

INTERNATIONAL CIGARETTE PACKAGING STUDY

Summary Technical Report

June 2013





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ACKNOWLEDGEMENTS

This report was prepared by Jessica Reid (Project Manager) and David Hammond (Principal Investigator), on behalf of the Research Team.

Funding

The project described in this report was funded by the National Institutes of Health (grant number 1 P01 CA138-389-01: "Effectiveness of Tobacco Control Policies in High vs. Low Income Countries"). Additional support was provided by the Propel Centre for Population Health Impact, a Canadian Institutes for Health Research New Investigator Award (Hammond), and a Canadian Cancer Society Research Institute Junior Investigator Research Award (Hammond).

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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 <u>health warnings on tobacco packages</u> among youth and adults, including various types of warnings (text-only, graphic, testimonial, etc.); and,
- **Study 2**. To examine <u>consumer perceptions of cigarette packaging design</u> 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 <i>delegaciónes</i>): 2 public parks, one
			bus terminal, and outside 5 Walmart stores
United States	Online	December 2010	National
China	Adults:	Adults: May 17-27, 2011	Beijing
	Face-to-face	Youth: July 12, Sept. 27-	Adults (2 districts): outside 6 supermarket/
	Youth: Online	Nov. 10, 2011	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	Part A	Part B
brands		
13 (or 12) Experimental packs plus 3 (or 4) cigarette pairs,	Part B	
systematically manipulated for particular packaging elements		
12 "Real" packs, a combination of locally available and packs		Part A
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)		

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/mgx" 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 next most effective?" [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?

Which brand do you think would be less harmful?

Which brand do you think is of higher quality?

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 <u>pairs of 5-6 leading brands</u> 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 <u>pack selection task.</u> 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*)							
Country	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

Table 5. IV	uiiibci	01163	ponac	1163 633	ignica t	o cacii	waiiii	ig set	III Juu	4 9 ± , 10 y	count	i y ana	Ovciai	•	
	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
	· .							- 1		—					

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

	ADU	LTS		YOUTH			
	1 Duarral and	2 01-:	1 Duomala d	2 Plain with	3 Plain No		
	1 Branded	2 Plain	1 Branded	Descriptors	Descriptors		
MEXICO (n=1092)							
Adult	276	275	-	-	-		
Youth	-	-	176	183	182		
Female	e -	-	89	96	91		
Male	e -	-	87	87	91		
US (n=3178)							
Adult	406	432	-	-	-		
Youth	-	-	779	779	782		
Female	e -	-	464	468	465		
Male	e -	-	315	311	317		
CHINA (n=1038)							
Adult	257	254	-	-	-		
Youth	-	-	193	192	142		
Female	e -	-	107	82	86		
Male	e -	-	86	110	56		
GERMANY (n=1100)							
Adult	281	282	-	_	-		
Youth	-	-	182	179	176		
Female	e -	-	108	101	102		
Male	e -	-	74	78	74		
INDIA (n=1164)							
Adult	257	267	-	_	-		
Youth	-	-	144	145	351*		
Female	e -	-	65	63	150*		
Male	e -	-	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	e -	-	110	110	115		
Male	e -	-	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.

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

ADDICTION						
	Text	Lived Experience/ Graphic	Testimonial	Lived Experience	Symbolic	Symbolic
US	USG01p1 Smoking is a deadly addiction	USG01p2 SMOKING DEADLY ADDICTION	USG01p3 "I thought I card dail wanted. Now I'm smoking through a hole in my throat."	USG01p4 SMOKING IS A DEADLY ADDICTION	USG01p5 SMOKING IS A DEADLY ADDICTION	USG01p6 SMOKING IS A DEADLY ADDICTION
GERMANY	Rauchen ist eine tödliche Abhängigkeit	GEG01p2 RAUCHEN IST EINE TODLICHE ABHÄNGIG-KEIT	GEGO1p3 "tch dechte, ich könnte, ich könnte jederzeit aufhören. Jest rauche ich durch ein meiner Kothe."	GEG01p4 RAUCHEN IST EINE TÖDLICHE ABHÄNGIGKEIT	GEG01p5 RAUCHEN IST EINE TÖDLICHE ABHÄNGIGKEIT	GEG01p6 RAUCHEN IST EINE TÖDLICHE ABHÄNGIGKET
MEXICO	Fumar es una adicción mortal	G01p5 FUMAR ES ADICCIÓN MORTAL	G01p6 Pensé que podría dejar de fumar cuando quisiera. Ahora fumo a través de un garganta.	G01p2 FUMARES UNA ADICCIÓN MORTAL	G01p4 FUMAR ES UNA ADICCIÓN MORTAL	G01p3 FUMAR ES UNA ADICCIÓN MORTAL
CHINA	CHG01p1 吸烟严重 成瘾	CHG01p2 吸烟 严重 成瘾	CHG01p3 "我以为反。我可以随时成。" 可以随时成。在我却要通过唯能上的,小儿呼吸。	CHG01p4 吸烟严重成瘾	CHG01p5 吸烟严重成瘾	CHG01p6 吸烟严重成态
KOREA	SKG01p1 흡연은 치명적인 중독성을 가지고 있습니다.	SKG01p2 흥역은 지병적인 종독성을 가지고 있습니다.	SKG01p3	SKG01p4 출연은 처럼 첫 한 등 등 등 등 등 기기가 있습니다.	SKG01p5 음악은 치명적인 충독성을 가지고 있습니다.	SKG01p6 등면은 처명적인 충독성을 가지고 있습니다.
BANGLADESH	BDG01p1 ধুমপান মারাত্মক এক নেশা।	BDG01p2	BDG01p3 "all confident on page of the pag	BDG01p4 দুমপান মারাত্মক এক নেশা।	BDG01p5 ধুমপান মারাত্মক এক বেশা।	BDG01p6 কুমপান যাৱাহাক এক নেশা। ***********************************
INDIA - ENGLISH	Smoking is a deadly addiction	IEG01p2 SMOKING IS A DEADLY ADDICTION	IEG01p3 Thought I could guit any time wanted. Now I'm smoking through a hole in my throat."	IEG01p4 SMOKING IS A DEADLY ADDICTION	IEG01p5 SMOKING IS A DEADLY ADDICTION	IEG01p6 SMOKING IS A DEADLY ADDICTION
INDIA - HINDI	IHG01p1 धूम्पपान एक घातक लत हैं।	IHG01p2	IHG01p3 'में ओराज मा रहे में जार पहुं सुमाम रहेत अराज हैं। स्वीत अर में स्वीत के एक मेरा प्रथम हों!	IHG01p4 प्राचाल एक वातक रहा है।	IHG01p5 सुभापाल एक धातक लत है।	IHG01p6 garder the tarker on 81
INDIA - MARATHI	IMG01p1 धूम्रपान व्यसनाधिन आहे.	IMG01p2	IMG01p3 *Ava ascr. obl at, 41 scritt genus obl sava, 60 sava de tuedes ves avait sav.	IMG01p4 सूचपाल व्यस्ताविक उपरे	IMG01p5 प्रसपाल व्यसलाविक आहे.	IMG01p6 garun coxionities sit.

AGING					
	Text	Lived Experience/ Graphic	Testimonial	Graphic	Symbolic / Graphic
US	Smoking causes aging of the skin	USG02p2 SMOKING CAUSES AGING OF THE SKIN	USG02p3 "Smoking has made my skin look old and withkel. I wish I had lover stated." Kern Agent	USG02p4 SMOKING CAUSES AGING OF THE SKIN	USG02p5 SMOKING CAUSES AGING OF THE SKIN
GERMANY	GEG02p1 Rauchen lässt Ihre Haut altern	GEGO2p2 RAUCHEN LÄSST IHRE HAUT ALTERN	GEGO2p3 "Das Raschen hat meine Hauf alt und Jaring semacht. Ich würselche, ich hätte nie angefangen zu rauchen." Sustande staden der	GEG02p4 RAUCHEN LÄSST IHRE HAUT ALTERN	GEG02p5 RAUCHEN LÄSST IHRE HAUT ALTERN
MEXICO	Fumar causa envejecimiento de la piel	G02p2 FUMAR CAUSA ENVEJEGIMENTO DE LA PIEL	G02p4 -Fumer hize que mi piet se vea vieja y arrugada Desearia no habete empezado nunca.* Carriera de la companio del companio de la companio de la companio del companio de la companio del companio de la companio de la companio del companio de la companio del compa	G02p3 FUMAR CAUSA ENVEJECIMIENTO DE LA PIEL	G02p5 FUMAR CAUSA ENVEJECIMIENTO DE LA PIEL
CHINA	CHG02p1 吸烟加速 衰老	CHG02p2 吸烟加速衰老	CHG02p3 "吸机性放射器性素等。所以性情等性处理性,现代性的不同性的。	CHG02p4 吸烟加速衰老	CHG02p5 吸烟加速衰老
KOREA	SKG02p1 흡연은 피부노화를 유발합니다.	SKG02p2	SKG02p3	SKG02p4 출연은 피부노화를 유발합니다.	SKG02p5
BANGLADESH	BDG02p1 ধুমপান চামড়া কুচকে যাওয়া এবং বয়সের ছাপ পড়ার কারণ।	BDG02p2 গুমপান চামড়া কুচকে বাওয়া এবং বহুসের ছাপ পড়ার কারণ।	BDG02p3 "प्रभागव्य कारण प्राथम अस्त्र कुरुक् वीच अनर पहरण कारण पहरूव । व्यक्ति वीच अनर पहरण कारण पहरूव । व्यक्ति वीच असर पहरूव कारण पहरूव । व्यक्ति वीच असर पहरूव कारण में करवाया ।"	BDG02p4 ্বুমপান চামড়া কৃচতে বাওৱা এবং বস্তুসের ছাপ পড়ার কারণ।	BDG02p5 ব্যানা চাম্চা কৃতকে যাব্যা ববং ব্যানের যাপ পাচার কারণ।
INDIA - ENGLISH	Smoking causes aging of the skin	IEG02p2 SMOKING CAUSES AGING OF THE SKIN	IEGO2p3 "Smoking has made my akin look old and wrinklad." I wish I had never started." Mophs Appen	IEGO2p4 SMOKING CAUSES AGING OF THE SKIN	IEG02p5 SMOKING CAUSES AGING OF THE SKIN
INDIA - HINDI	IHG02p1 धूसपान त्वचा की झुर्रियों बढने का कारण बनता हैं।	IHG02p2 पुरापाल त्या की झरियों बळले का कारण बजता है।	IHG02p3 "मुक्सान के मेरी तथा पूर्वा दिसाने तथी है। जान मेरी प्रका पूर्वा दिसाने तथी है। जान मेरी पूर्व ही जान मेरी पूर्व है। जान मेरी पूर्व है। जान मेरी प्रकार है। जान मेरी प्रकार है। जान मेरी प्रकार है। जान मेरी प्रकार	IHG02p4 प्रमपान त्वाव की झुरियों बळने का कारण बजता है।	IHG02p5 सूभपान त्वचा की झुरियों बढले का कारण नजती हैं।
INDIA - MARATHI	IMG02p1 धूमपानामुळे त्वचेला सुरकुत्या पडतात आणि तिला वृध्दत्व थेते.	IMG02p2 झारावाहो गरोव झाहाव पटका असे विवा क्टांच की	IMG02p3 "कुमा बढ़िये महाना (जीवा दुरुश्या पहला) अर्थत अर्था मिना पुरुश्या अर्था अर्थ को अर्था अर्थत जर्भ में दुरुश्या तर्था वार्षा में	IMG02p4 स्रम्याम्युके त्योव स्तरूपा पटावा आवी तिया प्रयूप की	IMG02p5 (प्राचानकृति नारोक्त मुक्तुन्य बन्दाता भागि विश्व कृत्यत्व के

DEATH						
	Text	Lived Experience	Testimonial	Graphic	Symbolic	Lived Experience (MX only)
US	Smoking kills	USG03p2 SMOKING KILLS	USG03p3 "Smoking killed my husband. I miss him every day." Marid Agrid	USG03p4 SMOKING KILLS	USG03p5 SMOKING KILLS	
GERMANY	Rauchen tötet	GEG03p2 RAUCHEN TÖTET	GEGO3p3 "Main Mann at gestorban, well er geraucht hat. Ich vermisse inn jeden Tag."	GEG03p4 RAUCHEN TÖTET	GEG03p5 RAUCHEN TÖTET	
MEXICO	Fumar mata	G05p5 FUMAR MATA	G05p4 Fumar mató a mi marido. Lo extraño todos los dias." Merie Luine Maria Line Maria	G05p2 FUMAR MATA	G05p3 FUMAR MATA	G05p6
CHINA	CHG03p1 吸烟导致 死亡	CHG03p2 吸烟导致死亡	CHG03p3 第次共因为强促於了。 我会每天都想念他。	CHG03p4 吸烟导致死亡	CHG03p5 吸烟导致死亡	
KOREA	SKG03p1 흡연은 살인입니다.	SKG03p2	SKG03p3 THE BRES ON ARROLD SHIP THE BRES ON ARROLD SHIP THE BRES ON ARROLD SHIP THE BREST OF THE	SKG03p4	SKG03p5	
BANGLADESH	BDG03p1 ধুমপান মৃত্যুর কারণ।	BDG03p2	BDG03p3 "क्ष्मातह वस्त्र सम्प्र प्रतिकृत । वार्षि हार व्यवस्ति । वार्षि हार व्यवस्ति विशेष्ट प्रतुपति । वार्षि हार व्यवस्ति विशेष्ट प्रतुपति । वार्षि हार व्यवस्ति विशेष्ट प्रतुपति ।	BDG03p4 । । । । । । । । । । । । ।	BDG03p5 তুমপান মৃত্যুত্ত কারব।	
INDIA - ENGLISH	Smoking kills	IEG03p2	IEG03p3 *Smoking killed my husband. Investment was him every day.**	IEG03p4 SMOKING KILLS	IEG03p5 SMOKING KILLS	
INDIA - HINDI	IHG03p1 धूमपान आपकी जान ले लेता हैं।	IHG03p2 द्रुखपाल आपवरी जाल से लेता है।	IHG03p3 "दुब्रावर के के वर्षा वर्ष वर्ष वर्ष वर्ष वर्ष वर्ष वर्ष वर्ष	IHG03p4 दूबपाल अपकी जाल से सेता है।	IHG03p5 दूबपान आपकी जान से तेता है।	
INDIA - MARATHI	IMG03p1 धूस्रपान मृत्युदायक आहे.	IMG03p2	IMG03p3	IMG03p4 श्रमपाल मृत्युदायक आहे.	IMG03p5 सुबपाल मृत्युदालक आहे.	

