INTERNATIONAL CIGARETTE PACKAGING STUDY

Summary Technical Report

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UNIVERSITY OF WATERLOO

itc International Tobacco Control Policy Evaluation Project

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1.0 INTRODUCTION

The overall aim of International Tobacco Control (ITC) Policy Evaluation Project is to evaluate and understand the impact of the tobacco control policies implemented as part of the Framework Convention on Tobacco Control (FCTC). The ITC Project consists of cohort studies with national samples of smokers in 20 countries (see www.itcproject.org).

The International Cigarette Packaging Study extends the work of the ITC national surveys within the area of tobacco packaging and labeling (Article 11 of the FCTC), with a focus upon building the evidence for novel policies in low, middle, and high income countries. The study consists of parallel experimental studies conducted in seven "high-burden" ITC countries: China, India, Bangladesh, Mexico, Republic of Korea, the United States, and Germany.

This report describes two experimental studies conducted in each country. The goals of these two studies are:

Study 1. To evaluate health warnings on tobacco packages among youth and adults, including various types of warnings (text-only, graphic, testimonial, etc.); and,

Study 2. To examine consumer perceptions of cigarette packaging design among youth and adults, including the impact of brand descriptors (e.g., *light*, *mild*, *smooth*, *slims*), brand imagery (e.g., colors and package design), and the potential impact of "plain" or standardized packaging.

2.0 STUDY PROTOCOL

2.1 OVERVIEW

Data were collected via face-to-face computer-assisted interviews and self-completed web-based surveys, and took place between June 2010 and November 2012. Surveys took approximately 20 minutes, with some variation by mode and country. Table 1 below outlines the study mode, timeline, and sites for each country.

Table 1: Study Protocols in each of the 7 Countries

Country	Mode	Timeline	Sites
Mexico	Face-to-face	June 3-Aug. 31, 2010	Mexico City (3 *delegaciónes*): 2 public parks, one bus terminal, and outside 5 Walmart stores
United States	Online	December 2010	National
China	Adults: Face-to-face Youth: Online	Adults: May 17-27, 2011 Youth: July 12, Sept. 27-Nov. 10, 2011	Beijing Adults (2 districts): outside 6 supermarket/ department stores, and in one park Youth (3 districts): 4 schools
Germany	Online	Nov. 2011-Jan. 2012	National
India	Face-to-face	Apr. 10-Aug. 17, 2012	Suburban Mumbai (2 areas) and Navi Mumbai (8 nodes): 3 shopping malls, 3 McDonald's restaurants, 4 market areas, and 5 public areas near schools/colleges
Bangladesh	Face-to-face	Apr. 9-June 18, 2012	Dhaka (8 wards): one shopping mall, 2 bus terminals, 4 areas near schools/colleges, and 3 public spaces
South Korea	Online	November 2012	National

2.2 SAMPLE AND RECRUITMENT

Samples and Eligibility

A target study sample of 1000 (500 adults, 500 youth) in each country for each of the two studies (Study 1: Health Warnings and Stduy 2: Packaging). Table 2 (below) shows the target samples by country.

Table 2: Target Study Samples in each of the 7 Countries

Country	Target Sample (for each study)
Mexico	- 500 adult smokers, including males and females - 500 youth (250 males, 250 females), including both smokers and non-smokers
United States	- 500 adult smokers, including males and females - 500 youth (250 males, 250 females), including both smokers and non-smokers
China	- 500 adult smokers, males only - 500 youth (250 males, 250 females), including both smokers and non-smokers
Germany	- 500 adult smokers, including males and females - 500 youth (250 males, 250 females), including both smokers and non-smokers
India	- 500 adult smokers, males only - 500 youth (250 males, 250 females), including both smokers and non-smokers
Bangladesh	- 500 adult smokers, males only - 500 youth (250 males, 250 females), including both smokers and non-smokers *For Study 2, youth target sample size was 250 males only
South Korea	- 500 adult smokers, males only - 500 youth (250 males, 250 females), including both smokers and non-smokers

NOTE: The adult samples in Asian countries included only males, as female smoking rates are low.

All respondents had to be at least 16 years of age. Two groups of people were recruited for the study:

1. adult (age 19 and older) smokers
    - both males and females in Mexico, US, and Germany
    - males only in China, India, Bangladesh, and South Korea
2. youth (age 16-18), including both smokers and non-smokers
    - both males and females, with the exception of Study 2 in Bangladesh, which included only males

Recruitment

For face-to-face interviews, respondents were recruited from public areas in the capital city of each country for this intercept survey. For selecting who to approach and invite to participate in the survey, interviewers followed a standard intercept technique whereby a physical landmark at the site was selected, and every nth person to pass the landmark was approached (or, in areas where many potential respondents were seated, the interviewer moved in a specified direction (i.e., to their right) until they reached the nth person). A short introductory script was used to introduce the survey and check basic eligibility requirements.

For the youth survey in China only, respondents were recruited face-to-face from high schools and middle schools in Beijing. Convenience sampling was used to select four schools. Within each school, all students in grades 11 and 12 were invited to participate in the survey. Students who agreed to participate were asked to complete an online survey in their classroom.

For online surveys (US, Germany, South Korea), respondents were recruited via email from a consumer panel through Global Market Insite, Inc. (GMI) and their in-country partners. A short introductory script was emailed to panel members to introduce the survey and check basic eligibility requirements. Additional information on the GMI panel is available online (http://www.gmi-mr.com).

This sampling strategy employed was not intended to produce a pure random sample or one that was nationally representative; rather, the purpose was to produce a relatively heterogeneous sample for random allocation to the experimental conditions. In addition to quota sampling for adults and youth, we aimed for gender balance (where appropriate), and to include both smokers and non-smokers for the youth sample.

Consent

Prior to beginning the survey, all respondents were provided with information about the study. For face-to-face interviews, respondents were asked to provide verbal consent. For the online surveys, respondents were asked to provide consent by clicking a box onscreen. In the US and Germany online surveys, for youth under 18, parental consent was provided prior to youth consent. No personal information identifiers were collected as part of this study.

Ethics Review

The study was reviewed by and received ethics clearance from the Office of Research Ethics at the University of Waterloo. In addition, the study received within-country review from the ethical review committees at China CDC (China), Healis-Sekhsaria Institute for Public Health and the Indian Council for Medical Research (India), and the Bangladesh Medical Research Council (Bangladesh).

Participant Compensation

As a token of appreciation, all respondents received some form of remuneration. The type and amount varied by country, and were determined with the guidance of local partner organizations, scaled to be appropriate in each country. Online survey respodents were given remuneration by the survey firm in accordance with their usual rates (Korea: equivalent to ~$2.50 USD; US: equivalent to ~$3 USD; Germany equivalent to ~$2 USD). Face-to-face respondents received the following:

- in Mexico, a 50 peso (approximately $4 CAD) phone card or Walmart gift card;
- in China, a small gift valued at 20 yuan (approximately $3.50 CAD): in the form of an umbrella for adult respondents and a pen for youth respondents;
- in India, a small gift valued at 100 rupees (approximately $2 CAD), in the form of a refreshment; and,
- in Bangladesh, a small gift with average value of 126 Bangladesh taka (approximately $1.7 CAD): respondents could choose between a t-shirt or a refreshment.

3.0 STUDY CONTENT

3.1 STUDY 1: HEALTH WARNING MESSAGES

The core content for Study 1 included a total of 15 sets of health warnings, relating to different health effects of smoking. Each respondent was randomly assigned to view two sets of health warnings, and warnings within each set were presented in random order.

Each set included 5-6 warnings on the same health effect, in a variety of executional styles. These included a text-only warning, as well as a variety of approaches to pictorial warnings, including graphic health effects, “lived experience”, testimonials, symbolic, and other popular approaches used in other countries. The text

used in the warnings was the same for each warning within a particular set, with the exception of the testimonials. Testimonials featured the same picture as one of the "lived experience" warnings, but with a brief narrative describing a personal aspect of the same content, written as a quote from a person in the image, whose name and age were also included.

Warnings were kept as similar as possible across countries, but were adapted for local use. Adaptation of the warnings included the following: 1) translation into the local language(s), 2) use of racially appropriate models in warning label images where relevant and possible, and 3) locally-appropriate names for the testimonials (suggested by local teams). All local versions of the warnings were checked by the local investigator or research team for appropriateness.

Country-specific variations

Specific to the Mexico version of the study, 2 additional sets of warnings relating to specific constituents of cigarette smoke were included with the core 15 sets relating to health effects.

Also in Mexico, all 8 of Mexico's new pictorial warnings (prior to implementation in September 2010) were also included in the study. These were added to the relevant sets of warnings (e.g., the Mexican warning about mouth disease was added to the existing mouth disease set). All 8 warnings were also presented in a ranking task at the end of the survey.

Similarly, in the India version of the study, all 4 of India's current cigarette package warnings were presented in a ranking task at the end of the survey.

See ***Error! Reference source not found.*** for all versions of the health warning messages tested.

3.2 STUDY 2: CIGARETTE PACKAGING

The cigarette packages tested in the study included both "real" packs, either locally available or from other countries, as well as systematically manipulated packages. The specific packages selected were those that provided good examples of various packaging elements such as descriptors, colours, numbers, etc. Local warnings were applied to all packs, according to current regulations.

Table 3: Cigarette packages rated in adult and youth surveys

	Adults	**Youth**
5-6 "Real" pack pairs using locally available packs from leading brands	Part A	Part B
13 (or 12) Experimental packs plus 3 (or 4) cigarette pairs, systematically manipulated for particular packaging elements	Part B	--
12 "Real" packs, a combination of locally available and packs from other countries (altered to fit the health warnings, and some descriptors changed), with a variety of elements that may appeal to youth (descriptors, flavours, colour and imagery)	--	Part A

Adults

In the adult version of study 2, each respondent was randomly assigned to view and rate pairs of cigarette package (or cigarette stick) images according to one of two experimental conditions: 1) "branded" or 2) "plain" packs, with all colours and imagery removed – these conditions applied to all parts of the survey.

Part A: Real Pack Pairs
In Part A, each respondent viewed and comparatively rated 5-6 randomly ordered pairs of "real" locally available brands, using the same measures. These packs varied by country, with the exception of Marlboro Red and Gold being included in all countries. The pack pairs were chosen to represent particular packaging/marketing elements used in each market. Respondents comparatively rated each pair of packs on four attributes: perceived taste, harm, quality, and ease of quitting (as well as likelihood of gifting, in China only).

Part B: Experimental Pack Pairs
In Part B, each respondent viewed 16 (15-17) randomly ordered pairs of experimental packs/cigarettes that were manipulated to differ on one element such as descriptor, colour, etc. (Note: None of the packs are sold in any of the included countries, so they are novel to participants). Respondents comparatively rated each pair of packs/cigarettes on four attributes: perceived taste, harm, quality, and ease of quitting.

The same 16 pairs were used in all countries, with the exception of the pair of Winfield packs not being included in Mexico, and one additional pair of cigarette sticks being included in China. To aid comprehension, descriptors on the experimental cigarette packages were translated in Korea (Korean) and Bangladesh (Bengali) and added alongside the English descriptors; in China, brand names were replaced with Chinese names, and descriptors were translated to Chinese equivalents and replaced the English descriptors. For one pack (Export A) the descriptor used is "Rich" in the US, "Rich Taste" in Germany and India, "De buen sabor" in Mexico, "浓味" in China, "Rich/mg×" in Bangladesh, and "Rich/리치" in Korea.

Youth

In the youth version of study 2, each respondent was randomly assigned to one of 3 conditions: 1) "branded", 2) "plain" with full brand descriptors remaining, or 3) "plain" with descriptors removed (i.e., only the brand name).

Part A: Real Individual Packs
The sets of packs presented to youth were gender-specific (i.e., females and males viewed and rated different sets), "real" packs selected as those that would have high appeal for youth of that gender. Youth rated a randomly-ordered series of 12 individual packs, one at a time, on 3 brand ratings (appeal, taste, and health risk), as well as 7 smoker "traits" (female/male, glamorous/not, stylish/not, popular/not, cool/not, sophisticated/not, slim/not). In China, 2 additional measures for smoker traits were asked (wealthy/not and dignified/not) in this section.

Part B: Real Pack Pairs
As in the adult study, all respondents also viewed and comparatively rated the same 5-6 randomly ordered pairs of "real" locally available brands on attributes including perceived taste, harm, quality, and which they would rather try (as well as likelihood of gifting, in China only). Throughout the survey, packs were shown according to experimental conditions: for example, in this section, youth in Condition 1 viewed branded packs, while youth in Conditions 2 and 3 viewed "plain" packs.

Part C: Pack Selection Task
At the end of the interview, youth also completed a pack selection task, where they were offered a pack of cigarettes as thanks for participation and presented with four packs to choose from (2 "branded" packs and 2 "plain" packs randomly selected from the 12 (for each of the two selected conditions) included in Part A of the study) or the option of not receiving a pack (NOTE: youth did not actually receive any cigarette packs).

In Mexico only, rather than having both plain and branded packs to choose from, the pack selection task included 4 randomly-selected packs from the condition that the respondent was assigned to for the previous sections (i.e., 4 branded, 4 plain with descriptors, or 4 plain without descriptors).

See ***Error! Reference source not found.*** for all cigarette package images tested.

4.0 MEASURES

4.1 QUESTIONNAIRE DEVELOPMENT

Questionnaire items were selected based on previous research. The socio-demographic questions and moderators (attitudes, health belief, etc.) were drawn from the national ITC surveys. Cigarette package rating questions were adapted from previous studies. Similarly, questions for the warnings were revised based on previous research. All novel measures and instructions were translated using the "committee approach", as described in the Data Management Core.[1]

4.2 QUESTIONNAIRE CONTENT

Study 1

As described in Section 3.1, for Study 1, a total of 15 sets of health warnings relating to different health effects of smoking were tested. Each set included 5-6 warnings on the same health effect. Each respondent viewed two sets of health warnings that related to two of the health effects.

1. Each respondent was randomly assigned to view 2 "sets" of warnings (i.e., all warnings from 2 health effects).

2. Warnings within each set were ranked one at a time (in random order) on the following measures using a scale from 1 to 10 (where 1 is "not at all" and 10 is "extremely"; "in the middle" is also shown on the scale).

Please tell me [ONLINE: Please indicate] whether this warning message…
…grabs your attention
…is believable
…is relevant to you
…is surprising
…is frightening
…is disgusting
…is unpleasant
…would make people more concerned about the health risk of smoking
…would help prevent young people from starting to smoke
…would make smokers want to quit
Overall, on a scale of 1 to 10, how effective is this health warning?

3. After viewing each set, all of the warnings within the set were rank ordered, using the following items:

"Overall, which warning do you think is the <u>most effective</u> for discouraging smoking?"
"Overall, which warning is the <u>next most effective</u>?" [repeated until all warnings selected]

Study 2

As described in Section 3.2, for Study 2, all respondents comparatively rated 5-6 real packs, and adults comparatively rated another 16 experimentally manipulated packs/cigarettes while youth rated 12 individual cigarette packs on brand attributes and smoker traits.

Adults

1. Each adult respondent was randomly assigned to one of 2 conditions: a "branded" or a "plain" pack condition (described above).

2. Respondents viewed pairs of packs, and comparatively rated each pair of packs on attributes including perceived taste, harm, quality, and ease of quitting. In "Part A" they viewed 5-6 randomly ordered pairs of "real" packs from leading brands within the specific country, and in "Part B" they viewed 16 randomly ordered pairs of experimental packs/cigarettes (described above).

3. While viewing each pair of packs, participants completed the following ratings:

Which brand do you think would taste better?	*1 Brand A*
Which brand do you think would be less harmful?	*2 Brand B*
Which brand do you think is of higher quality?	*3 No difference*
Which brand would make it easier to quit smoking?	

In China, a question regarding gifting cigarettes ("Which brand would you be more likely to give as a gift?") was added to the question set for the "Real Pack" comparative rating pairs (in Adult Part A and Youth Part B).

Youth

1. Each youth respondent was randomly assigned to one of 3 conditions: 1) "branded", 2) "plain" with full brand descriptors remaining, or 3) "plain" with descriptors removed (i.e., only the brand name). Assignment to "branded" (Condition 1) or "plain" (Conditions 2 and 3) condition applied to all parts of the survey. Packs were shown according to experimental conditions.

2. In Part A, youth viewed a series of 12 individual packs, one at a time and randomly-ordered (descriptions of packs above). They rated each pack on 3 brand ratings (appeal, taste, and health), as well as 7 (9 in China) smoker "traits" (female/male, glamorous/not, stylish/not, popular/not, cool/not, sophisticated/not, slim/overweight).

Compared to other brands, how appealing is this brand of cigarettes?

- *Less appealing than other brands*
- *No difference*
- *More appealing than other brands*

Compared to other brands, how do you think these cigarettes would taste?

- *Worse than other brands*
- *No difference*
- *Better than other brands*

Compared to other cigarette brands, would these cigarettes be:

- *Less harmful than other brands*
- *No difference*
- *More harmful than other brands*

Now I'll ask you several questions about the kind of person you think would smoke this brand.
*In your opinion, is someone who smokes this brand regularly **more likely** to be:*

- *Female, Male, No difference*
- *Glamorous, Not glamorous, No difference*
- *Stylish, Not stylish, No difference*
- *Popular, Not popular, No difference*
- *Cool, Not cool, No difference*
- *Sophisticated, Not sophisticated, No difference*
- *Slim, Overweight, No difference*
- *Wealthy, Not wealthy, No difference (China only)*
- *Dignified, Not dignified, No difference (China only)*

3. In Part B, youth rated pairs of 5-6 leading brands within the specific country, as in the adult study. The same brands and measures were used, with one exception: "Which brand would make it easier to quit smoking?" was replaced with "Which brand would you rather try?".

4. In Part C, youth completed a pack selection task. They were asked, "As part of this study, we would like to send you pack of cigarettes to thank you for participating in this study. Please select from one of the choices below" and 4 packs were displayed on screen: 2 "branded" packs and 2 "plain" packs randomly selected from the 12 (for each of the two selected conditions) included in Part A. Youth could select one of the brands or choose the option of not receiving a pack. The main outcome measure was the proportion of respondents who chose a "branded" vs. a "plain" pack. (NOTE: youth did not actually receive any cigarette packs).

In Mexico only, rather than having both plain and branded packs to choose from, the pack selection task included 4 randomly-selected packs from the condition that the respondent was assigned to for the previous sections (i.e., 4 branded, 4 plain with descriptors, or 4 plain without descriptors).

5.0 SAMPLE INFORMATION

Study 1

Table 4: Total number of respondents for Study 1

Country	Total surveys (Complete/Partial*)		
	Adult Sample	**Youth Sample**	**Overall**
Mexico	**544** (492/52)	**528** (504/24)	**1072** (996/76)
United States	**844** (772/72)	**719** (677/42)	**1563** (1449/114)
China	**504** (498/6)	**566** (520/46)	**1070** (1018/52)
Germany	**623** (581/42)	**583** (514/69)	**1206** (1095/111)
India	**503** (500/3)	**509** (503/6)	**1012** (1003/9)
Bangladesh	**513** (499/14)	**506** (497/9)	**1019** (996/23)
South Korea	**621** (530/91)	**741** (608/133)	**1362** (1138/224)
TOTAL	**4152 (3872/280)**	**4152 (3823/329)**	**8304 (7695/609)**

*Partial surveys include those with at least one set of ratings complete, and may be included or dropped from subsequent analyses as appropriate

Table 5: Number of respondents assigned to each warning set*in Study 1, by country and overall

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
	Addiction	Aging	Death	Emphysema	Gangrene	Heart Disease	Impotence	Lung Cancer	Mouth Cancer	Pregnancy	Quitting	SHS	Stroke	Throat Cancer	Toxic
MEXICO Total	**124**	**124**	**63**	**62**	**65**	**68**	**67**	**63**	**62**	**63**	**64**	**66**	**62**	**64**	**64**
Adult	62	62	62	62	61	60	60	63	63	63	61	61	62	61	67
Youth	62	62	125	124	126	128	127	126	125	126	125	127	124	125	131
US Total	**195**	**191**	**193**	**189**	**193**	**192**	**189**	**202**	**188**	**190**	**196**	**191**	**193**	**201**	**195**
Adult	118	115	105	114	111	110	106	125	101	104	119	115	113	123	109
Youth	91	97	97	92	97	99	100	98	95	100	99	90	92	94	97
CHINA Total	**142**	**138**	**145**	**149**	**131**	**138**	**139**	**149**	**146**	**141**	**148**	**150**	**145**	**140**	**139**
Adult	70	67	70	67	66	67	66	68	66	64	70	69	68	65	65
Youth	72	71	75	82	65	71	73	81	80	77	78	81	77	75	74
GERMANY Total	**159**	**161**	**161**	**162**	**158**	**167**	**156**	**166**	**165**	**159**	**173**	**158**	**152**	**162**	**153**
Adult	79	83	87	88	83	86	76	84	88	82	88	82	79	83	78
Youth	80	78	74	74	75	81	80	82	77	77	85	76	73	79	75
INDIA Total	**132**	**141**	**136**	**135**	**131**	**133**	**133**	**132**	**133**	**141**	**133**	**138**	**132**	**138**	**136**
Adult	66	72	67	70	67	68	65	65	67	67	66	67	64	68	66
Youth	66	69	69	65	64	65	68	67	66	74	67	71	68	70	70
BANGLA. Total	**133**	**139**	**141**	**131**	**140**	**132**	**137**	**133**	**138**	**144**	**132**	**135**	**136**	**134**	**133**
Adult	67	72	67	66	70	66	71	66	70	74	69	68	70	64	66
Youth	66	67	74	65	70	66	66	67	68	70	63	67	66	70	67
KOREA Total	**192**	**184**	**188**	**185**	**190**	**177**	**188**	**176**	**175**	**173**	**179**	**192**	**182**	**181**	**162**
Adult	86	80	80	85	85	83	88	79	83	77	84	91	85	84	72
Youth	106	104	108	100	105	94	100	97	92	96	95	101	97	97	90
TOTAL	**1077**	**1078**	**1027**	**1013**	**1008**	**1007**	**1009**	**1021**	**1007**	**1011**	**1025**	**1030**	**1002**	**1020**	**982**
Adult	536	539	534	540	534	532	522	533	533	526	543	542	535	535	517
Youth	541	539	617	597	596	595	607	614	600	611	604	610	591	607	599

*Note that final numbers completing each set of ratings may vary slightly due to incomplete surveys. Also note that each individual will be represented in two groups, since each respondent viewed two sets of warnings.

Study 2

Table 6: Total number of respondents for Study 2

Country	Total surveys (Complete/Partial*)								
	Adult Sample			Youth Sample			Overall		
	All	**Males**	**Females**	**All**	**Males**	**Females**	**All**	**Males**	**Females**
Mexico	**551** (530/21)	300 (287/13)	251 (243/8)	**541** (519/22)	265 (258/7)	276 (261/15)	**1092** (1049/43)	565 (545/20)	527 (504/23)
United States	**838** (759/ 79)	255 (230/ 25)	583 (529/ 54)	**2340** (2277/ 63)	943 (923/ 20)	1397 (1354/ 43)	**3178** (3036/142)	1198 (1153/ 45)	1980 (1883/ 97)
China	**511** (505/6)	511 (505/6)	--	**527** (518/9)	275 (269/6)	252 (249/3)	**1038** (1023/15)	786 (774/12)	252 (249/3)
Germany	**563** (529/34)	257 (246/11)	306 (283/23)	**537** (512/25)	226 (215/11)	311 (297/14)	**1100** (1041/59)	483 (461/22)	617 (580/37)
India	**524** (506/18)	524 (506/18)	--	**640** (637/3)	362 (361/1)	278 (276/2)	**1164** (1143/21)	886 (867/19)	278 (276/2)
Bangladesh	**514** (499/15)	514 (499/15)	--	**269** (265/4)	269 (265/4)	**--**	**783** (764/19)	783 (764/19)	--
South Korea	**571** (512/59)	571 (512/59)	--	**665** (622/43)	330 (308/22)	335 (314/21)	**1236** (1134/102)	901 (820/81)	335 (314/21)
TOTAL	**4072 (3840/ 232)**	2932 (2785/ 147)	1140 (1055/ 85)	**5519 (5350/ 169)**	2670 (2599/ 71)	2849 (2751/ 98)	**9591 (9190/ 401)**	5602 (5384/ 218)	3989 (3806/ 183)

*Partial surveys include those with at least one set of ratings complete, and may be included or dropped from subsequent analyses as appropriate

Table 7: Number of respondents assigned to each condition in Study 2, by country and overall

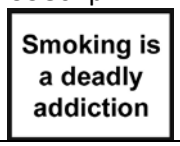
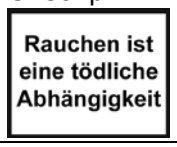
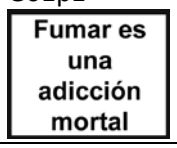
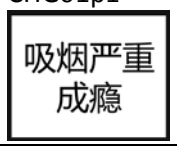
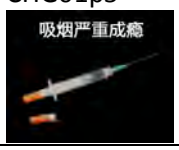
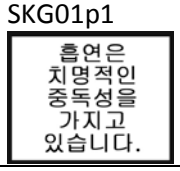
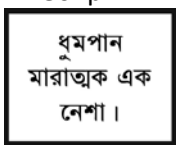
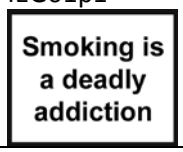
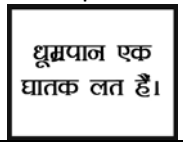
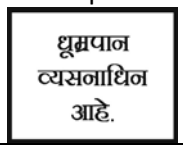
	ADULTS		YOUTH		
	1 Branded	**2 Plain**	**1 Branded**	**2 Plain with Descriptors**	**3 Plain No Descriptors**
MEXICO (n=1092)					
Adult	**276**	**275**	-	-	-
Youth	-	-	**176**	**183**	**182**
Female	-	-	89	96	91
Male	-	-	87	87	91
US (n=3178)					
Adult	**406**	**432**	-	-	-
Youth	-	-	**779**	**779**	**782**
Female	-	-	464	468	465
Male	-	-	315	311	317
CHINA (n=1038)					
Adult	**257**	**254**	-	-	-
Youth	-	-	**193**	**192**	**142**
Female	-	-	107	82	86
Male	-	-	86	110	56
GERMANY (n=1100)					
Adult	**281**	**282**	-	-	-
Youth	-	-	**182**	**179**	**176**
Female	-	-	108	101	102
Male	-	-	74	78	74
INDIA (n=1164)					
Adult	**257**	**267**	-	-	-
Youth	-	-	**144**	**145**	**351***
Female	-	-	65	63	150*
Male	-	-	79	82	201*
BANGLADESH (n=783)					
Adult	**252**	**262**	-	-	-
Youth **Male**	-	-	**71**	**70**	**128**
KOREA (n=1236)					
Adult	**294**	**277**	-	-	-
Youth	-	-	**215**	**220**	**230**
Female	-	-	110	110	115
Male	-	-	105	110	115

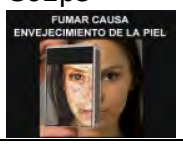
*Due to a software error with randomization of respondents to groups, additional respondents were initially assigned to condition 3. Although this error was corrected, an increased number of respondents were in condition 3 overall.

