

ONLINE ONLY SUPPLEMENTARY MATERIAL

APPENDIX A: Unadjusted versions of initial and multivariable models

Table A1: Associations between appeal, health warning effectiveness and perceived harm variables measured at baseline, and quitting-related cognitions measured at one-month follow-up among continuing cigarette smokers (unadjusted models)

	Daily thoughts about quitting in past week		Intend to quit in next month		Firm date to quit in next month	
	Initial Models (N = 2565 to 2915)	Multivariable Model (N = 2571)	Initial Models (N = 2584 to 2995)	Multivariable Model (N = 2831)	Initial Models (N = 2584 to 2995)	Multivariable Model (N = 2883)
	OR (95% CI)	OR (95% CI)	OR (95% CI)	OR (95% CI)	OR (95% CI)	OR (95% CI)
<i>Appeal Variables</i>						
Dislikes pack	1.55** (1.14, 2.10)	1.34 (0.98, 1.84)	1.14 (0.84, 1.53)	--	0.99 (0.61, 1.62)	--
Lower pack appeal	1.03 (0.83, 1.28)	--	1.00 (0.81, 1.25)	--	1.17 (0.81, 1.69)	--
Lower quality	1.24 (0.98, 1.56)	--	1.01 (0.79, 1.28)	--	0.95 (0.65, 1.39)	--
Lower satisfaction	1.46** (1.13, 1.87)	1.48** (1.13, 1.94)	1.21 (0.94, 1.55)	--	1.32 (0.89, 1.94)	--
Lower value for money	1.11	--	1.00	--	1.07	--

	Daily thoughts about quitting in past week		Intend to quit in next month		Firm date to quit in next month	
	(0.90, 1.37)		(0.81, 1.23)		(0.76, 1.50)	
Believes brands <i>do not</i> differ in prestige	0.95	--	1.04	--	0.99	--
	(0.78, 1.17)		(0.85, 1.28)		(0.71, 1.40)	
<i>Health Warning Effectiveness Variables</i>						
Notice GHW first when looking at pack	1.34**	1.04	1.34**	1.21	1.69**	1.48
	(1.08, 1.67)	(0.82, 1.32)	(1.09, 1.67)	(0.97, 1.51)	(1.14, 2.49)	(0.99, 2.20)
<i>Does not</i> believe dangers of smoking are exaggerated	1.72***	1.69***	1.48***	1.39**	1.61*	1.48*
	(1.39, 2.14)	(1.33, 2.15)	(1.19, 1.84)	(1.11, 1.74)	(1.11, 2.33)	(1.01, 2.17)
Attributes much motivation to quit to GHWs	2.67***	2.51***	1.75***	1.51*	1.90**	1.71*
	(1.88, 3.79)	(1.72, 3.67)	(1.27, 2.41)	(1.08, 2.10)	(1.24, 2.90)	(1.12, 2.61)
Concealed or covered pack in past month	1.57***	1.44**	1.02	--	0.93	--
	(1.25, 1.98)	(1.12, 1.85)	(0.82, 1.28)		(0.63, 1.38)	
Requested different GHW in past month	0.95	--	1.23	--	0.90	--
	(0.65, 1.40)		(0.85, 1.79)		(0.51, 1.58)	
<i>Perceived Harm Variables</i>						
Believes brands <i>do not</i> differ in harmfulness	0.86	--	0.84	--	0.91	--
	(0.69, 1.08)		(0.67, 1.05)		(0.62, 1.32)	
<i>Balance Between Enjoyment and Concern</i>						
More enjoyment	1.00	1.00	1.00	1.00	1.00	--

	Daily thoughts about quitting in past week		Intend to quit in next month		Firm date to quit in next month
Balance	1.17 (0.87, 1.55)	0.99 (0.73, 1.34)	1.36* (1.00, 1.84)	1.23 (0.90, 1.66)	0.90 (0.56, 1.45)
More concern	1.56* (1.11, 2.19)	1.22 (0.85, 1.75)	2.28*** (1.61, 3.23)	1.96*** (1.37, 2.80)	1.26 (0.75, 2.14)

Note. Bolded results are statistically significant at $p < .05$. The weighted N per initial model varies due to missing data on outcome variables and predictor variables. The weighted N for each multivariable model includes only those cases with valid data on the outcome variable and all of the predictor variables included in the model. All models adjust for the outcome variable measured at baseline. -- predictor variable not included in multivariable model due to non-significant (at $p < .05$) association with outcome variable in initial model.