EMPHYSEMA						
	Text	Lived Experience	Testimonial	Graphic	Lived Experience	Lived Experience (MX only)
US	Smoking causes emphysema	USG04p2 SMOKING CAUSES EMPHYSEMA	USG04p3 "Smoking gave me emphysema. I struggle fo take every breath."	USG04p4 SMOKING CAUSES EMPHYSEMA	USG04p5 SMOKING CAUSES EMPHYSEMA	
GERMANY	GEG04p1 Rauchen verursacht Lungener- krankungen	GEG04p2 RAUCHEN VERURSACHT LUNGENERKRANKUNGEN	GEG04p3 "You Rauchen hale ich eine Longsveich zuskungen bekannen, betrief ist mit jeder Alemang eine Zoust" Kätang 63 dere	GEG04p4 RAUCHEN VERURSACHT LUNGENERKRANKUNGEN	GEG04p5 RAUCHEN VERURSACHT LUNGENERKRANKUNGEN	
MEXICO	Fumar causa enfisema	G06p2 FUMAR CAUSA ENFISEMA	G06p5 "Por fumar me dio enfisema. Lucho cada momento para tomar aire." Albarro da seria	G06p3 FUMAR CAUSA ENFISEMA	G06p4 FUMAR CAUSA ENFISEMA	G06p6 DEJA DE FIMAN ANCRA. DESPUS SERA DEJASSAND TARDE
CHINA	CHG04p1 吸烟导致 肺气肿	CHG04p2 吸烟导致肺气肿	CHG04p3 - 吸加比较得了新可染。现象入一位铁路费力排制。	CHG04p4 吸烟导致肺气肿	CHG04p5 吸烟导致肺气肿	
KOREA	SKG04p1 흡연은 폐기종을 유발합니다.	SKG04p2	SKG04p3 *১০০০ বিশ্ব সামান ক্ষিত্রতার করিব সামান ক্ষিত্রতার বিশ্ব সামান ক্ষিত্রতার করিব সামান করিব	SKG04p4	SKG04p5	
BANGLADESH	BDG04p1 থুমপান শ্বাসকষ্টর জন্য দায়ী।	BDG04p2 रूपनान शानकडेड करा माडी।	BDG04p3 प्याप्त व पारत नावर वार्षकरमा। (पारत) पूर्वा प्राप्त पार्म निर्देश प्राप्त प्राप्त प्राप्त प्राप्त प्र	BDG04p4 পুৰণান শাসকট্ত জনা দায়ী।	BDG04p5 ধুমণান শাসকটত জন্ম দায়ী।	
INDIA - ENGLISH	Smoking causes emphysema	IEG04p2 SMOKING CAUSES EMPHYSEMA	IEGO4p3 "Smoking gave me emphyseme. I struggle to take every breath."	IEGO4p4 SMOKING GAUSES EMPHYSEMA	IEGO4p5 SMOKING CAUSES EMPHYSEMA	
INDIA - HINDI	IHG04p1 धूम्रपान से दमे की बीमारी होती हैं।	IHG04p2 सूराज र दो की सीमारी देती हैं।	IHG04p3 "मुक्ताक से क्षेत्र कर की मान की कर जात तीने में कुछ कार्यका के ती की अस्त का पत्र पत्र पत्र पत्र मान कर पत्र पत्र पत्र पत्र	IHG04p4 द्रमपाल से दमें की बीमारी होती हैं।	IHG04p5 झुझपा रो दो वी बीतवी देवी है ।	
INDIA - MARATHI	IMG04p1 सिमारेट ओढल्यामुळे दमा होतो.	IMG04p2 (प्राप्तावामुळ दमा क्षेत्रे.	IMG04p3 *garnego are on our are tobe seen from too do and.*	IMG04p4 द्वापालमुळे दता छोते.	IMG04p5 द्वायालाहुके दमा क्षेत्रो	

GANGRENE						
	Text	Lived Experience/ Graphic	Testimonial	Graphic	Lived Experience	Lived Experience (MX only)
US	Smoking causes gangrene	USG05p2 SMOKING CAUSES GANGRENE	USG05p3 **Indating para for gardeners To leave the about of parts of my least	USG05p4 SMOKING CAUSES GANGRENE	USG05p5 SMOKING CAUSES GANGRENE	
GERMANY	GEG05p1 Rauchen verursacht Raucherbein	GEG05p2 RAUCHEN VERURSACHT RAUCHER-BEN	GEG05p3 Von Rauchen Bericht den Bericht d	GEG05p4 RAUCHEN VERURSACHT RAUCHERBEIN	GEG05p5 RAUCHEN VERURSACHT RAUCHERBEIN	
MEXICO	G07p1 Fumar causa gangrena	G07p4	G07p5 "For furnar ne dra paragran, Ford, of decity ton one conte parts de no. pierar y ambos pier."	G07p3 FUMAR CAUSA GANGRENA	G07p2 FUMAR CAUSA GANGRENA	G07p6
CHINA	CHG05p1 吸烟导致 坏疽	CHG05p2 吸烟 导致 坏疽	CHG05p3 吸療上我 佛子环境 为了杂柱养 你不要的形式。	CHG05p4 吸烟导致坏疽	CHG05p5 吸烟导致坏疽	
KOREA	SKG05p1 흡연은 괴저를 유발합니다.	SKG05p2	SKG05p3	SKG05p4	SKG05p5	
BANGLADESH	BDG05p1 ধুমপান গ্যাগ্রীণের কারণ।	BDG05p2	BDG05p3 -sentice and relative	BDG05p4 হ্রপান গ্যাণ্ডীথেও করব।	BDG05p5 মুমপান প্যান্তাব্যের কারণ।	
INDIA - ENGLISH	Smoking causes gangrene	IEG05p2 SMOKING CAUSES GANGRENE	TEGO5p3 *Sincking gave the gargeren. To neep one altw. the doctor hard to cut off parts of my logs and both my hest.*	IEG05p4 SMOKING CAUSES GANGRENE	IEG05p5 SMOKING CAUSES GANGRENE	
INDIA - HINDI	IHG05p1 धूम्रपान गॅगरीन का कारण बनता हैं।	IHG05p2	IHG05p3 'वृद्धमाल से मुखे संस्तरिक दुवा, सूचे विविध्य सूचे विविध्य रहेता से विव्य रहेता से विव्य रहेता से विव्य रहेता से विव्य	IHG05p4 पूत्रपाल मेंगरील का कारण बलता है।	IHG05p5 द्वायाज मॅमरील का कारण बनता है।	
INDIA - MARATHI	IMG05p1 धूमपानामुळे गॅगरीन होतो.	IMG05p2	IMG05p3 *gurungpi ses dedus des des dedus des des dedus ses dedus des des dedus des des dedus ses dedus des des dedus des ded	IMG05p4	IMG05p5 प्रमापाममूळ अंजरील होतो.	

Text	Lived	Testimonial	Graphic	Graphic	Lived
	Experience/				Experience
	Graphic				
USG06p1	USG06p2	USG06p3	SMOKING CAUSES	SMOKING CAUSES	USG06p6
Smoking	SMOKING CAUSES	Smoking gave me a massive heart attack.	HEART DISEASE	HEART DISEASE	SMOKING CAUSES
heart disease	HEART DISEASE	me this time, but the next	Sepa 7		HEART DISEASE
	25206	April 1	05006	05.006.5	25226
	GEG06p2	the Land		RAUCHEN VERURSACHT	GEG06p6
Rauchen verursacht	RAUCHEN VERURSACHT	Herzinfarkt, weil ich geraucht habe. Dieses Mal hat mir eine	HERZKRANKHEITEN	HERZKRANKHEITEN	RAUCHEN VERURSACHT
Herzkrank-	HERZKRANK- HEITEN	Operation das Leben gerettet, abor der	1000		HERZKRANK- HEITEN
		fodlich sein." Peter		200 5	
G08p1	G08p3	G08p6			G08p2 FUMAR CAUSA PADECIMIENTO: DEL CORAZÓN
Fumar causa	FUMAR CAUSA PADECIMIEN	"Por fumar me dio un ataque al corazón. La	DEL CORAZON	DEL CORAZON	DEL CORAZON
del corazón	TOS DEL CORAZÓN	cirugia me salvó, pero la próxima quiza me mate.	100		
	20	Podro	(3)	Lineal Europianos	600.7
				•	G08p7
				(FUMAR DETENDRA TU CORAZÓN
CHC06p1	CHCOEp2	CHCOep2	CHC06p4	CHCOCAE	CHG06p6
Сполорі	СПООБР		吸烟导致心脏病	吸烟导致心脏病	Спаобро
吸烟导致	吸烟导致	莊病发。这次 是手术教了			吸烟 导致
心脏病	心脏病	报。下次就问 能要了我的 命。"	700		心脏病
SKG06p1	SKG06p2	SKG06p3	SKG06p4	SKG06p5	SKG06p6
		*프런모토 인사 산라는 설립	흡연은 성장질환 유발합니다.	흡연은 심장질환 유발합니다.	
심장질환	옵면은 심장질환 유발합니다.	可以是 可定点以及。 可以例是 中途至			흡연은 심장질환 유발합니다.
유발합니다.	26	정있지만, 대체 번째는 독물 수도 있습니다.			
BDG06p1	BDG06p2	BDG06p3	BDG06p4	BDG06p5	BDG06p6
ধুমপান হৃদ		"শ্রমণাদের করেবে আমার বড় বরণের ব্যার্ডি অ্যার্ডিক	ধুমপান হৃদ রোপের জন্য দায়ী।	ধুমপান হৃদ রোগের জন্য দায়ী।	ধ্মপান হুল
রোগের জন্য	ব্ৰনান বুন ত্যোগের জন্য দায়ী।	এইবার আমাতে রক্ষা করেছে ।			रतारणत केना माग्री।
দায়ী।	21	বার আমার মুকু। বংক পারে।" ১৯ বাল ১৯ বাল	1		
IEG06p1	IEG06p2	IEG06p3	IEG06p4	IEG06p5	IEG06p6
Smoking	SMOKING	"Smoking gave me a massive heart extrack	SMOKING CAUSES HEART DISEASE	SMOKING CAUSES HEART DISEASE	SMOKING CAUSES
causes heart disease	CAUSES HEART DISEASE	Surgery saved me this time, but the next			HEART DISEASE
dioddod	No.	Although			
IHG06p1	IHG06p2	IHG06p3	IHG06p4	IHG06p5	IHG06p6
धूम्रपान से दिल	धुक्षपाल से	"द्वसपाल से मुझे जबरहरत हित	यूमपान से दिल की बीमारी खेती हैं।	दूबपान से दिल की बीमारी होती हैं।	धुसपाल से
की बीमारी	दिल की बीमारी होती है।	अध्यरेक्षलसे धव मया, अमली बार			ह्राक्षपाल से दिल की बीमारी होती हैं।
हाता है।	1	STEETING TO STEET STEETING TO	1		
IMG06p1	IMG06p2	IMG06p3	IMG06p4	IMG06p5	IMG06p6
		Comments.	द्रुष्ट्रपानामुळे स्टयविकार होती.	द्रुश्चपानामुळे स्दयविकार होती.	
धूम्रपानामुळे हृदयविकार	धूरापानामुळे हदयविकार होतो.	भारता रूदविकार झाला	editor (in)	fortuna (VIII)	धूबपालमुळे
	USG06p1 Smoking causes heart disease GEG06p1 Rauchen verursacht Herzkrankheiten G08p1 Fumar causa padecimientos del corazón CHG06p1 吸烟导致 心脏病 SKG06p1 臺연은 심장질환 유발합니다. BDG06p1 서제지 확지 대체 기 기 기 기 기 기 기 기 기 기 기 기 기 기 기 기 기 기	Experience/Graphic USG06p1 USG06p2 Smoking causes heart disease GEG06p1 Rauchen verursacht Herzkrankheiten G08p1 Fumar causa padecimientos del corazón CHG06p1 CHG06p1 CHG06p1 SKG06p1 SKG06p1 SKG06p1 SKG06p1 BDG06p1 BDG06p1 BDG06p1 BDG06p1 IEG06p1 IEG06p1 IEG06p1 IEG06p1 IEG06p1 IEG06p1 IEG06p1 IEG06p2 Smoking causes heart disease IHG06p1 IHG06p1 IHG06p2	Experience/Graphic USG06p1 USG06p2 Smoking causes heart disease GEG06p1 Rauchen verursacht Herzkrankheiten Herzkrankheiten GO8p1 GO8p1 GO8p3 Fumar causa padecimientos del corazón CHG06p1 SKG06p2 SKG06p2 CHG06p3 Fumar causa padecimientos del corazón SKG06p1 SKG06p1 SKG06p2 SKG06p2 SKG06p3 SKG06p3 SKG06p1 SKG06p2 SKG06p3 SKG06p3 SKG06p3 SKG06p3 SKG06p3 SKG06p1 SKG06p2 SKG06p3 SKG06	Experience/ Graphic USG06p1 USG06p2 USG06p3 USG06p3 USG06p4 INCORP. Gauses heart disease GEG06p1 Rauchen verursacht Herzkrank-heiten G08p1 G08p3 G08p3 G08p6 Fumar causa padecimientos del corazón CHG06p1 USG06p2 CHG06p2 CHG06p3 Fumar causa padecimientos del corazón CHG06p1 USG06p2 USG06p3 GEG06p4 RAUCHEN PERRACHT INTROMANOSTITINI UNICACIÓN PERRAC	Experience/ Graphic USG06p1 Smoking causes heart disease GEG06p1 Rauchen verursacht Herzkrank-heiten G08p1 Fumar causa padecimientos del corazón CHG06p1 SKG06p2 CHG06p2 CHG06p3 CHG06p3 CHG06p4 Fumar causa padecimientos del corazón SKG06p1 SKG06p2 SKG06p1 SKG06p2 SKG06p3 SKG06p4 SKG06p5 SKG06p1 SKG06p2 SKG06p3 SKG06p4 SKG06p5 SKG06p1 SKG06p2 SKG06p3 SKG06p4 SKG06p5 SKG06p1 SKG06p1 SKG06p2 SKG06p3 SKG06p4 SKG06p5 SKG06p1 SKG06p1 SKG06p2 SKG06p3 SKG06p4 SKG06p5 SKG06p5 SKG06p1 SKG06p1 SKG06p2 SKG06p3 SKG06p4 SKG06p5 SKG06p4 SKG06p5 SKG06p6 S