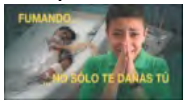
REFERENCES

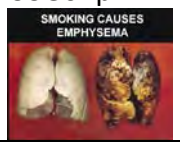
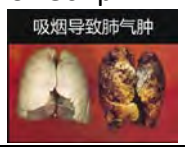
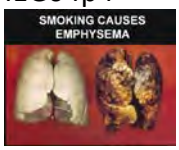
1. Harkness JA, Pennell BA, Schoua-Glusberg A. Survey questionnaire translation and assessment. In: S Pressler, JM Rothgeb, MP Couper, JT Lessler, E Martin, J Martin, E Singer, eds. Methods for testing and evaluating survey questionnaires: 453-473. Hoboken, NJ: Wiley & Sons Inc, 2004.

APPENDIX A: HEALTH WARNING LABEL IMAGES AND CODING* (STUDY 1)

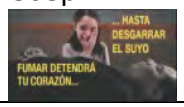
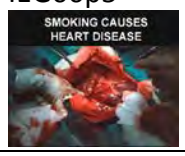
ADDICTION						
	Text	**Lived Experience/ Graphic**	**Testimonial**	**Lived Experience**	**Symbolic**	**Symbolic**
US	USG01p1 	USG01p2	USG01p3	USG01p4	USG01p5	USG01p6
GERMANY	GEG01p1 	GEG01p2	GEG01p3	GEG01p4	GEG01p5	GEG01p6
MEXICO	G01p1 	G01p5	G01p6	G01p2	G01p4	G01p3
CHINA	CHG01p1 	CHG01p2	CHG01p3	CHG01p4	CHG01p5 	CHG01p6
KOREA	SKG01p1 	SKG01p2	SKG01p3	SKG01p4	SKG01p5	SKG01p6
BANGLADESH	BDG01p1 	BDG01p2	BDG01p3	BDG01p4	BDG01p5	BDG01p6
INDIA - ENGLISH	IEG01p1 	IEG01p2	IEG01p3	IEG01p4	IEG01p5	IEG01p6
INDIA - HINDI	IHG01p1 	IHG01p2	IHG01p3	IHG01p4	IHG01p5	IHG01p6
INDIA - MARATHI	IMG01p1 	IMG01p2	IMG01p3	IMG01p4	IMG01p5	IMG01p6

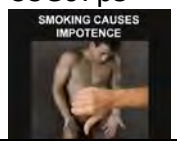
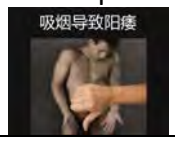
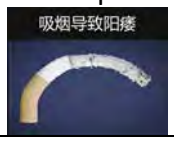
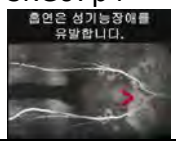
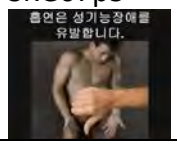
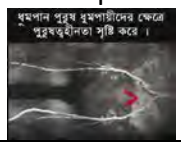
AGING						
	Text	**Lived Experience/ Graphic**	**Testimonial**	**Graphic**	**Symbolic / Graphic**	
US	USG02p1 Smoking causes aging of the skin	USG02p2 	USG02p3 	USG02p4 	USG02p5 	
GERMANY	GEG02p1 Rauchen lässt Ihre Haut altern	GEG02p2 	GEG02p3 	GEG02p4 	GEG02p5 	
MEXICO	G02p1 Fumar causa envejecimiento de la piel	G02p2 	G02p4 	G02p3 	G02p5 	
CHINA	CHG02p1 吸烟加速衰老	CHG02p2 	CHG02p3 	CHG02p4 	CHG02p5 	
KOREA	SKG02p1 흡연은 피부노화를 유발합니다.	SKG02p2 	SKG02p3 	SKG02p4 	SKG02p5 	
BANGLADESH	BDG02p1 ধূমপান চামড়া কুচকে যাওয়া এবং বয়সের ছাপ পড়ার কারণ।	BDG02p2 	BDG02p3 	BDG02p4 	BDG02p5 	
INDIA - ENGLISH	IEG02p1 Smoking causes aging of the skin	IEG02p2 	IEG02p3 	IEG02p4 	IEG02p5 	
INDIA - HINDI	IHG02p1 धूम्रपान त्वचा की झुर्रियाँ बढने का कारण बनता है।	IHG02p2 	IHG02p3 	IHG02p4 	IHG02p5 	
INDIA - MARATHI	IMG02p1 धूम्रपानामुळे त्वचेला सुरकुत्या पडतात आणि तिला वृध्दत्व येते.	IMG02p2 	IMG02p3 	IMG02p4 	IMG02p5 	

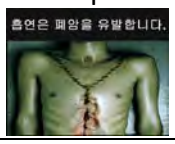
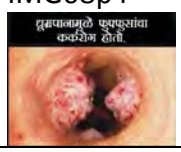
DEATH						
	Text	**Lived Experience**	**Testimonial**	**Graphic**	**Symbolic**	**Lived Experience (MX only)**
US	USG03p1 Smoking kills	USG03p2 	USG03p3 	USG03p4 	USG03p5 	
GERMANY	GEG03p1 Rauchen tötet	GEG03p2 	GEG03p3 	GEG03p4 	GEG03p5 	
MEXICO	G05p1 Fumar mata	G05p5 	G05p4 	G05p2 	G05p3 	G05p6 
CHINA	CHG03p1 吸烟导致死亡	CHG03p2 	CHG03p3 	CHG03p4 	CHG03p5 	
KOREA	SKG03p1 흡연은 살인입니다.	SKG03p2 	SKG03p3 	SKG03p4 	SKG03p5 	
BANGLADESH	BDG03p1 ধূমপান মৃত্যুর কারণ।	BDG03p2 	BDG03p3 	BDG03p4 	BDG03p5 	
INDIA - ENGLISH	IEG03p1 Smoking kills	IEG03p2 	IEG03p3 	IEG03p4 	IEG03p5 	
INDIA - HINDI	IHG03p1 धूम्रपान आपकी जान ले लेता है।	IHG03p2 	IHG03p3 	IHG03p4 	IHG03p5 	
INDIA - MARATHI	IMG03p1 धूम्रपान मृत्युदायक आहे.	IMG03p2 	IMG03p3 	IMG03p4 	IMG03p5 	

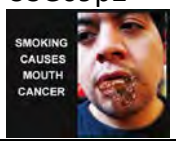
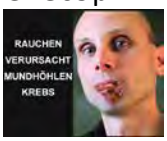
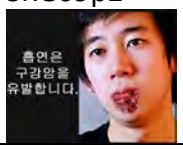
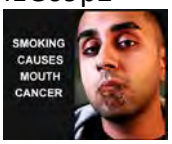
EMPHYSEMA						
	Text	**Lived Experience**	**Testimonial**	**Graphic**	**Lived Experience**	**Lived Experience (MX only)**
US	USG04p1 Smoking causes emphysema	USG04p2 	USG04p3 	USG04p4 	USG04p5 	
GERMANY	GEG04p1 Rauchen verursacht Lungener-krankungen	GEG04p2 	GEG04p3 	GEG04p4 	GEG04p5 	
MEXICO	G06p1 Fumar causa enfisema	G06p2 	G06p5 	G06p3 	G06p4 	G06p6
CHINA	CHG04p1 吸烟导致肺气肿	CHG04p2 	CHG04p3 	CHG04p4 	CHG04p5 	
KOREA	SKG04p1 흡연은 폐기종을 유발합니다.	SKG04p2 	SKG04p3 	SKG04p4 	SKG04p5 	
BANGLADESH	BDG04p1 ধূমপান শ্বাসকষ্টর জন্য দায়ী।	BDG04p2 	BDG04p3 	BDG04p4 	BDG04p5 	
INDIA - ENGLISH	IEG04p1 Smoking causes emphysema	IEG04p2 	IEG04p3 	IEG04p4 	IEG04p5 	
INDIA - HINDI	IHG04p1 धूम्रपान से दमे की बीमारी होती हैं ।	IHG04p2 	IHG04p3 	IHG04p4 	IHG04p5 	
INDIA - MARATHI	IMG04p1 सिगारेट ओढल्यामुळे दमा होतो.	IMG04p2 	IMG04p3 	IMG04p4 	IMG04p5 	

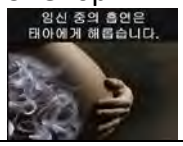
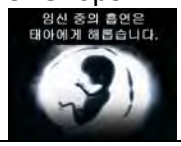
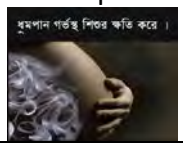
GANGRENE						
	Text	**Lived Experience/ Graphic**	**Testimonial**	**Graphic**	**Lived Experience**	**Lived Experience (MX only)**
US	USG05p1 Smoking causes gangrene	USG05p2 	USG05p3 	USG05p4 	USG05p5 	
GERMANY	GEG05p1 Rauchen verursacht Raucherbein	GEG05p2 	GEG05p3 	GEG05p4 	GEG05p5 	
MEXICO	G07p1 Fumar causa gangrena	G07p4 	G07p5 	G07p3 	G07p2 	G07p6
CHINA	CHG05p1 吸烟导致坏疽	CHG05p2 	CHG05p3 	CHG05p4 	CHG05p5 	
KOREA	SKG05p1 흡연은 괴저를 유발합니다.	SKG05p2 	SKG05p3 	SKG05p4 	SKG05p5 	
BANGLADESH	BDG05p1 ধূমপান গ্যাংগ্রীণের কারণ।	BDG05p2 	BDG05p3 	BDG05p4 	BDG05p5 	
INDIA - ENGLISH	IEG05p1 Smoking causes gangrene	IEG05p2 	IEG05p3 	IEG05p4 	IEG05p5 	
INDIA - HINDI	IHG05p1 धूम्रपान गैंगरीन का कारण बनता है।	IHG05p2 	IHG05p3 	IHG05p4 	IHG05p5 	
INDIA - MARATHI	IMG05p1 धूम्रपानामुळे गॅंगरीन होतो.	IMG05p2 	IMG05p3 	IMG05p4 	IMG05p5 	

HEART DISEASE						
	Text	**Lived Experience/ Graphic**	**Testimonial**	**Graphic**	**Graphic**	**Lived Experience**
US	USG06p1 Smoking causes heart disease	USG06p2 	USG06p3 	USG06p4 	USG06p5 	USG06p6
GERMANY	GEG06p1 Rauchen verursacht Herzkrank-heiten	GEG06p2 	GEG06p3 	GEG06p4 	GEG06p5 	GEG06p6
MEXICO	G08p1 Fumar causa padecimientos del corazón	G08p3 	G08p6 	G08p4 	G08p5 	G08p2
					Lived Experience (MX only)	G08p7 
CHINA	CHG06p1 吸烟导致心脏病	CHG06p2 	CHG06p3 	CHG06p4 	CHG06p5 	CHG06p6
KOREA	SKG06p1 흡연은 심장질환 유발합니다.	SKG06p2 	SKG06p3 	SKG06p4 	SKG06p5 	SKG06p6
BANGLADESH	BDG06p1 ধূমপান হৃদ রোগের জন্য দায়ী।	BDG06p2 	BDG06p3 	BDG06p4 	BDG06p5 	BDG06p6
INDIA - ENGLISH	IEG06p1 Smoking causes heart disease	IEG06p2 	IEG06p3 	IEG06p4 	IEG06p5 	IEG06p6
INDIA - HINDI	IHG06p1 धूम्रपान से दिल की बीमारी होती है।	IHG06p2 	IHG06p3 	IHG06p4 	IHG06p5 	IHG06p6
INDIA - MARATHI	IMG06p1 धूम्रपानामुळे हृदयविकार होतो.	IMG06p2 	IMG06p3 	IMG06p4 	IMG06p5 	IMG06p6

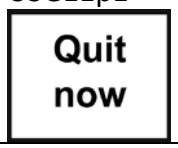
IMPOTENCE						
	Text	**Lived Experience**	**Testimonial**	**Symbolic**	**Symbolic/ Lived Experience**	**Symbolic**
US	USG07p1 Smoking causes impotence	USG07p2 	USG07p3 	USG07p4 	USG07p5 	USG07p6
GERMANY	GEG07p1 Rauchen verursacht Impotenz	GEG07p2 	GEG07p3 	GEG07p4 	GEG07p5 	GEG07p6
MEXICO	G09p1 Fumar causa impotencia sexual	G09p5 	G09p2 	G09p4 	G09p6 	G09p3
CHINA	CHG07p1 吸烟导致阳痿	CHG07p2 	CHG07p3 	CHG07p4 	CHG07p5 	CHG07p6 
KOREA	SKG07p1 흡연은 성기능장애를 유발합니다.	SKG07p2 	SKG07p3 	SKG07p4 	SKG07p5 	SKG07p6
BANGLADESH	BDG07p1 ধূমপান পুরুষ ধূমপায়ীদের ক্ষেত্রে পুরুষত্বহীনতা সৃষ্টি করে ।	BDG07p2 	BDG07p3 	BDG07p4 	BDG07p5 	BDG07p6
INDIA - ENGLISH	IEG07p1 Smoking causes impotence	IEG07p2 	IEG07p3 	IEG07p4 	IEG07p5 	IEG07p6
INDIA - HINDI	IHG07p1 धूम्रपान से पुरूष नपुंसक हो जाता है।	IHG07p2 	IHG07p3 	IHG07p4 	IHG07p5 	IHG07p6
INDIA - MARATHI	IMG07p1 धूम्रपानामुळे पुरूषांमध्ये नपुंसकत्व होण्याचा धोका असतो.	IMG07p2 	IMG07p3 	IMG07p4 	IMG07p5 	IMG07p6

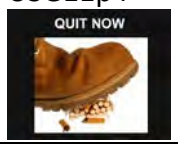
LUNG CANCER						
	Text	**Lived Experience/ Graphic**	**Testimonial**	**Graphic**	**Graphic**	**Symbolic**
US	USG08p1 Smoking causes lung cancer	USG08p2 	USG08p3 	USG08p4 	USG08p5 	USG08p6
GERMANY	GEG08p1 Rauchen verursacht Lungenkrebs	GEG08p2 	GEG08p3 	GEG08p4 	GEG08p5 	GEG08p6
MEXICO	G10p1 Fumar causa cáncer del pulmón	G10p5 	G10p3 	G10p2 	G10p4 	G10p6
CHINA	CHG08p1 吸烟导致肺癌	CHG08p2 	CHG08p3 	CHG08p4 	CHG08p5 	CHG08p6
KOREA	SKG08p1 흡연은 폐암을 유발합니다.	SKG08p2 	SKG08p3 	SKG08p4 	SKG08p5 	SKG08p6
BANGLADESH	BDG08p1 ধূমপান ফুসফুসের ক্যান্সারের জন্য দায়ী।	BDG08p2 	BDG08p3 	BDG08p4 	BDG08p5 	BDG08p6
INDIA - ENGLISH	IEG08p1 Smoking causes lung cancer	IEG08p2 	IEG08p3 	IEG08p4 	IEG08p5 	IEG08p6
INDIA - HINDI	IHG08p1 धूम्रपान से फेफड़ो का कैंसर होता हैं ।	IHG08p2 	IHG08p3 	IHG08p4 	IHG08p5 	IHG08p6
INDIA - MARATHI	IMG08p1 सिगारेट ओढल्यामुळे फुफ्फुसांचा कर्करोग होतो.	IMG08p2 	IMG08p3 	IMG08p4 	IMG08p5 	IMG08p6

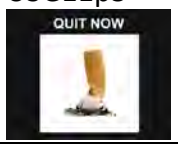
MOUTH CANCER						
	Text	**Lived Experience/ Graphic**	**Testimonial**	**Graphic**	**Graphic**	**Graphic (MX only)**
US	USG09p1 Smoking causes mouth cancer	USG09p2 	USG09p3 	USG09p4 	USG09p5 	
GERMANY	GEG09p1 Rauchen verursacht Mundhöhlen-krebs	GEG09p2 	GEG09p3 	GEG09p4 	GEG09p5 	
MEXICO	G11p1 Fumar causa cáncer de boca	G11p2 	G11p4 	G11p3 		G11p5
CHINA	CHG09p1 吸烟导致口腔癌	CHG09p2 	CHG09p3 	CHG09p4 	CHG09p5 	
KOREA	SKG09p1 흡연은 구강암을 유발합니다.	SKG09p2 	SKG09p3 	SKG09p4 	SKG09p5 	
BANGLADESH	BDG09p1 ধূমপান মুখের ক্যান্সারের জন্য দায়ী।	BDG09p2 	BDG09p3 	BDG09p4 	BDG09p5 	
INDIA - ENGLISH	IEG09p1 Smoking causes mouth cancer	IEG09p2 	IEG09p3 	IEG09p4 	IEG09p5 	
INDIA - HINDI	IHG09p1 धूम्रपान से मुँह का कैंसर होता है ।	IHG09p2 	IHG09p3 	IHG09p4 	IHG09p5 	
INDIA - MARATHI	IMG09p1 धूम्रपानामुळे तोंडाचा कर्करोग होतो.	IMG09p2 	IMG09p3 	IMG09p4 	IMG09p5 	

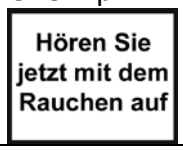
PREGNANCY						
	Text	**Lived Experience/ Graphic**	**Testimonial**	**Symbolic**	**Symbolic**	**Graphic/ Symbolic (MX only)**
US	USG10p1 Smoking when pregnant harms your baby	USG10p2 	USG10p3 	USG10p4 	USG10p5 	
GERMANY	GEG10p1 Rauchen in der Schwanger-schaft schadet Ihrem Kind	GEG10p2 	GEG10p3 	GEG10p4 	GEG10p5 	
MEXICO	G12p1 Fumar durante el embarazo daña a tu bebé	G12p2 	G12p5 	G12p3 	G12p4 	G12p6
CHINA	CHG10p1 怀孕时吸烟危害胎儿健康	CHG10p2 	CHG10p3 	CHG10p4 	CHG10p5 	
KOREA	SKG10p1 임신 중의 흡연은 태아에게 해롭습니다.	SKG10p2 	SKG10p3 	SKG10p4 	SKG10p5 	
BANGLADESH	BDG10p1 ধূমপান গর্ভস্থ শিশুর ক্ষতি করে ।	BDG10p2 	BDG10p3 	BDG10p4 	BDG10p5 	
INDIA - ENGLISH	IEG10p1 Smoking when pregnant harms your baby	IEG10p2 	IEG10p3 	IEG10p4 	IEG10p5 	
INDIA - HINDI	IHG10p1 धूम्रपान से गर्भवती महिलाओं के बच्चे को हानि पहुँचती हैं।	IHG10p2 	IHG10p3 	IHG10p4 	IHG10p5 	
INDIA - MARATHI	IMG10p1 धूम्रपानामुळे गर्भवतीच्या बाळाला हानी पोहचते.	IMG10p2 	IMG10p3 	IMG10p4 	IMG10p5 	

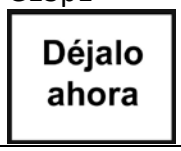
QUITTING						
	Text	**Lived Experience/ Symbolic**	**Testimonial**	**Symbolic**	**Symbolic**	
US	USG11p1	USG11p2	USG11p3	USG11p4	USG11p5	
GERMANY	GEG11p1	GEG11p2	GEG11p3	GEG11p4	GEG11p5	
MEXICO	G13p1	G13p3	G13p5	G13p2	G13p4	
CHINA	CHG11p1	CHG11p2	CHG11p3	CHG11p4	CHG11p5	
KOREA	SKG11p1	SKG11p2	SKG11p3	SKG11p4	SKG11p5	
BANGLADESH	BDG11p1	BDG11p2	BDG11p3	BDG11p4	BDG11p5	
INDIA - ENGLISH	IEG11p1	IEG11p2	IEG11p3	IEG11p4	IEG11p5	
INDIA - HINDI	IHG11p1	IHG11p2	IHG11p3	IHG11p4	IHG11p5	
INDIA - MARATHI	IMG11p1	IMG11p2	IMG11p3	IMG11p4	IMG11p5	

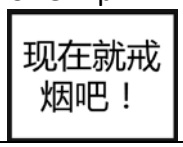


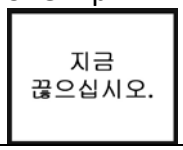


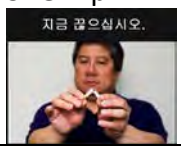


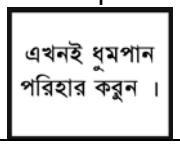


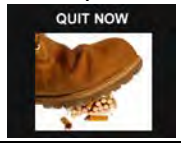


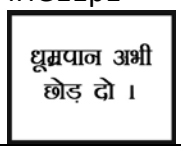


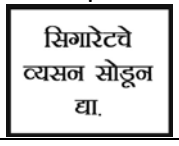


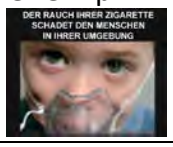
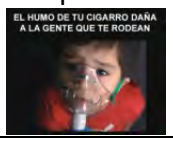
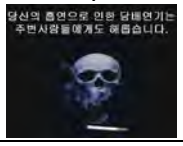
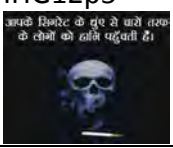


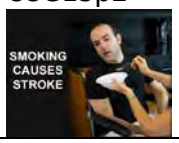
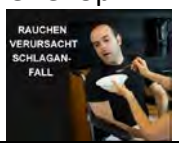
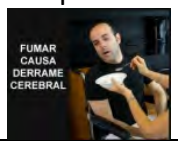
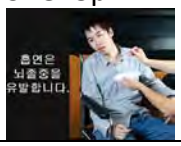


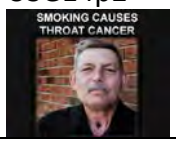
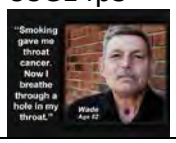
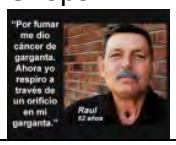
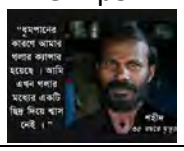
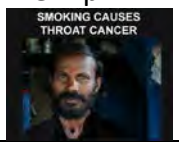
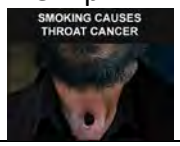
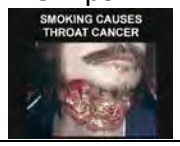


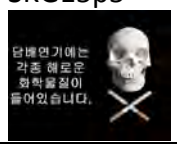




SHS						
	Text	**Lived Experience**	**Testimonial**	**Lived Experience**	**Symbolic**	**Lived Experience (MX only)**
US	USG12p1 The smoke from your cigarette harms people around you	USG12p2 	USG12p3 	USG12p4 	USG12p5 	
GERMANY	GEG12p1 Der Rauch Ihrer Zigarette schadet den Menschen in Ihrer Umgebung	GEG12p2 	GEG12p3 	GEG12p4 	GEG12p5 	
MEXICO	G14p1 El humo de tu cigarro daña a la gente que te rodean	G14p2 	G14p4 	G14p3 	G14p5 	G14p6
CHINA	CHG12p1 香烟产生的烟雾对周围人有害	CHG12p2 	CHG12p3 	CHG12p4 	CHG12p5 	
KOREA	SKG12p1 당신의 흡연으로 인한 당배연기는 주변 사람들에게도 해롭습니다.	SKG12p2 	SKG12p3 	SKG12p4 	SKG12p5 	
BANGLADESH	BDG12p1 সিগারেটের ধোঁয়া থেকে অধূমপায়ীদের ক্ষতি হয় ।	BDG12p2 	BDG12p3 	BDG12p4 	BDG12p5 	
INDIA - ENGLISH	IEG12p1 The smoke from your cigarette harms people around you	IEG12p2 	IEG12p3 	IEG12p4 	IEG12p5 	
INDIA - HINDI	IHG12p1 आपके सिगरेट के धुंए से चारों तरफ के लोगों को हानि पहुँचती हैं।	IHG12p2 	IHG12p3 	IHG12p4 	IHG12p5 	
INDIA - MARATHI	IMG12p1 तुमच्या धूम्रपानामुळे आसपासच्या लोकांना हानी पोहचते.	IMG12p2 	IMG12p3 	IMG12p4 	IMG12p5 	

STROKE						
	Text	**Lived Experience**	**Testimonial**	**Graphic**	**Lived Experience**	
US	USG13p1	USG13p2	USG13p3	USG13p4	USG13p5	
	Smoking causes stroke					
GERMANY	GEG13p1	GEG13p2	GEG13p3	GEG13p4	GEG13p5	
	Rauchen verursacht Schlaganfall					
MEXICO	G15p1	G15p5	G15p4	G15p3	G15p2	
	Fumar causa derrame cerebral					
CHINA	CHG13p1	CHG13p2	CHG13p3	CHG13p4	CHG13p5	
	吸烟导致中风					
KOREA	SKG13p1	SKG13p2	SKG13p3	SKG13p4	SKG13p5	
	흡연은 뇌졸중을 유발합니다.					
BANGLADESH	BDG13p1	BDG13p2	BDG13p3	BDG13p4	BDG13p5	
	ধূমপান স্ট্রোক অথবা রক্ত জমাট বাধার জন্য দায়ী।					
INDIA - ENGLISH	IEG13p1	IEG13p2	IEG13p3	IEG13p4	IEG13p5	
	Smoking causes stroke					
INDIA - HINDI	IHG13p1	IHG13p2	IHG13p3	IHG13p4	IHG13p5	
	धूम्रपान से लकवा हो जाता है।					
INDIA - MARATHI	IMG13p1	IMG13p2	IMG13p3	IMG13p4	IMG13p5	
	धूम्रपानामुळे पक्षाघात होतो.					