*** $p \leq 0.001$, ** $p < 0.01$, * $p < 0.05$.

Table A2: Associations between appeal, health warning effectiveness and perceived harm variables measured at baseline, and pack concealment and micro-indicators of concern measured at one-month follow-up among continuing cigarette smokers (unadjusted models)

	Concealed or covered pack several or many times in past month	Stubbed out several or many times in past month		Stopped oneself from smoking several or many times in past month	
	Initial Models (N = 2568 to 2899)	Initial Models (N = 2566 to 2919)	Multivariable Model (N = 2695)	Initial Models (N = 2567 to 2913)	Multivariable Model (N = 2770)
	OR (95% CI)	OR (95% CI)	OR (95% CI)	OR (95% CI)	OR (95% CI)
<i>Appeal Variables</i>					
Dislikes pack	1.12 (0.73, 1.71)	1.39 (1.00, 1.94)	--	1.17 (0.88, 1.55)	--
Lower pack appeal	1.24 (0.94, 1.64)	1.14 (0.91, 1.44)	--	1.18 (0.96, 1.45)	--
Lower quality	1.01 (0.77, 1.34)	1.10 (0.86, 1.40)	--	1.04 (0.84, 1.28)	--
Lower satisfaction	1.03 (0.76, 1.40)	1.35* (1.04, 1.75)	1.40* (1.07, 1.83)	1.33* (1.05, 1.67)	1.36* (1.07, 1.72)
Lower value for money	0.91	0.95	--	1.12	--

	Concealed or covered pack several or many times in past month	Stubbed out several or many times in past month		Stopped oneself from smoking several or many times in past month	
	(0.70, 1.19)	(0.76, 1.18)		(0.92, 1.36)	
Believes brands <i>do not</i> differ in prestige	1.00 (0.78, 1.30)	1.04 (0.84, 1.29)	--	1.01 (0.83, 1.22)	--
<i>Health Warning Effectiveness Variables</i>					
Notice GHW first when looking at pack	0.98 (0.75, 1.28)	1.52*** (1.21, 1.92)	1.48** (1.16, 1.89)	1.13 (0.93, 1.38)	--
<i>Does not</i> believe dangers of smoking are exaggerated	0.99 (0.76, 1.29)	1.16 (0.93, 1.46)	--	1.38*** (1.14, 1.69)	1.42*** (1.15, 1.75)
Attributes much motivation to quit to GHWs	1.30 (0.87, 1.94)	2.00*** (1.44, 2.78)	1.80** (1.28, 2.54)	1.45* (1.07, 1.98)	1.34 (0.97, 1.85)
Concealed or covered pack in past month	--	1.37** (1.08, 1.73)	1.31* (1.02, 1.68)	1.22 (0.98, 1.51)	--
Requested different GHW in past month	1.34 (0.86, 2.09)	1.54* (1.06, 2.24)	1.42 (0.96, 2.11)	1.21 (0.86, 1.72)	--
<i>Perceived Harm Variables</i>					
Believes brands <i>do not</i> differ in	1.03	0.85	--	0.98	--

	Concealed or covered pack several or many times in past month	Stubbed out several or many times in past month	Stopped oneself from smoking several or many times in past month
harmfulness	(0.77, 1.37)	(0.67, 1.07)	(0.79, 1.21)
<i>Balance Between Enjoyment and Concern</i>			
More enjoyment	1.00	1.00	1.00
Balance	1.02	1.18	1.22
	(0.72, 1.46)	(0.87, 1.61)	(0.92, 1.61)
More concern	0.94	1.75***	1.44*
	(0.63, 1.40)	(1.25, 2.44)	(1.05, 1.97)

Note. Bolded results are statistically significant at $p < .05$. The weighted N per initial model varies due to missing data on outcome variables and predictor variables. The weighted N for each multivariable model includes only those cases with valid data on the outcome variable and all of the predictor variables included in the model. All models adjust for the outcome variable measured at baseline. -- predictor variable not included in multivariable model due to non-significant (at $p < .05$) association with outcome variable in initial model.