IMPOTENCE	Text	Lived	Testimonial	Symbolic	Symbolic/	Symbolic
	TEXT	Experience	restimoniai	Symbolic	Lived Experience	Symbolic
	USG07p1	USG07p2	USG07p3	USG07p4	USG07p5	USG07p6
US	Smoking	SMOKING CAUSES IMPOTENCE	"I never thought smoking would make me impotent. I feel so embarassed."	SMOKING CAUSES IMPOTENCE	SMOKING CAUSES IMPOTENCE	SMOKING CAUSES IMPOTENCE
	causes	- B			100	
	impotence	The state of the s	Luke Age 36		10	
GERMANY	GEG07p1	GEG07p2	GEG07p3	GEG07p4	GEG07p5	GEG07p6
	Rauchen	RAUCHEN VERURSACHT IMPOTENZ	das Rauchen Impotent werden könnte. Es ist mir so peinlich."	RAUCHEN VERURSACHT IMPOTENZ	RAUCHEN VERURSACHT IMPOTENZ	RAUCHEN VERURSACHT IMPOTENZ
	verursacht					
	Impotenz		Matthias 36 Jane		100	
MEXICO	G09p1	G09p5	G09p2	G09p4	G09p6	G09p3
	Fumar causa	FUMAR CAUSA IMPOTENCIA SEXUAL	causara impotencia sexual. Tengo mucha verguenza."	FUMAR CAUSA IMPOTENCIA SEXUAL	FUMAR CAUSA IMPOTENCIA SEXUAL	FUMAR CAUSA IMPOTENCIA SEXUAL
	impotencia sexual	1		-	(100)	
	Sexual		Jorge 36 abox		10	
CHINA	CHG07p1	CHG07p2	CHG07p3	CHG07p4	CHG07p5	CHG07p6
	吸烟导致	吸烟导致阳痿	我从没想到过吸烟可以使我阳 廖。我现在非常尴尬。	吸烟导致阳痿	吸烟导致阳痿	吸烟导致阳痿
				-		
	PL17安		628. 313		10	
	SKG07p1	SKG07p2	SKG07p3	SKG07p4	SKG07p5 흡연은 성기능장애를	SKG07p6
KOREA	흡연은	유발합니다.	さ さる ががられて 実致のいい。 は早 9番と社会いい。	흡연은 성기능장애를 유발합니다.	옵션은 장기등장에를 유발합니다.	흡연은 성기능장애를 유발합니다.
	성기능장애를 유발합니다.			700	(0)	
	ㅠ필입니다.		節		101	
	BDG07p1	BDG07p2	BDG07p3	BDG07p4	BDG07p5	BDG07p6
BANGLADESH	ধুমপান পুরুষ	ধুমপান পুরুষ ধুমপায়ীদের ক্ষেত্রে পুরুষত্হীনতা সৃষ্টি করে ।	"আমি কথনও জাবি নাই যে ধুমুণানের করেনে আমি পুরুষত্তীগতাহ কুগব। আমি জীবর্ণ অধ্যক্ত বোধ করি।"	ধ্মপান পুরুষ ধুমপায়ীদের ক্ষেত্রে পুরুষত্তীনতা সৃষ্টি করে ।	ধুমপান পুরুষ ধুমপারীদের ক্ষেত্র পুরুষত্হীনতা সৃষ্টি করে ।	ধুমপান পুরুষ ধুমপায়ীদের ক্ষেত্রে পুরুষত্ত্বীনতা সৃষ্টি করে ।
	ধুমপায়ীদের ক্ষেত্রে পুরুষত্বহীনতা সৃষ্টি			-	100	
	করে ।				1	
	IEG07p1	IEG07p2	IEG07p3	IEG07p4	IEG07p5	IEG07p6
INDIA -	Smoking	SMOKING CAUSES IMPOTENCE	"I never thought smoking would make me impotent. I feel so embarassed."	SMOKING CAUSES IMPOTENCE	SMOKING CAUSES IMPOTENCE	SMOKING CAUSES IMPOTENCE
ENGLISH	causes	12 2				
	impotence		Nitrica Ager 20		10	
	IHG07p1	IHG07p2	IHG07p3	IHG07p4	IHG07p5	IHG07p6
INDIA - HINDI	धूसपान से	धूमपान से पुरुष नपुंसक हो जाता है।	मेंने कभी सोधा भी नहीं था की . पुरुषक से मैं नवुंसक हो जाउँका । जब मुझे बहुत शरम जाती हैं।	द्वारपान से पुरुष नपुंसक हो जाता है।	चूत्रपाल से पुरुष नवुंसक हो जाता है।	युक्षपान से पुरुष नपुंसक हो जाता हैं।
	पुरुष नपुंसक	12 12	2			
	हो जाता है।		nethr		V.A.	
	IMG07p1	IMG07p2	IMG07p3	IMG07p4	IMG07p5	IMG07p6
INDIA -	धूसपानामुळे	यूश्चानामुळे पुरुषांमस्ये नपुरकत्व द्वाण्याचा धोका असतो.	"मता माहित अवहती की , प्रमुखान केटवामुक्ते भी अधुंत्रक क्षेत्रंत आता मता अपूज सान चाटते."	पूरापानामुळे पुरुषांमध्ये नपुराकत्व ढोण्याचा घोका असतो,	शूनपानामुळे पुरुषांमध्ये नपुसकरच ढोण्याचा चोका जसतो.	यूक्षपानामुळे पुरुषांमध्ये नपुसकरच होण्याचा योका असते
MARATHI	पुरुषांमध्ये नपुंसकत्व होण्याचा	BR	2			
	धोका असतो.					

LUNG CANCER	₹					
	Text	Lived Experience/ Graphic	Testimonial	Graphic	Graphic	Symbolic
US	Smoking causes lung cancer	USG08p2 SMOKING CAUSES LUNG CANCER	USG08p3 "I have lung cancer from smoking. The killing me." Brian or ap 18	USG08p4 SMOKING CAUSES LUNG CANCER	USG08p5 SMOKING CAUSES LUNG CANCER	USG08p6 SMOKING CAUSES LUNG CANCER
GERMANY	GEG08p1 Rauchen verursacht Lungenkrebs	GEG08p2 RAUCHEN VERURSACHT LUNGENKREBS	GEG08p3 "Ich habe Lungerkrebs, will ich geraucht habe." Manner wer af deher	GEG08p4 RAUCHEN VERURSACHT LUNGENKREBS	GEG08p5 RAUCHEN VERURSACHT LUNGENKREBS	GEG08p6 RAUCHEN VERURSACHT LUNGENKREBS
MEXICO	G10p1 Fumar causa cáncer del pulmón	G10p5 FUMAR CAUSA CANCER DEL PULMÓN	G10p3 "Tengo cancer de pulmón por fumar. Me está matando." Ramon fativida y las de dadas de d	G10p2 FUMAR CAUSA CANCER DEL PULMÓN	G10p4 FUMAR CAUSA CANCER DEL PULMÓN	G10p6 FUMAR CAUSA CANCER DEL PULMÓN
CHINA	CHG08p1 吸烟导致 肺癌	CHG08p2 吸烟导致肺癌	CHG08p3 四为项型 我可了转槽。 它正在现象转的生命。	CHG08p4 吸烟导致肺癌	CHG08p5 吸烟导致肺癌	CHG08p6 吸烟导致肺癌
KOREA	SKG08p1 흡연은 폐앙을 유발합니다.	SKG08p2	SKG08p3	SKG08p4	SKG08p5	SKG08p6
BANGLADESH	BDG08p1 ধুমপান ফুসফুসের ক্যাসারের জন্য দায়ী।	BDG08p2 ব্যব্যান কুসকুসের কাগারের জন্ম নারী।	BDG08p3 "add gentice alox gargine entitic grifs; all intitic cocc cerce, in the cocc grifs; all intitic cocc cerces, in the cocc grifs; all intitic cocc	BDG08p4 হুমগান ফুসফুসের কাগারের জনা দারী।	BDG08p5 ্বন্ধান কুসক্তের কালারের লগা দারী।	BDG08p6 ব্যব্যান কুমছুনের ক্যাপারের ক্রম দারী।
INDIA - ENGLISH	Smoking causes lung cancer	IEG08p2 SMOKING CAUSES LUNG CANCER	IEGO8p3 "I have lung cancer from emoking. It's killing mo!"	IEG08p4 SMOKING CAUSES LUNG CANCER	IEG08p5 SMOKING CAUSES LUNG CANCER	IEG08p6 SMOKING CAUSES LUNG CANCER
INDIA - HINDI	IHG08p1 धू#पान से फेफड़ो का कैंसर होता हैं ।	IHG08p2 प्रमाण से पंपली का कैसर होता है ।	IHG08p3 'तुसावत से सूत्रे सेकतो का कीश है । तो भीते काल के शह है।' इस कर	IHG08p4 सुम्पाल से फेकरो का कैसर होता है ।	IHG08p5 प्रवपाल से ऐकड़ों का कैसर होता है ।	IHG08p6 प्रस्पाल से पेकड़ो का कैसर वेता है ।
INDIA - MARATHI	IMG08p1 सिगारेट ओढल्यामुळे फुफ्फुसांचा कर्करोग होतो.	IMG08p2 प्रवापानाओ प्रपन्नशोधा वर्षात्राम् देवी	IMG08p3 ''तुवाध्यक्षके भाग प्रवृद्धानी वन्त्रीम द्वारा तो मात्रा तीन केत आहे.'	IMG08p4 प्रमामामुके प्रवक्तांचा कर्कराम केती.	IMG08p5 सम्पानमुखे प्रवक्तांचा कर्कांग तेती.	IMG08p6 प्रमाणामुले प्रवक्तांता कर्वाचेम तेती.

MOUTH CANO	ER					
	Text	Lived Experience/ Graphic	Testimonial	Graphic	Graphic	Graphic (MX only)
US	Smoking causes mouth cancer	USG09p2 SMOKING CAUSES MOUTH CANCER	USGO9p3 "Smoking gave are me People are eared to look at me." Martin April	USG09p4 SMOKING CAUSES MOUTH CANCER	USG09p5 SMOKING CAUSES MOUTH CANCER	
GERMANY	GEG09p1 Rauchen verursacht Mundhöhlen- krebs	GEG09p2 RAUCHEN VERURSACHT MUNDHÖHLEN KREBS	GEG09p3 *Yom Rauchen habe ich Mandfahler- herben, bekommen. Die Lutela Mandel nicht erforgen.* Michael de 18	GEG09p4 RAUCHEN VERURSACHT MUNDHÖHLENKREBS	GEG09p5 RAUCHEN VERURSACHT MUNDHÖHLENKREBS	
MEXICO	G11p1 Fumar causa cáncer de boca	G11p2 FUMAR CANGER DE BOCA	G11p4 *Por furnar me dio cincer de boca. La gente se esparta la misrame.* Abjanche.	G11p3 FUMAR CAUSA CANCER DE BOCA		G11p5
CHINA	CHG09p1 吸烟导致 口腔癌	CHG09p2 吸烟 导致 口腔癌	CHG09p3 "吸嘶过我 得了口腔值 人们都积白 看见我。"	CHG09p4 吸烟导致口腔癌	CHG09p5 吸烟导致口腔癌	
KOREA	SKG09p1 흡연은 구강암을 유발합니다.	SKG09p2	SKG09p3	SKG09p4	SKG09p5	
BANGLADESH	BDG09p1 ধুমপান মুখের ক্যাসারের জন্য দায়ী।	BDG09p2 इवनान पूर्वत कामाराज्य बना माग्री।	BDG09p3 "SERVICE WISE STREET, LEEP STREET,	BDG09p4 ব্যব্যান মূবের ক্যাপারের জন্য দারী।	BDG09p5 ৰুখণান মুখের কালারের জন্ম দারী।	
INDIA - ENGLISH	Smoking causes mouth cancer	IEG09p2 SMOKING CAUSES MOUTH CANCER	IEG09p3 -5moking gave me Popple an Parado to Sock at me Popple and Popple an	IEG09p4 SMOKING CAUSES MOUTH CANCER	IEGO9p5 SMOKING CAUSES MOUTH CANCER	
INDIA - HINDI	IHG09p1 धूम्रपान से मुँह का कैंसर होता हैं।	IHG09p2 प्रभावान से मुंद्र कम कीरा सेता है।	IHG09p3 'तुरुपात से मुझे तुद्ध वस सीमा श्री तुद्ध वस सीमा श्री तुद्ध कर्म से में से सी तीम देशको तुद्ध कर्म से प्रमुख्य कर्म	IHG09p4 सूम्पाल से ग्रॅंट का कैसर होता है ।	IHG09p5 प्रमणल से शुंद का क्यार सेता है ।	
INDIA - MARATHI	IMG09p1 धूम्रपानामुळे तोंडाचा कर्करोग होतो.	IMG09p2	IMG09p3 *generaly nest itses editore nicronia eschipt seet electore nicronia eschipt seet nicronia electore nicronia electore nicronia electore nicronia	IMG09p4 प्रमाणमूले तौडाया वच्छेम होतो	IMG09p5 द्वसपानमुखे तीवाया क्विमें होती.	

PREGNANCY		1	T		1	
	Text	Lived Experience/ Graphic	Testimonial	Symbolic	Symbolic	Graphic/ Symbolic (MX only)
US	Smoking when pregnant harms your baby	USG10p2 SMOKING WHEN PREGNANT HARMS YOUR BABY	USG10p3 **Gecarda 1 social carrier granguancy. **General Control of Control	USG10p4 SMOKING WHEN PREGNANT HARMS YOUR BABY	USG10p5 SMOKING WHEN PREGNANT HARMS YOUR BABY	
GERMANY	GEG10p1 Rauchen in der Schwanger-schaft schadet Ihrem Kind	GEG10p2 RAUCHEN IN DER SCHWANGER- SCHAFT SCHADET IHREM KIND	GEG10p3	GEG10p4 RAUCHEN IN DER SCHWANGER- SCHAFT SCHADET IHREM KIND	GEG10p5 RAUCHEN IN DER SCHWANGER- SCHAFT SCHADET HIREM KIND	
MEXICO	G12p1 Fumar durante el embarazo daña a tu bebé	G12p2 FUMAR DURANTE EL EMBARAZO DAÑA A TU BEBÉ	G12p5 Totale a year furni duzente mi- emisarazo, altora mi bobb portia mori- emisarazo, altora mi bobb portia mi bobb portia mori- emisarazo, altora mi bobb portia mi bobb portia mori- emisarazo, altora mi bobb portia mori- emisarazo, altora mi bobb portia mori- emisarazo mi bobb portia mori-	G12p3 FUMAR DURANTE EL EMBARAZO DANA A TU BEBÉ	G12p4 FUMAR DURANTE EL EMBARAZO DAÑA A TU BEBÊ	G12p6
CHINA	CHG10p1 怀孕时吸 烟危害胎 儿健康	CHG10p2 怀孕时吸烟危害胎儿	CHG10p3 因为技术争约规划,或在宝宝可能关析。	CHG10p4 怀孕时吸烟危害胎儿	CHG10p5 怀孕时吸烟危害胎儿	
KOREA	SKG10p1 임신 중의 흡연은 태아에게 해롭습니다.	SKG10p2 임신 종의 흡연은 태아에게 해르습니다.	SKG10p3 প্রভাগর প্রভাগর এই স্থানী বিশ্ব কর্ম প্রভাগর বিশ্ব কর্ম প্রভাগর করা করা করা করা করা করা করা করা করা কর	SKG10p4 임신 중의 음면은 태아에게 해봅습니다.	SKG10p5 임신 중의 중인은 태아에게 해봅습니다.	
BANGLADESH	BDG10p1 ধুমপান গর্ভস্থ শিশুর ক্ষতি করে ।	BDG10p2 গুমপান গর্ভাছ পিওর করি করে)	BDG10p3 wife cores with the same worth, water fines age; see with a refer with the same worth. The same worth and the same with	BDG10p4 পুষপান গঠছ শিকঃ কতি করে।	BDG10p5 বুমপান পর্তম্ব শিক্ত ক্ষতি করে।	
INDIA - ENGLISH	Smoking when pregnant harms your baby	IEG10p2 SMOKING WHEN PREGNANT HARMS YOUR BABY	IEG10p3 Decause I smoked during programmy, my barry might dis- my barry might dis- my barry might dis-	IEG10p4 SMOKING WHEN PREGNANT HARMS YOUR BABY	IEG10p5 SMOKING WHEN PREGNANT HARMS YOUR BABY	
INDIA - HINDI	IHG10p1 ध्रुमपान से गर्भवती महिलाओं के बच्चे को हानि पहुँचती हैं।	IHG10p2 द्रम्यान से भावती महिलाजों के बहुवे को स्त्रिय पहुँचती है।	IHG10p3 'शे अर्थवाक से हुसाम करते हैं में कार्य की मीत के अरकी हैं।'	IHG10p4 स्मपाल से कावती महिलाजों के सबसे को क्रिक पहुँचती है।	IHG10p5 द्रुपपान से भवती महिताओं के बच्चे को स्रोति पहुँच्ही हैं।	
INDIA - MARATHI	IMG10p1 धूम्रपानामुळे गर्भवतीच्या बाळाला हानी पोहचते.	IMG10p2 पुरस्पानमुळे मर्गदारीच्या बाळाला रुखी पोरवरो	IMG10p3 ज्वादारहे करो द्वापा केटवाड़ी करन व्यापा कृत क्षेत्र करनी	IMG10p4 प्रस्पानमुळे नर्गवरीच्या बाळाचा कर्ना चेरको	IMG10p5 त्रायाश्रम् अर्गवतीच्या बाळाता स्त्रजी चीरको	