THROAT CANCER						
	Text	**Lived Experience/ Graphic**	**Testimonial**	**Graphic**	**Graphic**	
US	USG14p1 Smoking causes throat cancer	USG14p2 	USG14p3 	USG14p4 	USG14p5 	
GERMANY	GEG14p1 Rauchen verursacht Kehlkopfkrebs	GEG14p2 	GEG14p3 	GEG14p4 	GEG14p5 	
MEXICO	G16p1 Fumar causa cáncer de garganta	G16p4 	G16p5 	G16p3 	G16p2 	
CHINA	CHG14p1 吸烟导致喉癌	CHG14p2 	CHG14p3 	CHG14p4 	CHG14p5 	
KOREA	SKG14p1 흡연은 후두암을 유발합니다.	SKG14p2 	SKG14p3 	SKG14p4 	SKG14p5 	
BANGLADESH	BDG14p1 ধূমপান গলার ক্যান্সারের জন্য দায়ী।	BDG14p2 	BDG14p3 	BDG14p4 	BDG14p5 	
INDIA - ENGLISH	IEG14p1 Smoking causes throat cancer	IEG14p2 	IEG14p3 	IEG14p4 	IEG14p5 	
INDIA - HINDI	IHG14p1 धूम्रपान से गले का कैंसर होता है ।	IHG14p2 	IHG14p3 	IHG14p4 	IHG14p5 	
INDIA - MARATHI	IMG14p1 धूम्रपानामुळे तोंडाचा कर्करोग होतो.	IMG14p2 	IMG14p3 	IMG14p4 	IMG14p5 	

TOXIC						
	Text	**Symbolic**	**Symbolic/ Graphic**	**Symbolic**	**Symbolic**	**Symbolic (MX only)**
US	USG15p1 Cigarette smoke contains toxic chemicals	USG15p2 	USG15p3 	USG15p4 	USG15p5 	
GERMANY	GEG15p1 Zigarettenrauch enthält giftige Substanzen	GEG15p2 	GEG15p3 	GEG15p4 	GEG15p5 	
MEXICO	G17p1 El humo de cigarro contiene químicos tóxicos	G17p2 	G17p3 	G17p4 	G17p5 	G17p6
CHINA	CHG15p1 香烟烟雾中含有毒化学物质	CHG15p2 	CHG15p3 	CHG15p4 	CHG15p5 	
KOREA	SKG15p1 담배연기에는 각종 해로운 화학물질이 들어있습니다.	SKG15p2 	SKG15p3 	SKG15p4 	SKG15p5 	
BANGLADESH	BDG15p1 সিগারেটের ধোঁয়াতে ক্ষতিকর রাসায়নিক পদার্থ থাকে ।	BDG15p2 	BDG15p3 	BDG15p4 	BDG15p5 	
INDIA - ENGLISH	IEG15p1 Cigarette smoke contains toxic chemicals	IEG15p2 	IEG15p3 	IEG15p4 	IEG15p5 	
INDIA - HINDI	IHG15p1 सिगरेट के धुंए में जहरीले पदार्थ होते हैं।	IHG15p2 	IHG15p3 	IHG15p4 	IHG15p5 	
INDIA - MARATHI	IMG15p1 धूम्रपानामध्ये हानीकारक पदार्थ असतात.	IMG15p2 	IMG15p3 	IMG15p4 	IMG15p5 	

CONSTITUENTS (Mexico only)

	Text	Symbolic	Symbolic	Graphic	Lived Experience	Testimonial
CADMIUM	El humo de tabaco contiene cadmio, una sustancia tóxica que se encuentra en las pilas. El cadmio causa cáncer.					
TAR	El humo de tabaco contiene alquitrán, una sustancia con más de 60 químicos que causan cáncer y enfermedades del pulmón.					

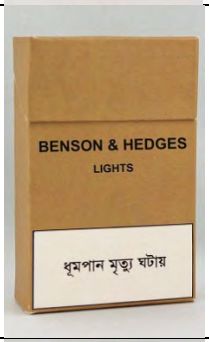
APPENDIX B: CIGARETTE PACKAGING IMAGES (STUDY 2)

B1: ADULT PART A/YOUTH PART B – PAIRS OF LEADING LOCAL BRANDS

B2: ADULT PART B – SYSTEMATIC MANIPULATION OF BRAND ELEMENTS

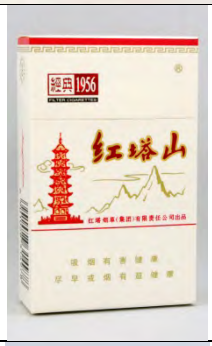
B3: YOUTH PART A – PAIRS OF LEADING LOCAL BRANDS

CIGARETTE PACKAGING IMAGES (STUDY 2):
ADULT PART A/YOUTH PART B – PAIRS OF LEADING LOCAL BRANDS

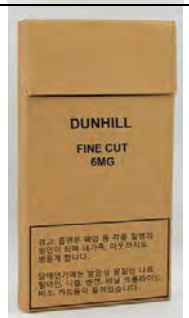
BANGLADESH (5 PAIRS)				
Condition 1		Condition 2		
				Marlboro (red) vs. Marlboro gold pack - pack colour - colour descriptor (gold) for plain packs
				Sheikh Full Flavour vs. Sheikh White - descriptors (white, full flavour) and pack colour
				Benson & Hedges Special Filter vs. Benson & Hedges Lights - descriptors (lights, special filter) and pack highlight colour
				Marise Special Blend (red pack) vs. Marise White - descriptors (white, special blend) and pack colour

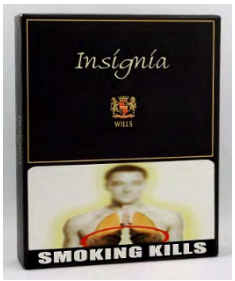
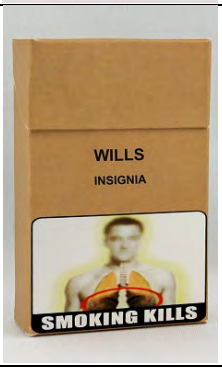
				John Player Gold Leaf (red pack) vs. John Player Gold Leaf Smooth - descriptor (smooth) and pack colour

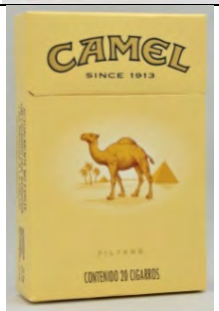
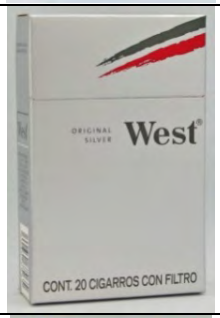
CHINA (6 PAIRS)				
Condition 1		**Condition 2**		
				Marlboro (red) vs. Marlboro gold pack - pack colour - colour descriptor (gold) for plain packs NOTE: Last line of text on the plain gold pack says “Black Freeze” rather than “Filter cigarettes”
				Mild Seven Original Blue vs. Mild Seven Sky Blue - descriptors (original blue, sky blue) and pack shade
				Zhongnanhai Ten 10mg vs. Zhongnanhai One 1mg - tar numbers - pack cost (20 yuan for 1mg, 4 yuan for 10mg)

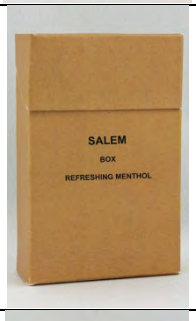
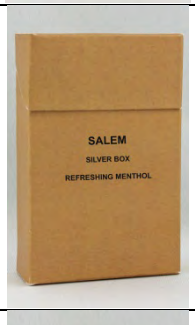
				Hongtashan (red pack) vs. Hongtashan (white pack) 10mg - tar numbers and pack colour
				Hongtashan Classic 1956 vs. Wuyeshen - Chinese medicine
				Baisha vs. Harmonization - regular/low-cost cigarettes to a premium/expensive brand (e..g, 4.5 yuan Baisha, 180 Harmonization), within brand family - pack colour

GERMANY (5 PAIRS)				
Condition 1		Condition 2		
				Marlboro (red) vs. Marlboro Gold Original - colour descriptor (gold) and pack colour
				Camel Filters vs. Camel Blue - colour descriptor (blue) and pack colour
				Gauloises Blondes vs. Gauloises Sélection, Frei von Zusätzen [additive free] - descriptor (additive-free) and pack colour
				Pall Mall vs. Pall Mall Menthol Breeze - menthol and pack colour
				West Red vs. West Silver - colour descriptors (red, silver) and pack colour

KOREA (5 PAIRS)				
Condition 1		Condition 2		
				Marlboro (red) vs. Marlboro Gold Lights - descriptor (lights) and pack colour
				Mild Seven Original vs. Mild Seven Lights - descriptors (original, lights) and pack shade
				Esse Classic vs. Esse Menthol - menthol and pack colour
				Dunhill Fine Cut 6mg vs Dunhill Fine Cut 0.1mg - tar numbers and pack colour
				The One Impact vs. The One Etipac - filter description and pack colour

INDIA (5 PAIRS)				
Condition 1		Condition 2		
				Marlboro (red) vs. Marlboro Gold Original - colour descriptor (gold) and pack colour
				Benson & Hedges Special Filter vs. Benson & Hedges Gold Blue - descriptors (lights, gold blue) and pack highlight colour
				Wills Classic Rich Taste vs. Wills Classic Menthol Rush - menthol and pack colour
				Marlboro (Red) vs. Marlboro Clove Mix - flavour (clove) and pack colour
				Will Insignia vs. Wills Navy Cut - regular/low-cost cigarettes to a premium/expensive brand, within brand family - pack colour

MEXICO (5 PAIRS)				
Condition 1		Condition 2		
				Marlboro (red) vs. Marlboro Gold Original - colour descriptor (gold) and pack colour
				Camel Filters vs. Camel Blue - colour descriptor (blue) and pack colour
				West Original Red vs. West Original Silver - colour descriptors (red, silver) and pack colour
				Pall Mall (green pack) vs. Pall Mall Krystal Frost - menthol descriptor (Krystal Frost) and pack colour/white space, within menthol brand
				Kent Blue Futura vs. Kent White Infina - colour descriptors (blue, white) and pack highlight colour

US (5 PAIRS)				
Condition 1		Condition 2		
				Marlboro (red) vs. Marlboro gold pack - pack colour - colour descriptor (gold) for plain packs
				Camel Filters vs. Camel Blue - colour descriptor (blue) and pack highlight colour
				Pall Mall Red vs. Pall Mall Blue - colour descriptors (red, blue) and pack colour
				Salem Box vs. Salem Silver Box - colour descriptor (silver) and pack colour, within menthol brand
				Camel Filters vs. Camel Menthol - menthol and packcolour

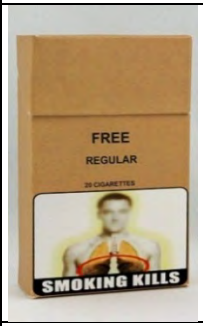
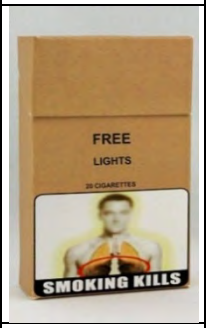
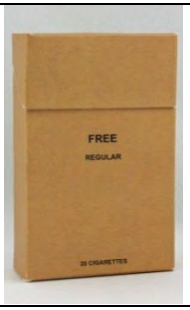
CIGARETTE PACKAGING IMAGES (STUDY 2):
ADULT PART B – SYSTEMATIC MANIPULATION OF BRAND ELEMENTS

Summary of Adult Part B Content across Countries

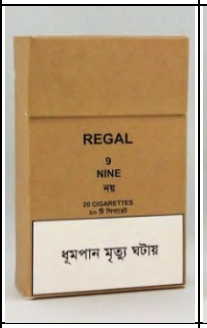
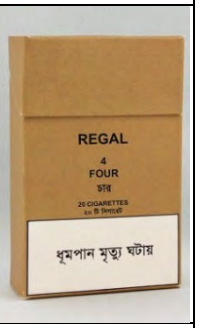
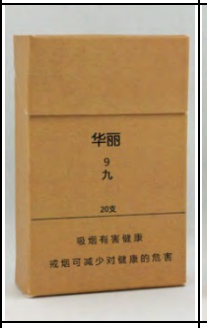
Country	Total # of Pairs (Packs/Cigarettes)	Health Warnings	Language Adaptations and Content Variations	Descriptor for "Rich" pack
Mexico	15 (12/3)	- 30% front (top) pictorial - one of 8 government-approved warnings - all 8 warnings used in this study, one on each of the 12 packs - implemented Sept. 2009 (after study period)	Winfield pair not included	De buen sabor
United States	16 (13/3)	- no warnings on front of pack		Rich
China	17 (13/4)	- 30% front (bottom) text-only - no specific format (not distinct from pack colours) - one front-of-pack warning with 2 statements (from 3 government-approved statements) - first statement appears on all packs; second statement rotates - same warning used on all packs in this study - "吸烟有害健康. 戒烟可减少对健康的危害" [Smoking is harmful to health. Quitting smoking can reduce health risk]	Brand names replaced with Chinese names; descriptors translated to Chinese equivalents and replaced the English descriptors One additional pair of cigarette sticks tested	浓味 [Rich]
Germany	16 (13/3)	- 30% front (bottom) text-only - EU format (distinct from pack colours) - one of 16 government-approved warning - same warning used on all packs in this study - "Rauchen ist tödlich." [Smoking is deadly]		Rich Taste
India	16 (13/3)	- 40% front (bottom) pictorial - one of 4 government-approved warnings - same warning used on all packs in this study - "Smoking kills" with image of man/lungs - implemented in Dec. 2011 (prior to study period)		Rich Taste
Bangladesh	16 (13/3)	- 30% front (bottom) text-only - format distinct from pack colours - one of 6 government-approved warning - same warning used on all packs in this study - "ধূমপান মৃত্যু ঘটায়" [Smoking causes death.]	Descriptors translated and added alongside English descriptors	Rich/mg×
South Korea	16 (13/3)	- 30% front (bottom) text-only - specific font, but format not distinct from pack colours - one front-of-pack warning with 2 statements (from 3 government-approved statements)	Descriptors translated and added alongside English descriptors	Rich/리치

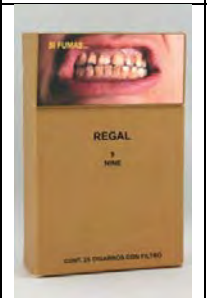
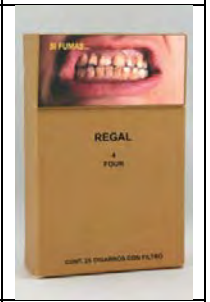
		- last statement appears on all warnings; first statement is used on the front of pack (a third statement is used instead on the back of the pack) - same warning used on all packs in this study -“경고: 흡연은 폐암 등 각종 질병의 원인이 되며 내가족, 이웃까지도 병들게 합니다. 담배연기에는 발암성 물질인 나프틸아민, 니켈, 벤젠, 비닐 크롤라이드, 비소, 카드뮴이 들어있습니다.” [Warning: Smoking causes various diseases including lung cancer and it damages other family members and neighbors. Cigarette smoke contains cancer-causing substances such as naphthylamine, nickel, benzene, vinyl chloride, arsenic and cadmium.]		

	CONDITION 1		CONDITION 2	
BANGLA.	1-1	1-2	1-1	1-2
Regular (wbqwgZ) vs. Lights (g`)				
CHINA	2-1	2-2	2-1	2-2
原味［Regular］vs. 淡味 [Lights]				
GERMANY	1-1	1-2	1-1	1-2
Regular vs. Lights				

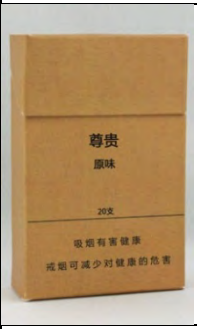
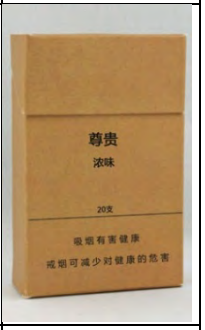
	CONDITION 1		CONDITION 2	
INDIA	1-1	1-2	1-1	1-2
Regular vs. Lights				
KOREA	1-1	1-2	1-1	1-2
Regular (레귤러) vs. Lights (라이트)				
MEXICO	2-1	2-2	2-1	2-2
Regular vs. Lights				
US	1-1	1-2	1-1	1-2
Regular vs. Lights				

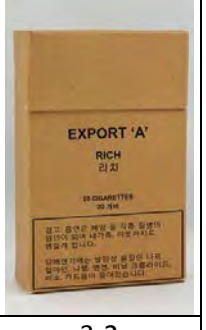
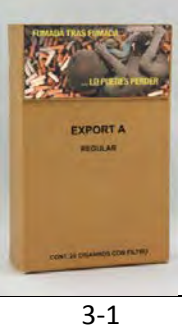
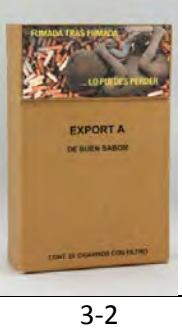
DESCRIPTOR: “LIGHTS”

	CONDITION 1		CONDITION 2	
BANGLA.	2-1	2-2	2-1	2-2
9 Nine (bq) vs. 4 Four (Pvi)				
CHINA	11-1	11-12	11-1	11-12
9 (九) vs. 4 (四)				
GERMANY	2-1	2-2	2-1	2-2
9 Nine vs. 4 Four				

	CONDITION 1		CONDITION 2	
INDIA	2-1	2-2	2-1	2-2
9 Nine vs. 4 Four				
KOREA	2-1	2-2	2-1	2-2
9 Nine (나인) vs. 4 Four (포)				
MEXICO	11-1	11-2	11-1	11-2
9 Nine vs. 4 Four				
US	11-1	11-2	11-1	11-2
9 Nine vs. 4 Four				

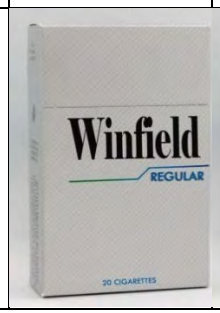
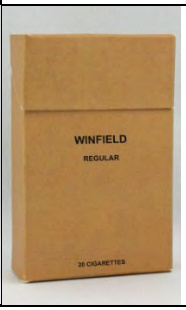
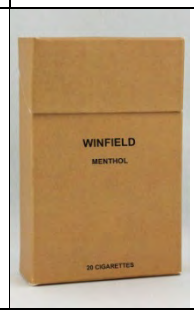
DESCRIPTOR: NUMBERS (9 vs 4)

	CONDITION 1		CONDITION 2	
BANGLA.	3-1	3-2	3-1	3-2
Regular (ïbqïgZ) vs. Rich (mg×)				
CHINA	3-1	3-2	3-1	3-2
原味［Regular］ vs. 浓味 [Rich]				
GERMANY	3-1	3-2	3-1	3-2
Regular vs. Rich Taste				

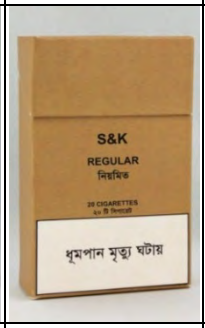
	CONDITION 1		CONDITION 2	
INDIA	3-1	3-2	3-1	3-2
Regular vs. Rich Taste				
KOREA	3-1	3-2	3-1	3-2
Regular (레귤러) vs. Rich (리치)				
MEXICO	3-1	3-2	3-1	3-2
Regular vs. De buen sabor				
US	3-1	3-2	3-1	3-2
Regular vs. Rich				

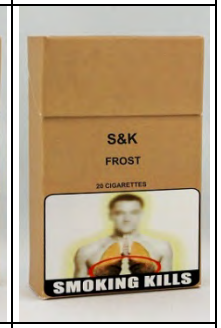
DESCRIPTOR: “RICH”

	CONDITION 1		CONDITION 2	
BANGLA.	4-1	4-2	4-1	4-2
Regular (ïbqïgZ) vs. Menthol (†gb_j)				
CHINA	16-1	16-2	16-1	16-2
原味［Regular］vs. 薄荷味 [Menthol]				
GERMANY	4-1	4-2	4-1	4-2
Regular vs. Menthol				

	CONDITION 1		CONDITION 2	
INDIA	4-1	4-2	4-1	4-2
Regular vs. Menthol				
KOREA	4-1	4-2	4-1	4-2
Regular (레귤러) vs. Menthol (멘솔)				
MEXICO				
	N/A	N/A	N/A	N/A
US	16-1	16-2	16-1	16-2
Regular vs. Menthol				

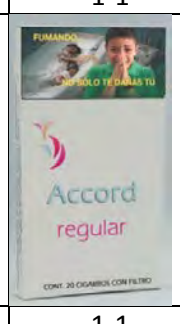
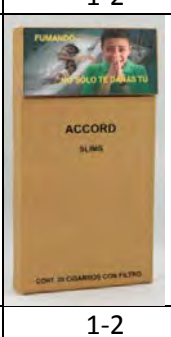
DESCRIPTOR: “MENTHOL”

	CONDITION 1		CONDITION 2	
BANGLA.	5-1	5-2	5-1	5-2
Regular (ৰbqৰgZ) vs. Frost (ৰbLZ)				
CHINA	9-1	9-2	9-1	9-2
原味［Regular］vs. 清凉味 [Frost]				
GERMANY	5-1	5-2	5-1	5-2
Regular vs. Frost				

	CONDITION 1		CONDITION 2	
INDIA	5-1	5-2	5-1	5-2
Regular vs. Frost				
KOREA	5-1	5-2	5-1	5-2
Regular (레귤러) vs. Frost (프로스트)				
MEXICO	9-1	9-2	9-1	9-2
Regular vs. Frost				
US	9-1	9-2	9-1	9-2
Regular vs. Frost				

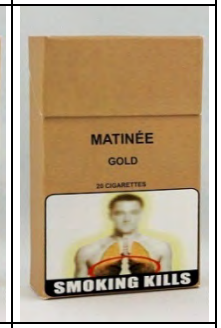
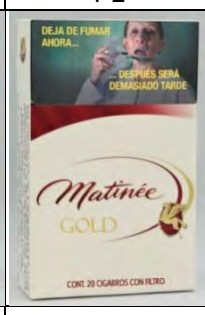
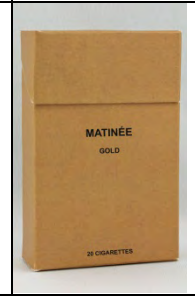
DESCRIPTOR: “FROST” (MENTHOL)

	CONDITION 1		CONDITION 2	
BANGLA.	6-1	6-2	6-1	6-2
Regular (wbqwgZ) vs. Slims (nvjKv)				
CHINA	1-1	1-2	1-1	1-2
原味［Regular］ vs. 细支 [Slims]				
GERMANY	6-1	6-2	6-2	6-2
Regular vs. Slims				

	CONDITION 1		CONDITION 2	
INDIA	6-1	6-2	6-1	6-2
Regular vs. Slims				
KOREA	6-1	6-2	6-1	6-2
Regular (레귤러) vs. Slims (슬림)				
MEXICO	1-1	1-2	1-1	1-2
Regular vs. Slims				
US	1-1	1-2	1-1	1-2
Regular vs. Slims				

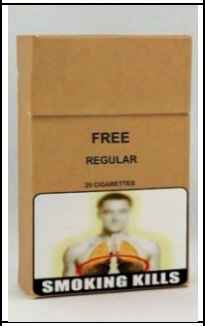
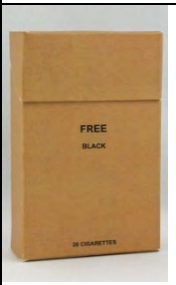
DESCRIPTOR: “SLIMS”

	CONDITION 1		CONDITION 2	
BANGLA.	7-1	7-2	7-1	7-2
Regular (wbqwgZ) vs. Gold (‡mvbv j x)				
CHINA	4-1	4-2	4-1	4-2
原味［Regular］ vs. 金色 [Gold]				
GERMANY	7-1	7-2	7-1	7-2
Regular vs. Gold				

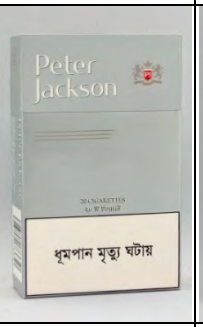
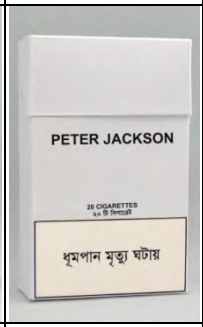
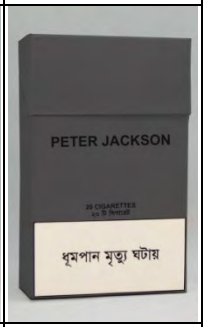
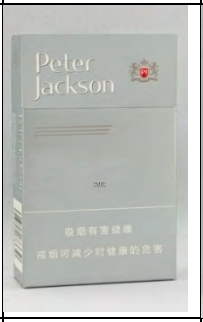
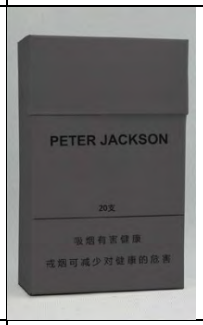
	CONDITION 1		CONDITION 2	
INDIA	7-1	7-2	7-1	7-2
Regular vs. Gold				
KOREA	7-1	7-2	7-1	7-2
Regular (레귤러) vs. Gold (골드)				
MEXICO	4-1	4-2	4-1	4-2
Regular vs. Gold				
US	4-1	4-2	4-1	4-2
Regular vs. Gold				