*** $p \leq 0.001$, ** $p < 0.01$, * $p < 0.05$.

Table A3: Associations between appeal, health warning effectiveness and perceived harm variables measured at baseline, and quit attempts measured at one-month follow-up among baseline cigarette smokers (unadjusted models)

	Initial Models (N = 2726 to 3116)	Multivariable Model (N = 2964)
	OR (95% CI)	OR (95% CI)
<i>Appeal Outcomes</i>		
Dislikes pack	0.91 (0.67, 1.22)	--
Lower pack appeal	1.10 (0.88, 1.37)	--
Lower quality	1.19 (0.94, 1.51)	--
Lower satisfaction	1.11 (0.87, 1.43)	--
Lower value for money	1.04 (0.84, 1.28)	--
Believes brands <i>do not</i> differ in prestige	0.74** (0.60, 0.91)	0.85 (0.68, 1.05)
<i>Health Warning Effectiveness Outcomes</i>		
Notice GHW first when looking at pack	1.17 (0.93, 1.47)	--
<i>Does not</i> believe dangers of smoking are exaggerated	1.05 (0.84, 1.30)	--
Attributes much motivation to quit to GHWs	2.54*** (1.91, 3.39)	2.35*** (1.74, 3.16)
Concealed pack in past month	1.16 (0.92, 1.46)	--
Requested different GHW in past month	2.07*** (1.47, 2.93)	1.89*** (1.32, 2.71)
<i>Perceived Harm Outcomes</i>		
Believes brands <i>do not</i> differ in harmfulness	0.74* (0.59, 0.93)	0.82 (0.65, 1.03)
<i>Balance Between Enjoyment and Concern</i>		
More enjoyment	1.00	--
Balance	1.03 (0.76, 1.40)	
More concern	1.40 (1.00, 1.96)	

Note. Bolded results are statistically significant at $p < .05$. The weighted N per initial model varies due to missing data on the outcome variables and predictor variables. The weighted N for the multivariable model includes only those cases with valid data on the outcome variable and all of the predictor variables included in the model. All models adjust for the recency of the last quit attempt made at baseline. -- predictor variable not included in multivariable model due to non-significant (at $p < .05$) association with outcome variable in initial model.

*** $p \leq 0.001$, ** $p < 0.01$, * $p < 0.05$.

APPENDIX B: Sensitivity testing, excluding respondents who were followed-up in November 2013

Table B1 Associations between appeal, health warning effectiveness and perceived harm variables measured at baseline, and quitting-related cognitions measured at one-month follow-up among continuing cigarette smokers (adjusted models)

	Daily thoughts about quitting in past week		Intend to quit in next month		Firm date to quit in next month	
	Initial Models (N = 2327 to 2633)	Multivariable Model (N = 2323)	Initial Models (N = 2345 to 2664)	Multivariable Model (N = 2555)	Initial Models (N = 2345 to 2664)	Multivariable Model (N = 2604)
	OR (95% CI)	OR (95% CI)	OR (95% CI)	OR (95% CI)	OR (95% CI)	OR (95% CI)
<i>Appeal Variables</i>						
Dislikes pack	1.53* (1.11, 2.11)	1.36 (0.97, 1.90)	1.05 (0.77, 1.45)	--	0.92 (0.55, 1.53)	--
Lower pack appeal	0.97 (0.77, 1.22)	--	0.94 (0.74, 1.19)	--	1.08 (0.73, 1.60)	--
Lower quality	1.22 (0.95, 1.57)	--	1.01 (0.78, 1.30)	--	1.00 (0.66, 1.51)	--
Lower satisfaction	1.50** (1.15, 1.96)	1.54** (1.16, 2.05)	1.16 (0.88, 1.52)	--	1.35 (0.89, 2.06)	--
Lower value for money	1.08 (0.87, 1.35)	--	0.96 (0.77, 1.21)	--	0.97 (0.68, 1.39)	--
Believes brands <i>do not</i> differ in prestige	0.86	--	1.07	--	0.92	--