QUITTING					
-	Text	Lived Experience/ Symbolic	Testimonial	Symbolic	Symbolic
US	Quit now	USG11p2 auit now	USG11p3 "I quit smoking and you can too. Do it loday."	USG11p4 QUIT NOW	USG11p5 QUIT NOW
GERMANY	GEG11p1 Hören Sie jetzt mit dem Rauchen auf	GEG11p2 HÖREN SIE JETZT MIT DEM RAUCHEN AUF	GEG11p3 "Ish habe mit dum Rauchen arigabilt. Sie können das auch achterin – am besten gleich heuse." Toolas mit on Rau- arigabilt. Sie können das auch achterin – am besten gleich heuse."	GEG11p4 HÖREN SIE JETZT MIT DEM RAUCHEN AUF	GEG11p5 HÖREN SIE JETZT MIT DEM RAUCHEN AUF
MEXICO	G13p1 Déjalo ahora	G13p3 DÉJALO AHORA	G13p5 "Dejé de fumar y tu también puedes. Dejalo hoy." Roberto Deje de fuma salaur d'atta	G13p2 DÉJALO AHORA	G13p4 DEJALO AHORA
CHINA	THG11p1 现在就戒 烟吧!	CHG11p2 现在就戒烟吧!	CHG11p3 "我求了想,你也行的,今天就行动吧。"	CHG11p4 现在就戒烟吧!	CHG11p5 现在就戒烟吧!
KOREA	SKG11p1 지금 끊으십시오.	SKG11p2	SKG11p3 '지는 경에서 건경했고 있어도 성격한 수 있습니다. 오늘 우리 경험하지 않는 것이 되었다. 기계	SKG11p4	SKG11p5
BANGLADESH	BDG11p1 এখনই ধুমপান পরিহার করুন ।	BDG11p2 अवनदे पृथमान महिश्य करून ।	BDG11p3 শব্দের বুখলার হেরের্ড করে বাবলিক ভারত পারেল । বাবার্ডি ভারত । শ	BDG11p4 এখনই বুমপান পরিহার করুন।	BDG11p5 তথ্যক্তি গ্রম্পান পরিহাত কর্ম।
INDIA - ENGLISH	Quit now	IEG11p2 QUIT NOW	IEG11p3 "I quit amoking and you can too. Do it today."	IEG11p4 QUIT NOW	IEG11p5 QUIT NOW
INDIA - HINDI	IHG11p1 धूम्रपान अभी छोड़ दो ।	IHG11p2 प्रसपाल जमी कोड़ दो ।	IHG11p3 "ती दुवाल के दिया. जार की केन्न्र जनमें दी प्रकार की कीन्न दो है।" विकास की प्रकार की कीन्न दो है।"	IHG11p4 दूबायाल उसी खोड दो।	IHG11p5
INDIA - MARATHI	IMG11p1 सिगारेटचे व्यसन सोडून द्या.	IMG11p2 प्रमपानाचे व्यसन शोद्धन था	IMG11p3 "श्री दुवाराव मेहूल दिने करे. दुवरी वार तोडू कारण कारण केरा केरा प्रकार प्रकार प्रकार	IMG11p4 व्रह्मपालाचे व्यसल सोड्ल या	IMG11p5 प्रवपालाचे ज्यान सोहल या

SHS						
	Text	Lived Experience	Testimonial	Lived Experience	Symbolic	Lived Experience (MX only)
US	The smoke from your cigarette harms people around you	USG12p2 THE SMORE FROM YOUR CIGARETTE HARMS PEOPLE AROUND YOU	USG12p3 "Smoke from your cigarettes burts me too."	USG12p4 THE SHOOL PROD YOUR CHARACTE HARRISPEOPLE ARCHON YOU	USG12p5 THE SMOKES FROM YOUR CIGARETTE HARRIS PEOPLE AROUND YOU	
GERMANY	GEG12p1 Der Rauch Ihrer Zigarette schadet den Menschen in Ihrer Umgebung	GEG12p2 DER RAUCH BIERER ZICARETTE SCHADET DEN MENSCHEN IN HRER LIMGEBLING	GEG12p3 "Der Rauch von Euren Zigaretten schadet auch mit."	GEG12p4 DER RAUCH HREE ZOARETTE SCHARET DER MENDOWEN N HREE UKGERING	GEG12p5 DER RAUCH HERE ZGARETTE SCHADET DEN HEINSCHEN IN HINER UMGBRUNG	
MEXICO	G14p1 El humo de tu cigarro daña a la gente que te rodean	G14p2 EL HUMO DE TU CIGARRO DARA A LA GENTE QUE TE RODEAN	G14p4 -El humo de lu cigarro me dana a mi también.	G14p3 EL HUNG DE TU CIGARRO DARA A LA GENTE QUE TE RODRAM	G14p5 EL HUNG DE TU CIGARRO DAÑA A LA GENTE QUE TE RODEAN	G14p6
CHINA	CHG12p1 香烟产生的 烟雾对周围 人有害	CHG12p2 香烟产生的烟雾对周围人有害	CHG12p3 「你吸煙可用的现象也对我有伤害。」	CHG12p4 香烟产生的烟雾对周围人有害	CHG12p5 香烟产生的烟雾对周围人有害	
KOREA	SKG12p1 당신의 흡연으로 인한 담배연 기는 주변 사람들에게도 해롭습니다.	SKG12p2 명신의 유민으로 인한 당배인기는 주변시원들에게도 응답습니다.	SKG12p3	SKG12p4 영신의 흡연으로 인한 감배연기는 주변사왕들에게도 해결합니다.	SKG12p5 당신의 흥언으로 인한 당대연기는 주변시장들에게도 제품됩니다.	
BANGLADESH	BDG12p1 সিগারেটের ধোঁয়া থেকে অধুমপায়ীদের ক্ষতি হয় ।	BDG12p2 - जिलादारिव (भीशा स्थान अध्यक्षणीरिक कि हरा	BDG12p3 "(article Philocological orbit marticle) what is exert."	BDG12p4 निगातरावेव दर्शना स्थान अध्यमनीतीयतः कवि वय	BDG12p5 কিগারেটের ধোঁয়া থেকে অনুমধারীকের কতি হয়।	
INDIA - ENGLISH	The smoke from your cigarette harms people around you	IEG12p2 THE SMOKE FROM YOUR CIGARETTE HARMS PEOPLE AROUND YOU	IEG12p3 "Smoke from your cigarettes hurts me too." Sanker	IEG12p4 THE SMOKE FROM YOUR CIGARETTE HARMS PEOPLE AROUND YOU	IEG12p5 THE SMOKE FROM YOUR CIGARETTE HARMS PEOPLE AROUND YOU	
INDIA - HINDI	IHG12p1 आपके सिगरेट के धुंए से चारों तरफ के लोगों को हाजि पहुँचती हैं।	IHG12p2 आपके क्षिमेट के पूर से धार्य तरक के लोगों को ठानि पहुँचती हैं।	IHG12p3 "अगरे पूर्वाच से मुझे भी सभी व्यक्ती हैं।"	IHG12p4 अपने रिकटेट के गूंट में बारों तथा के लोगों को तालि पहुंचती हैं।	IHG12p5 अपके सिग्रेट के पूर से बारों तरक के सोगों को तानि पहुंचती हैं।	
INDIA - MARATHI	तुमव्या तुमव्या धूम्रपानामुळे आसपासच्या लोकांना हानी पोहचते.	IMG12p2 तुमारवा तुमाराजामूळ आस्वासच्या लीकांजा कर्जा चौदवी	IMG12p3 "Generati (2010) heri yari wai didi"	IMG12p4 तुमदा तुमपानमूळे जासपायवा लोकांना हाली वीहवते.	IMG12p5 तुमाच्या सुम्याजमूळे आसपासच्या त्येकांना हाली पोहचते.	

STROKE					
	Text	Lived Experience	Testimonial	Graphic	Lived Experience
	USG13p1	USG13p2	USG13p3	USG13p4	USG13p5
US	Smoking causes stroke	SMOKING CAUSES STROKE	"Smoking gave me a stroke. I can't feed or dress myself."	SMOKING CAUSES STROKE	SMOKING CAUSES STROKE
GERMANY	GEG13p1	GEG13p2	GEG13p3	GEG13p4	GEG13p5
	Rauchen verursacht Schlaganfall	RAUCHEN VERURSACHT SCHLAGAN. FALL	"Durch dies Bable och eren Schlagerfall erflien. Nur brauche ich Ersen und Anziehun*	RAUCHEN VERURSACHT SCHLAGANFALL	RAUCHEN VERURSACHT SCHLAGANFALL
MEXICO	G15p1	G15p5	G15p4	G15p3	G15p2
	Fumar causa derrame cerebral	FUMAR CAUCA DERRAME CEREBRAL	"Por fumar me dio contain me dio con	FUMAR CAUSA DERRAME CEREBAL	FUMAR CAUSA DERRAME CEREBRAL
CHINA	CHG13p1	CHG13p2	CHG13p3	CHG13p4	CHG13p5
	吸烟导致 中风	吸烟 导致 中风	吸烟让 我中风,现 在思不能 自己吃饭 穿衣	吸烟导致中风	吸烟导致中风
	SKG13p1	SKG13p2	SKG13p3	SKG13p4	SKG13p5
KOREA	흡연은 뇌졸중을 유발합니다.	상류왕기다. 경영당 영제당	*Bid Car	AND THE SE	会型 1 2 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
	BDG13p1	BDG13p2	BDG13p3	BDG13p4	BDG13p5
BANGLADESH	ধুমপান স্ট্রোক অথবা রক্ত জমাট বাধার জন্য দায়ী।	ধ্বশান স্টেকি অথবা বঙ কথাট বাধার কনা দাষ্টী।	"STORE STATES OF THE STATES OF	মুখগান ট্রোভ অথবা রক্ত জনটি বাধার জনা দায়ী।	ব্যবাদ ট্রেক অবধা রক্ত অমাট বাবার অন্য সারী।
	IEG13p1	IEG13p2	IEG13p3	IEG13p4	IEG13p5
INDIA - ENGLISH	Smoking causes stroke	SMOKING CAUSES STROKE	"Smoking gave me a stroke. I can't feed or dress myself."	SMOKING CAUSES STROKE	SMOKING CAUSES STROKE
	IHG13p1	IHG13p2	IHG13p3	IHG13p4	IHG13p5
INDIA - HINDI	धूम्रपान से लकवा हो जाता हैं।	पुष्राचान से एकवा है। जाता है।	"द्वायान वे मुळे शक्या वा स्थान जाम का के जा कारण वा याग्ने कर्ड बदार अक्षा !"	द्वसपान से लक्या हो जाता है।	द्वसपाल से लक्ष्या हो जाता है।
	IMG13p1	IMG13p2	IMG13p3	IMG13p4	IMG13p5
INDIA - MARATHI	धूम्रपानामुळे पक्षाघात होतो.	द्वायानमुळे व्यापात केती	्रामानकामुके अस्य राज्याते अस्य राज्याते अस्य राज्याते अस्य राज्याते अस्य राज्याते अस्य राज्याते अस्य राज्याते	द्वायालम्।ये प्रधायन होतो.	द्वाराजागुरी व्यापाल तीती

THROAT CAN	CER				
	Text	Lived Experience/ Graphic	Testimonial	Graphic	Graphic
US	USG14p1 Smoking causes throat cancer	USG14p2 SMOKING CAUSES THROAT CANCER	USG14p3 "Smoking gave in a cancer Nove! I breather through a look in my water wheelt a feet of the cancer of the	USG14p4 SMOKING CAUSES THROAT CANCER	USG14p5 SMOKING CAUSES THROAT CANCER
GERMANY	GEG14p1 Rauchen verursacht Kehlkopfkrebs	GEG14p2 RAUCHEN VERURSACHT KEHLKOPFKREBS	GEG14p3 *Note Rechard had on the Action of Part Institute of Part	GEG14p4 RAUCHEN VERURSACHT KEHLKOPFKREBS	GEG14p5 RAUCHEN VERURSACHT KEHLKOPPKREBS
MEXICO	G16p1 Fumar causa cáncer de garganta	G16p4 FUMAR CAUSA CANCER DE GARGANTA	G16p5 *Por fumate clared to garganta Alors yo respire a través de un orificio en nil parganta.** Rad	G16p3 FUMAR CAUSA CANCER DE GARGANTA	G16p2 FUMAR CAUSA CANCER DE GARGANTA
CHINA	CHG14p1 吸烟导致 喉癌	CHG14p2 吸烟导致喉癌	CHG14p3	CHG14p4 吸烟导致喉癌	CHG14p5 吸烟导致喉癌
KOREA	SKG14p1 흡연은 후두암을 유발합니다.	SKG14p2	SKG14p3	SKG14p4	SKG14p5
BANGLADESH	BDG14p1 ধুমপান গলার ক্যান্সারের জন্য দায়ী।	BDG14p2 ্রুমণান গণার ক্যাপারের ভ্রুম দায়ী।	BDG14p3 "क्ष्माव्य व्यवस्था	BDG14p4 যুমপান বলার ক্যাপারের জন্য দায়ী।	BDG14p5 ব্যাপান গণার আগারের জন্য দায়ী।
INDIA - ENGLISH	Smoking causes throat cancer	IEG14p2 SMOKING CAUSES THROAT CANCER	IEG14p3 "Smoking gave me decent of the state of the stat	IEG14p4 SMOKING CAUSES THROAT CANCER	IEG14p5 SMOKING CAUSES THROAT CANCER
INDIA - HINDI	IHG14p1 धूमपान से गले का कैंसर होता हैं।	IHG14p2 प्रमाण से अने का कैसर खेता हैं ।	IHG14p3 ''हुमान में मूरी भी पा पा पा में मूरी भी पा पा मा में मूरी भी पे पाम में मूरी में मूरी में पाम में मूरी मुख्या	IHG14p4 प्रमाण ये अने का कैसर खेता है ।	IHG14p5 प्रमाण से असे का कैसर खेता है।
INDIA - MARATHI	IMG14p1 धूम्रपानामुळे तोंडावा कर्करोग होतो.	IMG14p2 इस्रमाजमूळे तीडावा वच्चेटेम होतो.	IMG14p3 "पुरामकाकृष्ठे स्टप तेनाम स्टब्स्ट्रिस स्टब्स तेना	IMG14p4 दूसपावस्के तेंडवा क्वारीय केती.	IMG14p5 इक्ष्मपालमुके तेंडव्या वकारीम होतो