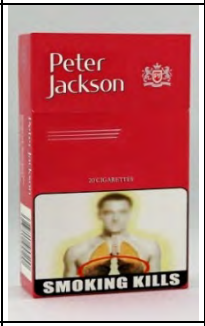
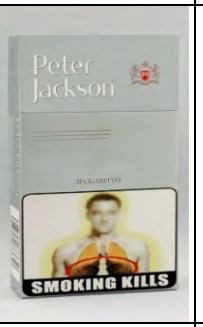
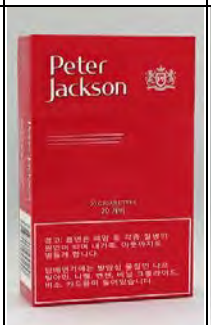
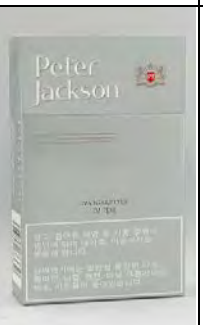
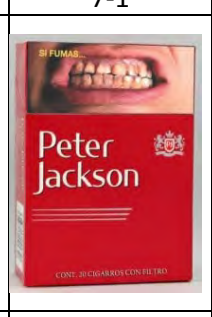
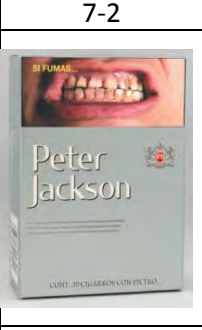
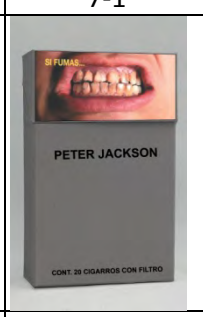
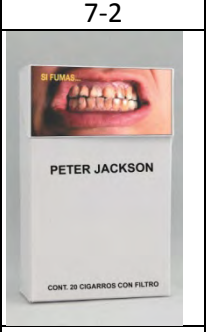
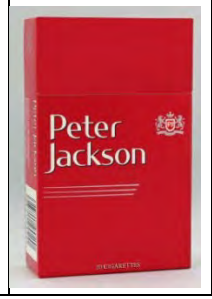
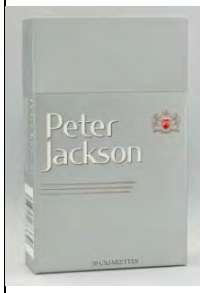
DESCRIPTOR: “GOLD”

	CONDITION 1		CONDITION 2	
BANGLA.	8-1	8-2	8-1	8-2
Black (K\v‡jv) vs. Silver (i“c\vjx)				
CHINA	5-1	5-2	5-1	5-2
Black [黑色] vs. Silver [银色]				
GERMANY	8-1	8-2	8-1	8-2
Black vs. Silver				

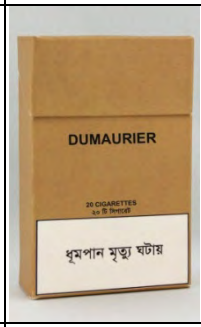
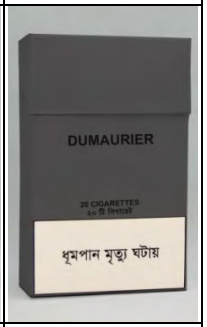
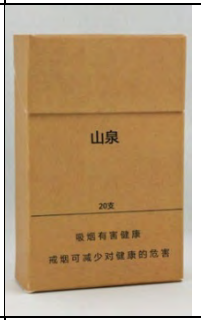
	CONDITION 1		CONDITION 2	
INDIA	8-1	8-2	8-1	8-2
Black vs. Silver				
KOREA	8-1	8-2	8-1	8-2
Black (블랙) vs. Silver (실버)				
MEXICO	5-1	5-2	5-1	5-2
Black vs. Silver				
US	5-1	5-2	5-1	5-2
Black vs. Silver				

DESCRIPTOR: “BLACK” vs “SILVER”

	CONDITION 1		CONDITION 2	
BANGLA.	9-1	9-2	9-1	9-2
				
CHINA	7-1	7-2	7-1	7-2
				
GERMANY	9-1	9-2	9-1	9-2

	CONDITION 1		CONDITION 2	
INDIA	9-1	9-2	9-1	9-2
				
KOREA	9-1	9-2	9-1	9-2
				
MEXICO	7-1	7-2	7-1	7-2
				
US	7-1	7-2	7-1	7-2
				

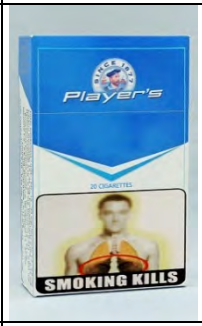
PACK COLOUR: RED vs SILVER

	CONDITION 1		CONDITION 2	
BANGLA.	10-1	10-2	10-1	10-2
				
CHINA	6-1	6-2	6-1	6-2
				
GERMANY	10-1	10-2	10-1	10-2

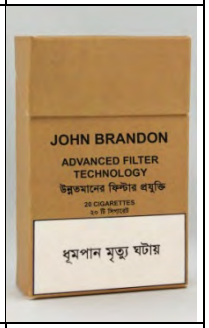
	CONDITION 1		CONDITION 2	
INDIA	10-1	10-2	10-1	10-2
KOREA	10-1	10-2	10-1	10-2
MEXICO	6-1	6-2	6-1	6-2
US	6-1	6-2	6-1	6-2

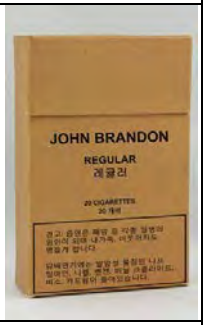
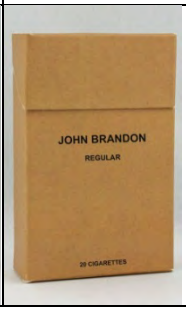
PACK COLOUR: DARK BLUE vs LIGHT BLUE

	CONDITION 1		CONDITION 2	
BANGLA.	11-1	11-2	11-1	11-2
CHINA	8-1	8-2	8-1	8-2
GERMANY	11-1	11-2	11-1	11-2

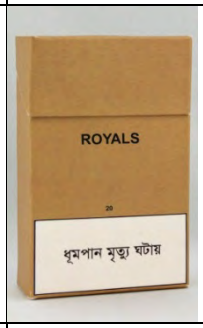
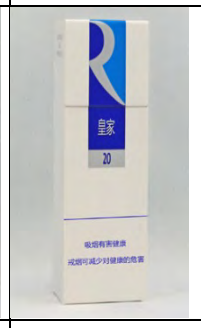
	CONDITION 1		CONDITION 2	
INDIA	11-1	11-2	11-1	11-2
				
KOREA	11-1	11-2	11-1	11-2
MEXICO	8-1	8-2	8-1	8-2
US	8-1	8-2	8-1	8-2

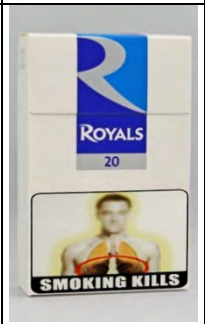
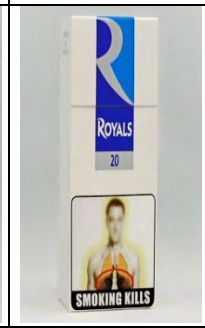
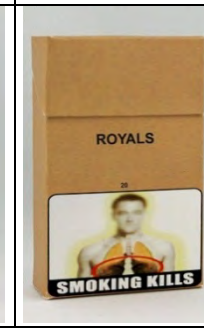
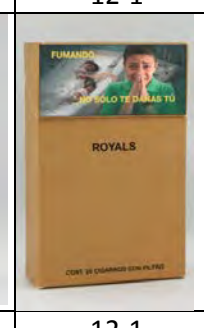
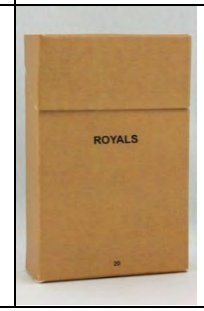
PACK COLOUR: PROPORTION OF WHITE SPACE

	CONDITION 1		CONDITION 2	
BANGLA.	12-1	12-2	12-1	12-2
Regular (wbqwgZ) vs. Advanced filter technology (DbZgv‡bi wdëvi chv³)				
CHINA	10-1	10-2	10-1	10-2
原味［Regular］vs. 先进的过滤嘴技术 [Advanced filter technology]				
GERMANY	12-1	12-2	12-1	12-2
Regular vs. Advanced filter technology				

	CONDITION 1		CONDITION 2	
INDIA	12-1	12-2	12-1	12-2
Regular vs. Advanced filter technology				
KOREA	12-1	12-2	12-1	12-2
Regular [레귤러] vs. “Advanced filter technology” [첨단 필터 기술]				
MEXICO	10-1	10-2	10-1	10-2
(Regular) vs. Advanced filter technology				
US	10-1	10-2	10-1	10-2
Regular vs. Advanced filter technology				

DESCRIPTOR: FILTER REFERENCE

	CONDITION 1		CONDITION 2	
BANGLA.	13-1	13-2	13-1	13-2
				
CHINA	12-1	12-2	12-1	12-2
				
GERMANY	13-1	13-2	13-1	13-2

	CONDITION 1		CONDITION 2	
INDIA	13-1	13-2	13-1	13-2
				
KOREA	13-1	13-2	13-1	13-2
MEXICO	12-1	12-2	12-1	12-2
				
US	12-1	12-2	12-1	12-2
				

PACK SHAPE: REGULAR vs TALL SLIM (“PURSE PACK”)

CIGARETTE STICKS

	CONDITION 1		CONDITION 2	
	1	2	1	2
SIZE: Regular vs. Tall slim cigarette CHINA, MEXICO, US: 13 BANGLADESH, INDIA, GERMANY, KOREA: 14				
	1	2	1	2
FILTER: Regular vs. colourful filter design CHINA, MEXICO, US: 14 BANGLADESH, INDIA, GERMANY, KOREA: 15				
	1	2	1	2
COLOUR: Regular vs. black cigarette design CHINA, MEXICO, US: 15 BANGLADESH, INDIA, GERMANY, KOREA: 16				
	1	2	1	2
FILTER: Regular vs. premium filter design CHINA: 17				

CIGARETTE PACKAGING IMAGES (STUDY 2):
YOUTH PART A – PAIRS OF LEADING LOCAL BRANDS (12 PAIRS for males/females)

Youth - Female Packs

	Mexico	USA	China (Chinese added)	Germany	India	Bangladesh	Korea
1	B&H Superslims Menthol (purse)	Virginia Slims Superslims (purse)	Virginia Slims Superslims (purse)	Virginia Slims Superslims (purse)	Virginia Slims Superslims (purse)	N/A	Virginia Slims Superslims (purse)
2	B&H Superslims Pink (slim)	B&H Superslims Pink (slim)	B&H Superslims Pink (slim)	B&H Superslims Pink (slim)	B&H Superslims Pink (slim)	N/A	B&H Superslims Pink (slim)
3	Camel No. 9	Camel No. 9	Nanjing Menthol special edition (slim)	Camel No. 9	Camel No. 9	N/A	Y is Style (slim)
4	Capri Cherry (slim)	Capri Cherry (slim)	Lesser Panda refreshing breeze	DJ Mix Strawberry	Esse Aura Pink Strawberry (slim; purse plain nd)	N/A	Esse Aura Pink Strawberry (slim; purse plain nd)
5	Capri Vanilla (slim; purse plain nd)	Capri Menthol Indigo (slim; purse plain)	DJ Mix Strawberry	Lucky Strike Straight Red	B&H Gold Blue	N/A	Raison Blue
6	Esse Silver (slim)	Esse Silver (slim)	Esse Silver (slim)	Esse Silver (slim)	Esse Silver (slim)	N/A	Esse Silver (slim)
7	Marlboro Gold	Marlboro Gold	LaRose Menthol (slim)	Marlboro Gold	Marlboro Gold (small)	N/A	Marlboro Gold
8	Mild Seven One	Camel Menthol Silver (white plain nd)	LaRose Vanilla (slim; purse plain nd)	Allure Menthol (slim)	Mild Seven Special Edition One	N/A	Mild Seven E Style 3 (small)
9	Peel	Peel	Peel	Peel	Peel	N/A	Peel
10	Silk Cut Superslims Purple (purse)	Natural American Spirit Medium	Silk Cut Superslims Purple (purse)	Natural American Spirit Medium	Wills Classic Verve (small)	N/A	Dunhill Frost
11	Vogue Arome (slim)	Vogue Arome (slim)	Vogue Arome (slim)	Vogue Arome (slim)	Vogue Arome (slim)	N/A	Vogue Arome (slim)
12	Vogue Bleue (slim; regular plain nd)	Vogue Bleue (slim; white plain)	Vogue Bleue (slim; white plain nd)	Vogue Bleue (slim; white plain)	Vogue Bleue (slim; white plain)	N/A	Vogue Bleue (slim; white plain)

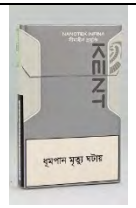
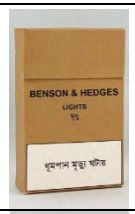
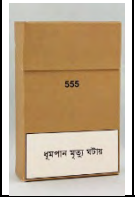
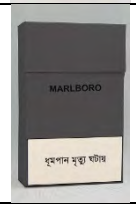
Youth - Male Packs

	Mexico	USA	China (Chinese added)	Germany	India	Bangladesh (Bengali added)	Korea
1	Camel Crush	Camel Crush	Septwolves 8mg	Camel Crush	555 Gold State Express London	555 Gold State Express London	This Plus
2	Camel Signature Blends Infused (white plain nd)	Camel Signature Blends Infused (purse plain nd)	Camel Signature Blends Infused	Camel Signature Blends Infused (purse plain nd)	Camel Signature Blends Infused (purse plain nd)	Camel Signature Blends Infused (purse plain nd)	Camel Signature Blends Infused
3	Dunhill Midnight	Camel Menthol Silver (white plain nd)	Black Devil	Black Devil	Djarum Black	Djarum Black	Dunhill Switch
4	Kent Nanotek Infina	Kent Nanotek Infina	Kent Nanotek Infina	Kent Nanotek Infina	Kent Nanotek Infina	Kent Nanotek Infina	Kent Nanotek Infina
5	Lucky Strike Nites	Camel Rock (grey plain nd)	Honghe 99	Lucky Strike Straight red	B&H Gold Blue	B&H Lights Limited Edition	Dunhill Balance (purse plain nd)
6	Marlboro Black Freeze	Marlboro Black Freeze (white plain nd)	Marlboro Black Freeze (white plain nd)	Marlboro Black Freeze (white plain nd)	Marlboro Black Freeze	Marlboro Black Freeze (white plain nd)	Marlboro Black Freeze (white plain nd)
7	Marlboro Fresh (grey plain nd)	Marlboro Fresh (grey plain nd)	Mild Seven One	Marlboro Blue Fresh (grey plain nd)	Mild Seven One	Mild Seven Special Edition One	Mild Seven E Style 3 (small)
8	Marlboro Gold (white plain nd)	Marlboro Gold	Lesser Panda refreshing breeze	Marlboro Gold (purse plain nd)	Marlboro Gold (small; white plain nd)	Marlboro Gold (grey plain nd)	Marlboro Gold (grey plain nd)
9	Marlboro Regular (slim plain nd)	Marlboro Regular (purse plain nd)	Marlboro Regular	Marlboro Red	Marlboro Regular (small)	Marlboro Regular	Marlboro Red
10	Marlboro Rivet (purse plain nd)	Natural American Spirit Medium	DJ Mix Menthol	Natural American Spirit Medium	Wills Classic Verve (small)	Pall Mall Lights	Lucky Strike Click & Roll Fresh
11	Mild Seven One	Peel	Peel	Peel	Peel	Peel	Peel
12	Salem Ice	Salem Ice	Salem Ice	Salem Ice	Salem Ice	Salem Ice	Salem Ice

*Highlighting indicates common packs across countries (NOTE: country-specific variation may exist)

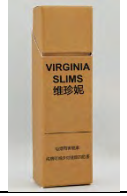
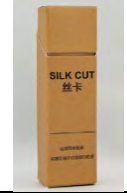
BANGLADESH

MALES *NOTE: Only Males completed Study 2

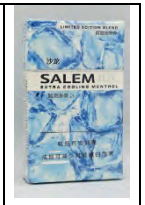
Condition 1 (Standard)													
Condition 2 (Plain with descriptors)													
Condition 3 (Plain - no descriptors)													

CHINA

FEMALES

Condition 1 (Standard)														
Condition 2 (Plain with descriptors)														
Condition 3 (Plain - no descriptors)														

MALES

Condition 1 (Standard)														
Condition 2 (Plain with descriptors)														
Condition 3 (Plain - no descriptors)														

GERMANY

FEMALES

Condition 1 (Branded)												
Condition 2 (Plain with descriptors)												
Condition 3 (Plain - no descriptors)												

MALES

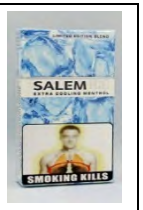
Condition 1 (Branded)												
Condition 2 (Plain with descriptors)												
Condition 3 (Plain - no descriptors)												

INDIA

FEMALES

Condition 1 (Standard)												
Condition 2 (Plain with descriptors)												
Condition 3 (Plain - no descriptors)												

MALES

Condition 1 (Standard)												
Condition 2 (Plain with descriptors)												
Condition 3 (Plain - no descriptors)												

KOREA

FEMALES

Condition 1 (Branded)												
Condition 2 (Plain with descriptors)												
Condition 3 (Plain - no descriptors)												

MALES

Condition 1 (Branded)												
Condition 2 (Plain with descriptors)												
Condition 3 (Plain - no descriptors)												

MEXICO

FEMALES

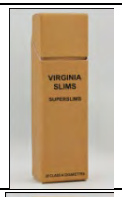
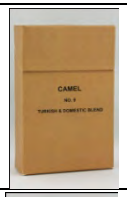
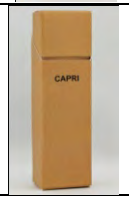
Condition 1 (Branded)												
Condition 2 (Plain with descriptors)												
Condition 3 (Plain - no descriptors)												

MALES

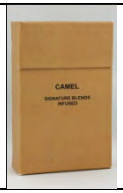
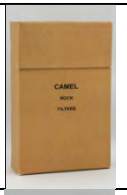
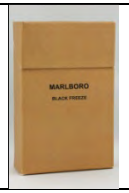
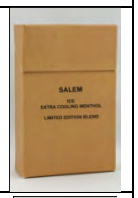
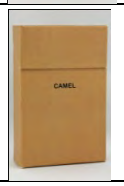
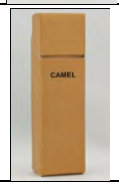
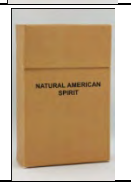
Condition 1 (Branded)												
Condition 2 (Plain with descriptors)												
Condition 3 (Plain - no descriptors)												

US

FEMALES

Condition 1 (Branded)												
Condition 2 (Plain with descriptors)												
Condition 3 (Plain - no descriptors)												

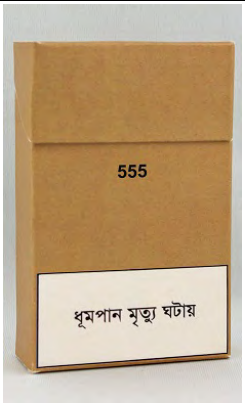
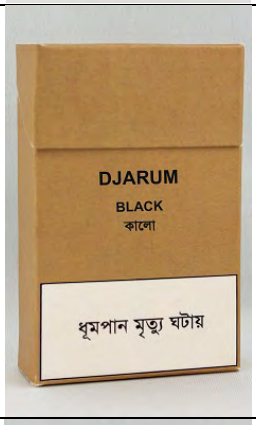
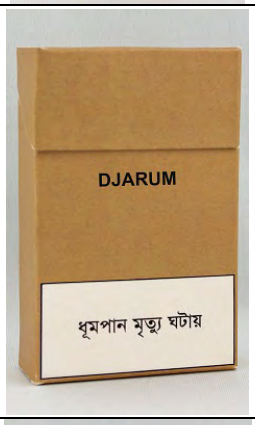
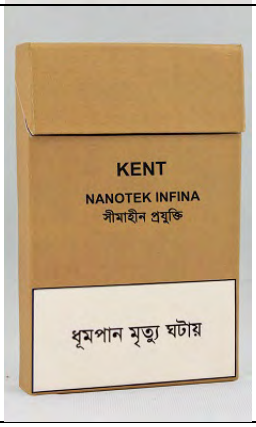
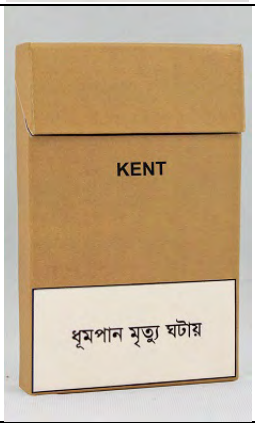
MALES

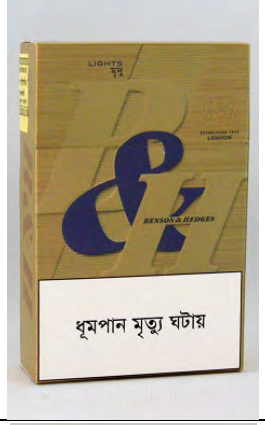
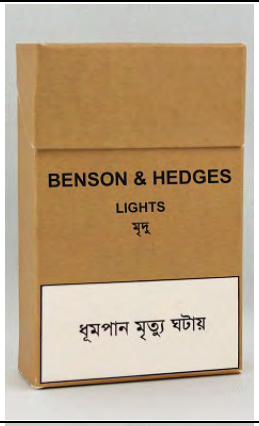
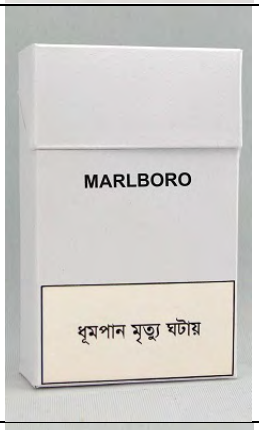
Condition 1 (Branded)												
Condition 2 (Plain with descriptors)												
Condition 3 (Plain - no descriptors)												

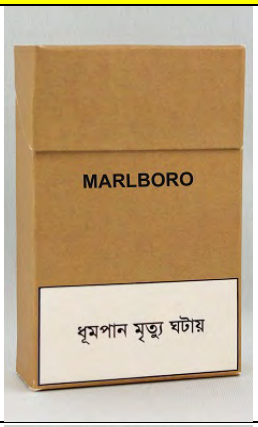
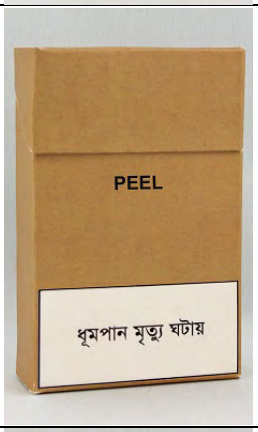
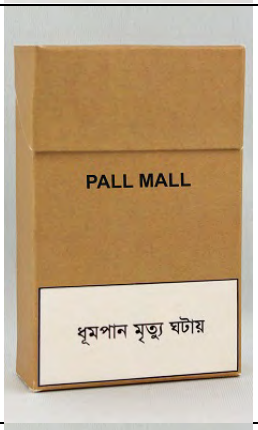
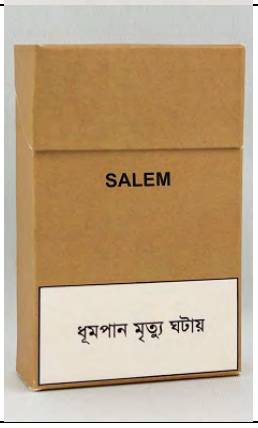
BANGLADESH

Male packs (12 PACKS)

***NOTE: Only Males completed Study 2**

Male Condition 1	Male Condition 2	Male Condition 3
		
		
		

Male Condition 1	Male Condition 2	Male Condition 3
		
		

Male Condition 1	Male Condition 2	Male Condition 3
		
		
		
		

CHINA

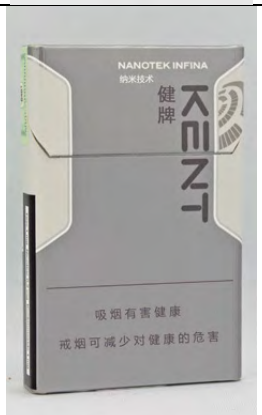
Female packs (12 PACKS)

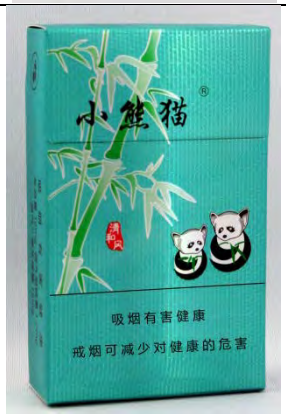
Female Condition 1	Female Condition 2	Female Condition 3

strawberry flavor 吸烟有害健康 戒烟可减少对健康的危害	DJ MIX STRAWBERRY FLAVOR SPECIAL FEEL 草莓口味 特别感受 吸烟有害健康 戒烟可减少对健康的危害	DJ MIX 吸烟有害健康 戒烟可减少对健康的危害
ESSE 爱喜 SILVER 银色 吸烟有害健康 戒烟可减少对健康的危害	ESSE 爱喜 SILVER 银色 吸烟有害健康 戒烟可减少对健康的危害	ESSE 爱喜 吸烟有害健康 戒烟可减少对健康的危害
MENTHOL	LA ROSE 520 MENTHOL 薄荷味 吸烟有害健康 戒烟可减少对健康的危害	LA ROSE 520 吸烟有害健康 戒烟可减少对健康的危害
VANILLA 香草 吸烟有害健康 戒烟可减少对健康的危害	LA ROSE 520 VANILLA 香草 吸烟有害健康 戒烟可减少对健康的危害	LA ROSE 520

百乐 PEEL Sweet Melon 香甜蜜瓜 吸烟有害健康 戒烟可减少对健康的危害	PEEL 百乐 SWEET MELON 香甜蜜瓜 吸烟有害健康 戒烟可减少对健康的危害	PEEL 百乐 吸烟有害健康 戒烟可减少对健康的危害
SILK CUT 丝卡 PURPLE 紫色	SILK CUT 丝卡 PURPLE 紫色 20 SUPERSLIMS 20超细支 吸烟有害健康 戒烟可减少对健康的危害	SILK CUT 丝卡 吸烟有害健康 戒烟可减少对健康的危害
时尚 Vogue ARÔME 芳香 BALADE AU PARC 公园漫步 吸烟有害健康 戒烟可减少对健康的危害	VOGUE 时尚 ARÔME BALADE AU PARC 芳香 公园漫步 吸烟有害健康 戒烟可减少对健康的危害	VOGUE 时尚 吸烟有害健康 戒烟可减少对健康的危害
Vogue 时尚 Bleue 蓝色 吸烟有害健康 戒烟可减少对健康的危害	VOGUE 时尚 BLEUE 蓝色 吸烟有害健康 戒烟可减少对健康的危害	VOGUE 时尚 吸烟有害健康 戒烟可减少对健康的危害