	Daily thoughts about quitting in past week		Intend to quit in next month		Firm date to quit in next month	
	(0.69, 1.07)		(0.86, 1.34)		(0.63, 1.33)	
<i>Health Warning Effectiveness Variables</i>						
Notice GHW first when looking at pack	1.36*	1.03	1.31*	1.20	1.78**	1.53
	(1.07, 1.72)	(0.80, 1.32)	(1.04, 1.66)	(0.94, 1.52)	(1.17, 2.71)	(1.00, 2.37)
Does not believe dangers of smoking are exaggerated	1.70***	1.71***	1.38**	1.30*	1.58*	1.45
	(1.35, 2.15)	(1.33, 2.21)	(1.10, 1.74)	(1.03, 1.65)	(1.05, 2.38)	(0.95, 2.22)
Attributes much motivation to quit to GHWs	2.87***	2.72***	1.86***	1.63**	2.18***	1.99**
	(1.98, 4.18)	(1.82, 4.04)	(1.34, 2.60)	(1.15, 2.30)	(1.37, 3.48)	(1.26, 3.15)
Concealed or covered pack in past month	1.61***	1.46**	1.08	--	0.93	--
	(1.27, 2.05)	(1.12, 1.90)	(0.85, 1.38)		(0.61, 1.41)	
Requested different GHW in past month	1.11	--	1.35	--	1.06	--
	(0.73, 1.67)		(0.90, 2.03)		(0.58, 1.93)	
<i>Perceived Harm Variables</i>						
Believes brands <i>do not</i> differ in harmfulness	0.84	--	0.88	--	0.96	--
	(0.66, 1.07)		(0.69, 1.13)		(0.65, 1.43)	
<i>Balance Between Enjoyment and Concern</i>						
More enjoyment	1.00	1.00	1.00	1.00	1.00	--
Balance	1.20	1.02	1.27	1.16	0.83	
	(0.89, 1.62)	(0.74, 1.42)	(0.93, 1.74)	(0.85, 1.59)	(0.49, 1.38)	

	Daily thoughts about quitting in past week		Intend to quit in next month		Firm date to quit in next month
More concern	1.53*	1.24	2.20***	1.91***	1.26
	(1.07, 2.18)	(0.84, 1.81)	(1.54, 3.16)	(1.32, 2.77)	(0.71, 2.21)

Note. Bolded results are statistically significant at $p < .05$. The weighted N per initial model varies due to missing data on outcome variables and predictor variables. The weighted N for each multivariable model includes only those cases with valid data on the outcome variable and all of the predictor variables included in the model. All models adjust for the outcome variable measured at baseline and for: date of the follow-up survey; number of days between baseline and follow-up survey; cumulative Target Audience Rating Points (anti-smoking television advertising) in the three months prior to the follow-up survey; change in cigarette costliness (based on month of the follow-up survey); sex; age; education; socioeconomic status; and Heaviness of Smoking Index (measured at baseline). -- predictor variable not included in multivariable model due to non-significant (at $p < .05$) association with outcome variable in initial model.

*** $p \leq 0.001$, ** $p < 0.01$, * $p < 0.05$.

Table B2 Associations between appeal, health warning effectiveness and perceived harm variables measured at baseline, and pack concealment and micro-indicators of concern measured at one-month follow-up among continuing cigarette smokers (adjusted models)

	Concealed or covered pack several or many times in past month	Stubbed out several or many times in past month		Stopped oneself from smoking several or many times in past month	
	Initial Models (N = 2329 to 2619)	Initial Models (N = 2329 to 2638)	Multivariable Model (N = 2313)	Initial Models (N = 2331 to 2636)	Multivariable Model (N = 2556)
	OR (95% CI)	OR (95% CI)	OR (95% CI)	OR (95% CI)	OR (95% CI)
<i>Appeal Variables</i>					
Dislikes pack	0.96 (0.62, 1.48)	1.42 (1.00, 2.03)	--	1.14 (0.85, 1.52)	--
Lower pack appeal	1.26 (0.93, 1.69)	1.09 (0.86, 1.39)	--	1.15 (0.93, 1.44)	--
Lower quality	1.07 (0.79, 1.43)	1.09 (0.84, 1.42)	--	1.12 (0.89, 1.40)	--
Lower satisfaction	1.14 (0.83, 1.58)	1.40* (1.06, 1.84)	1.46** (1.10, 1.94)	1.40** (1.09, 1.78)	1.42** (1.11, 1.83)
Lower value for money	0.96 (0.72, 1.27)	0.93 (0.74, 1.17)	--	1.16 (0.94, 1.43)	--

