low chance 3=Moderate chance 4=High chance 5=Certain	Adapted from Brewer et al. (2016) ¹³
Perceived likelihood of harm from smoking	What is the chance that you will one day get <u>heart damage</u> if you continue to smoke cigarettes?	1=No chance 2=Low chance 3=Moderate chance 4=High chance 5=Certain	Adapted from Brewer et al. (2016) ¹³

eTable 2. Interaction of trial arm and participant demographics and smoking frequency in predicting quit intentions, intent-to-treat analysis (*n*=719)

Moderator	<i>p</i>
Age	
21-39 years	.87
> 40 years	
Sex	
Male	.61
Female	
Sexual orientation	
Straight or heterosexual	.97
Gay, lesbian, or bisexual	
Hispanic ethnicity	
No	.38
Yes	
Race	
White	.63
Other	
Education	
Some college or less	.72
College graduate or more	
Household income, annual	
\$0-\$24,999	.89
≥ \$25,000	
Poverty status	
< 200% of federal poverty level	.54
≥ 200% of federal poverty level	
Smoking frequency	
Daily	.002
Nondaily	

Note. The analyses examined the primary trial outcome, intention to quit smoking in the next month. No moderators were statistically significant after controlling for baseline quit intentions

eReferences

1. Population Assessment of Tobacco and Health Study. PATH: Population Assessment of Tobacco and Health 2014 [Available from: <http://www.pathstudyinfo.nih.gov/UI/HomeMobile.aspx> accessed April 3 2014.
2. Borland R, Hill D. Initial impact of the new Australian tobacco health warnings on knowledge and beliefs. *Tob Control* 1997;6(4):317-25. doi: 10.1136/tc.6.4.317
3. Li L, Borland R, Fong GT, et al. Smoking-related thoughts and microbehaviours, and their predictive power for quitting: findings from the International Tobacco Control (ITC) China Survey. *Tob Control* 2015;24:354-61. doi: 10.1136/tobaccocontrol-2013-051384.
4. Centers for Disease Control and Prevention. Adult Tobacco Survey (ATS). 2008.
5. Klein WM, Zajac LE, Monin MM. Worry as a moderator of the association between risk perceptions and quitting intentions in young adult and adult smokers. *Ann Behav Med* 2009;38(3):256-61. doi: 10.1007/s12160-009-9143-2
6. Nonnemaker J, Farrelly M, Kamyab K, et al. Experimental study of graphic cigarette warning labels: Final results report. Research Triangle Park, NC: RTI International 2010.
7. Watson D, Clark LA, Tellegen A. Development and validation of brief measures of positive and negative affect: the PANAS scales. *J Pers Soc Psychol* 1988;54(6):1063.
8. Keller PA, Block LG. Increasing the persuasiveness of fear appeals: The effect of arousal and elaboration. *J Consumer Res* 1996;22(4):448-59.
9. Hammond D, Fong GT, McDonald PW, et al. Impact of the graphic Canadian warning labels on adult smoking behaviour. *Tob Control* 2003;12(4):391-95.
10. 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):669-75.
11. Hall MG, Peebles K, Bach LE, et al. Social interactions sparked by pictorial warnings on cigarette packs. *Int J Environ Res Public Health* 2015;12(10):13195-208. doi: 10.3390/ijerph121013195.
12. Morgan JC, Southwell BG, Noar SM, et al. Frequency and content of conversations about pictorial warnings on cigarette packs. *Nicotine Tob Res* 2017; doi: 10.1093/ntr/ntx180. [Epub ahead of print 17 August 2017].
13. Brewer NT, Hall MG, Lee JG, et al. Testing warning messages on smokers' cigarette packages: a standardised protocol. *Tob Control* 2016;25(2):153-59. doi: 10.1136/tobaccocontrol-2014-051661