Male packs (12 PACKS)

Male Condition 1	Male Condition 2	Male Condition 3
		

红河 99 HONGHE 吸烟有害健康 戒烟可减少对健康的危害	HONGHE 红河 99 红河烟草（集团）有限责任公司出品 吸烟有害健康 戒烟可减少对健康的危害	HONGHE 红河 吸烟有害健康 戒烟可减少对健康的危害
万宝路 Marlboro BLACK FREEZE 黑色冰冻 吸烟有害健康 戒烟可减少对健康的危害	MARLBORO 万宝路 BLACK FREEZE 黑色冰冻 吸烟有害健康 戒烟可减少对健康的危害	MARLBORO 万宝路 吸烟有害健康 戒烟可减少对健康的危害
柔和七星 MILD SEVEN SPECIAL EDITION 特别版 ONE 吸烟有害健康 戒烟可减少对健康的危害	MILD SEVEN 柔和七星 SPECIAL EDITION ONE 特别版 一 吸烟有害健康 戒烟可减少对健康的危害	MILD SEVEN 柔和七星 吸烟有害健康 戒烟可减少对健康的危害
 小熊猫 吸烟有害健康 戒烟可减少对健康的危害	小熊猫 清和风 吸烟有害健康 戒烟可减少对健康的危害	小熊猫 吸烟有害健康 戒烟可减少对健康的危害

过滤嘴香烟 万宝路 Marlboro 吸烟有害健康 戒烟可减少 对健康的危害	MARLBORO 万宝路 过滤嘴香烟 吸烟有害健康 戒烟可减少对健康的危害	MARLBORO 万宝路 吸烟有害健康 戒烟可减少对健康的危害
薄荷味 Menthol iced green apple 吸烟有害健康 戒烟可减少对健康的危害	DJ MIX SPECIAL FEEL MENTHOL ICED GREEN APPLE 特别感受 薄荷味 冰雪绿苹果 吸烟有害健康 戒烟可减少对健康的危害	DJ MIX 吸烟有害健康 戒烟可减少对健康的危害
百乐 PEEL Sweet Melon 香甜蜜瓜 吸烟有害健康 戒烟可减少对健康的危害	PEEL 百乐 SWEET MELON 香甜蜜瓜 吸烟有害健康 戒烟可减少对健康的危害	PEEL 百乐 吸烟有害健康 戒烟可减少对健康的危害
LIMITED EDITION BLEND 限量版混合 沙龙 SALEM EXTRA COOLING MENTHOL 超凉薄荷 冰 吸烟有害健康 戒烟可减少对健康的危害	SALEM 沙龙 ICE EXTRA COOLING MENTHOL LIMITED EDITION BLEND 冰 超凉薄荷 限量版混合 吸烟有害健康 戒烟可减少对健康的危害	SALEM 沙龙 吸烟有害健康 戒烟可减少对健康的危害

GERMANY

Female packs (12 PACKS)

Female Condition 1	Female Condition 2	Female Condition 3

Female Condition 1	Female Condition 2	Female Condition 3

Female Condition 1	Female Condition 2	Female Condition 3

Male packs (12 PACKS)

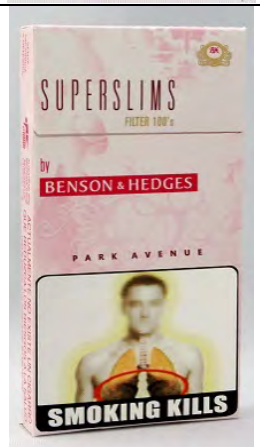
Male Condition 1	Male Condition 2	Male Condition 3

Male Condition 1	Male Condition 2	Male Condition 3

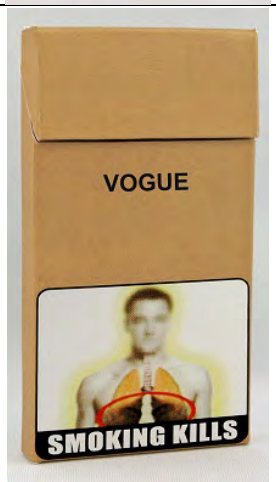
Male Condition 1	Male Condition 2	Male Condition 3

INDIA

Female packs (12 PACKS)

Female Condition 1	Female Condition 2	Female Condition 3
		

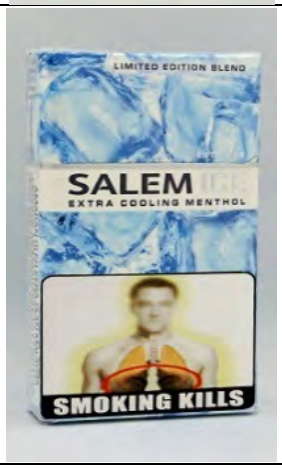
Female Condition 1	Female Condition 2	Female Condition 3

Female Condition 1	Female Condition 2	Female Condition 3
		

Male packs (12 PACKS)

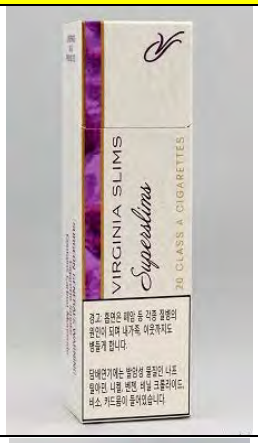
Male Condition 1	Male Condition 2	Male Condition 3

Male Condition 1	Male Condition 2	Male Condition 3

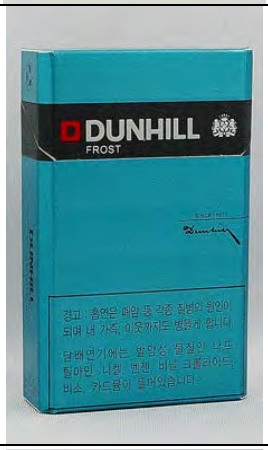
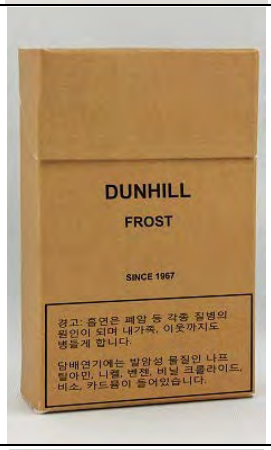
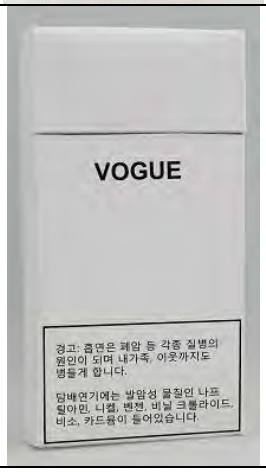
Male Condition 1	Male Condition 2	Male Condition 3
		

KOREA

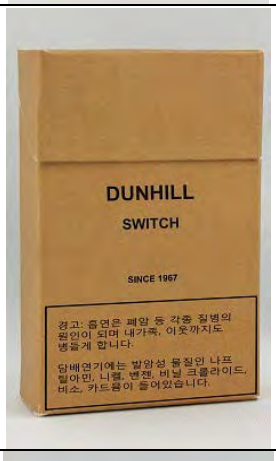
Female packs (12 PACKS)

Female Condition 1	Female Condition 2	Female Condition 3
		

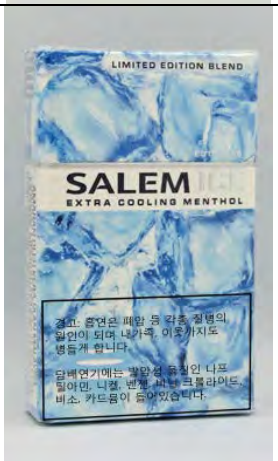
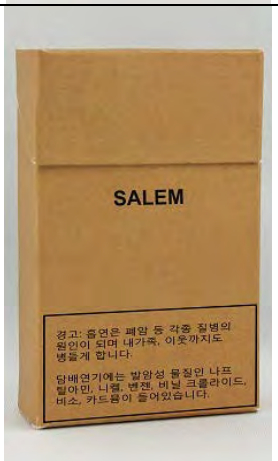
Female Condition 1	Female Condition 2	Female Condition 3

Female Condition 1	Female Condition 2	Female Condition 3
		
		

Male packs (12 PACKS)

Male Condition 1	Male Condition 2	Male Condition 3
		

Male Condition 1	Male Condition 2	Male Condition 3

Male Condition 1	Male Condition 2	Male Condition 3
		

MEXICO

Female packs

Female Condition 1	Female Condition 2	Female Condition 3

Female Condition 1	Female Condition 2	Female Condition 3

Female Condition 1	Female Condition 2	Female Condition 3

Male packs

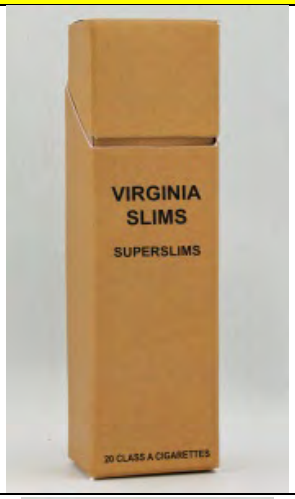
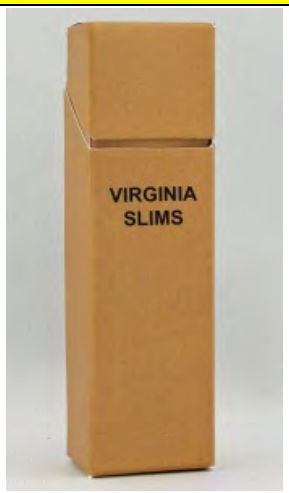
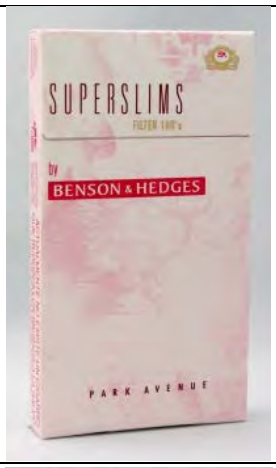
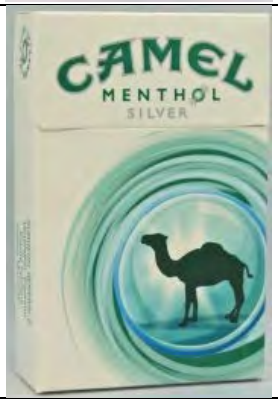
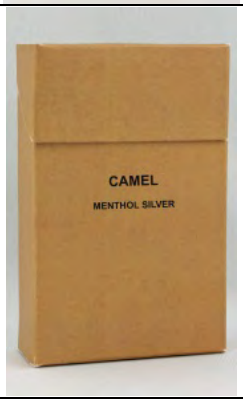
Male Condition 1	Male Condition 2	Male Condition 3

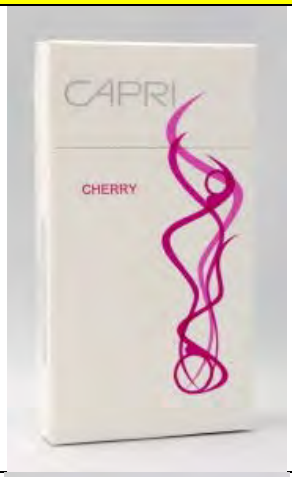
Male Condition 1	Male Condition 2	Male Condition 3

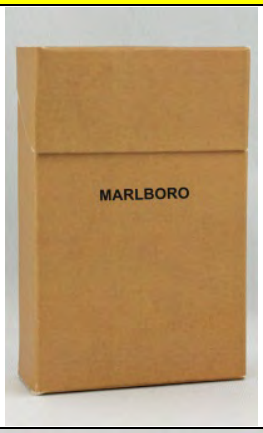
Male Condition 1	Male Condition 2	Male Condition 3

US

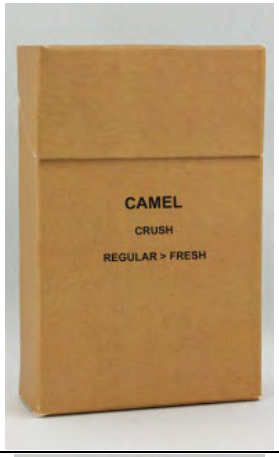
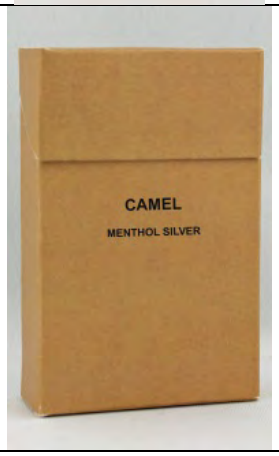
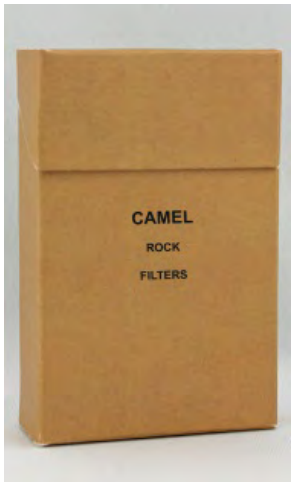
Female packs

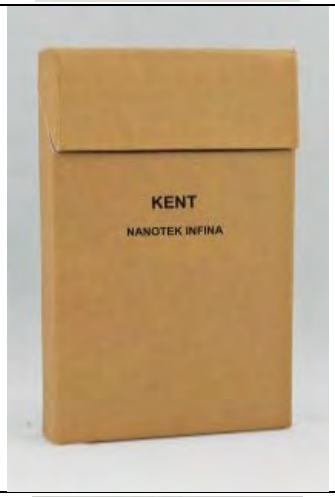
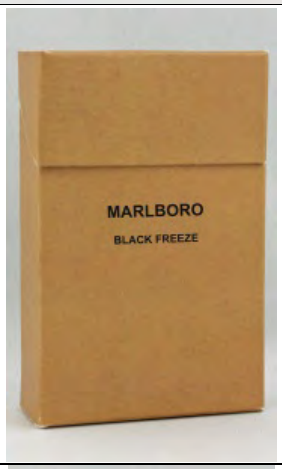
Female Condition 1	Female Condition 2	Female Condition 3
		
		
		

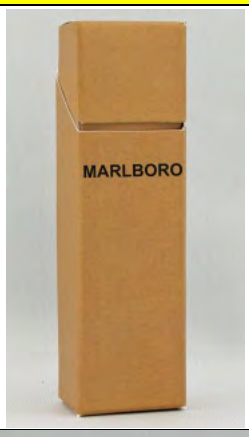
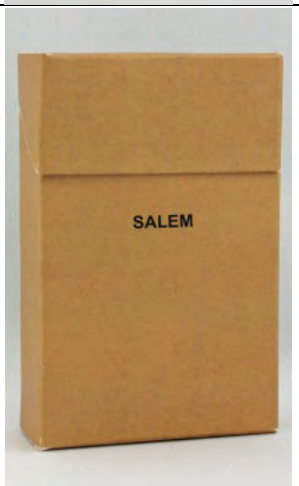
Female Condition 1	Female Condition 2	Female Condition 3
		

Female Condition 1	Female Condition 2	Female Condition 3
		

Male packs

Male Condition 1	Male Condition 2	Male Condition 3
		
		
		

Male Condition 1	Male Condition 2	Male Condition 3
		
		

Male Condition 1	Male Condition 2	Male Condition 3
		
		

APPENDIX C: STUDY 1 QUESTIONNAIRE – All Countries

		COUNTRY-SPECIFIC VARIATIONS
INTRODUCTION AND SCREENING SCRIPT		
Hi, we're from [organization] and we are conducting a survey about different types of health warnings on tobacco packaging, in conjunction with the University of Waterloo in Canada. The survey takes about 20 minutes. You will receive [remuneration type/amount] as a token of our thanks. Do you think you might be interested in hearing more about participating in the study?		**ONLINE (US, Germany, Korea, China Youth):** Welcome, and thank you for your interest in our cigarette health warning study! Please click "continue" to begin the study.
SCREENING: **Are you 19 years of age or older?** Yes → *Continue to past month smoking question* No→ Are you 16 years of age or older? 1 Yes → *Invite participant to sit at table and continue on computer.* 2 No→ **IF age<16:** Unfortunately, we can only include people age 16 and older in this study. Sorry, you are not eligible to participate, but thank you for your time. *TERMINATE.* →**IF REFUSED:** Unfortunately, we need to know your age to determine your eligibility for the study. *IF STILL NO RESPONSE, TERMINATE*. [*Ask only if 19 years or older:*] **Have you smoked a cigarette in the past month?** 1 Yes→ *Invite participant to sit at table and continue on computer.* 2 No→ **IF age=19+:** Unfortunately, for this study, we are only looking for regular smokers. Sorry, you are not eligible to participate, but thank you for your time. *TERMINATE.*		**ONLINE (US, Germany, Korea, China Youth):** Before we begin, how old are you? _____ [*1-99 limit*] **[China Youth:** May I ask how old you are? _____years] **If 16 years or over** → [*Continue*] **If under age 16** → Unfortunately, we can only include people age 16 and older in this study. Sorry, you are not eligible to participate, but thank you for your time. [*TERMINATE*] →**IF REFUSED:** Unfortunately, we need to know your age to determine your eligibility for the study.
S.status (**All**)	**Bangladesh, India, US, Korea:** In the last 30 days, how often did you smoke cigarettes? 1. Every day 2. At least once a week 3. At least once in the last month 4. Not at all → **IF age=19+:** Unfortunately, for this study, we are only looking for regular smokers. Sorry, you are not eligible to participate, but thank you for your time.	**Germany:** How often do you smoke cigarettes? [same response options] **Mexico**: 1. Every day 2. At least once a week, but not every day 3. At least once in the last month, but not every week 4. I did not smoke in the last 30 days → **IF age=19+:** Unfortunately, for this study, we are only looking for regular smokers. Sorry, you are not eligible to participate, but thank you for your time.

		China: 1. Every day 2. At least once a week 3. At least once in the last 30 days 4. Not at all in the last 30 days → **IF age=19+:** Unfortunately, for this study, we are only looking for regular smokers. Sorry, you are not eligible to participate, but thank you for your time.
language	Select language: ENGLISH HINDI MARATHI	**India only**
agegroup	Select age group: [*based on screening question*] YOUTH (16 - 18 YEARS) ADULT (19+ YEARS)	**ONLINE (US, Germany, Korea, China Youth):** *Determined by age entered in screener*
D.gender	Select gender of respondent: (*DO NOT READ*) FEMALE MALE	**ONLINE (US, Germany, Korea, China Youth):** What is your gender?
IF QUOTAS ARE FULL: **For age:** Unfortunately, at this time, we are only looking for people [aged 16 to 18/ age 19 or over]. Sorry, you are not eligible to participate, but thank you for your time. **For smoking status:** Unfortunately, at this time, we are looking for people who [smoke regularly / do not smoke]. Sorry, you are not eligible to participate, but thank you for your time. **For gender:** Unfortunately, at this time, we are only looking for [males / females]. Sorry, you are not eligible to participate, but thank you for your time.		
INFORMATION AND CONSENT		
Great – thank you for your interest. I'm now going to go over an information letter with you, and this copy is yours to keep. Once you have received the details of the study, I'll ask you whether or not you are willing to participate' and then we will begin the interview. ***[INTERVIEWER NOTE:** Give participant the Information Letter.]* Please follow along and interrupt me with any questions you may have: - You are being asked to participate in a research study that asks for people's opinions about health warnings on tobacco packaging. - You would participate in a 20 minute interview during which you will be shown a number of health warnings and asked about your		**ONLINE (US, Germany, Korea, China Youth):** [**Korea**: Great – thank you for your interest.] You are now going to be provided with some information about the study. Please read the following information carefully, and once you have read the study details and agree to them, you can begin the survey. - You are being asked to participate in a research study that asks for people's opinions about health warnings on tobacco packaging [**Korea:** and about smoking]. The Health Warning Survey is being conducted by Dr. David Hammond of the University of Waterloo, Canada. - The survey takes approximately 20 minutes to complete.

opinions of each. - You must be 16 years of age or older to participate in this study. - Participation is voluntary and you may decline to answer particular questions if you wish. - We need to warn you that, as part of this study, you'll be asked to view health warnings on cigarette packaging and some of the pictures are quite graphic and may upset some people. If this were to occur, we expect that any negative affect would be temporary. - In appreciation of your time, you will receive [remuneration type/amount] as a token of our thanks. - Your identity and all of the information you provide in this study will be kept strictly confidential - only the investigators and research assistants directly associated with the study will have access to this information. - You are free to choose whether or not to continue participation in this study, and you can choose to stop being a part of it at any time. [**Bangladesh/India**: If you choose to stop the survey at any point, you will still receive [remuneration type/amount]. - This study has been reviewed by and received ethics clearance through the University of Waterloo [and local organization, if applicable]. If you have any comments or concerns resulting from your involvement please contact [ethics contact]. - If you have any questions about the study you can also contact [local contact] at [organization]. Do you have any questions? If not, we'd like to ask you to give your consent if you would like to participate in the study.	- You must be 16 years of age or older to participate in this study. - Participation is voluntary and you may decline to answer particular questions if you wish. - We need to warn you that, as part of this study, you'll be asked to view health warnings on cigarette packaging and some of the pictures are quite graphic and may upset some people. If this were to occur, we expect that any negative effect would be temporary. - In appreciation of your time, you will receive remuneration from GMI in accordance with their usual rate as a token of our thanks. - Your identity and all of the information you provide in this study will be kept strictly confidential - only the investigators and research assistants directly associated with the study will have access to this information. Study data, with no personal information, will be retained indefinitely in a secure location at the University of Waterloo. - You are free to choose whether or not to participate in this study, and you can choose to stop being a part of it at any time without penalty. If you choose to discontinue the survey, you may receive remuneration by declining all further questions until you reach the end of the survey. Any data already collected may be used in the study, unless you contact the researcher to have it deleted. - This study has been reviewed by and received ethics clearance through the Office of Research Ethics at the University of Waterloo. If you have any comments or concerns resulting from your involvement in this study, please contact [Director name] in the Office of Research Ethics at [phone number] or [email address] [**China Youth**: local ethics contact]]. If you have any questions about the study you can contact Dr. David Hammond of the University of Waterloo at [**Korea**: 001+1-]519-888-4567 ext. 36462 or dhammond@uwaterloo.ca. **Bangladesh/India (changes only):** - You would participate in a 20 minute interview. First you will be asked questions about you and your tobacco use, and then you will be shown a number of health warnings and asked about your opinions of each - [**India**: All of the information you provide in this study will be kept strictly confidential - only the investigators and research assistants directly associated with the study will have access to this information.] - No personal information such as name or address will be collected, other than a signature or initial to confirm that your [remuneration type/amount] was received. Your survey responses will not include any identifying information.