	Concealed or covered pack several or many times in past month	Stubbed out several or many times in past month		Stopped oneself from smoking several or many times in past month	
Believes brands <i>do not</i> differ in prestige	0.93 (0.70, 1.23)	1.09 (0.86, 1.38)	--	1.03 (0.83, 1.26)	--
<i>Health Warning Effectiveness Variables</i>					
Notice GHW first when looking at pack	0.98 (0.73, 1.31)	1.56*** (1.22, 2.01)	1.49** (1.14, 1.95)	1.13 (0.92, 1.40)	--
<i>Does not</i> believe dangers of smoking are exaggerated	0.91 (0.69, 1.20)	1.08 (0.85, 1.36)	--	1.30* (1.05, 1.61)	1.38** (1.11, 1.72)
Attributes much motivation to quit to GHWs	1.22 (0.80, 1.86)	2.02*** (1.43, 2.86)	1.86*** (1.30, 2.67)	1.47* (1.06, 2.04)	1.43* (1.02, 2.01)
Concealed or covered pack in past month	--	1.32* (1.02, 1.70)	1.25 (0.96, 1.63)	1.25 (0.99, 1.57)	--
Requested different GHW in past month	1.39 (0.88, 2.20)	1.61* (1.08, 2.39)	1.54* (1.02, 2.33)	1.26 (0.87, 1.85)	--
<i>Perceived Harm Variables</i>					
Believes brands <i>do not</i> differ in harmfulness	1.00 (0.74, 1.35)	0.90 (0.70, 1.16)	--	1.03 (0.82, 1.29)	--

	Concealed or covered pack several or many times in past month	Stubbed out several or many times in past month		Stopped oneself from smoking several or many times in past month	
<i>Balance Between Enjoyment and Concern</i>					
More enjoyment	1.00	1.00	1.00	1.00	--
Balance	0.96	1.27	1.24	1.11	
	(0.66, 1.38)	(0.92, 1.76)	(0.88, 1.76)	(0.83, 1.48)	
More concern	0.83	2.07***	1.90***	1.39	
	(0.55, 1.26)	(1.46, 2.93)	(1.30, 2.77)	(1.00, 1.93)	

Note. Bolded results are statistically significant at $p < .05$. The weighted N per initial model varies due to missing data on outcome variables and predictor variables. The weighted N for each multivariable model includes on those cases with valid data on the outcome variable and all of the predictor variables included in the model. All models adjust for the outcome variable measured at baseline and for: date of the follow-up survey; number of days between baseline and follow-up survey; cumulative Target Audience Rating Points (anti-smoking television advertising) in the three months prior to the follow-up survey; change in cigarette costliness (based on month of the follow-up survey); sex; age; education; socioeconomic status; and Heaviness of Smoking Index (measured at baseline). -- predictor variable not included in multivariable model due to non-significant (at $p < .05$) association with outcome variable in initial model.

*** $p \leq 0.001$, ** $p < 0.01$, * $p < 0.05$.

Table B3 Associations between appeal, health warning effectiveness and perceived harm variables measured at baseline, and quit attempts measured at one-month follow-up among baseline cigarette smokers (adjusted models)

	Initial Models (N = 2479 to 2820)	Multivariable Model (N = 2638)
	OR (95% CI)	OR (95% CI)
<i>Appeal Outcomes</i>		
Dislikes pack	0.84 (0.62, 1.15)	--
Lower pack appeal	1.05 (0.83, 1.32)	--
Lower quality	1.24 (0.96, 1.59)	--
Lower satisfaction	1.14 (0.87, 1.49)	--
Lower value for money	0.99 (0.78, 1.24)	--
Believes brands <i>do not</i> differ in prestige	0.78* (0.62, 0.98)	0.87 (0.69, 1.10)
<i>Health Warning Effectiveness Outcomes</i>		
Notice GHW first when looking at pack	1.05 (0.82, 1.35)	--
<i>Does not</i> believe dangers of smoking are exaggerated	0.94 (0.74, 1.19)	--
Attributes much motivation to quit to GHWs	2.22*** (1.64, 3.01)	2.04*** (1.48, 2.82)
Concealed pack in past month	1.25 (0.98, 1.61)	--
Requested different GHW in past month	2.20*** (1.52, 3.18)	2.21*** (1.50, 3.24)
<i>Perceived Harm Outcomes</i>		
Believes brands <i>do not</i> differ in harmfulness	0.80 (0.63, 1.02)	--
<i>Balance Between Enjoyment and Concern</i>		
More enjoyment	1.00	1.00
Balance	1.04 (0.76, 1.43)	0.99 (0.71, 1.37)
More concern	1.44* (1.01, 2.07)	1.23 (0.84, 1.79)