TOXIC						
	Text	Symbolic	Symbolic/ Graphic	Symbolic	Symbolic	Symbolic (MX only)
US	Cigarette smoke contains toxic chemicals	USG15p2 CICARETTE SMOKE CONTAINS TOXIC CHEMICALS	USG15p3 CIGARETTE SMOKE CONTAINS TOXIC CHEMICALS	USG15p4 CICARETTE SMOKE CONTAINS TOXIC CHEMICALS	USG15p5 CIGARETTE SMOKE CONTAINS TOXIC CHEMICALS	
GERMANY	GEG15p1 Zigarettenrauch enthält giftige Substanzen	GEG15p2 ZIGANETTENRAUCH ENTHÄLT GIFTIGE SUBSTANZEN	GEG15p3 ZIGARETTENTAUGH ENTHALT GIFTIGE SUBSTANZEN	GEG15p4 ZIGARETTENRAUCH ENTWALT GIFTIGE SUBSTANZEN	GEG15p5 ZIGARETTEN- RAUCH ENTHALT CIFTICE SUBSTANZEN	
MEXICO	G17p1 El humo de cigarro contiene químicos tóxicos	G17p2 EL HUMO DE CICARRO CONTEINE QUÍMICOS TÓMICOS	G17p3 EL HUMO DE GIGARRO CONTIENE QUÍMICOS TÓXICOS	G17p4 EL HUMO DE CIGARRO CONTIENE QUÍMICOS TÓXICOS	G17p5 EL HUMO DE CICARRO CONTROL COMPOS TÓXICOS	G17p6
CHINA	CHG15p1 香烟烟雾 中含有毒 化学物质	CHG15p2 香烟烟宴中含有事化学物质	CHG15p3 香斑陽黑中含有易化学物质	CHG15p4 西知识中含有更化学物质	CHG15p5 香烟烟雾中含有毒化学物质	
KOREA	SKG15p1 담배연기에는 각종 해로운 화학물질이 들어있습니다.	SKG15p2 당병연기에는 각종 해로운 형학물질이 들어있습니다.	SKG15p3 당배연기에는 각종 해로운 화학물질이 들어있습니다.	SKG15p4 당배언기에는 각종 해울은 화학물길이 들어있습니다.	SKG15p5 답배연기에는 각조 해모든 참학물인 등어있습니다.	
BANGLADESH	BDG15p1 সিগারেটের ধোঁয়াতে ক্ষতিকর রাসায়নিক পদার্থ থাকে ।	BDG15p2 FAMILIARIE CHITICE WEGGE STATEMENT THANK TH	BDG15p3 Philicitis (বাহাত ক্তিকর রামার্চাকক প্রনার্থ থাকে।	BDG15p4 Princette college wis sea attributes white virial	BDG15p5 Francacina critaria wifees almatina muni arce	
INDIA - ENGLISH	Cigarette smoke contains toxic chemicals	IEG15p2 CIGARETE SMOKE CONTAINS TOXIC CHEMICALS	IEG15p3 CIGARETTE SMOKE CONTAINS TOXIC CHEMICALS	IEG15p4 CIGARETTE SMOKE CONTAINS TOXIC CHEMICALS	IEG15p5 CIGARETTE SMOKE CONTAINS CHEMICALS	
INDIA - HINDI	IHG15p1 सिगरेट के धुंए में जहरीले पदार्थ होते हैं।	IHG15p2 विकार के सूच में अवसीये पदान होते हैं।	IHG15p3 सिम्पेट के तुंच में जबसीये पदार्थ होते हैं।	IHG15p4 विभेद्र के वृष् में अहरिते पत्रवर्ष केरी है।	IHG15p5 क्रिकेट के सुर में जहारिते कराव केते हैं।	
INDIA - MARATHI	IMG15p1 धूसपानामध्ये हानीकारक पदार्थ असतात.	IMG15p2 पूर्वपानागरे व्यक्तिकारक पदार्व वसतात	IMG15p3 त्रुवपालमान्ये राजनीयारक पदार्थ असतान	IMG15p4 प्रवाधनामये कानेकास्य प्रताब जरतात	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.	RE ININO DE TRAINCO CONTRIRE CALBRIO, INIL. SUSTRACIA TOURA CIUS ES ENCUENTRA INI LAS PILAS. EL CADINO CAUSA CÁNCER.	45. HAND DIE TABACCO GONTHON CAUMAU, NAN NUSTANCH TORCO GUIS ER SENDENTHA EN LAS PILAS. EL CAGMO CAUSA CANGER.	SIL HARD OR TRANCO CONTINUE CADRIDO, UNI- SUSTINUE POTOCA COST SE RECESTRATA RI LAS PILAS. SIL CADRID CAUSA CAMCER.	EL JAMOO DE TABLOCO CONTENIO CLASINO, JULI, ANDIO LA SERVICIO CARROLI DE LA SUSTANCIA TORO CAUSA CANCER. LAS PILAS. EL CADRIDO CAUSA CANCER.	the solid our loss digress controlls calefully of the control of t
TAR	El humo de tabaco contiene alquitrán, una sustancia con más de 60 químicos que causan cáncer y enfermedades del pulmón.	EL NUNC DE TRANCO CONTENE ALQUITIMA, UNE NOTANCIO DEI MAI DE 14 CURICOS QUE CALIANO COLOR DE MATERIARIO DE 18.	EL HUMO DE TAMADO CONTENE ALQUITMAN, UMA SUSTAMON COM MAI DE SE CUMPOSO DE CANSAN CAMPOS Y SAVIHMEDIACES DEL	Tatalogo do Contrada do Contra	R. HUND DE MARCO CONTRINE ALGUMANA UNI SUPPRICA COM MAJ DE EL CARCO DE CUCHA POR ACE MAJ DE EL CARCO PARACO.	"El alguitrán y otros químicos en los cigarros me causaron cáncer de pulmón." Gabriel Calvis

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

APPENDIX B B-1

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

BANGLADESH (5 PAIRS)				
Condition 1		Condition 2		
Marboro spania you dis	Marlboro 4 प्राणान मृज्य घंगेस	MARLBORO FILTER CIGARETTES ধ্মপান মৃত্যু ঘটায়	MARLBORO GOLD PACK FILTER CIGARETTES ধূমপান মৃত্যু ঘটায়	Marlboro (red) vs. Marlboro gold pack - pack colour - colour descriptor (gold) for plain packs
SHEIKH FUI BYOUR ধ্মপান মৃত্যু ঘটার	SHEIKH	SHEIKH FULL FLAVOUR	SHEIKH WHITE ধ্মপান সূত্য ঘটায়	Sheikh Full Flavour vs. Sheikh White - descriptors (white, full flavour) and pack colour
general special Piles ধূমপান মৃত্যু ঘটার	পুমপান মৃত্যু ঘটায়	BENSON & HEDGES SPECIAL FILTER ধ্মপান মৃত্যু ঘটায়	BENSON & HEDGES LIGHTS ধূমপান মৃত্যু ঘটার	Benson & Hedges Special Filter vs. Benson & Hedges Lights - descriptors (lights, special filter) and pack highlight colour
ধুমপান মৃত্যু ঘটায়	শুমপান মৃত্যু ঘটায়	MARISE SPECIAL BLEND ধুমপান মৃত্যু ঘটায়	MARISE WHITE ধূমপান মৃত্যু ঘটায়	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)		
Condit	ion 1	Condition 2		
Marboro Marboro	Marlboro Waa a a a a a a a a a a a a a a a a a	MARLBORO 万宝路 过滤需香烟	MARLBORO 万宝路 金色装 黑色冰冻	Marlboro (red) vs. Marlboro gold pack - pack colour - colour descriptor (gold) for plain packs NOTE: Last line of text on the plain gold
吸烟有害健康 戒烟可减少 对健康的危害	吸用有害 un 戒烟可减少 对健康的危害	吸烟有害健康 戒则可减少对健康的危害	吸烟有害健康 戒烟可减少对健康的危害	pack says "Black Freeze" rather than "Filter cigarettes"
MILD SEVEN ORIGINAL BLUE IMPRODUCTION W 烟 有害 健康 成 烟 可 减 少 对 健康 的 危害	MILD SEVEN S K Y B L U E RUBA COMPUTED W 個有審健康 戒烟可减少对健康的危害	MILD SEVEN 柔和七星 ORIGINAL BLUE FILTER CIGARETTES 吸炮有害健康 成炮可减少对健康的危害	MILD SEVEN 柔和七星 SKY BLUE FILTER CICARETTES 吸烟有离键康 成期可减少对键康的危害	Mild Seven Original Blue vs. Mild Seven Sky Blue - descriptors (original blue, sky blue) and pack shade
中南海 TEN TEN TEN TO THE T	中南海 ONE ONE MOGNITHE PROPERTIES HER	中 內海 TEN o 10mg KING SIZE FILTER CIGARETTES 上海順甲(集团)公司出品 吸燃有害健康	中南海 ONE ○ 1mg MADE IN THE PEOPLE'S REPUBLIC OF CHINA 吸烟有害健康 成炮可减少对健康的危害	Zhongnanhai Ten 10mg vs. Zhongnanhai One 1mg - tar numbers - pack cost (20 yuan for 1mg, 4 yuan for 10mg)



	GI	ERMANY (5 PAIR	S)	
Condit		Condition 2		
Marinoro Rauchen kann tödlich sein	Marboro Rauchen kann tödlich sein	MARLBORO FILTER CIGARETTES Rauchen kann tödlich sein	MARLBORO GOLD ORIGINAL FILTER CIGARETTES Rauchen kann tödlich sein	Marlboro (red) vs. Marlboro Gold Original - colour descriptor (gold) and pack colour
Rauchen kann tödlich sein	Rauchen kann tödlich sein	CAMEL FILTERS SINCE 1913 Rauchen kann tödlich sein	CAMEL BLUE SINCE 1913 Rauchen kann tödlich sein	Camel Filters vs. Camel Blue - colour descriptor (blue) and pack colour
GAULOISES Blondes Rauchen kann tödlich sein	GAUIOISES PRINTED NO BIOTHER Rauchen kann tödlich sein	GAULOISES BLONDES Rauchen kann tödlich sein	GAULOISES SÉLECTION FREI VON ZUSATZEN Rauchen kann tödlich sein	Gauloises Blondes vs. Gauloises Sélection, Frei von Zusätzen [additive free] - descriptor (additive-free) and pack colour
PALL MALL FLANGUS ANERICAN SLEND Rauchen kann tödlich sein	PALL MALL THE STAR SIZE RESIDE SIZE RESIDE SIZE Rauchen kann tödlich sein	PALL MALL FAMOUS AMERICAN BLEND Rauchen kann tödlich sein	PALL MALL MENTHOL BREEZE FAMOUS MENTHOL CIGARETTES Rauchen kann tödlich sein	Pall Mall vs. Pall Mall Menthol Breeze - menthol and pack colour
Rauchen kann tödlich sein	Rauchen kann tödlich sein	WEST RED AMERICAN BLEND Rauchen kann tödlich sein	WEST SILVER AMERICAN BLEND Rauchen kann tödlich sein	West Red vs. West Silver - colour descriptors (red, silver) and pack colour

		KOREA (5 PAIRS)		
Condit	ion 1		ition 2	
Marboro 32 And may have been from any of the district and any of the district	を	MARLBORO FATTA CONTITUE ROW-STATE WITH BE THE STATE OF	MARLBORO OOLD LIGHTS FAIR COMPTER THE COM	Marlboro (red) vs. Marlboro Gold Lights - descriptor (lights) and pack colour
MILD SEVEN MILD SEVEN 1011 NAL 2012 金色素 報告 千才原 単哲社 哲学 哲学 哲学 知识 は 104 の の	MILD SEVEN LIE & RIE BIT - BIT - B BIT - BIT - B BIT - BIT - B BIT -	MILD SEVEN ORIGINAL COMMON FAITR GOLD STATE AND STATE A	MILD SEVEN LIGHTS COMMON FATER COMMON FATE	Mild Seven Original vs. Mild Seven Lights - descriptors (original, lights) and pack shade
世界		ESSE CLASSIC 32. 电位置 建键 表示点 型域的 设定 电位置 电位 电位性 电阻 电位性 电阻 电位性 电阻 电位性 电阻 电位性 电阻 电位性 电阻	ESSE MENTHOL TO GREEN AND SE NITS SEEDS TO GREEN AND SE NITS SEEDS TO GREEN AND SEEDS	Esse Classic vs. Esse Menthol - menthol and pack colour
TOUNHILL FINE CUT MMG STANDARD S	DUNHILL FINE CUT DAMO GO SEE WE SEE WE SEE SEE COME SEE SEE SEE SEE SEE SEE SEE SEE SEE S	DUNHILL FINE CUT 6MG. TO CHAR NO STAR NO IN	DUNHILL FINE CUT 0.1MG 대조 로마스 에너 는 가는 가면이 대조 에너 는 가는 가면이 대조 에너 는 가는 가면이 다는 가는	Dunhill Fine Cut 6mg vs Dunhill Fine Cut 0.1mg - tar numbers and pack colour
第21条の色 東谷 和 名 から	etipac sonite width sonite width sonite width sonite width sonite width	THE ONE MPACT BUT STATE THE STATE STATE BUT STATE STATE BUT STATE STATE BUT STATE STATE BUT STATE B	THE ONE ETIPAC 24% BRIDE WITH GRANT GRANT THE BRIDE WITH THE BRIDE W	The One Impact vs. The One Etipac - filter description and pack colour

INDIA (5 PAIRS) Condition 1 Condition 2 Marlboro (red) vs. FILTER CIGARETTES Marlboro Gold Original - colour descriptor MARLBORO MARLBORO Marlboro (gold) and pack Marlboro FILTER CIGARETTES GOLD ORIGINAL colour Benson & Hedges Special Filter vs. Benson & Hedges **Gold Blue BENSON & HEDGES BENSON & HEDGES** - descriptors (lights, gold blue) and pack highlight colour Wills Classic Rich Taste vs. Wills Classic Menthol Rush - menthol and pack Classic WILLS CLASSIC WILLS CLASSIC colour RICH TASTE MENTHOL RUSH Marlboro (Red) vs. Marlboro Clove Mix - flavour (clove) and pack colour Marlboro MARLBORO MARLBORO Marlboro FILTER CIGARETTES CLOVE MIX Will Insignia vs. Wills Navy Cut - regular/low-cost Insignia cigarettes to a WILLS WILLS premium/expensive NAVY CUT brand, within brand family - pack colour

		MEXICO (5 PAIRS		
Condit		Condition 2		
Marboro CONT. 20 CIGAROS CON FILTRO	Marboro CONT. 20 OGARROS CON FILTRO	MARLBORO PILTER CIGARETTES CONT. 26 CRAMMOS CON FLYRO	MARLBORO GOLD ORIGINAL FILTER CIGAMETES CONT. 28 CGAMMOS CON FILTED	Marlboro (red) vs. Marlboro Gold Original - colour descriptor (gold) and pack colour
CONTENDO NO GEARDS	CAMEL SINCE 1913	CAMEL PATER SINCE 1913 CONTENDO 28 CIGARROS	CAMEL BLUE BINUE 1913 CONTENIO DE CIGARIOS	Camel Filters vs. Camel Blue - colour descriptor (blue) and pack colour
CONT. 20 CIGARROS CON FILTRO	OPICIENT West*	WEST ORIGINAL RED CONT. IN CIGARROS CON FILTRO	WEST ORIGINAL SILVER CONT. IN COMMITTEE CONT. THE	West Original Red vs. West Original Silver - colour descriptors (red, silver) and pack colour
PALL MALL FAMOUS AMERICAN GIGARETTES CONTENSOR 20 GRASSOS	PAUL MAIL FAMOUS AMERICAN CIGARETTES FORTHUM PROPERTY OF THE	PALL MALL FAMOUS AMERICAN CIGARETTES CONT. 26 COLUMN CONTRUTO	PALL MALL KRYSTAL FROST FAMOUS AMERICAN CIGARETTES CONT. 20 CIGARROS CON FILTRO	Pall Mall (green pack) vs. Pall Mall Krystal Frost - menthol descriptor (Krystal Frost) and pack colour/white space, within menthol brand
KENT BLUE FUTURA	KENT WHITE INFINA TEN 187 7 CASES	KENT BLUE FUTURA CONT IN CREAMING CONFERENCE	KENT WHITE INFINA CONT. IN CIGANIOS CON FR.TIIO	Kent Blue Futura vs. Kent White Infina - colour descriptors (blue, white) and pack highlight colour

		US (5 PAIRS)		
Condit	tion 1	Cond	ition 2	
FILTER CIGARETTES Marlboro SO CLASS A CIGARETTES	Marboro 30 CLASS A CIGARETES	MARLBORO PILTER CIGARETTES PICLASS A CIGARETTES	MARLBORO OOLD PACK FILTER CIGARETTES 26 CLASS A DIGARETTES	Marlboro (red) vs. Marlboro gold pack - pack colour - colour descriptor (gold) for plain packs
CAMEL	CAMEL	CAMEL FILTERS TURNOSH A DOMESTIC BLEND SINCE 1913	CAMEL BLUE TURKISH & DOMESTIC BLEND SINCE 1913	Camel Filters vs. Camel Blue - colour descriptor (blue) and pack highlight colour
PALL MALL RED FAMOUS AMERICAN CIGARETTES	PALL MALL BLUE FAMOUS AMERICAN CIGARETTES	PALL MALL RED FAMOUS AMERICAN CIGARETTES	PALL MALL BLUE FAMOUS AMERICAN CIGARETTES	Pall Mall Red vs. Pall Mall Blue - colour descriptors (red, blue) and pack colour
SALEM BOX	SALEM SILVER BOX	SALEM BOX REFRESHING MENTHOL	SALEM SILVER BOX REFRESHING MENTHOL	Salem Box vs. Salem Silver Box - colour descriptor (silver) and pack colour, within menthol brand
CAMEL TORIGINATION OF THE PROPERTY OF THE PRO	CAMEL	CAMEL FILTERS TURNOSH A COMERTIC BLEND SINGE 1913	CAMEL MENTHOL	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 	Winfield pair not included	De buen sabor
		- implemented Sept. 2009 (after study period)		
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 - "ধুমপান 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 나프	
틸아민, 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.]	