[***INTERVIEWER NOTE:*** *Read out loud exactly as written.]* Based on the information you received in the information letter, do you agree to take part in this research study being conducted by [organization and] the University of Waterloo? Yes → ***continue to survey*** No → Thank you for your time. ***TERMINATE***		**ONLINE (US, Germany, Korea):** Based on the information you received, do you agree to take part in this research study being conducted by Dr. David Hammond of the University of Waterloo? **ONLILNE (China Youth):** Based on the information you received, do you agree to take part in this research study being conducted by the China CDC and the University of Waterloo?
SMOKING BEHAVIOUR AND DEMOGRAPHICS		
Great, we'll now begin the interview. I'm going to ask you some questions about yourself and your smoking behaviour. Please be assured that all your responses will be kept entirely confidential.		**ONLINE (US, Germany, Korea, China Youth):** Thank you! Please be assured that all your responses will be kept entirely confidential.
D. age (**All**)	To begin, may I ask how old you are? _____ **IF age<16:** Unfortunately, we can only include people age 16 and older in this study. Sorry, you are not eligible to participate, but thank you for your time. *TERMINATE.*	**ONLINE (US, Germany, Korea, China Youth):** asked in screening section
Y.S.puff (**16-18**)	Have you ever smoked a cigarette, even just a few puffs? 1 Yes 2 No	
Y.S.evern (**16-18**) [*If Yes to Y.S.puff*]	How many cigarettes have you smoked in your life? 1 None 2 1-10 3 11-100 4 More than 100 7 Not Applicable 8 Refused 9 Don't know	**Bangladesh, India, China Youth:** No NA/DK/R options **Korea:** No "7 Not Applicable" option
S.100cig **(19+)**	Have you smoked 100 cigarettes or more in your lifetime? 1. Yes 2. No	
Y.S.future (**16-18**) [**Mexico**: all; **Other countries**: never smokers]	Do you think in the future you might try smoking cigarettes? 1 Definitely not 2 Probably not 3 Probably yes 4 Definitely yes 7 Not Applicable 8 Refused 9 Don't Know	**India, Bangladesh, Korea, China Youth:** No "7 Not Applicable" option **India, Bangladesh:** 8 R 9 DK **Mexico**: [***INTERVIEWER NOTE****: If respondent says they have already tried smoking, repeat question stressing "in the future". If respondent indicates that they currently smoke, select "definitely yes."]*

Y.S.friend (**16-18**) [**Mexico**: all; **Other countries**: never smokers]	If one of your best friends were to offer you a cigarette, would you smoke it? 1 Definitely not 2 Probably not 3 Probably yes 4 Definitely yes 7 Not Applicable 8 Refused 9 Don't Know	**India, Bangladesh, Korea, China Youth:** No "7 Not Applicable" option **India, Bangladesh:** 8 R 9 DK
Y.S.year (**16-18**) [**Mexico**: all; **Other countries**: never smokers]	At any time during the next year, do you think you will smoke a cigarette? 1 Definitely not 2 Probably not 3 Probably yes 4 Definitely yes 7 Not Applicable 8 Refused 9 Don't Know	**India, Bangladesh, Korea,** No "7 Not Applicable" option **India, Bangladesh:** 8 R 9 DK
S.consume (**Smokers**)	You mentioned that you currently smoke [daily/weekly/monthly]. On average, how many cigarettes do you smoke each [day/ week/ month]? [*enter number*] 7 Not Applicable 8 Refused 9 Don't Know	**Bangladesh:** You mentioned that you currently smoke [daily/weekly/monthly]. I need to ask you about the number of cigarette sticks you smoke completely by yourself -- NOT the number of times you light up the same cigarette, and not counting the cigarettes you share with others. On average, how many whole cigarettes do you smoke each [day/ week/ month]? [enter number] 9 DK/R **India, China:** [*enter number*] 9 DK/R **Korea:** [*enter number*] __ cigarettes 8 Refused 9 Don't know
S.ttfc (**Smokers**)	How soon after waking do you usually have your first cigarette? 1 within the first 5 minutes 2 6-30 minutes 3 31-60 minutes 4 more than 60 minutes 7 Not Applicable 8 Refused 9 Don't know	**Bangladesh, India, Korea, China:** No "7 Not Applicable" option

S.quitplan (**Smokers**)	Are you planning to quit smoking cigarettes. . . (READ OPTIONS) 1 Within the next month? 2 Within the next 6 months? 3 Sometime in the future, beyond 6 months? 4 or are you not planning to quit? 7 Not Applicable 8 Refused 9 Don't Know	**Bangladesh, India, Korea, China:** No "7 Not Applicable" option
S.light **(Ever smokers)**	Have you ever tried light, mild or low-tar cigarettes? [***INTERVIEWER NOTE****: Cigarette brand does not need to have exact words "light", "mild", or "low tar" in name. The question is asking about a "class" or general type of cigarette which may or may not use these exact words*.] 1 Yes 2 No 8 Refused 9 Don't Know	
S.usual (**Smokers**)	Do you have a brand of cigarettes that you usually smoke? 1 Yes 2 No 7 Not Applicable 8 Refused 9 Don't Know	**Bangladesh, India, China, ONLINE (Korea, Germany, China Youth):** No "7 Not Applicable" option
S.brand (**Smokers**)	What is the full name of your usual cigarette brand? **[***INTERVIEWER NOTE: Prompt for Name, strength, size, flavour of brand.]* **Mexico:** (*Do not read list*) [*drop-down list*] WINSTON BENSON MARLBORO LUCKY STRIKE SALEM CAMEL RALEIGH BROADWAY MONTANA FIESTA BOOTS PALL MALL	**ONLINE (US, Germany, Korea, China Youth):** What is the full name of your usual cigarette brand? Please type the brand name, variety, and size in the boxes below. Example: Marlboro Red 72s Brand [*open-ended field*] Variety [*open-ended field*] Size [*open-ended field*] **Bangladesh:** What is the name of your usual [regular] cigarette brand? BRAND [*open-ended field*] VARIETY [*open-ended field*] What is the flavor, if any, (e.g. chocolate, menthol, lemon) of your usual [regular] cigarette brand? FLAVOUR [*open-ended field*]

	DELICADOS FAROS CAPRI VICEROY OTHER Refused Don't Know/No regular Brand What variety, flavour or type would that be? [*open-ended field*]	**India:** What is the full name of your usual cigarette brand? [*INTERVIEWER NOTE: Prompt for Name, Variety of brand.]* Brand [*open-ended field*] (Example: Marlboro, Benson & Hedges, etc.) Variety [*open-ended field*] (Example: Filters, Gold, Light, Slim, etc.) What is the flavor, if any, of your usual cigarette brand? [*open-ended field*] (Example: Chocolate, Menthol, Lemon, etc.) **China Adult:** What is the full name of your usual cigarette brand? ***[INTERVIEWER NOTE**: Prompt for name, strength, size, flavour of brand.]* **PROBE:** What variety, flavour or type would that be? Brand: [*open-ended*] *For example: Marlboro, Camel, etc.* Variety: [*open-ended*] *For example: Red, Light, Menthol, etc.* Size: [*open-ended*] *For example: regular, 72, 100, slim, etc*
S.products (**All**)	In the past month, have you used any of the following tobacco products? (*Read all and check all that apply*) 1 Hookah/ shisha/ narghile/ water pipe 2 Bidis 3 Cigars/small cigars/ cigarillos 4 Pipe 5 Smokeless tobacco (including chewing tobacco, snuff, or snus) 6 Other (*specify*): 7 None of the above 77 Not Applicable 88 Refused 99 Don't Know You indicated "Other". Please specify: [*open-ended field*]	**Mexico:** "2 Bidis" option removed **Germany:** 1 Hookah/ shisha/ narghile/ water pipe 2 Bidis 3 Cigars/small cigars/ cigarillos 4 Pipe 5 Chewing tobacco or snuff 6 Roll-your-own cigarettes 7 Other (specify): 8 None of the above 77 Not applicable 88 Refused 99 Don't Know **China:** 1 Hookah 2 Bidis 3 Cigars/small cigars/ cigarillos 4 Pipe 5 Smokeless tobacco (including chewing tobacco, snuff, or snus) 6 Other (specify): 7 None of the above 8 Not Applicable 88 Refused 99 Don't Know

		Korea: 1 Hookah/ shisha/ narghile/ water pipe 2 Bidis 3 Cigars/small cigars/ cigarillos 4 Pipe 5 Smokeless tobacco (including chewing tobacco, snuff, or snus) 6 Other (specify): 7 None of the above 8 Refused 9 Don't Know **Bangladesh:** 1 Hookah 2 Bidis 3 Zarda 4 Paan with tobacco leaf 5 Gul 6 Sadapata 7 Pan masala 8 Nasshi 9 Other (specify): 10 None of the above 88 Refused (Don't read) 99 Don't Know (Don't read) **India:** [smoked products] 1 Hookah/ shisha/ nargile/ waterpipe 2 Bidis 3 Cigars/ little cigars/ cigarillos 4 Pipe 5 Chutta 6 Hooklis 7 Other smoked products (specify): 8 None of the above 88 R 99 DK **India only:** [smokeless products] In the past month, have you used any of the following smokeless tobacco products? (*Read all and check all that apply*) 1 Mishri 2 Betel quid with tobacco (paan)

		3 Plain chewing tobacco 4 Gutka 5 Khaini 6 Zarda 7 Tobacco toothpaste/paste 8 Nasal/ oral snuff 9 Lal dantmanjan 10 Dokta 11 Gudhaku 12 Gul 13 Other smokeless product (specify): 14 None of the above 88 R 99 DK
S.smokeless [*Îf Yes to any of the smokeless products*]	You mentioned you use both smokeless and smoked tobacco. Which do you use more often: [*read all*] 1 Smoked tobacco 2 Smokeless tobacco, or 3 do you use smoked and smokeless tobacco about the same 8 Refused (*Don't read*) 9 Don't Know (*Don't read*)	**Bangladesh and India only**
D.Educ (**19+**)	What is the highest level of formal education that you have completed? (*DO NOT READ*)	**Mexico:** 1 Did not attend school or Elementary school incomplete 2 Primary school completed 3 Middle school completed 4 Technical or vocational school completed 5 High school complete 6 University (incomplete) 7 University (complete) 8 Post graduate 9 Other (*specify*) 99 Don't Know **US:** 1 Grade school / some high school 2 Completed high school 3 Technical/trade school or community college 4 Some university, no degree 5 Completed university degree 6 Post-graduate degree 7 Other

		99 Refused You indicated “Other”. Please specify: [*open-ended field*] **Germany:** 1 No degree 2 Secondary education 1st stage (ISCED Level 2), 8-9 years of school 3 Secondary education 1st stage (ISCED Level 2), 10 years of school 4 Secondary education 2nd stage (ISCED Level 3), 12-13 years of school 5 University degree 6 Other 8 Refused **Bangladesh:** What is your highest level of education? (DO NOT READ) 1 Illiterate 2 Literate, no formal education 3 Primary (1-5 years) 4 Secondary (6-8 years) 5 SSC (9-10 years) 6 HSC (11-12 years) 7 Bachelor’s degree (14-16 years) 8 Master’s degree (15-17 years) 9 Above Master’s degree (i.e. PhD) 88 Refused (Don't read) 99 Don't Know (Don't read) **India:** What is your highest level of education? (DO NOT READ) 01 Illiterate 02 Literate, no formal education 03 Up to primary School (up to class IV) 04 Middle School (class V to VII) 05 Secondary School (ITI course, class XII/X or intermediate) 06 Graduate (BA/ BSc/ Diploma etc.) 07 Post Graduate/ Professional Degree 08 Above Post Graduate degree (i.e. PhD) 88 R 99 DK **Korea:** 1 Primary School

		2 Middle School 3 Completed High School 4 Some university, no degree 5 Completed University Degree 6 Post-Graduate Degree 7 Other 8 Refused 9 Don't know You indicated "Other". Please specify: [*open-ended field*] **China Adult:** What is your highest education? *(Do not read)* 1 No education 2 Elementary school 3 Junior high school 4 High school, technical high school 5 College 6 University or higher 8 Refused
Y.D.Educ (**16-18**)	What was the last year of school that you completed? (*DO NOT READ*)	**Mexico:** 1 Did not attend school or Primary school incomplete 2 Primary school completed (6° de primaria) 3 Middle school completed (3° de secundaria) 4 Technical school completed 5 4° secundaria /1° de preparatoria 6 5° secundaria /2° de preparatoria 7 High school completed (6° secundaria /3° de preparatoria) 8 More than high school / In university 77 Not Applicable 88 Refused 99 Don't Know **US, Germany:** 1 Grade 8 or less 2 Grade 9 3 Grade 10 4 Grade 11 5 Grade 12/Completed high school 6 More than high school 99 Refused **Bangladesh:**

		1 Illiterate 2 Literate, no formal education 3 Primary (1-5 years) 4 Secondary (6-8 years) 5 SSC – Year 9 6 SSC- Year 10 7 HSC – Year 11 8 HSC – Year 12 9 More than HSC 88 Refused (Don't read) 99 Don't Know (Don't read) **India:** What was the last year of education that you completed? (*DO NOT READ*) 1 Did not attend school 2 Up to primary School (up to class IV) 3 Middle School (class V to VII) 4 Secondary School (ITI course, class XII/X or intermediate) 5 Class XI (Higher Secondary) 6 Class XII (Higher Secondary) 7 Graduate level or More than higher secondary 88 R 99 DK **Korea:** 1 Primary school 2 Middle school 3 High school year 1 4 High school year 2 5 High school year 3/Completed high school 6 More than high school 8 Refused **China Youth:** 1 Primary school (Gr. 1-6) 2 Middle school (Gr. 7-9) 3 Grade 10 4 Grade 11 5 Completed high school/technical high school 6 More than high school 99 Refused
Income		**Mexico:** not asked

(**19+**)		**US:** Which of the following categories best describes your ANNUAL household income, that is the total income before taxes, or gross income, of all persons in your household combined, for one year? 1 Under $10,000 2 $10,000–29,999 3 $30,000–44,999 4 $45,000–59,999 5 $60,000–74,999 6 $75,000–99,999 7 $100,000–149,999 8 $150,000 and over 99 Refused **Germany:** What is the best estimate of your MONTHLY household income, that is the total income AFTER taxes, of all persons in your household combined? Would you say…" 01 less than 750 € a month 02 from €750 to 1000 03 from €1000 to 1250 04 from €1250 to 1500 05 from €1500 to 1750 06 from €1750 to 2000 07 from €2000 to 2500 08 from €2500 to 3000 09 from €3000 to 4000 10 €4000 and more 88 Refused 99 Don't know **Bangladesh:** In the last year, on average, how much was the total monthly income of your household? 1 Less than 5,000 Taka 2 5,000-9,999 Taka 3 10,000-14,999 Taka 4 15,000-19,999 Taka 5 20,000+ Taka 8 Refused (Don't read) 9 Don't Know (Don't read)

		India: In the last year, on average, how much was the total income (in Rs.) per month of your household? 1 Less than 5,000 2 5,000-9,999 3 10,000-14,999 4 15,000-19,999 5 20,000+ 8 R 9 DK **Korea:** What is your annual household income? 1 Under 10,000,000 won 2 10,000,000-29,999,000 won 3 30,000,000-44,999,000 won 4 45,000,000-59,999,000 won 5 60,000,000-74,999,000 won 6 75,000,000-99,999,000 won 7 100,000,000-149,999,000 won 8 150,000,000 won and over 88 Refused 99 Don't know **China Adult:** In the last year, on average, how much was the total income per month of your household? 1 <1000 Yuan 2 1000-2999 Yuan 3 3000-4999 Yuan 4 5000-6999 Yuan 5 7000-8999 Yuan 6 9000 Yuan or above 8 Refused (*Do not read*) 9 Don't Know (*Do not read*)
Race (**All**)		**US:** People in the United States come from many racial and cultural groups. Are you . . . [*Check all that apply]* 1 White 2 Black or African- American 3 Hispanic or Latino 4 Asian or Pacific Islander

		5 Native American Indian 6 Another group (*specify*): 8 Refused **Germany:** Are you German or some other nationality? 1 German 2 Other nationality 8 No answer **Bangladesh:** What is your religion? 1 Muslim 2 Hindu 3 Christian 4 Buddhist 5 Other (*specify*) 8 Refused (*Don't read*) 9 Don't Know (*Don't read*) **India:** What is your religion? [*Do not read list*] 1 Hindu 2 Muslim 3 Christian 4 Sikh 5 Buddhist 6 Jain 7 Others 8 R 9 DK **Korea:** To what religious faith do you belong? 1 Buddhism 2 Christianity 3 Catholic 4 Confucianism, Taoism 5 Folk religion 6 Other religion 7 No religion 8 Refused 9 Don't Know

		China: What is your ethnic group? 01 Han 02 Zhuang 03 Man 04 Hui 05 Miao 06 Uygur 07 Yi 08 Tujia 09 Mongolian 10 Tibetan 11 Others 98 Refused (*Do not read*)
Race.Other (If "Other" to Race)	You indicated "Other". Please specify: [*open-ended*]	**US:** What other racial or cultural group? [*open-ended field*] **Germany:** What other nationality? 1 Turkish 2 Italian 3 Serbian 4 Polish 5 Greek 6 Croatian 7 Russian 8 Austrian 9 Bosnian und Herzegowina 10 Ukrainian 11 Netherlands 12 Portuguese 13 Spanish 14 French 15 British 16 North American 17 South American 18 African 19 Asian 20 Other 21 Montenegro 88 Don't Know **China:** Other ethnicity? [*open-ended*]

Occupation (19+)	What is your primary occupation?	**Bangladesh, India & China only** **Bangladesh:** 1 Owner farmer 2 Tenant farmer 3 Self-employed in non-farm agricultural activities (e.g., cattle, poultry raising, fisheries, plantation) 4 Self-employed in non-agricultural activities (e.g., rickshaw pulling, tailoring, hair cutting, restaurant, grocery shop, tea stall) 5 Farm wage laborer 6 Non-farm agricultural wage laborer 7 Non-agricultural wage laborer (e.g., industrial, construction, transport) 8 Professional (e.g., physician, engineer, lawyer, teacher, researcher) 9 Managerial, administrative or clerking service 10 Student 11 Unemployed 12 Housewife/Housekeeper/ Household manager 13 Other (specify) 88 Refused (Don't read) 99 Don't Know (Don't read) **India:** 01 Professional, technical, and related workers 02 Administrative, executive and managerial workers 03 Clerical and related workers 04 Sales Workers 05 Service Workers 06 Farmers, fisherman, hunters, loggers and related workers 07 Craft and Related Trades 08 Plant and machine operators 09 Elementary Occupations 10 Student 11 Unemployed 12 Housewife 13 Other (specify) 88 R 99 DK **China Adult:** What is your usual occupation? 01 Agriculture, forestry, animal husbandry, fishery and water conservation employees 02 Operators of production or transportation equipment and related

		personnel 03 Businessmen or service industry employees 04 Leaders of governments, Chinese Communist party organizations, companies or institutions 05 Clerks 06 Specialized technicians 07 Soldiers 08 Other occupations 09 Students 10 No job 11 Retired 98 Refused (*Do not read*)
ChildAny (**19+**)	Do you have any children under the age of 18? 1 Yes 2 No 8 Refused 9 Don't Know	**Mexico:** not asked
ATTITUDES AND BELIEFS		
For the next few questions, I'd like to ask for your opinion about different cigarettes. There is no right or wrong answer—we are most interested in your thoughts.		**ONLINE (US, Germany, China Youth):** For the next few questions, we'd like to ask for your opinion about different cigarettes. There is no right or wrong answer—we are most interested in your thoughts. **ONLINE (Korea):** The next few questions ask for your opinions about smoking. There is no right or wrong answer—we are most interested in your thoughts.
A.opinion	What is your overall opinion of smoking? Is it . . . ? 1 Positive 2 Neither positive nor negative 3 Negative 7 Not Applicable 8 Refused 9 Don't Know	**Bangladesh, India:** 1 Good 2 Neither good nor bad 3 Bad 8 R 9 DK **Korea, China:** No "7 Not Applicable" option
A.future (**Smokers**)	**ONLINE (US, Germany), India:** How worried are you, if at all, that smoking will damage your health in the future? 1 Not at all worried 2 A little worried 3 Very worried 7 Not Applicable 8 Refused 9 Don't Know	**Mexico**: 1 Not at all 2 A little 3 Very 7 Not Applicable 8 Refused 9 Don't Know **Bangladesh, Korea, China:** No "7 Not Applicable" option

Please tell me whether you agree, disagree, or neither agree nor disagree with each of the following statements.		**ONLINE (US, Germany, Korea, China Youth):** Please indicate whether you agree, disagree, or neither agree nor disagree with each of the following statements.
A.society	Society disapproves of smoking. 1 Agree 2 Disagree 3 Neither Agree nor Disagree 7 Not Applicable 8 Refused 9 Don't Know	**Korea, China:** 99 Not stated **Bangladesh, India:** 9 DK/R
A.female	It is acceptable for females to smoke cigarettes. 1 Agree 2 Disagree 3 Neither Agree nor Disagree 9 DK/R	**Bangladesh and India only**
A.cigsmoke	Cigarette smoke is dangerous to non-smokers. 1 Agree 2 Disagree 3 Neither Agree nor Disagree 7 Not Applicable 8 Refused 9 Don't Know	
A.weight	Smoking helps people control their weight. 1 Agree 2 Disagree 3 Neither Agree nor Disagree 7 Not Applicable 8 Refused 9 Don't Know	
A.slim	Smoking helps people stay slim. 1 Agree 2 Disagree 3 Neither Agree nor Disagree 7 Not Applicable 8 Refused 9 Don't Know	
A.addictive	Smoking cigarettes is addictive. 1 Agree 2 Disagree 3 Neither Agree nor Disagree 7 Not Applicable 8 Refused 9 Don't Know	

A.quithard	It is difficult to quit smoking cigarettes. 1 Agree 2 Disagree 3 Neither Agree nor Disagree 7 Not Applicable 8 Refused 9 Don't Know	
B.strong	Cigarettes that taste strong and harsh are worse for your health. 1 Agree 2 Disagree 3 Neither Agree nor Disagree 7 Not Applicable 8 Refused 9 Don't Know	
B.nodamage	Smoking a cigarette every once in a while does not damage your health. 1 Agree 2 Disagree 3 Neither Agree nor Disagree 7 Not Applicable 8 Refused 9 Don't Know	
B.target	Tobacco companies target young people. 1 Agree 2 Disagree 3 Neither Agree nor Disagree 7 Not Applicable 8 Refused 9 Don't Know	
A.healthinfo	Do you think that cigarette packages should have more health information than they do now, less information, or about the same amount as they do now? 1 More health information 2 Less health information 3 About the same 7 Not Applicable 8 Refused 9 Don't Know	**Bangladesh, India, China:** 8 R 9 DK **Korea:** 8 Refused
WARNING LABELS		
W.notice	In the last month, how often, if at all, have you noticed health warnings on cigarette packages? 1 Never 2 Rarely	**China:** 9 R/DK **India:**

	3 Sometimes 4 Often 5 Very often 7 Not Applicable 8 Refused 9 Don't Know	In the last month, how often, if at all, have you noticed warning labels on smoked tobacco packages? 8 R 9 DK **Bangladesh, Korea Online:** No "7 Not Applicable" option
W.think	To what extent, if at all, do the warning labels make you think about the health risks of smoking? 1 Not at all 2 A little 3 Somewhat 4 A lot 7 Not Applicable 8 Refused 9 Don't Know	**China:** 9 R/DK **Bangladesh, India, Korea:** 8 R 9 DK
W.youth	Would you say that the health warnings on cigarette packages discourage young people from smoking? 1 Not at all 2 A little 3 Somewhat 4 A lot 7 Not Applicable 8 Refused 9 Don't Know	**China:** 9 R/DK **Bangladesh, India , Korea:** 8 R 9 DK
HEALTH WARNING LABEL RATINGS		
I'm now going to show you a series of tobacco health warnings. I'd like you to take a moment and look at each warning, after which I'll ask you several questions. The questions will ask you to rate a picture using a scale from 1 to 10, where 1 is 'not at all' and 10 is 'extremely'. I'm going to show you an example using this scale. Please tell me whether this kitten IS CUTE. 1 2 3 4 5 6 7 8 9 10 Not at all In the Middle Extremely [**Bangladesh**: DK/R] One means that you do not find the kitten at all cute, and ten means that you find the kitten extremely cute. Do you have any questions?	**ONLINE (US, Germany, Korea, China Youth):** You will now see a series of tobacco health warnings. Please take a moment and look at each warning, after which you will be asked several questions. The questions will ask you to rate a picture using a scale from 1 to 10, where 1 is 'not at all' and 10 is 'extremely'. Please click 'continue' for an example using this scale. Please tell me whether this kitten IS CUTE. 1 2 3 4 5 6 7 8 9 10 Not at all In the Middle Extremely Don't Know/Refused One means that you do not find the kitten at all cute, and ten means that you find the kitten extremely cute.

Great, now we'll move on to the actual questions. You will see two sets of 5-6 warnings, each for a different health effect. The same questions will be repeated for each warning, using the 1 to 10 scale. I will now show you the first image.		Now we'll move on to the actual questions. You will see two sets of 5-6 warnings, each for a different health effect. The same questions will be repeated for each warning, using the 1 to 10 scale. Please click 'continue' for the first image.
NOTE: For the health warning ratings, each respondent will see 2 different sets of warnings, each set consisting of 5-6 different warnings for a particular health effect. The 2 health effects that a respondent views are randomized. The label ranking is completed after all warnings in a set have been viewed. After one health effect is completely done (ratings and rankings), the whole set repeats with the next one.		
HWM.attention	On a scale of 1 to 10, where 1 is 'not at all' and 10 is 'extremely', please tell me whether this warning message... **…grabs your attention** 1 2 3 4 5 6 7 8 9 10 Not at all In the Middle Extremely 77 Don't know 88 Not Applicable 99 Refused	**ONLINE (US, Germany, Korea, China Youth):** Please indicate whether this warning message… ……**grabs your attention** 1 2 3 4 5 6 7 8 9 10 Not at all In the Middle Extremely Don't know/Refused **India, Bangladesh, China Adult:** DK/R **China Adult:** Don't Know / Refused
HWM.believe	On a scale of 1 to 10, where 1 is 'not at all' and 10 is 'extremely', please tell whether this warning message... **…is believable** 1 2 3 4 5 6 7 8 9 10 Not at all In the Middle Extremely 77 Don't know 88 Not Applicable 99 Refused	
HWM.relevant	On a scale of 1 to 10, where 1 is 'not at all' and 10 is 'extremely', please tell whether this warning message... **…is relevant to you** 1 2 3 4 5 6 7 8 9 10 Not at all In the Middle Extremely 77 Don't know 88 Not Applicable 99 Refused	**India :** …**is important to you**

HWM.alarm	On a scale of 1 to 10, where 1 is 'not at all' and 10 is 'extremely', please tell whether this warning message... **…is surprising** 1 2 3 4 5 6 7 8 9 10 Not at all In the Middle Extremely 77 Don't know 88 Not Applicable 99 Refused	
HWM.fright	On a scale of 1 to 10, where 1 is 'not at all' and 10 is 'extremely', please tell whether this warning message... **…is frightening** 1 2 3 4 5 6 7 8 9 10 Not at all In the Middle Extremely 77 Don't know 88 Not Applicable 99 Refused	
HWM.disgust	On a scale of 1 to 10, where 1 is 'not at all' and 10 is 'extremely', please tell whether this warning message... **…is disgusting** 1 2 3 4 5 6 7 8 9 10 Not at all In the Middle Extremely 77 Don't know 88 Not Applicable 99 Refused	
HWM.unpleasant	On a scale of 1 to 10, where 1 is 'not at all' and 10 is 'extremely', please tell whether this warning message... **…is unpleasant** 1 2 3 4 5 6 7 8 9 10 Not at all In the Middle Extremely 77 Don't know 88 Not Applicable 99 Refused	

HWM.concern	On a scale of 1 to 10, where 1 is 'not at all' and 10 is 'extremely', please tell me whether this warning message would . . . **…make people more concerned about the health risk of smoking** 1 2 3 4 5 6 7 8 9 10 Not at all In the Middle Extremely 77 Don't know 88 Not Applicable 99 Refused	**ONLINE (US, Germany, Korea, China Youth):** On a scale of 1 to 10, where 1 is 'not at all' and 10 is 'extremely', please indicate whether this warning message would. . . …**make people more concerned about the health risk of smoking**. 1 2 3 4 5 6 7 8 9 10 Not at all In the Middle Extremely Don't Know/Refuse **Bangladesh**: DK/R **China Adult:** Don't Know / Refused
HWM.prevent	On a scale of 1 to 10, where 1 is 'not at all' and 10 is 'extremely', please tell me whether this warning message would . . . **… help prevent young people from starting to smoke** 1 2 3 4 5 6 7 8 9 10 Not at all In the Middle Extremely 77 Don't know 88 Not Applicable 99 Refused	
HWM.quit	On a scale of 1 to 10, where 1 is 'not at all' and 10 is 'extremely', please tell me whether this warning message would . . . **… make smokers want to quit** 1 2 3 4 5 6 7 8 9 10 Not at all In the Middle Extremely 77 Don't know 88 Not Applicable 99 Refused	
HWM.effective	Overall, on a scale of 1 to 10, how effective is this health warning? 1 2 3 4 5 6 7 8 9 10 Not at all In the Middle Extremely 77 Don't know 88 Not Applicable 99 Refused	**ONLINE (US, Germany, Korea), India, Bangladesh:** DK/R **China:** Don't Know / Refused

gift	If this warning label was printed on a cigarette pack, would you use it as a gift? 1 Yes 2 No 3 Maybe 8 Don't Know / Refused	**China only**
LABEL RANKING TASK		
I am now going to show you all of the health warnings about [*insert health effect*]. I am going to ask you to compare the warnings to each other. [*Health effects*: addiction aging death emphysema gangrene heart disease impotence lung cancer mouth cancer smoking during pregnancy quitting smoking secondhand smoke stroke throat cancer toxic constituents]	**ONLINE (US, China Youth):** You will be asked to compare the warnings to each other. **ONLINE (Germany, Korea):** You will now see all of the health warnings about [*insert health effect*]. You will be asked to compare the warnings to each other. **China Adult:** I am going to ask you to compare these warnings to each other.	
Overall, which warning do you think is the most effective for discouraging smoking? [*ranking task*]	**China, Korea, Germany, US:** Don't Know / Refused **Bangladesh, India**: DK R	
Overall, which warning is the next most effective? [*ranking task*] [***Interviewer**: Repeat until all warnings in the set have been selected*]	**China, Korea, Germany, US:** Don't Know / Refused **Bangladesh, India**: DK R	
WITHIN-COUNTRY LABEL RANKING TASK		
I am now going to show you [**Mexico**: eight; **India**: four] health warnings. I am going to ask you to compare the warnings to each other.	**Mexico and India only**	

