APPENDIX A

DCE Task Instructions and Questions

Attitude Task

- Which message would make you feel most POSITIVE and which would make you feel most NEGATIVE about the policy of reducing nicotine in cigarettes?
    - [Choices]
        - Makes me feel most POSITIVE about policy
        - Makes me feel most NEGATIVE about policy

- Do you agree or disagree with the following statement?
    - All the messages would make me feel the same way about the policy.
        - [Choices]
            - Agree
            - Disagree

Harm Task

- Which message would MOST make you think cigarettes are harmful and which message would LEAST make you think cigarettes are harmful?
    - [Choices]
        - Makes me think cigarettes MOST harmful
        - Makes me think cigarettes LEAST harmful
- Do you agree or disagree with the following statement?
    - All the messages would have the same effect on how I think about the harms of cigarettes.
        - [Choices]
            - Agree
            - Disagree

Behavioral Motivation (to try) Task

- Which message would MOST interest you and which would LEAST interest you in trying cigarettes?
    - [Choices]

Very Low Nicotine Cigarette Message Experiment   2

- - Interests me the MOST to try cigarettes
  - Interests me the LEAST to try cigarettes
- Do you agree or disagree with the following statement?
  - All the messages would have the same effect on my interest to try smoking.
    - [Choices]
      - Agree
      - Disagree

Behavioral Motivation (to quit) Task

- Which message would MOST motivate you and which would LEAST motivate you to quit smoking?
  - [Choices]
    - Motivates me the MOST to quit cigarettes
    - Motivates me the LEAST to quit cigarettes
- Do you agree or disagree with the following statement?
  - All the messages would have the same effect on my motivation to quit smoking.
    - [Choices]
      - Agree
      - Disagree