	CONDI	TION 1	CONDI	TION 2
BANGLA.	1-1	1-2	1-1	1-2
Regular (wbqwgZ) vs. Lights (g,`)	REGULAR নিয়মিত ত্র চললা পুমপান মৃত্যু ঘটার	FREE LIGHTS TY PROCARITIES ALIGNOS MANON VOID VOID VOID MANON VOID VOID VOID MANON VOID VOID MANON VOID VOID VOID MANON VOID VOID VOID MANON VOID VOID VOID MANON VOID VOID VOID VOID MANON VOID VOID VOID MANON VOID VOID VOID VOID VOID MANON VOID VOID VOID VOID VOID MANON VOID VOID VOID VOID VOID VOID VOID VOID	FREE REGULAR দিয়বিত se consentres as 8 bened ধ্মপান মৃত্যু ঘটার	FREE LIGHTS মুম se connection e.e 8 because ধুমপান মৃত্যু ঘটার
CHINA	2-1	2-2	2-1	2-2
原味 [Regular] vs. 淡味 [Lights]	原味 吸烟有害健康 或烟可减少对健康的危害	海 自由 淡味 现	自由 原味 20支 吸動有害健康 成期可減少对健康的危害	自由 淡味 沙皮 吸取有高健康 或期可減少對健康的焦衷
GERMANY	1-1	1-2	1-1	1-2
Regular vs. Lights	Rauchen kann tödlich sein	FREE LIGHTS Rauchen kann tödlich sein	FREE REGULAR SIGNAMENTES Rauchen kann tödlich sein	FREE LIGHTS 31GAMAITES Rauchen kann tödlich sein

DESCRIPTOR: "LIGHTS"

	CONDI	TION 1	CONDI	TION 2
INDIA	1-1	1-2	1-1	1-2
Regular vs. Lights	FREE REGULAR PRODUCTION OF THE	FREE LIGHTS PROMETTS PROMETTS PROMETTS PROMETTS	FREE REGULAR MOMENTAL SMOKING KILLS	FREE LIGHTS PRODUCTION SMOKING KILLS
KOREA	1-1	1-2	1-1	1-2
Regular (레귤러) vs. Lights (라이트)	REGULAR A DO AND CARE SET OF THE	LIGHTS CHOIS LIGHTS CHOIS AND	FREE REGULAR GIBCI THE COMMITTEE SPINE THE COMMITTEE SPINE THE COMMITTEE SPINE SP	FREE LIGHTS 200E 200MENTES 200E 200MENTES 20
MEXICO	2-1	2-2	2-1	2-2
Regular vs. Lights	FIGURE MANA	PANATE MEA. YEND SALD ATT. FREE LIGHTS COM. 26 COMPRESS CONTESTED	FREE BROWN TO THE PRODUCT OF THE PRO	PRIMITE MALL— FREE LIGHTS LIGHTS LOTT IS DELEMENT TO PLANET.
US	1-1	1-2	1-1	1-2
Regular vs. Lights	FREE REGULAR 20 GGARTIES	FREE LIGHTS 20 CICARETTES	FREE REGULAR R	FREE LIGHTS

	CONDI	TION 1	CONDI	TION 2
BANGLA.	2-1	2-2	2-1	2-2
9 Nine (bq) vs. 4 Four (Pvi)	PININE नम्र Pinine नम्र Pinine नम्र Pinine नम्र Pinine मुम्मिला मृद्यु चंठाम	FOUR DIR POUR DIR POU	REGAL 9 NNE 11 12 CAMPITES 13 CAMPITES 14 THEN 14 THEN 15 THE	REGAL 4 FOUR ভাষ ত্রমেশ্যের বিশেষ বিশেষ ধুমপান মৃত্যু ঘটার
CHINA	11-1	11-12	11-1	11-12
9 (九) vs. 4 (四)	9九 华丽 吸烟有害健康 被想可減少对健康的危害	少	华丽 9 九 20支 吸服有害健康 或规词减少对健康的危害	华丽 4四 205 205 吸烟有害健康 戒规可减少对健康的危害
GERMANY	2-1	2-2	2-1	2-2
9 Nine vs. 4 Four	PREGAL Rauchen kann tödlich sein	REGAL Rauchen kann tödlich sein	REGAL 9 NINE 30 CAMPETES Rauchen kann tödlich sein	REGAL 4 FOUR 30 DOMNETHS Rauchen kann tödlich sein

DESCRIPTOR: NUMBERS (9 vs 4)

	CONDI	TION 1	CONDI	TION 2
INDIA	2-1	2-2	2-1	2-2
9 Nine vs. 4 Four	NINE REGAL SMOKING KILLS	REGAL SMOKING KILLS	REGAL 9 NINE 9 COLMETTES SMOKING KILLS	REGAL 4 FOUR SIDOMETRIS
KOREA	2-1	2-2	2-1	2-2
9 Nine (나인) vs. 4 Four (포)	REGAL January Street Control of the	REGAL RE	REGAL 9 NINE LIPE 3-COMMITTEE DISCOMMITTEE DOWN LOW LAFTER, ORBINITY PART OF THE	REGAL 4 FOUR E 20 COMMETTIN Service 30 COMMETTIN Service 30 COMMETTIN Service 30 COMMETTIN Service 30 COMMETTIN Service Service
MEXICO	11-1	11-2	11-1	11-2
9 Nine vs. 4 Four	STRUCK 9 NINE REGAL CONT. LUTTO	4 FOUR REGAL	REGAL A STATE OF THE STATE OF	REGAL FROM CONT. 25 Proceiving Side Pu-140
US	11-1	11-2	11-1	11-2
9 Nine vs. 4 Four	9 NINE REGAL	4 FOUR REGAL	REGAL SHEE HOMARITHE	REGAL FOUR HOLARITIES

	CONDI	TION 1	CONDI	TION 2
BANGLA.	3-1	3-2	3-1	3-2
Regular (wbqwgZ)vs. Rich (mg*)	EXPORT X REGULAR निर्धारिक अव consents अव consents अव Marries अव	EXPORT A' RICH TUE PO COMMENTED PO COMMENTED PO STREETED AND STREETE	EXPORT 'A' REGULAR দিল্লিত se GRAMMETTES se B Develope ধ্যপান মৃত্যু ঘটার	EXPORT 'A' RICH সমূদ্ধ seconserres es 5 brends ধুমপান মৃত্যু ঘটার
CHINA	3-1	3-2	3-1	3-2
原味 [Regular] vs. 浓味 [Rich]	(2) (2) (2) (2) (2) (2) (2) (2) (2) (2)	(大)	跨喪 服味 20支 吸烟有害健康 按照可減少对領康的危害	遊去 溶破 202 吸燃有医健康 減期可減少対健康的慈悲 減期可減少対健康的慈悲
GERMANY	3-1	3-2	3-1	3-2
Regular vs. Rich Taste	EXPORT X REGULAR Regular Rauchen kann tödlich sein	EXPORT X RICH TASTE Rauchen kann tödlich sein	EXPORT 'A' REGULAR 20 CALAMETES Rauchen kann tödlich sein	EXPORT 'A' RICH TASTE ROUMETTES Rauchen kann tödlich sein

DESCRIPTOR: "RICH"

	CONDI		CONDI	
INDIA	3-1	3-2	3-1	3-2
Regular vs. Rich Taste	EXPORT A REGULAR MICOMETINA SMOKING KILLS	EXPORT A RICH TASTE	EXPORT 'A' REGULAR ROGANTIES SMOKING KILLS	EXPORT 'A' RICH TASTE ROSANTIES SMOKING KILLS
KOREA	3-1	3-2	3-1	3-2
Regular (레귤러) vs. Rich (리치)	EXPORT A REGULAR 们超已 20 Self- are 2 as stall and 2	EXPORT A RICH 日本 A SOCIAL PROPERTY AND A SO	EXPORT 'A' REGULAR REG	EXPORT 'A' RICH 日本 PROMETTER PART TO SEASON FOR THE BORN THE BOR
MEXICO	3-1	3-2	3-1	3-2
Regular vs. De buen sabor	EXPORT X' REGULAR	LIGHTERS PERFORM LIGHTERS PERFORM LIGHT SABOR COME 38 COMMON COMPARES	EXPORT A REQUESTS COST 26 CHARMES CONTENTS	COPYRIGHT AND CONTROL OF THE PROPERTY OF THE P
US	3-1	3-2	3-1	3-2
Regular vs. Rich	EXPORT'X REGULAR	EXPORT X RICH	EXPORT A REGULAR 22 CGARTTES	EXPORT A RICH PROMETTES

	CONDI	TION 1	CONDI	CONDITION 2	
BANGLA.	4-1	4-2	4-1	4-2	
Regular (wbqwgZ) vs. Menthol (†gb_j)	Winfield BEGULAR BO COMPITE Spaine Bo Deleted ধ্মপান মৃত্যু ঘটার	Winfield MENTHOL DEPEN SI CRAHETIS SI OF BERTIS 4 মপান মৃত্য ঘটার	WINFIELD REGULAR দিয়মিত PRICAMETER AU B former ধুমপান মৃত্যু ঘটার	WINFIELD MENTHOL CAPTOR 20 CAMABITISS 6: S Press ধুমপান মৃত্যু ঘটায়	
CHINA	16-1	16-2	16-1	16-2	
原味 [Regular] vs. 薄荷味 [Menthol]	温菲尔德	温菲尔德 海姆略 吸照有言健康 成照可減少对健康的危害	温非尔德 原味 >>>文 吸激有害健康 成期可减少对健康的悲苦	温菲尔德 薄荷味 20文 吸烟有苦健康 成期可減少对健康的危害	
GERMANY	4-1	4-2	4-1	4-2	
Regular vs. Menthol	Winfield REGULAR 90 COLMITTE Rauchen kann tödlich sein	Winfield MENTHOL 90 COGNETTS Rauchen kann tödlich sein	WINFIELD REGULAR 21 COUNTYTES Rauchen kann tödlich sein	WINFIELD MENTHOL 33 COMMITTES Rauchen kann tödlich sein	

DESCRIPTOR: "MENTHOL"

	CONDI	TION 1	CONDI	TION 2
INDIA	4-1	4-2	4-1	4-2
Regular vs. Menthol	Winfield REGULAR 20 CAMITUS SIMOKING KILLS	Winfield MENTHOL 30 CLAUTING SIMO KING KILLS	WINFIELD REGULAR PROGRAMMENTS SMOKING KILLS	WINFIELD MENTHOL 20 COLAMITIES SMOKING KILLS
KOREA	4-1	4-2	4-1	4-2
Regular (레귤러) vs. Menthol (멘솔)	Winfeld REQUIAE AD COLUMN AD	Winfield - MENTHOL - PRODUITS - PRODU	WINFIELD REGULAR REGUL SCICARTTE SCICARTT	WINFIELD MENTHOL 图像 PROMETTS A PAR ULL STORM STEEL
	N/A	N/A	N/A	N/A
US	16-1	16-2	16-1	16-2
Regular vs. Menthol	Winfield REGULAR	Winfield MENTHOL 20 OGAHTTS	WINFIELD REGULAR SE OGAMETES	WINFIELD MENTION SO COMMETTES

	CONDI	TION 1	CONDITION 2	
BANGLA.	5-1	5-2	5-1	5-2
Regular (wbqwgZ) vs. Frost (wbLyZ)	S&K REGULAR FINITE PROPERTY AND PROPERTY	S&K FROST Figure FROST FIGUR	S&K REGULAR বিষয়িত PR COMMETTES WE O PROMISE পুমপান মৃত্যু ঘটার	S&K FROST নিবৃত secaratins cs freed ধূমপান মৃত্যু ঘটায়
CHINA	9-1	9-2	9-1	9-2
原味 [Regular] vs. 清凉味 [Frost]	版味	海京味 清凉味 四度 吸烟有高健康 戏剧可减少对健康的故事	海洋 原味 20次 吸烟有苦健康 按烟可减少对健康的危害	海洋 清凉味 20次 吸烟有苦健康 成烟可减少对健康的危害
GERMANY	5-1	5-2	5-1	5-2
Regular vs. Frost	S&K REGULAR REGULAR REGULAR Rauchen kann tödlich sein	S&K DEFROST FROST Rauchen kann tödlich sein	S&K REGULAR 20 COLAMETTES Rauchen kann tödlich sein	S&K FROST PROGRETTE Rauchen kann tödlich sein

DESCRIPTOR: "FROST" (MENTHOL)

	CONDI	TION 1	CONDI	TION 2
INDIA	5-1	5-2	5-1	5-2
Regular vs. Frost	S&K DE REGULAR REGULAR PROGRAMETES SMOKING KILLS	FROST PROST PROST PROMETES SMOKING KILLS	S&K REGULAR PROGRAMMENTS SMOKING KILLS	S&K FROST PROGRAMMETERS SMOKING KILLS
KOREA	5-1	5-2	5-1	5-2
Regular (레귤러) vs. Frost (프로스트)	S&K 地域 REGULAR 出版社 See See See See See See See See See Se	FROST 正安之后 w GEARTITE w GEARTITE	S&K REGULAR GIBEL DE COMMITTE DE COMMITTE	S&K FROST T\$\tilde{C}\$\text{ in maintain right} \ \text{ in maintain right} \\ in maintain right
MEXICO	9-1	9-2	9-1	9-2
Regular vs. Frost	PRICEDUTE TOUCH S&K REGULAR COST al Calescent diag Filters	S&K FROST	PRODUCTO TOLOGO SAK PROPILARI SIGNI SA SIMANOSI CON TANAS	PHODUCTO TOLOGO S.S.K. PACIST SCHOOL SECTION OF THE PACIST SCHO
US	9-1	9-2	9-1	9-2
Regular vs. Frost	S&K REGULAR	S&K FROST	S&K REGULAR 20 CGAMETTER	S&K FROST 31 COMETTS