[*show actual pictorial warnings for country*]		
Overall, which warning do you think is the most effective?		
Overall, which warning is the next most effective? [***Interviewer**: Repeat until all warnings in the set have been selected*]		
LABEL COMPREHENSION TASK		
[*Show one of 12 randomly selected labels saying "Smoking causes blindness": text-only or pictorial in each language (English, Chinese, Tibetan, Mongolian, Zhuang, Uighur).]* **China Adult:** Please tell me what this label means. [***Interviewer note**: Record whether respondent indicated they did not know, gave a correct response, or gave an incorrect response.]* Don't Know Answer correct Answer incorrect **ONLINE China Youth:** Please look at this warning label and write what it means, in the box below. [*open-ended*] Don't Know		**China only**
HEALTH BELIEFS		
HB	I am going to read you a list of health effects and diseases that may or may not be caused by smoking cigarettes. Based on what you know or believe, does smoking cause . . . **[*INTERVIEWER NOTE**: if respondent unsure of what the disease is, select "don't know"]*	**ONLINE (US, Germany, Korea, China Youth):** You will now be presented with a list of health effects and diseases that may or may not be caused by smoking cigarettes. Based on what you know or believe, does smoking cause . . .
HB.lung	Lung cancer? 1 – Yes 2 – No 3 – Don't know 8 Refused	**India:** (whole set) 8 R **Bangladesh:** (whole set) 9 DK/R

HB.heart	Heart disease? 1 – Yes 2 – No 3 – Don't know 8 Refused	
HB.stroke	Stroke? 1 – Yes 2 – No 3 – Don't know 8 Refused	**US:** Stroke, or blood clots in the brain?
HB.mouth	Mouth cancer? 1 – Yes 2 – No 3 – Don't know 8 Refused	
HB.throat	Throat cancer? 1 – Yes 2 – No 3 – Don't know 8 Refused	
HB.emphysema	Emphysema? 1 – Yes 2 – No 3 – Don't know 8 Refused	**Germany:** [translates to something like "Chronic lung disease"]
HB.gangrene	Gangrene? 1 – Yes 2 – No 3 – Don't know 8 Refused	**Germany:** [translates to something like "Smoker's leg"]
HB.impotence	Impotence in male smokers? 1 – Yes 2 – No 3 – Don't know 8 Refused	
HB.aging	Wrinkling and aging of the skin? 1 – Yes 2 – No 3 – Don't know 8 Refused	
HB.death	Death? 1 – Yes 2 – No 3 – Don't know 8 Refused	

HB.babies	Harm to unborn babies? 1 – Yes 2 – No 3 – Don't know 8 Refused	
HB.SHS.lungCa	Lung cancer in non-smokers from breathing cigarette smoke? 1 – Yes 2 – No 3 – Don't know 8 Refused	
REIMBURSEMENT AND END		
That's all the questions I have for you today. I'll now go over a feedback letter with you. [***INTERVIEWER NOTE****: Hand out Feedback Letter, go over main points:]* Thank you for participating in our study – we appreciate your help. - As we mentioned earlier, we are interested in people's opinions about health warnings on tobacco packaging. - We were interested in the impact of different types of health warnings and how they affect people's perceptions of believability, personal relevance, and overall effectiveness as well as eliciting negative emotional arousal. - We were also interested in the impact of different health warnings on the credibility of health warning messages, and beliefs about the health effects of smoking - Participants were shown different types of health warnings for two different health effects: text-only, pictorial warnings with graphic health effects, pictorial warnings with personal testimonials and/or effects on "lived experience", and other types of pictorial warnings (symbols, etc.), in order to compare responses to each type of warning. - [**Bangladesh, India:** As a reminder, no personal information (name, address, contact information, etc.) will be collected, other than a signature or initial to confirm that the t-shirt was received. For your protection, we will assign you a number that will be used to label all information and no personal identifiers will be linked to your data.] - [**Mexico, China Adult**: As a reminder,] this study has been	**ONLINE (US, Germany, Korea, China Youth):** That's all the questions we have for you today. Thank you for participating in our study – we appreciate your help. Please take a moment to go over the following information. - As we mentioned earlier, we are interested in people's opinions about health warnings on tobacco packaging. - We were interested in the impact of different types of health warnings and how they affect people's perceptions of believability, personal relevance, and overall effectiveness as well as eliciting negative emotional arousal [**Korea**: emotions] - We were also interested in the impact of different health warnings on the credibility of health warning messages, and beliefs about the health effects of smoking. - Participants were shown different types of health warnings for two different health effects: text-only, pictorial warnings with graphic health effects, pictorial warnings with personal testimonials and/or effects on "lived experience", and other types of pictorial warnings (symbols, etc.), in order to compare responses to each type of warning. - As a reminder, this study has been reviewed by and received ethics clearance through the Office of Research Ethics at the University of Waterloo. If you have any comments or concerns resulting from your involvement please contact either [ethics contact] in the Office of Research Ethics at [phone number] or [email], or Dr. David Hammond at [**Korea:** 001+1-] 519-888-4567 ext. 36462 or dhammond@uwaterloo.ca [**China Youth**: [local contact] at [organization]].	

reviewed by and received ethics clearance through the University of Waterloo [and organization]. If you have any comments or concerns resulting from your involvement please contact [local contact] at [organization] whose contact information is listed in your letter [*point out contact information in their letter*]. - **[not in Bangladesh]** Lastly, if you would like, we would be happy to provide you with a list of smoking cessation resources.	- We really appreciate your participation, and hope that this has been an interesting experience for you.
That's everything for today. Thank you [very much/**India**: again] for your participation.	**ONLINE (US, Germany, Korea, China Youth):** That's everything for today. Thanks again for your participation.
Here is [remuneration type/amount] in appreciation of your time. To confirm that you've received your reimbursement, I'll need you to sign this form. [***INTERVIEWER NOTE:*** *Have participant sign/initial Remuneration Form.*]	**ONLINE**: Not included
Please insert any notes about the participant or interview:	**ONLINE:** Not included

APPENDIX D: STUDY 2 QUESTIONNAIRE – All Countries

		COUNTRY-SPECIFIC VARIATIONS
INTRODUCTION AND SCREENING SCRIPT		
Hi, we're from [organization] and we are conducting a survey about different types of health warnings on tobacco packaging, in conjunction with the University of Waterloo in Canada. The survey takes about 20 minutes. You will receive [remuneration and amount] as a token of our thanks. Do you think you might be interested in hearing more about participating in the study?		**ONLINE (US, Germany, Korea, China Youth):** Welcome, and thank you for your interest in our cigarette packaging study! Please click "continue" to begin the study.
SCREENING: **Are you 19 years of age or older?** Yes → *Continue to past month smoking question* No→ Are you 16 years of age or older? 1 Yes → *Invite participant to sit at table and continue on computer.* 2 No→ **IF age<16:** Unfortunately, we can only include people age 16 and older in this study. Sorry, you are not eligible to participate, but thank you for your time. *TERMINATE.* →**IF REFUSED:** Unfortunately, we need to know your age to determine your eligibility for the study. *IF STILL NO RESPONSE, TERMINATE*. [*Ask only if 19 years or older:*] **Have you smoked a cigarette in the past month?** 1 Yes→ *Invite participant to sit at table and continue on computer.* 2 No→ **IF age=19+:** Unfortunately, for this study, we are only looking for regular smokers. Sorry, you are not eligible to participate, but thank you for your time. *TERMINATE.*		**ONLINE (US, Germany, Korea, China Youth):** Before we begin, how old are you? _____ [*1-99 limit*] **[China Youth:** May I ask how old you are? _____years] **If 16 years or over** → [*Proceed to Status question*] **If under age 16** → Unfortunately, we can only include people age 16 and older in this study. Sorry, you are not eligible to participate, but thank you for your time. [*TERMINATE*] →**IF REFUSED:** Unfortunately, we need to know your age to determine your eligibility for the study.
S.status (**All**)	**Bangladesh, India, US, Korea:** In the last 30 days, how often did you smoke cigarettes? 1. Every day 2. At least once a week 3. At least once in the last month 4. Not at all → **IF age=19+:** Unfortunately, for this	**Germany:** How often do you smoke cigarettes? [same response options] **Mexico**: 1. Every day 2. At least once a week, but not every day 3. At least once in the last month, but not every week 4. I did not smoke in the last 30 days → **IF age=19+:** Unfortunately, for this study, we are only looking for regular smokers. Sorry, you are not eligible to participate,

	study, we are only looking for regular smokers. Sorry, you are not eligible to participate, but thank you for your time.	but thank you for your time. **China:** 1. Every day 2. At least once a week 3. At least once in the last 30 days 4. Not at all in the last 30 days → **IF age=19+:** Unfortunately, for this study, we are only looking for regular smokers. Sorry, you are not eligible to participate, but thank you for your time.
language	Select language: ENGLISH HINDI MARATHI	**India only**
agegroup	Select age group: [*based on screening question*] YOUTH (16 – 18 YEARS) ADULT (19+ YEARS)	**ONLINE (US, Germany, Korea, China Youth):** *Determined by age entered in screener*
D.gender	Select gender of respondent: (*DO NOT READ*) FEMALE MALE	**ONLINE (US, Germany, Korea, China Youth):** What is your gender?
IF QUOTAS ARE FULL: **For age:** Unfortunately, at this time, we are only looking for people [aged 16 to 18/ age 19 or over]. Sorry, you are not eligible to participate, but thank you for your time. **For smoking status:** Unfortunately, at this time, we are looking for people who [smoke regularly / do not smoke]. Sorry, you are not eligible to participate, but thank you for your time. **For gender:** Unfortunately, at this time, we are only looking for [males / females]. Sorry, you are not eligible to participate, but thank you for your time.		
INFORMATION AND CONSENT		
Great – thank you for your interest. I'm now going to go over an information letter with you, and this copy is yours to keep. Once you have received the details of the study, I'll ask you whether or not you are willing to participate' and then we will begin the interview. ***INTERVIEWER NOTE:*** *Give participant the Information Letter.* Please follow along and interrupt me with any questions you may have: - You are being asked to participate in a research study that asks for	**ONLINE (US, Germany, Korea, China Youth):** You are now going to be provided with some information about the study. Please read the following information carefully, and once you have read the study details and agree to them, you can begin the survey. - You are being asked to participate in a research study that asks for people's opinions about health warnings on tobacco packaging. The Cigarette Pack Survey is being conducted by Dr. David Hammond of the University of Waterloo, Canada.	

people's opinions about tobacco packaging. - You would participate in a 20 minute interview during which you will be shown a number of packages and asked about your opinions of each. - You must be 16 years of age or older to participate in this study. - Participation is voluntary and you may decline to answer particular questions if you wish. In appreciation of your time, you will receive [remuneration type and amount] as a token of our thanks. - Your identity and all of the information you provide in this study will be kept strictly confidential - only the investigators and research assistants directly associated with the study will have access to this information. - You are free to choose whether or not to continue participation in this study, and you can choose to stop being a part of it at any time. [**Bangladesh/India**: If you choose to stop the survey at any point, you will still receive [remuneration type/amount]. - This study has been reviewed by and received ethics clearance through the University of Waterloo [and local organization, if applicable]. If you have any comments or concerns resulting from your involvement please contact [organization]. - If you have any questions about the study you can also contact [local contact] at [organization]. Do you have any questions? If not, we'd like to ask you to give your consent if you would like to participate in the study.	- The survey takes approximately 20 minutes to complete. - You must be 16 years of age or older to participate in this study. - Participation is voluntary and you may decline to answer particular questions if you wish. - In appreciation of your time, you will receive remuneration [from GMI in accordance with their usual rate] as a token of our thanks. - Your identity and all of the information you provide in this study will be kept strictly confidential - only the investigators and research assistants directly associated with the study will have access to this information. Study data, with no personal information, will be retained indefinitely in a secure location at the University of Waterloo. - You are free to choose whether or not to participate in this study, and you can choose to stop being a part of it at any time without penalty. If you choose to discontinue the survey, you may receive remuneration by declining all further questions until you reach the end of the survey. Any data already collected may be used in the study, unless you contact the researcher to have it deleted. - This study has been reviewed by and received ethics clearance through the Office of Research Ethics at the University of Waterloo. If you have any comments or concerns resulting from your involvement in this study, please contact [Director name] in the Office of Research Ethics at [phone number] or [email address] [**China Youth**: local ethics contact]. - If you have any questions about the study you can contact Dr. David Hammond of the University of Waterloo at [**Korea**: 001+1-]519-888-4567 ext. 36462 or dhammond@uwaterloo.ca. **Bangladesh/India (changes only):** - You would participate in a 20 minute interview. First you will be asked questions about you and your tobacco use, and then you will be shown a number of health warnings and asked about your opinions of each. - [**India**: All of the information you provide in this study will be kept strictly confidential - only the investigators and research assistants directly associated with the study will have access to this information.] - No personal information such as name or address will be collected, other than a signature or initial to confirm that [remuneration] was received. Your survey responses will not include any identifying information. **China Adult:** Do you have any questions? If not, we'd like to ask you to give your consent if you would like to participate in the study.
[***INTERVIEWER NOTE:*** *Read out loud exactly as written.]*	**ONLINE (US, Germany, Korea):** Based on the information you received, do you agree to take part in this research

Based on the information you received in the Information letter, do you agree to take part in this research study being conducted by [organization and] the University of Waterloo? Yes → ***continue to survey*** No → Thank you for your time. ***TERMINATE***		study being conducted by Dr. David Hammond of the University of Waterloo? **ONLILNE (China Youth):** Based on the information you received, do you agree to take part in this research study being conducted by the China CDC and the University of Waterloo?
SMOKING BEHAVIOUR AND DEMOGRAPHICS		
Great, we'll now begin the interview. I'm going to ask you some questions about yourself and your smoking behaviour. Please be assured that all your responses will be kept entirely confidential.		**ONLINE (US, Germany, Korea, China Youth):** Thank you! Please be assured that all your responses will be kept entirely confidential.
D. age (**All**)	To begin, may I ask how old you are? _____ **IF age<16:** Unfortunately, we can only include people age 16 and older in this study. Sorry, you are not eligible to participate, but thank you for your time. *TERMINATE.*	**ONLINE (US, Germany, Korea):** asked in screening section
Y.S.puff (**16-18**)	Have you ever smoked a cigarette, even just a few puffs? 1 Yes 2 No	
Y.S.evern (**16-18**) [*If Yes to Y.S.puff*]	How many cigarettes have you smoked in your life? 1 None 2 1-10 3 11-100 4 More than 100 7 Not Applicable 8 Refused 9 Don't know	**Bangladesh, India, China Youth:** No NA/DK/R options **Korea:** No "7 Not Applicable" option
S.100cig **(19+)**	Have you smoked 100 cigarettes or more in your lifetime? 1. Yes 2. No	
S.consume (**Smokers**)	You mentioned that you currently smoke [daily/weekly/monthly]. On average, how many cigarettes do you smoke each [day/ week/ month]? [*enter number*] 7 Not Applicable 8 Refused 9 Don't Know	**Bangladesh:** You mentioned that you currently smoke [daily/weekly/monthly]. I need to ask you about the number of cigarette sticks you smoke completely by yourself -- NOT the number of times you light up the same cigarette, and not counting the cigarettes you share with others. On average, how many whole cigarettes do you smoke each [day/ week/ month]? [enter number] 9 DK/R

		India, China Adult, ONLINE China Youth: [*enter number*] 9 DK/R **Korea Online:** [enter number] __ cigarettes 8 Refused 9 Don't know
S.ttfc (**Smokers**)	How soon after waking do you usually have your first cigarette? 1 within the first 5 minutes 2 6-30 minutes 3 31-60 minutes 4 more than 60 minutes 7 Not Applicable 8 Refused 9 Don't know	**Bangladesh, India, Korea, China:** No "7 Not Applicable" option
S.quitplan (**Smokers**)	Are you planning to quit smoking cigarettes. . . (READ OPTIONS) 1 Within the next month? 2 Within the next 6 months? 3 Sometime in the future, beyond 6 months? 4 or are you not planning to quit? 7 Not Applicable 8 Refused 9 Don't Know	**Bangladesh, India, Korea, China:** No "7 Not Applicable" option
S.light **(Ever smokers)**	Have you ever tried light, mild or low-tar cigarettes? [***INTERVIEWER NOTE****:* *Cigarette brand does not need to have exact words "light", "mild", or "low tar" in name. The question is asking about a "class" or general type of cigarette which may or may not use these exact words*.] 1 Yes 2 No 8 Refused 9 Don't Know	
S.usual (**Smokers**)	Do you have a brand of cigarettes that you usually smoke? 1 Yes 2 No 7 Not Applicable 8 Refused 9 Don't Know	**Bangladesh, India, China, ONLINE (Korea, Germany, China Youth):** No "7 Not Applicable" option

S.brand (**Smokers**)	What is the full name of your usual cigarette brand? **[***INTERVIEWER NOTE: Prompt for Name, strength, size, flavour of brand.]* **Mexico:** (*Do not read list*) [*drop-down list*] WINSTON BENSON MARLBORO LUCKY STRIKE SALEM CAMEL RALEIGH BROADWAY MONTANA FIESTA BOOTS PALL MALL DELICADOS FAROS CAPRI VICEROY OTHER Refused Don't Know/No regular Brand What variety, flavour or type would that be? [*open-ended field*]	**ONLINE (US, Germany, Korea, China Youth):** What is the full name of your usual cigarette brand? Please type the brand name, variety, and size in the boxes below. Example: Marlboro Red 72s Brand [*open-ended field*] Variety [*open-ended field*] Size [*open-ended field*] **Bangladesh:** What is the name of your usual [regular] cigarette brand? BRAND [*open-ended field*] VARIETY [*open-ended field*] What is the flavor, if any, (e.g. chocolate, menthol, lemon) of your usual [regular] cigarette brand? FLAVOUR [*open-ended field*] **India:** What is the full name of your usual cigarette brand? [*INTERVIEWER NOTE: Prompt for Name, Variety of brand.]* Brand [*open-ended field*] (Example: Marlboro, Benson & Hedges, etc.) Variety [*open-ended field*] (Example: Filters, Gold, Light, Slim, etc.) What is the flavor, if any, of your usual cigarette brand? [*open-ended field*] (Example: Chocolate, Menthol, Lemon, etc.) **China Adult:** What is the full name of your usual cigarette brand? ***[INTERVIEWER NOTE****: Prompt for name, strength, size, flavour of brand.]* **PROBE:** What variety, flavour or type would that be? Brand: [*open-ended*] *For example: Marlboro, Camel, etc.* Variety: [*open-ended*] *For example: Red, Light, Menthol, etc.* Size: [*open-ended*] *For example: regular, 72, 100, slim, etc*

S.products (**All**)	In the past month, have you used any of the following tobacco products? (*Read all and check all that apply*) 1 Hookah/ shisha/ narghile/ water pipe 2 Bidis 3 Cigars/small cigars/ cigarillos 4 Pipe 5 Smokeless tobacco (including chewing tobacco, snuff, or snus) 6 Other (*specify*): 7 None of the above 77 Not Applicable 88 Refused 99 Don't Know You indicated "Other". Please specify: [*open-ended field*]	**Mexico:** "2 Bidis" option removed **Germany Online:** 1 Hookah/ shisha/ narghile/ water pipe 2 Bidis 3 Cigars/small cigars/ cigarillos 4 Pipe 5 Chewing tobacco or snuff 6 Roll-your-own cigarettes 7 Other (specify): 8 None of the above 77 Not applicable 88 Refused 99 Don't Know **China:** 1 Hookah 2 Bidis 3 Cigars/small cigars/ cigarillos 4 Pipe 5 Smokeless tobacco (including chewing tobacco, snuff, or snus) 6 Other (specify): 7 None of the above 8 Not Applicable 88 Refused 99 Don't Know **Korea:** 1 Hookah/ shisha/ narghile/ water pipe 2 Bidis 3 Cigars/small cigars/ cigarillos 4 Pipe 5 Smokeless tobacco (including chewing tobacco, snuff, or snus) 6 Other (specify): 7 None of the above 8 Refused 9 Don't Know **Bangladesh:** 1 Hookah 2 Bidis 3 Zarda

		4 Paan with tobacco leaf 5 Gul 6 Sadapata 7 Pan masala 8 Nasshi 9 Other (specify): 10 None of the above 88 Refused (Don't read) 99 Don't Know (Don't read) **India:** [smoked products] 1 Hookah/ shisha/ nargile/ waterpipe 2 Bidis 3 Cigars/ little cigars/ cigarillos 4 Pipe 5 Chutta 6 Hooklis 7 Other smoked products (specify): 8 None of the above 88 R 99 DK
S.pless		**India only:** In the past month, have you used any of the following smokeless tobacco products? (*Read all and check all that apply*) 1 Mishri 2 Betel quid with tobacco (paan) 3 Plain chewing tobacco 4 Gutka 5 Khaini 6 Zarda 7 Tobacco toothpaste/paste 8 Nasal/ oral snuff 9 Lal dantmanjan 10 Dokta 11 Gudhaku 12 Gul 13 Other smokeless product (specify): 14 None of the above 88 R 99 DK You indicated “Other”. Please specify

S.smokeless [*Îf Yes to any of the smokeless products*]	You mentioned you use both smokeless and smoked tobacco. Which do you use more often: [*read all*] 1 Smoked tobacco 2 Smokeless tobacco, or 3 do you use smoked and smokeless tobacco about the same 8 Refused (*Don't read*) 9 Don't Know (*Don't read*)	**Bangladesh and India only**
D.Educ (**19+**)	What is the highest level of formal education that you have completed? (DO NOT READ) 1 Did not attend school or Elementary school incomplete 2 Primary school completed 3 Middle school completed 4 Technical or vocational school completed 5 High school complete 6 University (incomplete) 7 University (complete) 8 Post graduate 9 Other (*specify*) 99 Don't Know	**Mexico:** 1 Did not attend school or Elementary school incomplete 2 Primary school completed 3 Middle school completed 4 Technical or vocational school completed 5 High school complete 6 University (incomplete) 7 University (complete) 8 Post graduate 9 Other (*specify*) 99 Don't Know **US:** 1 Grade school / some high school 2 Completed high school 3 Technical/trade school or community college 4 Some university, no degree 5 Completed university degree 6 Post-graduate degree 7 Other 99 Refused You indicated "Other". Please specify: [*open-ended field*] **Germany:** 1 No degree 2 Secondary education 1st stage (ISCED Level 2), 8-9 years of school 3 Secondary education 1st stage (ISCED Level 2), 10 years of school 4 Secondary education 2nd stage (ISCED Level 3), 12-13 years of school 5 University degree 6 Other 8 Refused **Bangladesh:**

		What is your highest level of education? (DO NOT READ) 1 Illiterate 2 Literate, no formal education 3 Primary (1-5 years) 4 Secondary (6-8 years) 5 SSC (9-10 years) 6 HSC (11-12 years) 7 Bachelor's degree (14-16 years) 8 Master's degree (15-17 years) 9 Above Master's degree (i.e. PhD) 88 Refused (Don't read) 99 Don't Know (Don't read) **India:** What is your highest level of education? (DO NOT READ) 01 Illiterate 02 Literate, no formal education 03 Up to primary School (up to class IV) 04 Middle School (class V to VII) 05 Secondary School (ITI course, class XII/X or intermediate) 06 Graduate (BA/ BSc/ Diploma etc.) 07 Post Graduate/ Professional Degree 08 Above Post Graduate degree (i.e. PhD) 88 R 99 DK **Korea:** 1 Primary School 2 Middle School 3 Completed High School 4 Some university, no degree 5 Completed University Degree 6 Post-Graduate Degree 7 Other 8 Refused 9 Don't know You indicated "Other". Please specify: [*open-ended field*] **China Adult:** What is your highest education? *(Do not read)* 1 No education

		2 Elementary school 3 Junior high school 4 High school, technical high school 5 College 6 University or higher 8 Refused
Y.D.Educ (**16-18**)	What was the last year of school that you completed? (*DO NOT READ*) 1 Did not attend school or Primary school incomplete 2 Primary school completed (6° de primaria) 3 Middle school completed (3° de secundaria) 4 Technical school completed 5 4° secundaria /1° de preparatoria 6 5° secundaria /2° de preparatoria 7 High school completed (6° secundaria /3° de preparatoria) 8 More than high school / In university 77 Not Applicable 88 Refused 99 Don't Know	**Mexico:** 1 Did not attend school or Primary school incomplete 2 Primary school completed (6° de primaria) 3 Middle school completed (3° de secundaria) 4 Technical school completed 5 4° secundaria /1° de preparatoria 6 5° secundaria /2° de preparatoria 7 High school completed (6° secundaria /3° de preparatoria) 8 More than high school / In university 77 Not Applicable 88 Refused 99 Don't Know **US, Germany:** 1 Grade 8 or less 2 Grade 9 3 Grade 10 4 Grade 11 5 Grade 12/Completed high school 6 More than high school 99 Refused **Bangladesh:** 1 Illiterate 2 Literate, no formal education 3 Primary (1-5 years) 4 Secondary (6-8 years) 5 SSC – Year 9 6 SSC- Year 10 7 HSC – Year 11 8 HSC – Year 12 9 More than HSC 88 Refused (Don't read) 99 Don't Know (Don't read)