Note. Bolded results are statistically significant at $p < .05$. The weighted N per initial model varies due to missing data on the outcome variable and predictor variables. The weighted N for the multivariable model includes only those cases with valid data on the outcome variable and all of the predictor variables included in the model. All models adjust for recency of the last quit attempt made at baseline and for: date of the follow-up survey; number of days between baseline and follow-up survey; cumulative Target Audience Rating Points (anti-smoking television advertising) in the three

months prior to the follow-up survey; change in cigarette costliness (based on month of the follow-up survey); sex; age; education; socioeconomic status; and Heaviness of Smoking Index (measured at baseline).

-- predictor variable not included in multivariable model due to non-significant (at $p < .05$) association with outcome variable in initial model.

*** $p \leq 0.001$, ** $p < 0.01$, * $p < 0.05$.

APPENDIX C: Sensitivity testing, including an indicator variable for respondents who were followed-up in the first two weeks of January 2013

Table C1 Associations between appeal, health warning effectiveness and perceived harm variables measured at baseline, and quitting-related cognitions measured at one-month follow-up among continuing cigarette smokers (adjusted models)

	Daily thoughts about quitting in past week		Intend to quit in next month		Firm date to quit in next month	
	Initial Models (N = 2565 to 2915)	Multivariable Model (N = 2571)	Initial Models (N = 2584 to 2948)	Multivariable Model (N = 2831)	Initial Models (N = 2584 to 2948)	Multivariable Model (N = 2883)
	OR (95% CI)	OR (95% CI)	OR (95% CI)	OR (95% CI)	OR (95% CI)	OR (95% CI)
<i>Appeal Variables</i>						
Dislikes pack	1.59** (1.17, 2.16)	1.38 (1.00, 1.89)	1.16 (0.85, 1.57)	--	1.00 (0.62, 1.63)	--
Lower pack appeal	1.01 (0.81, 1.26)	--	1.00 (0.80, 1.25)	--	1.19 (0.82, 1.72)	--
Lower quality	1.26 (1.00, 1.59)	--	1.00 (0.79, 1.28)	--	0.97 (0.66, 1.43)	--
Lower satisfaction	1.46** (1.14, 1.88)	1.50** (1.14, 1.96)	1.20 (0.93, 1.55)	--	1.35 (0.91, 2.01)	--
Lower value for money	1.12 (0.91, 1.38)	--	1.01 (0.82, 1.25)	--	1.07 (0.77, 1.50)	--

	Daily thoughts about quitting in past week		Intend to quit in next month		Firm date to quit in next month	
Believes brands <i>do not</i> differ in prestige	0.90 (0.73, 1.11)	--	1.08 (0.87, 1.34)	--	0.93 (0.65, 1.32)	--
<i>Health Warning Effectiveness Variables</i>						
Notice GHW first when looking at pack	1.37** (1.10, 1.72)	1.07 (0.84, 1.35)	1.32* (1.06, 1.64)	1.20 (0.96, 1.50)	1.84** (1.23, 2.75)	1.61* (1.07, 2.43)
<i>Does not</i> believe dangers of smoking are exaggerated	1.72*** (1.38, 2.14)	1.69*** (1.33, 2.15)	1.48*** (1.19, 1.84)	1.39** (1.11, 1.75)	1.65* (1.12, 2.43)	1.51* (1.02, 2.24)
Attributes much motivation to quit to GHWs	2.72*** (1.90, 3.90)	2.52*** (1.70, 3.73)	1.70*** (1.23, 2.35)	1.47* (1.05, 2.06)	2.00** (1.29, 3.11)	1.80** (1.16, 2.78)
Concealed or covered pack in past month	1.61*** (1.28, 2.03)	1.46** (1.14, 1.88)	1.03 (0.82, 1.30)	--	0.91 (0.61, 1.36)	--
Requested different GHW in past month	1.00 (0.68, 1.48)	--	1.26 (0.86, 1.84)	--	0.93 (0.52, 1.66)	--
<i>Perceived Harm Variables</i>						
Believes brands <i>do not</i> differ in harmfulness	0.83 (0.66, 1.04)	--	0.85 (0.68, 1.08)	--	0.89 (0.61, 1.29)	--
<i>Balance Between Enjoyment and Concern</i>						
More enjoyment	1.00	1.00	1.00	1.00	1.00	--
Balance	1.19	1.01	1.33	1.20	0.92	