	CONDI	TION 1	CONDITION 2	
BANGLA.	6-1	6-2	6-1	6-2
Regular (wbqwgZ) vs. Slims (nvj Kv)	Accord regular নিয়মিত ম০ ত০০জলাহ ধ্যপান মৃত্যু ঘটায়	Accord slims হালকা ২০ তাৰলাহে ধ্যপান মৃত্যু ঘটায়	ACCORD REGULAR নিয়মিক সংক্রেক্রেম্মের ত্র চিল্লের ব্যাপান মৃত্যু ঘটায়	ACCORD SLIMS হাপক ত connective _{a B Revool} ধূমপান মৃত্যু ঘটার
CHINA	1-1	1-2	1-1	1-2
原味 [Regular] vs. 细支 [Slims]	原味 20%	细支	佳节 原味 20束 电相名系统率 成物可减少对键操助的危害	佳节 细支 20英 农贸有斯维斯 成而可減少別健康的危害
GERMANY	6-1	6-2	6-2	6-2
Regular vs. Slims	Accord regular 20 COMMETTES Rauchen kann tödlich sein	Accord slims DOGGARTIES Rauchen kann tödlich sein	ACCORD REGULAR 28 CIGARETTES Rauchen kann tödlich sein	ACCORD SLIMS 20 COLARETTES Rauchen kann tödlich sein

DESCRIPTOR: "SLIMS"

	CONDITION 1		CONDITION 2	
INDIA	6-1	6-2	6-1	6-2
Regular vs. Slims	Accord regular 20 GOARTIES SMOKING KILLS	Accord slims 20 OGMRTTS SMOKING KILLS	ACCORD REGULAR PROCEDURES SMOKING KILLS	ACCORD SLIMS 50 GGAMETTES SMOKING KILLS
KOREA	6-1	6-2	6-1	6-2
Regular (레귤러) vs. Slims (슬림) MEXICO Regular vs.	Accord regular Jacoberras J	Accord Slims 2000etre 2	ACCORD REGULAR March 190 CRAMETTES 20 THI COLLEGE AND BY THE BEAR COLLEGE AND BY THE BEAR FOR ACLUS CHANGE AND BY THE BEAR THE BEAR ACCUMULATION OF THE BEAR	ACCORD SLIMS 金 名 20 ARE STATES 21 ARE STATE
Slims	Accord regular	Accord slims	ACCORD REQUEAM CONT. 20 COMMON	ACCORD 91,445 CONT on COMMENTS CON FIRMS
US	1-1	1-2	1-1	1-2
Regular vs. Slims	Accord regular	Accord slims	ACCORD REGULAR 36 CIGAMETTES	ACCORD SLIMS 20 CGAMETYES

	CONDI	TION 1	CONDI	TION 2
BANGLA.	7-1	7-2	7-1	7-2
Regular (wbqwgZ) vs. Gold (‡mvbvj x)	Matinée REGULAR নিয়মিত REGULAR নিয়মিত POGGASTITS 20 GGASTITS 20 S Breed ধুমপান মৃত্যু ঘটায়	Matinee GOLD সোণালী 20 GGASTITS 20 S Recoll ধ্মপান মৃত্যু ঘটায়	MATINÉE REGULAR দিয়সিত se conserves se in herical ধুমপান মৃত্যু ঘটার	MATINÉE GOLD সোনাদী se casaerres es 8 ferent ধূমপান মৃত্যু ঘটায়
CHINA	4-1	4-2	4-1	4-2
原味 [Regular] vs. 金色 [Gold]	原味	金色 2002 吸烟有著健康 戒烟可减少对健康的危	不写 原味 20克 吸烟有害健康 戒類可減少对健康的危害	20文 企包 20文 设成有高健康 垃圾可减少对健康的危害
GERMANY	7-1	7-2	7-1	7-2
Regular vs. Gold	REGULAR BOCCMATTES Rauchen kann tödlich sein	Matinée GOLD BOCKMATTE Rauchen kann tödlich sein	MATINÉE REGULAR DOGAMENTES Rauchen kann tödlich sein	MATINÉE GOLD SEGRAMENTES Rauchen kann tödlich sein

DESCRIPTOR: "GOLD"

	CONDI	TION 1	CONDI	TION 2
INDIA	7-1	7-2	7-1	7-2
Regular vs. Gold	Matinée REGULAR 30 OGAMETTE SMORING KILLS	Matinée GOLD 90 GOARTIE SMORING KILLS	MATINÉE REGULAR PROGRAMETES SMOKING KILLS	MATINÉE GOLD SI COLAMETERS SIMO KING KILLS
KOREA	7-1	7-2	7-1	7-2
Regular (레귤러) vs. Gold (골드)	REGULAR 引量は 39 CGAMTIO 20 可収 San British (18 な な な な な な な な な な な な な な な な な な な	Matinie 35 GRAFTIS 20 ANK 32 ANK MIT OF ANK 32 ANK MIT OF ANK 33 ANK MIT OF ANK 34 ANK 35 ANK MIT OF ANK 36 AN	MATINÉE REGULAR वे ब्रोटी अप्रकारमान २०१४ वे ब्रोटी अप्रकारमान २०१४ वे ब्राह्म स्टेस स्टेस स्टेस स्टेस स्टेस स्टेस स्टेस स्टेस स्टेस स्टेस स्टेस स्टेस स्टेस स्टेस स्टेस स्टेस स्टेस स्टेस स्टेस स्टेस स्टेस स्टेस स्टेस स्टेस	MATINÉE GOLD GE SOUMERTA 2014 DE SANCE AND THE THE SANCE AND THE SANCE
MEXICO	4-1	4-2	4-1	4-2
Regular vs. Gold	DESTRIS SEA DESTRIS SEA DEMASSADO TANDE Matinée REGULAR CONT 20 OLGANOS CON PUNO	DEJA DE FUMARI ANDRA. DESPUÉS SERA DEMASIADO TANDE CONT. 20 DCANIOS CON ILUIO	DEJA DE FIJAMAT AHORA. CERRAS SIDA CEJAS JADO TARDE MATINÉE REGULAR CONT.38 COMMONS CON PATRO	DEJA DE FINANTI AHORA. CERTAS SENA CEUTIS MAD TARDE MATINÉE GOLD CONT 36 COMMON CON PATRO
US	4-1	4-2	4-1	4-2
Regular vs. Gold	Matinée REGULAR 38	Matinée GOLD 20 CGAARTES	MATINÉE REGULAR 28 COMMITTES	MATINÉE GOLD MCGAMETTES

	CONDI	TION 1	CONDI	TION 2
BANGLA.	8-1	8-2	8-1	8-2
Black (Kvtj v) vs. Silver (i "cvj v)	BLACK কালো তি স্থান্ত ধ্মপান মৃত্যু ঘটার	FREE SILVER রলপালী ১০০০মালাম ১০ চনলালী ২০০০মালাম ১০ চনলালী ২০০০মালাম ১০০০মালাম ১০০০মালাম ১০০০মালাম ১০০০মালাম ১০০০মালাম ১০০০মালাম ১০০০মালাম ১০০০মালাম	FREE BLACK ভালো se COMMETTES se B Descript ধুমপান মৃত্যু ঘটায়	FREE SILVER কপাদী PIGNAMETES es 8 heed ধুমপান মৃত্যু ঘটার
CHINA	5-1	5-2	5-1	5-2
Black [黑色] vs. Silver [银色]	無色 服色 取然有著健康 成態可減少对健康的危害	(製色) (製色) (製色) (製色) (製色) (製色) (製色) (製造) (製造) (製造) (製造) (製造) (製造) (製造) (製造	自由 無色 20支 吸激有苦健康 域影可減少对健康的危害	自由 報色 2002 吸或有害健康 成類可減少別健康的危害
GERMANY	8-1	8-2	8-1	8-2
Black vs. Silver	FREE BLACK BLACK Rauchen kann tödlich sein	FREE SILVER PROCENTIS Rauchen kann tödlich sein	FREE BLACK SI COMMETTES Rauchen kann tödlich sein	FREE SILVER 31-CAMPETTES Rauchen kann tödlich sein

DESCRIPTOR: "BLACK" vs "SILVER"

	CONDI	TION 1	CONDI	TION 2
INDIA	8-1	8-2	8-1	8-2
Black vs. Silver	FREE BLACK BLACK BLOCKITE BLOC	FREE SILVER 18 COMPTES	FREE REGULAR PROGRAMETES SMOKING KILLS	FREE LIGHTS BOOMSTILLS SMOKING KILLS
KOREA	8-1	8-2	8-1	8-2
Black (블랙) vs. Silver (실버)	BLACK BY BLACK BY ADDRESS ADDRESS BY BY BY BY BY BY BY BY BY	SILVER ALL SILVER ALL SORMER SORME SORMER SO	FREE BLACK MENT DO COMMENTER DO COMMENTER	FREE SILVER SUM 30 COMMETTER SOFT SOFT SOFT SOFT SOFT SOFT SOFT SOFT
MEXICO	5-1	5-2	5-1	5-2
Black vs. Silver	FUMAR DETENDATION DESCARRAR EL SUYO FUMAR DESCARRAR EL SUYO FUMAR DETENDATION DESCARRAR EL SUYO FUMAR	FUMAR DETENDRA TU OGRAFÓN. FREE SILVER CONT. 20 CICARROS CON PATRO	FREE BLACK CONT SE COMPOS CON PATRO	PIMAR DETENDAL EL SUPO REMARIA EL SUPO FREE GILVER CONT. 36 CIGARROS CON FILTRO
US	5-1	5-2	5-1	5-2
Black vs. Silver	FREE	FREE	FREE BLACK MOMENTED	FREE SELVER

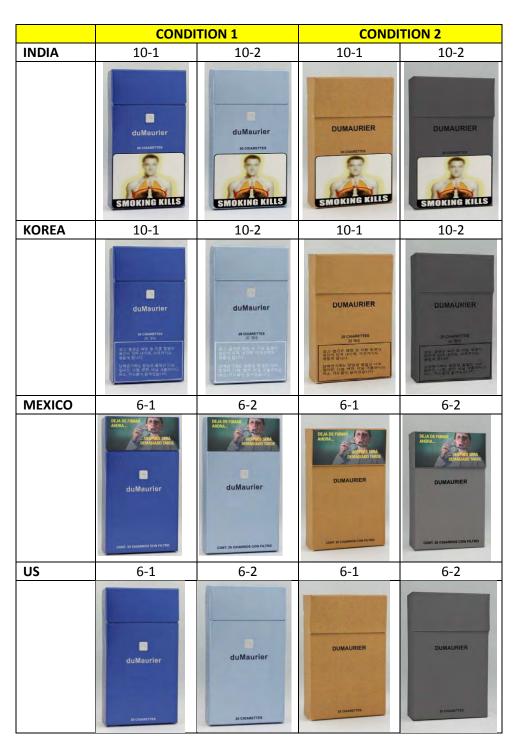
	CONDI	TION 1	CONDI	TION 2
BANGLA.	9-1	9-2	9-1	9-2
	Peter Jackson ক্রি	Peter Jackson SCHALLETTIS OF PROBES NAME OF THE PROBES NAME OF	PETER JACKSON ** COLOMETTES ** COLOMETTES ** COLOMETTES ** ANY PROPERTY OF THE PROPERTY O	PETER JACKSON *** Share ** শ্মপান মৃত্যু ঘটায়
CHINA	7-1	7-2	7-1	7-2
	Peter Jackson 经算	Peter Jackson www. ww	PETER JACKSON ANX 采题有高值原 性照可减少对效事的最高	PETER JACKSON 20支 吸烟有害健康 成烟可减少对健康的危害
GERMANY	9-1	9-2	9-1	9-2
	Peter Jackson Rauchen kann tödlich sein	Peter Jackson Powering Rauchen kann tödlich sein	PETER JACKSON 20 CIGARETTES Rauchen kann tödlich sein	PETER JACKSON 30 COGAPETTES Rauchen kann tödlich sein

PACK COLOUR: RED vs SILVER



	CONDI	TION 1	CONDI	TION 2
BANGLA.	10-1	10-2	10-1	10-2
	duMaurier ^{20 CHARETTES} ধুমপান মৃত্যু ঘটায়	duMaurier PRICHARETTES * a S freeze ধ্মপান মৃত্যু ঘটার	DUMAURIER se connerves es 8 inerces ধ্মপান মৃত্যু ঘটার	DUMAURIER 30 CHARTITES 40 G FRIEND পুমপান মৃত্যু ঘটায়
CHINA	6-1	6-2	6-1	6-2
	山泉 沙鬼 吸吸有来健康 成然可減少対環境的危害	山泉	山泉 20法 吸烟有害健康 戏樂可減少对健康的故者	山泉 四度 吸服有質健康 成照可減少対健康的危苦
GERMANY	10-1	10-2	10-1	10-2
	duMaurier au GRAMETTES Rauchen kann tödlich sein	duMaurier 22 COAMETTES Rauchen kann tödlich sein	DUMAURIER se countries Rauchen kann tödlich sein	DUMAURIER socialities Rauchen kann tödlich sein

		A DIV DI LIE	···· LIGHT	
PACK C	OLOUR: D	AKK BLUE	VS LIGHT I	3LUE



	CONDI	TION 1	CONDI	TION 2		
BANGLA.	11-1	11-2	11-1	11-2		
	Player's	Player's Player's		PLAYER'S		
	pa Gaments প্মপান মৃত্যু ঘটার	en Countries so theman ধ্মপান মৃত্যু ঘটায়	as CAMPETER 4 মপান মৃত্যু ঘটার	ээ сылактив ৬ ই দদতা ধুমপান মৃত্যু ঘটায়		
CHINA	8-1	8-1 8-2 8-1				
	水手 被放有高級康 成場可減少对健康的急害	7K手 W語有著複樂 短衛可減少列鐘機的旅舊	水手 2003 後期有高健康 近期可減少対健康的危害	水手 20支 吸烟有苦健康 戒烟可减少对健康的危害		
GERMANY	11-1	11-2	11-1	11-2		
	Rauchen kann tödlich sein	PIEVE'S Rauchen kann tödlich sein	PLAYER'S **SCHAMITTES Rauchen kann tödlich sein	PLAYER'S 26 CHARETTES Rauchen kann tödlich sein		



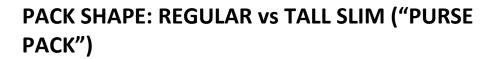


	CONDI	TION 1	CONDI	TION 2
BANGLA.	12-1	12-2	12-1	12-2
Regular (wbqwgZ) vs. Advanced filter technology (Db@gv‡bi wdëvi Cbwg³)	সিন্দ Brandon REGULAR নিয়মিত সাংক্রমিত সাংক্রমিত ক্রমপান মৃত্যু ঘটার	ADVANCE DETERMINED TO SERVICE THE SERVICE THE SERVICE THE SERVICE SERV	JOHN BRANDON REGULAR নিয়মিত সংস্থানার বিশ্বনিত পুমপান মৃত্যু ঘটার	JOHN BRANDON ADVANCED FILTER TECHNOLOGY উল্লেখনের ফিন্টার ব্যক্তি ব্যক্তর্থার ব্যক্তির
CHINA	10-1	10-2	10-1	10-2
原味 [Regular] vs. 先进的过 滤嘴技术 [Advanced filter technology]	原味 原味 迎用 迎用有苦健康 成用可减少对健康的危害	约翰布兰顿 **Ammir###################################	约翰布兰顿 原味 20次 吸服有害健康 成期可减少对健康的危害	约翰布兰顿 先进的过滤需技术 20次 吸患有其健康 或期可减少对健康的危害
GERMANY	12-1	12-2	12-1	12-2
Regular vs. Advanced filter technology	REGULAR SCHARTIS Rauchen kann tödlich sein	ANYANCEI PLEN FERNOLOGY 20 CELANTITIS Rauchen kann tödlich sein	JOHN BRANDON REGULAR 20 CAMPETES Rauchen kann tödlich sein	JOHN BRANDON ADVANCED FILTER TECHNOLOGY 32 CALMSTITES Rauchen kann tödlich sein

DESCRIPTOR:	FUTER	
DEZCRIPTOR.	FII I FK	KFFFKFIN(F
DESCINI ION.		