		India: What was the last year of education that you completed? (*DO NOT READ*) 1 Did not attend school 2 Up to primary School (up to class IV) 3 Middle School (class V to VII) 4 Secondary School (ITI course, class XII/X or intermediate) 5 Class XI (Higher Secondary) 6 Class XII (Higher Secondary) 7 Graduate level or More than higher secondary 88 R 99 DK **Korea:** 1 Primary school 2 Middle school 3 High school year 1 4 High school year 2 5 High school year 3/Completed high school 6 More than high school 8 Refused **China Youth:** 1 Primary school (Gr. 1-6) 2 Middle school (Gr. 7-9) 3 Grade 10 4 Grade 11 5 Completed high school/technical high school 6 More than high school 99 Refused
Income (**19+)**		**Mexico:** not asked **US Online:** Which of the following categories best describes your ANNUAL household income, that is the total income before taxes, or gross income, of all persons in your household combined, for one year? 1 Under $10,000 2 $10,000–29,999 3 $30,000–44,999 4 $45,000–59,999 5 $60,000–74,999 6 $75,000–99,999 7 $100,000–149,999

		8 $150,000 and over 99 Refused **Germany:** What is the best estimate of your MONTHLY household income, that is the total income AFTER taxes, of all persons in your household combined? Would you say…" 01 less than 750 € a month 02 from €750 to 1000 03 from €1000 to 1250 04 from €1250 to 1500 05 from €1500 to 1750 06 from €1750 to 2000 07 from €2000 to 2500 08 from €2500 to 3000 09 from €3000 to 4000 10 €4000 and more 88 Refused 99 Don't know
		Bangladesh: In the last year, on average, how much was the total monthly income of your household? 1 Less than 5,000 Taka 2 5,000-9,999 Taka 3 10,000-14,999 Taka 4 15,000-19,999 Taka 5 20,000+ Taka 8 Refused (Don't read) 9 Don't Know (Don't read) **India:** In the last year, on average, how much was the total income (in Rs.) per month of your household? 1 Less than 5,000 2 5,000-9,999 3 10,000-14,999 4 15,000-19,999 5 20,000+ 8 R 9 DK

		Korea: What is your annual household income? 1 Under 10,000,000 won 2 10,000,000-29,999,000 won 3 30,000,000-44,999,000 won 4 45,000,000-59,999,000 won 5 60,000,000-74,999,000 won 6 75,000,000-99,999,000 won 7 100,000,000-149,999,000 won 8 150,000,000 won and over 88 Refused 99 Don't know **China Adult:** In the last year, on average, how much was the total income per month of your household? 1 <1000 Yuan 2 1000-2999 Yuan 3 3000-4999 Yuan 4 5000-6999 Yuan 5 7000-8999 Yuan 6 9000 Yuan or above 8 Refused (*Do not read*) 9 Don't Know (*Do not read*)
Race (**All**)		**US:** People in the United States come from many racial and cultural groups. Are you . . . [*Check all that apply]* 1 White 2 Black or African- American 3 Hispanic or Latino 4 Asian or Pacific Islander 5 Native American Indian 6 Another group (*specify*): 8 Refused **Germany:** Are you German or some other nationality? 1 German 2 Other nationality 8 No answer **Bangladesh:**

		What is your religion? 1 Muslim 2 Hindu 3 Christian 4 Buddhist 5 Other (*specify*) 8 Refused (*Don't read*) 9 Don't Know (*Don't read*) **India:** What is your religion? [*Do not read list*] 1 Hindu 2 Muslim 3 Christian 4 Sikh 5 Buddhist 6 Jain 7 Others 8 R 9 DK **Korea:** To what religious faith do you belong? 1 Buddhism 2 Christianity 3 Catholic 4 Confucianism, Taoism 5 Folk religion 6 Other religion 7 No religion 8 Refused 9 Don't Know **China:** What is your ethnic group? 01 Han 02 Zhuang 03 Man 04 Hui 05 Miao 06 Uygur 07 Yi 08 Tujia

		09 Mongolian 10 Tibetan 11 Others 98 Refused (*Do not read*)
Race.Other (If "Other" to Race)	You indicated "Other". Please specify: [*open-ended*]	**US:** What other racial or cultural group? [*open-ended field*] **Germany:** What other nationality? 1 Turkish 2 Italian 3 Serbian 4 Polish 5 Greek 6 Croatian 7 Russian 8 Austrian 9 Bosnian und Herzegowina 10 Ukrainian 11 Netherlands 12 Portuguese 13 Spanish 14 French 15 British 16 North American 17 South American 18 African 19 Asian 20 Other 21 Montenegro 88 Don't Know **China:** Other ethnicity? [*open-ended*]
Occupation (19+)	What is your primary occupation?	**Bangladesh, India & China only** **Bangladesh:** 1 Owner farmer 2 Tenant farmer 3 Self-employed in non-farm agricultural activities (e.g., cattle, poultry raising, fisheries, plantation) 4 Self-employed in non-agricultural activities (e.g., rickshaw pulling, tailoring, hair cutting, restaurant, grocery shop, tea stall)

		5 Farm wage laborer 6 Non-farm agricultural wage laborer 7 Non-agricultural wage laborer (e.g., industrial, construction, transport) 8 Professional (e.g., physician, engineer, lawyer, teacher, researcher) 9 Managerial, administrative or clerking service 10 Student 11 Unemployed 12 Housewife/Housekeeper/ Household manager 13 Other (specify) 88 Refused (Don't read) 99 Don't Know (Don't read) **India:** 01 Professional, technical, and related workers 02 Administrative, executive and managerial workers 03 Clerical and related workers 04 Sales Workers 05 Service Workers 06 Farmers, fisherman, hunters, loggers and related workers 07 Craft and Related Trades 08 Plant and machine operators 09 Elementary Occupations 10 Student 11 Unemployed 12 Housewife 13 Other (specify) 88 R 99 DK **China Adult:** What is your usual occupation? 01 Agriculture, forestry, animal husbandry, fishery and water conservation employees 02 Operators of production or transportation equipment and related personnel 03 Businessmen or service industry employees 04 Leaders of governments, Chinese Communist party organizations, companies or institutions 05 Clerks 06 Specialized technicians 07 Soldiers 08 Other occupations 09 Students 10 No job

		11 Retired 98 Refused (*Do not read*)
ChildAny (**19+**)	Do you have any children under the age of 18? 1 Yes 2 No 8 Refused 9 Don't Know	**Mexico:** not asked
ATTITUDES AND BELIEFS		
For the next few questions, I'd like to ask for your opinion about different cigarettes. There is no right or wrong answer—we are most interested in your thoughts.		**ONLINE (US, Germany, China Youth):** For the next few questions, we'd like to ask for your opinion about different cigarettes. There is no right or wrong answer—we are most interested in your thoughts. **ONLINE (Korea):** The next few questions ask for your opinions about smoking. There is no right or wrong answer—we are most interested in your thoughts.
A.opinion	What is your overall opinion of smoking? Is it . . . ? 1 Positive 2 Neither positive nor negative 3 Negative 7 Not Applicable 8 Refused 9 Don't Know	**Bangladesh, India:** 1 Good 2 Neither good nor bad 3 Bad 8 R 9 DK **Korea, China:** No "7 Not Applicable" option
A.future (**Smokers**)	**ONLINE (US, Germany), India:** How worried are you, if at all, that smoking will damage your health in the future? 1 Not at all worried 2 A little worried 3 Very worried 7 Not Applicable 8 Refused 9 Don't Know	**Mexico**: 1 Not at all 2 A little 3 Very 7 Not Applicable 8 Refused 9 Don't Know **Bangladesh, Korea, China:** No "7 Not Applicable" option
Please tell me whether you agree, disagree, or neither agree nor disagree with each of the following statements.		**ONLINE (US, Germany, Korea, China Youth):** Please indicate whether you agree, disagree, or neither agree nor disagree with each of the following statements.
A.society	Society disapproves of smoking. 1 Agree 2 Disagree 3 Neither Agree nor Disagree 7 Not Applicable	**China:** 99 Not stated **Bangladesh, India:** 9 DK/R

	8 Refused 9 Don't Know	**Korea:** No "7 Not Applicable" option
A.female	It is acceptable for females to smoke cigarettes. 1 Agree 2 Disagree 3 Neither Agree nor Disagree 9 DK/R	**Bangladesh and India only**
A.cigsmoke	Cigarette smoke is dangerous to non-smokers. 1 Agree 2 Disagree 3 Neither Agree nor Disagree 7 Not Applicable 8 Refused 9 Don't Know	
A.weight (19+ only)	Smoking helps people control their weight. 1 Agree 2 Disagree 3 Neither Agree nor Disagree 7 Not Applicable 8 Refused 9 Don't Know	
A.slim (19+ only)	Smoking helps people stay slim. 1 Agree 2 Disagree 3 Neither Agree nor Disagree 7 Not Applicable 8 Refused 9 Don't Know	
A.addictive	Smoking cigarettes is addictive. 1 Agree 2 Disagree 3 Neither Agree nor Disagree 7 Not Applicable 8 Refused 9 Don't Know	
A.quithard	It is difficult to quit smoking cigarettes. 1 Agree 2 Disagree 3 Neither Agree nor Disagree 7 Not Applicable 8 Refused 9 Don't Know	
B.strong	Cigarettes that taste strong and harsh are worse for your health.	

	1 Agree 2 Disagree 3 Neither Agree nor Disagree 7 Not Applicable 8 Refused 9 Don't Know	
B.nodamage	Smoking a cigarette every once in a while does not damage your health. 1 Agree 2 Disagree 3 Neither Agree nor Disagree 7 Not Applicable 8 Refused 9 Don't Know	
B.target	Tobacco companies target young people. 1 Agree 2 Disagree 3 Neither Agree nor Disagree 7 Not Applicable 8 Refused 9 Don't Know	
A.healthinfo	Do you think that cigarette packages should have more health information than they do now, less information, or about the same amount as they do now? 1 More health information 2 Less health information 3 About the same 7 Not Applicable 8 Refused 9 Don't Know	**Bangladesh, India, Korea, China:** 8 R 9 DK
PACK COMPARISONS (ADULT PART A AND B; YOUTH PART B)		
I'm now going to show you a series of cigarette packs, in pairs [*YOUTH*: this time]. I'd like you to take a moment and look at each pair of packs, after which I'll ask you several questions. [*YOUTH ONLY*: If you do not currently smoke cigarettes, we would like you to answer as if you were to try each of these brands.] Do you have any questions? Great, I will now show you the first image.	**ONLINE (US, Germany, Korea, China Youth):** You will now be shown a series of cigarette packs, in pairs [*YOUTH*: this time]. Please take a moment to look each pair as they are shown. For each pair, you will be asked several questions. [*YOUTH ONLY*: If you do not currently smoke cigarettes, we would like you to answer as if you were to try each of these brands.]	

PC.taste	Which brand do you think would taste better? 1 Brand A 2 Brand B 3 No difference 7 Don't know 8 Not Applicable 9 Refused	**ONLINE (US, Germany):** 4 Don't know/Not applicable/Refuse **India, Bangladesh, Korea, China:** 9 DK/R
PC.harm	Which brand do you think would be less harmful? 1 Brand A 2 Brand B 3 No difference 7 Don't know 8 Not Applicable 9 Refused	**ONLINE (US, Germany):** 4 Don't know/Not applicable/Refuse **India, Bangladesh, Korea, China:** 9 DK/R
PC.quality	Which brand do you think is of higher quality? 1 Brand A 2 Brand B 3 No difference 7 Don't know 8 Not Applicable 9 Refused	**ONLINE (US, Germany):** 4 Don't know/Not applicable/Refuse **India, Bangladesh, Korea, China:** 9 DK/R
PC.try [16-18]	Which brand would you rather try? 1 Brand A 2 Brand B 3 No difference 7 Don't know 8 Not Applicable 9 Refused	**ONLINE (US, Germany):** 4 Don't know/Not applicable/Refuse **India, Bangladesh, Korea, China:** 9 DK/R
PC.quit [19+]	Which brand would make it easier to quit smoking? 1 Brand A 2 Brand B 3 No difference 7 Don't know 8 Not Applicable 9 Refused	**ONLINE (US, Germany):** 4 Don't know/Not applicable/Refuse **India, Bangladesh, Korea, China:** 9 DK/R
PC.gift	Which brand would you be more likely to give as a gift? 1 Brand A 2 Brand B 3 No difference 8. Refuse / Don't Know	**China only**

INIDVIDUAL PACK RATINGS AND SMOKER IMAGE RATINGS (YOUTH PART A)		
I'm now going to show you a series of cigarette packs, one at a time. I'd like you to take a moment and look at each pack, after which I'll ask you several questions about the brand.		**ONLINE (US, Germany, Korea, China Youth):** You will now be shown a series of cigarette packs, one at a time. Please take a moment to look each pack as it is shown. For each pack, you be asked several questions about the brand.
Y.P.appeal	Compared to other brands, how appealing is this brand of cigarettes? 1 Less appealing than other brands 2 No difference 3 More appealing than other brands 8 Refused 9 Don't Know	**China Youth:** 99 Not stated **India, Bangladesh:** 9 DK/R
Y.P.taste	Compared to other brands, how do you think these cigarettes would taste? 1 Worse than other brands 2 No difference 3 Better than other brands 8 Refused 9 Don't Know	**China Youth:** 99 Not stated **India, Bangladesh:** 9 DK/R
Y.P.harm	Compared to other cigarette brands, would these cigarettes be: 1 Less harmful than other brands 2 No difference 3 More harmful than other brands 8 Refused 9 Don't Know	**China Youth:** 99 Not stated **India, Bangladesh:** 9 DK/R
Now I'll ask you several questions about the kind of person you think would smoke this brand.		**ONLINE (US, Germany, Korea):** Now we'll ask you several questions about the kind of person you think would smoke this brand. **ONLINE China Youth:** What kind of person do you think would smoke this brand of cigarettes.
Y.I.gender	In your opinion, is someone who smokes this brand regularly **more likely** to be (*READ ALL*): 1 Female , 2 Male, or 3 No Difference 8 Refused 9 Don't Know	**India, Bangladesh:** 9 DK/R **ONLINE China Youth:** 1 Female, 2 Male, or 3 Does not matter 99 Not stated
Y.I.glamour	1 Glamorous, 2 Not Glamorous, or 3 No Difference	**India, Bangladesh:** 9 DK/R

	8 Refused 9 Don't Know	**Germany**: 1 Glamorous [trendy] 2 Not Glamorous [not trendy] 3 No Difference 8 Refused 9 Don't know
Y.I.stylish	1 Stylish 2 Not Stylish 3 No Difference 8 Refused 9 Don't Know	**India, Bangladesh:** 9 DK/R
Y.I.popular	1 Popular, 2 Not popular, or 3 No Difference 8 Refused 9 Don't Know	**India, Bangladesh:** 9 DK/R
Y.I.cool	1 Cool, 2 Not cool, or 3 No Difference 8 Refused 9 Don't Know	**India, Bangladesh:** 9 DK/R
Y.I.soph	1 Sophisticated, 2 Not sophisticated, or 3 No Difference 8 Refused 9 Don't Know	**India, Bangladesh:** 9 DK/R
Y.I.slim	1 Slim, 2 Overweight, or 3 No Difference 8 Refused 9 Don't Know	**India, Bangladesh:** 9 DK/R
Y.I.wealth	1 Wealthy, 2 Low income, or 3 No Difference 99 Not stated	**China Youth only**
Y.I.dignified	1 Dignified, 2 Low status, or 3 No Difference 99 Not stated	**China Youth only**
[*Repeat both sets for all packs*]		
SMOKING SUSCEPTIBILITY – YOUTH (16-18) ONLY		
Y.S.future (**16-18**)	Do you think in the future you might try smoking cigarettes?	**India, Bangladesh, Korea, China Youth:** No "7 Not Applicable" option

[**Mexico**: all; **Other countries**: never smokers]	1 Definitely not 2 Probably not 3 Probably yes 4 Definitely yes 7 Not Applicable 8 Refused 9 Don't Know	**India, Bangladesh:** 8 R 9 DK **Mexico:** [***INTERVIEWER NOTE****: If respondent says they have already tried smoking, repeat question stressing "in the future". If respondent indicates that they currently smoke, select "definitely yes."]*
Y.S.friend (**16-18**) [**Mexico**: all; **Other countries**: never smokers]	If one of your best friends were to offer you a cigarette, would you smoke it? 1 Definitely not 2 Probably not 3 Probably yes 4 Definitely yes 7 Not Applicable 8 Refused 9 Don't Know	**India, Bangladesh, Korea, China Youth:** No "7 Not Applicable" option **India, Bangladesh:** 8 R 9 DK
Y.S.year (**16-18**) [**Mexico**: all; **Other countries**: never smokers]	At any time during the NEXT YEAR, do you think you will smoke a cigarette? 1 Definitely not 2 Probably not 3 Probably yes 4 Definitely yes 7 Not Applicable 8 Refused 9 Don't Know	**India, Bangladesh, Korea, China Youth:** No "7 Not Applicable" option **India, Bangladesh:** 8 R 9 DK
Please tell me whether you agree, disagree, or neither agree nor disagree with each of the following statements.		**IONLINE (US, Germany, Korea, China Youth)**: Please indicate whether you agree, disagree, or neither agree nor disagree with each of the following statements.
A.weight (**16-18 only**)	**Mexico, Germany**: Smoking helps people control their weight. 1 Agree 2 Neither Agree nor Disagree 3 Disagree 8 Refused 9 Don't know	**ONLINE (US, Korea):** 1 Agree 2 Disagree 3 Neither Agree nor Disagree 8 Refused 9 Don't know **Bangladesh, India:** 1 Agree 2 Disagree 3 Neither Agree nor Disagree 8 DK/R **China Youth:**

		1 Agree 2 Disagree 3 Neither Agree nor Disagree 99 Not stated
A.slim (**16-18 only**)	**Mexico, Germany**: Smoking helps people stay slim. 1 Agree 2 Neither Agree nor Disagree 3 Disagree 8 Refused 9 Don't know	**ONLINE (US, Korea):** 1 Agree 2 Disagree 3 Neither Agree nor Disagree 8 Refused 9 Don't know **Bangladesh, India:** 1 Agree 2 Disagree 3 Neither Agree nor Disagree 8 DK/R **China Youth:** 1 Agree 2 Disagree 3 Neither Agree nor Disagree 99 Not stated
HEALTH WARNING RECALL (MEXICO ONLY)		
HWR1	I'm now going to ask you about the health warnings that you've seen in this study. In total there were 8 health warnings. I'd like you to take a minute and try and recall these health warnings: you can say either the words of the warnings or provide a brief description of any warnings you can remember. It is okay if you can't recall all the health warnings but please try your best. [*Checklist for each warning*] [puff after puff…you can lose it] - Baby in cigarettes - Dead baby [smoking kills you…and not only you] - Parents smoking near child/boy - Child/boy with handkerchief/having difficulty breathing	**Mexico only**

	- Secondhand smoke [smoking…you not only damage yourself] - Grieving/crying child/boy in hospital - Dying/sick parent/family member in hospital [snop now…then it will be too late] - Woman with oxygen mask - Women having trouble breathing [smoking lose…more than one member] - Young child wanting to be picked up - Person with amputated leg/crutches - Losing a leg [toxic product] - Dead rat [if you smoke] - Teeth - Mouth [your heart will stop smoking…to tear his] - Crying girl/child with dead parent - Heart attack	
HEALTH BELIEFS		
HB	I am going to read you a list of health effects and diseases that may or may not be caused by smoking cigarettes. Based on what you know or believe, does smoking cause . . . [***INTERVIEWER NOTE****: if respondent unsure of what the disease is, select "don't know*"]	**ONLINE (US, Germany, Korea):** You will now be presented with a list of health effects and diseases that may or may not be caused by smoking cigarettes. Based on what you know or believe, does smoking cause . . . **ONLINE China Youth:** You will now see a list of health effects and diseases that may or may not be caused by smoking cigarettes. Based on what you know or believe, does smoking cause . . .
HB.lung	Lung cancer? 1 – Yes 2 – No 3 – Don't know 8 Refused	**India, Bangladesh:** (whole set) 8 R

HB.heart	Heart disease? 1 – Yes 2 – No 3 – Don't know 8 Refused	
HB.stroke	Stroke? 1 – Yes 2 – No 3 – Don't know 8 Refused	**US:** Stroke, or blood clots in the brain? **Mexico:** Embolism or blood clots that damage the brain and can cause paralysis?
HB.mouth	Mouth cancer? 1 – Yes 2 – No 3 – Don't know 8 Refused	
HB.throat	Throat cancer? 1 – Yes 2 – No 3 – Don't know 8 Refused	
HB.emphysema	Emphysema? 1 – Yes 2 – No 3 – Don't know 8 Refused	**Germany:** [translates to something like "Chronic lung disease"]
HB.gangrene	Gangrene? 1 – Yes 2 – No 3 – Don't know 8 Refused	**Germany:** [translates to something like "Smoker's leg"]
HB.impotence	Impotence in male smokers? 1 – Yes 2 – No 3 – Don't know 8 Refused	
HB.aging	Wrinkling and aging of the skin? 1 – Yes 2 – No 3 – Don't know 8 Refused	
HB.death	Death? 1 – Yes 2 – No 3 – Don't know	

	8 Refused	
HB.babies	Harm to unborn babies? 1 – Yes 2 – No 3 – Don't know 8 Refused	**Germany:** *not asked due to program error*
HB.SHS.lungCa	Lung cancer in non-smokers from breathing cigarette smoke? 1 – Yes 2 – No 3 – Don't know 8 Refused	
ENGLISH COMPREHENSION (Bangladesh/India only)		
Can you read English writing? (READ OPTIONS) 1 Yes 2 Some 3 No		**Bangladesh and India only** **India:** 8 R 9 DK
PACK OFFER (YOUTH ONLY)		
P.offer	As part of this study, we would like to send you pack of cigarettes to thank you for participating in this study. Please select from one of the four packages below: You can also choose not to receive a pack. [*display 4 packs on screen (according to condition)*] -I do not want a pack of cigarettes -Pack A -Pack B -Pack C -Pack D	
REIMBURSEMENT AND END		
That's all the questions I have for you today. I'll now go over a feedback letter with you. [***INTERVIEWER NOTE**: Hand out Feedback Letter, go over main points:]* Thank you for participating in our study – we appreciate your help. - As we mentioned earlier, we are interested in people's opinions about cigarette packaging.		**ONLINE (US, Germany, Korea, China Youth):** That's all the questions we have for you today. Thank you for participating in our study – we appreciate your help. Please take a moment to go over the following information. As we mentioned earlier, we are interested in people's opinions about cigarette packaging. - We were interested in people's opinions related to package design, such as

- We were interested in people's opinions related to package design, such as the use of colour, graphics, and descriptive wording on packages and how they affect health-related perceptions, such as taste and potential health risk, as well as perceptions of brand quality and appeal. - We were also interested in the impact of descriptors and imagery on the credibility and short-term recall of pictorial health warnings. - Different groups of participants were shown different types of cigarette packages: whereas some participants were shown "normal" packages, others were shown packages with the colour and words removed so that we can compare responses from the different groups to see whether the colour and words affect their opinions of packages.	the use of colour, graphics, and descriptive wording on packages and how they affect health-related perceptions, such as taste and potential health risk, as well as perceptions of brand quality and appeal. - Different groups of participants were shown different types of cigarette packages: whereas some participants were shown "normal" packages, others were shown packages with the colour and words removed so that we can compare responses from the different groups to see whether the colour and words affect their opinions of packages.
Debriefing: [YOUTH ONLY] - In the last question of the survey, you were told that we would send you a pack of cigarettes to thank you for completing the survey. However, we will NOT be sending any cigarette packs, mainly because we do not want to promote or endorse smoking in any way. - The reason why we led you to believe we would send you a pack of cigarettes was to create more of a "real" decision about preferences for cigarette brands. In some cases, people may answer differently if they believe they will actually receive real brands. If we had told you what we were interested in, it might have impacted your choice of package. - We apologize for any confusion or disappointment that this may have caused. - Because some elements of the study are different from what was originally explained, we have some additional points for you to read and provide consent for if you are willing to allow us to use the information that you have provided. These items are a record that the purpose of the study has been explained to you, and that you are willing to allow your information to be included in the study.	
[YOUTH ONLY] Please answer the following questions: regarding the scenario we presented. I have read the Feedback Letter and I am aware of the true purpose of the study and that some details of the study had to be withheld. I understand that I will NOT receive any cigarette packs. yes no	**ONLINE (US, Germany, Korea, China Youth):** [*pop-up with contact information available*]

I give my permission for the researchers to use the data I provided on the pack choice question. yes no I have questions about the use of deception in this study and would like to contact the researchers to discuss these. yes no We hope you understand the need for withholding some details of the study until the end deception in this study. However, if you later want to discuss this further, or you think of some other questions, please do not hesitate to contact us if you have concerns or comments resulting from your participation.	
- [**Bangladesh, India:** As a reminder, no personal information (name, address, contact information, etc.) will be collected, other than a signature or initial to confirm that the [remuneration] was received. For your protection, we will assign you a number that will be used to label all information and no personal identifiers will be linked to your data.] - [**Mexico, China Adult**: As a reminder,] this study has been reviewed by and received ethics clearance through the University of Waterloo [and organization]. If you have any comments or concerns resulting from your involvement please contact [local contact] at [organization] whose contact information is listed in your letter. - [**not in Bangladesh**]: Lastly, if you would like, we would be happy to provide you with a list of smoking cessation resources.] - [**not in China, India, Bangladesh**] We really appreciate your participation, and hope that this has been an interesting experience for you.	**ONLINE (US, Germany, Korea, China Youth):** - As a reminder, this study has been reviewed by and received ethics clearance through the University of Waterloo. If you have any comments or concerns resulting from your involvement please contact either [ethics contact] in the Office of Research Ethics at [phone number] or [email], or Dr. David Hammond at [**Korea**: 001+1-] 519-888-4567 ext. 36462 or dhammond@uwaterloo.ca [**China Youth:** [local contact] at [organization]]. - We really appreciate your participation, and hope that this has been an interesting experience for you.
That's everything for today. Thank you [very much/**India**: again] for your participation.	**ONLINE (US, Germany, Korea, China Youth):** That's everything for today. Thanks again for your participation.
Here is [remuneration type/amount] in appreciation of your time. To confirm that you've received your reimbursement, I'll need you to sign this form. [***INTERVIEWER NOTE:*** *Have participant sign/initial Remuneration Form.*]	**ONLINE:** Not included
Please insert any notes about the participant or interview:	**ONLINE:** Not included