	Daily thoughts about quitting in past week		Intend to quit in next month		Firm date to quit in next month
	(0.88, 1.60)	(0.74, 1.39)	(0.98, 1.81)	(0.88, 1.64)	(0.56, 1.50)
More concern	1.59**	1.25	2.29***	1.95***	1.31
	(1.13, 2.24)	(0.87, 1.81)	(1.61, 3.25)	(1.36, 2.81)	(0.76, 2.23)

Note. Bolded results are statistically significant at $p < .05$. The weighted N per initial model varies due to missing data on outcome variables and predictor variables. The weighted N for each multivariable model includes only those cases with valid data on the outcome variable and all of the predictor variables included in the model. All models adjust for the outcome variable measured at baseline and for: date of the follow-up survey; number of days between baseline and follow-up survey; cumulative Target Audience Rating Points (anti-smoking television advertising) in the three months prior to the follow-up survey; change in cigarette costliness (based on month of the follow-up survey); sex; age; education; socioeconomic status; and Heaviness of Smoking Index (measured at baseline). -- predictor variable not included in multivariable model due to non-significant (at $p < .05$) association with outcome variable in initial model.

*** $p \leq 0.001$, ** $p < 0.01$, * $p < 0.05$.

Table C2 Associations between appeal, health warning effectiveness and perceived harm variables measured at baseline, and pack concealment and micro-indicators of concern measured at one-month follow-up among continuing cigarette smokers (adjusted models)

	Concealed or covered pack several or many times in past month	Stubbed out several or many times in past month		Stopped oneself from smoking several or many times in past month	
	Initial Models (N = 2568 to 2899)	Initial Models (N = 2566 to 2919)	Multivariable Model (N = 2559)	Initial Models (N = 2567 to 2913)	Multivariable Model (N = 2770)
	OR (95% CI)	OR (95% CI)	OR (95% CI)	OR (95% CI)	OR (95% CI)
<i>Appeal Variables</i>					
Dislikes pack	1.05 (0.69, 1.61)	1.40 (1.00, 1.95)	--	1.13 (0.85, 1.50)	--
Lower pack appeal	1.25 (0.94, 1.66)	1.11 (0.88, 1.40)	--	1.17 (0.95, 1.44)	--
Lower quality	1.06 (0.80, 1.41)	1.12 (0.88, 1.44)	--	1.07 (0.86, 1.33)	--
Lower satisfaction	1.07 (0.78, 1.45)	1.37* (1.05, 1.78)	1.42* (1.08, 1.86)	1.35* (1.06, 1.71)	1.37* (1.08, 1.75)
Lower value for money	0.94	0.95	--	1.10	--

	Concealed or covered pack several or many times in past month	Stubbed out several or many times in past month		Stopped oneself from smoking several or many times in past month	
	(0.71, 1.23)	(0.76, 1.18)		(0.90, 1.34)	
Believes brands <i>do not</i> differ in prestige	0.93 (0.71, 1.21)	1.08 (0.86, 1.35)	--	0.99 (0.81, 1.21)	--
<i>Health Warning Effectiveness Variables</i>					
Notice GHW first when looking at pack	0.95 (0.72, 1.26)	1.51*** (1.19, 1.91)	1.46** (1.14, 1.88)	1.09 (0.89, 1.33)	--
<i>Does not</i> believe dangers of smoking are exaggerated	0.91 (0.70, 1.18)	1.14 (0.91, 1.43)	--	1.31** (1.07, 1.61)	1.35** (1.09, 1.67)
Attributes much motivation to quit to GHWs	1.26 (0.84, 1.90)	1.93*** (1.38, 2.70)	1.74** (1.22, 2.47)	1.40* (1.02, 1.91)	1.32 (0.95, 1.84)
Concealed or covered pack in past month	--	1.37* (1.08, 1.73)	1.31* (1.02, 1.68)	1.21 (0.98, 1.51)	--
Requested different GHW in past month	1.46 (0.93, 2.28)	1.57* (1.07, 2.30)	1.49 (0.99, 2.22)	1.27 (0.89, 1.82)	--
<i>Perceived Harm Variables</i>					
Believes brands <i>do not</i> differ in harmfulness	0.96	0.86	--	0.98	--

