

**Supplemental Table 1**

*Descriptive characteristics for ITC China Wave 3 (n=5209)*

<b>Factor</b>	<b>n</b>	<b>Unweighted %</b>	<b>Weighted %</b>
<b>Demographic variables</b>			
Gender			
Male	4939	94.8%	95.7%
Female	270	5.2%	4.3%
Age (years)			
18-39	1081	20.7%	21.3%
40-54	2420	46.5%	44.9%
55+	1708	32.8%	33.8%
Ethnicity			
Han	4837	93.0%	92.5%
Other	362	7.0%	7.5%
Income			
Low	511	9.9%	9.9%
Medium	2003	38.5%	38.1%
High	2382	45.8%	45.4%
Don't Know/Refused	303	5.8%	6.6%
Education			
Low	592	11.4%	13.0%
Medium	3331	64.2%	63.4%
High	1268	24.4%	23.6%
City			
Beijing	736	14.1%	14.2%
Shenyang	747	14.3%	14.2%
Shanghai	737	14.2%	14.1%
Changsha	715	13.7%	13.8%
Guangzhou	754	14.5%	14.6%
Kunming	800	15.4%	15.3%
Yinchuan	720	13.8%	13.8%
<b>Smoking Behaviour</b>			
Every day	4938	94.8%	95.3%
Some days	271	5.2%	4.7%
Cigarettes per day			
0-10	1969	37.8%	36.4%
11-20	2485	47.7%	48.0%
21-30	427	8.2%	9.0%
31+	328	6.3%	6.6%
<b>Health Knowledge (0-11)</b>		Mean: 5.99 (3.52 S.D.)	
<b>Current Brand</b>			
“Light/Low Tar”	3843	74.1%	74.5%
“Regular”	1056	20.3%	19.8%
Don't know	289	5.6%	5.7%

**Supplemental Table 1 Continued*****Descriptive characteristics for ITC China Wave 3 (n=5209)***

<b>Factor</b>	<b><i>n</i></b>	<b>Unweighted %</b>	<b>Weighted %</b>
<b>Health Concern</b>			
Worried Smoking has Damaged Health			
Very	754	14.6%	15.3%
A little	2596	50.1%	48.8%
Not at all/Don't know	1830	35.3%	35.9%
Worried Smoking will Damage Health			
Very	1030	19.8%	20.0%
A little	2490	47.9%	47.3%
Not at all/Don't know	1676	32.3%	32.7%
Describe your health			
1 Poor	149	2.9%	3.0%
2	249	4.8%	5.1%
3	2546	49.1%	48.9%
4	1569	30.2%	29.8%
5 Excellent	674	13.0%	13.2%
Perceived Addiction			
Not at all	567	10.9%	9.7%
A little	2685	51.7%	53.0%
Somewhat	1449	27.9%	27.8%
A lot	496	9.5%	9.5%