	Concealed or covered pack several or many times in past month	Stubbed out several or many times in past month	Stopped oneself from smoking several or many times in past month
	(0.72, 1.27)	(0.68, 1.10)	(0.79, 1.22)
<i>Balance Between Enjoyment and Concern</i>			
More enjoyment	1.00	1.00	1.00
Balance	1.01	1.18	1.19
	(0.70, 1.46)	(0.86, 1.62)	(0.90, 1.57)
More concern	0.91	1.79***	1.43*
	(0.60, 1.38)	(1.27, 2.52)	(1.04, 1.97)

Note. Bolded results are statistically significant at $p < .05$. The weighted N per initial model varies due to missing data on outcome variables and predictor variables. The weighted N for each multivariable model includes only those cases with valid data on the outcome variable and all of the predictor variables included in the model. All models adjust for the outcome variable measured at baseline and for: date of the follow-up survey; number of days between baseline and follow-up survey; cumulative Target Audience Rating Points (anti-smoking television advertising) in the three months prior to the follow-up survey; change in cigarette costliness (based on month of the follow-up survey); sex; age; education; socioeconomic status; and Heaviness of Smoking Index (measured at baseline). -- predictor variable not included in multivariable model due to non-significant (at $p < .05$) association with outcome variable in initial model.

*** $p \leq 0.001$, ** $p < 0.01$, * $p < 0.05$.

Table C3 Associations between appeal, health warning effectiveness and perceived harm variables measured at baseline, and quit attempts measured at one-month follow-up among baseline cigarette smokers (adjusted models)

	Initial Models (N = 2726 to 3016)	Multivariable Model (N = 2964)
	OR (95% CI)	OR (95% CI)
<i>Appeal Outcomes</i>		
Dislikes pack	0.89 (0.66, 1.20)	--
Lower pack appeal	1.04 (0.83, 1.30)	--
Lower quality	1.22 (0.96, 1.56)	--
Lower satisfaction	1.12 (0.87, 1.45)	--
Lower value for money	1.03 (0.83, 1.29)	--
Believes brands <i>do not</i> differ in prestige	0.79* (0.64, 0.98)	0.88 (0.71, 1.10)
<i>Health Warning Effectiveness Outcomes</i>		
Notice GHW first when looking at pack	1.05 (0.83, 1.33)	--
<i>Does not</i> believe dangers of smoking are exaggerated	0.98 (0.78, 1.23)	--
Attributes much motivation to quit to GHWs	2.31*** (1.73, 3.09)	2.15*** (1.59, 2.91)
Concealed pack in past month	1.20 (0.94, 1.52)	--
Requested different GHW in past month	2.04*** (1.43, 2.89)	1.88*** (1.30, 2.71)
<i>Perceived Harm Outcomes</i>		
Believes brands <i>do not</i> differ in harmfulness	0.79* (0.62, 0.99)	0.86 (0.68, 1.09)
<i>Balance Between Enjoyment and Concern</i>		
More enjoyment	1.00	--
Balance	0.99 (0.72, 1.35)	
More concern	1.40 (0.99, 1.99)	

Note. Bolded results are statistically significant at $p < .05$. The weighted N per initial model varies due to missing data on the outcome variable and predictor variables. The weighted N for the multivariable model includes only those cases with valid data on the outcome variable and all of the predictor variables included in the model. All models adjust for recency of the last quit attempt made at baseline and for: date of the follow-up survey; number of days between baseline and follow-up survey; cumulative Target Audience Rating Points (anti-smoking television advertising) in the three months prior to the follow-up survey; change in cigarette

costliness (based on month of the follow-up survey); sex; age; education; socioeconomic status; and Heaviness of Smoking Index (measured at baseline). – predictor variable not included in multivariable model due to non-significant (at $p < .05$) association with outcome variable in initial model.

*** $p \leq 0.001$, ** $p < 0.01$, * $p < 0.05$.