CONDITION 1 CONDITION 2										
INDIA	12-1	12-2	12-1	12-2						
Regular vs. Advanced filter technology	Ton Brandon REGULAR SO CHANKTHS SMOKING KILLS	ADVANCED RESERVENCES OF CHARACTER KILLS	JOHN BRANDON REGULAR 20 CAMETTS SMOKING KILLS	JOHN BRANDON ADVANCED FILTER TECHNOLOGY NOGAMETTS SMOKING KILLS						
KOREA	12-1	12-2	12-1	12-2						
Regular [레귤러] vs. "Advanced filter technology" [첨단 필터 기술]	REGULAR AND	ATTENDED THE NO ANALOGY BY SET OF SE	JOHN BRANDON REGULAR 测量过 2006年1日 文字 100 文字目 2016年1日 文字 100 日本文字目 100 日本文字 100 日本文字 100 日本文字 100 日本文字 100 日本文字 100 日本文字 100 日本文字 100 日本文字 100 日本文字	JOHN BRANDON ADVANCED FILTER TECHNOLOGY AD BETTA POPULATION TO AN ADVANCED TO AN ADVANCED						
MEXICO	10-1	10-2	10-1	10-2						
(Regular) vs. Advanced filter technology	MAS CHEIN. MAS CH	Tour Brandon APPANCE BY TRANSPORTE CENT ST CHARGO CON PETED	JOHN BRANDON REGULAR start to including year fr. 300	JOHN BRANDON ADJUNCTED FRANCH TECHNICATION client to including your Franch						
US	10-1	10-2	10-1	10-2						
Regular vs. Advanced filter technology	John Brandon REGULAR MCGARETTS	John Brandon ADMINISTRATE THE THE PRESENCE TO THE PROPERTY OF	JOHN BRANDON REGULAR BY CREATTER	JOHN BRANDON ADVANCED PLEER TECHNOLOGY M CGAMETTES						

	CONDI	TION 1	CONDI	TION 2
BANGLA.	13-1	13-2	13-1	13-2
	ROYALS 20	ROYALS 20	ROYALS	ROYALS
	ধ্মপান মৃত্যু ঘটায়	ধুমপান মৃত্য খটার	≫ ধূমপান মৃত্যু ঘটায়	20 ধূমপান মৃত্যু খটায়
CHINA	12-1	12-2	12-1	12-2
	皇家 20 ^{电级有害健康} ^{成级可减少对健康的危害}	全家 20 20 年 20 日	皇家 28 级指有高健康 成期可减少对健康的危害	空 次 电动动 医皮肤
GERMANY	13-1	13-2	13-1	13-2
	Royals 20 Rauchen kann tödlich sein	Royals 20	ROYALS Rauchen kann tödlich sein	ROYALS Rauchen kann tödlich sein





CIGARETTE STICKS

	CONDI	TION 1	CONDI	TION 2
	1	2	1	2
SIZE: Regular vs. Tall slim cigarette CHINA, MEXICO, US: 13 BANGLADESH, INDIA, GERMANY, KOREA: 14				
FILTER: Regular vs.	1	2	1	2
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		NACE PHAIR		
	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)	ড়িড জন্ম	इंद्रावित	क्षा क्षा का	्रेश्वमा पृक्ष स्था	হ্বশান স্থা গ টমা	Marlboro ক্রান্ত প্রকাশন সূত্র পটার ধূমপান সূত্র পটার	्राच्या प्रश्न प्रस्म	Marlboro Varia visi võis	Marlboro que que ave	्राच्या स्थापन राजा प्रमुख	PALL MALL The street was Experience from 1978	SALEM
Condition 2 (Plain with descriptors)	355 SOLD STATE EXPLICATION PRINTE CON ORDER PRINTE CON ORDER **********************************	CAMEL BIOMATURE DE PRIOS BIOMATURE DE PRIOS CONTROL (स्थान मृद्यु भूजेय	DJARUM BLACK শতকে শ্বশান মৃত্যু খটন্য	KENT MANDIER INFRA বিচেটিত এটি শূহপান মৃত্যু ঘটাই	BENSON & HEDGES UGHTS হা শ্যাপন কৃত্ত খটাত	MARLEDRO BLACK FREEZE WER WAT ATTEMPT TO THE TOTAL THE	MILD SEVEN ERCOM EDITION Rever अस्था स्थान मृद्य भेगेव	MARLBORO তাতে MART (তাতে MART (তাত বাত বাত বাত বাত বাত বাত বাত বাত বাত	MARLBORO FILTER COMMETTES সভাগুল সংবাদ স্থানি স্থানি স্থা	PEEL अध्यक्त अस्टा अस्ट	PALL MALL USUS PAGE WAT PERSON REPORT WITH PROPERTY WATER REPORT WITH THE WATER REPORT WATER RE	SALEM তেওঁ কৰিব কৰিব কৰিব কৰিব কৰিব কৰিব কৰিব কৰিব
Condition 3 (Plain - no descriptors)	555 ধুমণান মৃত্যু খটার	CAMEL garde garde garde date	DJARUM ধুমণান মৃত্যু খটাব	KENT ধুনপান মৃত্যু খটার	BENSON & HEDGES পুদশান মৃত্যু খটার	MARLBORO প্ৰদান মৃত্যু ঘটাৰ	MILD SEVEN	MARLBORO ধ্যপান মৃত্যু ঘটায়	MARLEORO ধূমণান সৃত্যু খঠার	PEEL পুমপান মৃত্যু ঘটার	PALL MALL ধুমণান মৃত্যু খটায়	SALEM পুরশাস মৃত্যু ঘটার

CHINA

FEMALES

Condition 1 (Standard)	BERRY SERVICE CONTROL	SUPERSUMS MAKE ENSCONMINIONS ANALYMAN ANALY	A R	4 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6	CONT.	ESSE SEE	Marian and	CONTRACTOR OF THE PARTY OF THE	PEGL STATE OF STATE O	SIX SUI PROPERTY OF THE PROPERTY OF THE PROPER	SUBSCHE TO S	できない。 では、 では、 では、 では、 では、 では、 では、 では、
Condition 2 (Plain with descriptors)	VIRGINA SLINS 1920/R. SUPERLAND	BENSON & HEDGES SUPPRESAME FILTER HOS PARK AFFENSE 22 ME FLOOR COMPANY AFFENSE GENTER B. ALECTRICAL AFFENSE ALECTRICAL AFFENSE ALECTRICAL AFFENSE ALECTRICAL AFFENSE ALECTRICAL AFFENSE ALECTRICAL AFFENSE ALECTRICAL AFFE	南京京 位置電子選 金融十二日 ・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・	小領域	DJ MAX STRANSBERFLANCE AND THE TANK THE THE THE THE TANK THE THE TANK THE THE TANK THE THE TANK THE T	ESSE SER SALVER SEG. GENERALE AND	LA ROSE 520 MENTIOL 海 荷 塔 电压用水道路 电压用水道路	LA ROSE 520 WANTA SEA SEA SERVICE SERV	PEEL EIN STREET MEION, NEW PEEL EIN STREET, NEW	SILK CUT	VOGUE B対対 B対対 MALAUMANG AND AND AND GETAWA GETAWA	VOGUE BIND BLUE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SERVE SE
Condition 3 (Plain - no descriptors)	VIRGINIA SLIMS 维珍妮 were and	BENSON & HEDGES	建 · · · · · · · · · · · · · · · · · · ·	小師報 は内ではおり はませばりが知れたる	DJ MIX STATES	ESSE 製膏 saftans saftans	LA ROSE 520	LA ROSE 520	PEEL ELS.	SILK CUT 拉卡	VOGUE 財調 _{包括用を} AERIAの AERIAの AERIAの AERIAの AERIAの AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA AERIA A	VOGUE 財幣 annes annes

Condition 1 (Standard)	Sa Sa Saranasa	Signature Signature	BLAN PRINCIPAL AND THE STATE OF	2 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	SZ (5° HONGRE STATEMENT ST	Mario Dono A ser record Section Name 4 to 4 a 2 to 4 a 5 to 4 a	NOTE MIDSON STATE OF THE SERVICE AND THE SERVI	A DOMESTICATION	1000 Marin Mar	THE RESERVE TO SERVE THE S	Pred.	SALEM.
Condition 2 (Plain with descriptors)	SEPTWOLVES 七年50 中国 中 本 和 S 中国 中 本 和 P 日本 中 本 中 P	CAMEL BISS BISHAMER GLODS WATER GLODS WATER GLOSS GLOS	BLACK DEVIL 原電場 SPECIAL FLAVOUR RADAR SEED E MEDICAL ENTER SEED CREATE SEED CREATE SEED	KENT 使型 AMOTER REMA 與米拉木 电位内电极 也用可能力能有	HONGRE STATE	MARLEORO 万字形 RACHTEER 東ルスの ロロモモロ ロロロロア	MILD SEVEN ARCH-SE SPOKEL SOTION SPOKEL SOTION SPOKEL SOTION SPOKEL SOTION CREATE SOTION C	はおおおおり はおおおおり はなれるから があたれ	MARLEORO 万宝路 比诺莱西森 电电影样学 西电影样学	DJ MIX SPECIAL FEEL MINTHOL DE BER REAL REAL REAL REAL CREAM CREA	PEEL 田乐 SWEET MELON 合業系 CREET MELON CREET MELON CREET MELON	SALEM DEC. CS ENTRACODING MENTHOL LIMITO DELETA BERGE GREENE GREENE GREENE GREENE
Condition 3 (Plain - no descriptors)	SEPTWOLVES LESS GREENEP GREENEP GREENEP	CAMEL 確認 · · · · · · · · · · · · · · · · · · ·	BLACK DEVIL 原識型 _{国際} 型 _{国際電影等} _{医影片或少性原则已至}	KENT 健康 企業有条件等 成果有条件等	HONGHE EFFE GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GENERAL GE	MARLBORO 万宝路 。在在京社県 《在京大村県東西市県	MILD SEVEN 業和七星 空間有事用 空間有事用 空間可以外別集和日本	小田田田 できる 大田田田 であ	MARLBORO 万宝路 東电車軍車 克取司馬子の日本町に至	OJ MIX	PEEL 田乐 GSRESS GSRESS GSRESS	SALEM 砂定 位成を有が では、そのはおいたで

GERMANY

FEMALES

Condition 1 (Branded)	Production for the state of the	SUPERSIUS EXESSORITIONES Rauchen kann todlich sein	CAMEL Rauchen kann tödlich sein	Rauchen kann tödlich sein	Quer Builty Quer Entire Quer	ESSE Rauchen kann tödlich sein	Mariboro Rauchen kann todlich sein	Allut Rauchen kann tödlich sein	Rauchen kann tödlich sein	Pauchen kann tödlich sein	Rauchen kann tödlich sein	Rauchen kann tödlich sein
Condition 2 (Plain with descriptors)	VIRGINIA SLIMS SUPPELAS PROCESS Under Under London	BENSON & HEDGES SUIPEREMS PELES PAGE CENTER PAGE CENTER ROUGHOR ROUGHO	CAMEL No. 9 Rauchen kann tödlich sein	DJ MIX DECOLATEL STRUMBERFY FLAVOR Rauchen kann tödlich sein	EUCKY STRIKE STRAKER SED GORG ZHĀTZK GORG ALBAZK Rauchen kann tödlich sein	ESSE saver Rauchen kann tödlich sein	MARLBORO DOLLO-FIDMA FELER GRAMITTES Rauchen kann tödlich sein	ALLURE SUPPRISE MS MENTIOL Rauchen kann Todlich sein	PEEL SWEET MELON Rauchen kann tödlich sein	NATURAL AMERICAN SPIRIT 1909 ABOTHE PREE SATURAL TEAMERO Rauchen kann tödlich sein	VOGUE ARÓME BALADE AU PARC Rauchen kann tödlich sein	VOGUE BLEUE Rauchen kann tödlich sein
Condition 3 (Plain - no descriptors)	VIRGINIA SLIMS Rachen Inches Inches Inches	BENSON & HEDGES Rauchen kann tödlich sein	CAMEL Rauchen kann tödlich sein	DJ MIX Rauchen kann tödlich sein	LUCKY STRIKE Rauchen kann tödlich sein	ESSE Rauchen kann tödlich sein	MARLBORO Rauchen kann tödlich sein	ALLURE Rauchen kann tödlich sein	PEEL Rauchen kann tödlich sein	NATURAL AMERICAN SPIRIT Rauchen kann tödlich sein	VOGUE Rauchen kann tödlich sein	vogue Rauchen kann tödlich sein

Condition 1 (Branded)	Rauchen kann tödlich sein	Rauchen kann tödlich sein	SACK PWL Rauchen kann tödlich sein	Rauchen kann tödlich sein	CHARLES TRIKE Rauchen kann tödlich sein	Manuforo Rauchen kann tödlich sein	Marinoro Rauchen kann tödlich sein	Marhoro Rauchen kann tödlich sein	Marloro Rauchen kann tödlich sein	Rauchen kann tödlich sein	Pural. Rauchen kann tödlich sein	SALEM Rauchen kann tödlich sein
Condition 2 (Plain with descriptors)	CAMEL count REGULAR PRISH Reuchen kann tödlich sein	CAMEL speache stands worden Rauchen kann tödlich sein	BLACK DEVIL STEWN FLAVOUR Rauchen kann todlich sein	KENT NANOTEK MENA Rauchen kann tödlich sein	LUCKY STRIKE STRUCHT RID OWNE DIGHTS OWNE DIGHTS Rauchen kann tödlich sein	MARLBORO BLOCKHEUZ Rauchen kann tödlich sein	MARLBORO EUGETESH Rauchen kann tödlich sein	MARLEORO GOLD ORDINAL RETER COLUMN TES	MARLBORO FILTER GENERATTES Rauchen kann tödlich sein	NATURAL AMERICAN SPIRIT INSULATOR INST INSULATOR INSULAT	PEEL SHEET MILON Rauchen kann tödlich sein	SALEM EXTRA COURSE MENTION LIMITED EXTRA COURSE MENTION RAUCHOR KANN TOGETHER TOGETH
Condition 3 (Plain - no descriptors)	CAMEL Rauchen kann tödlich sein	CAMEL Floating Solid So	BLACK DEVIL Rauchen kann tödlich sein	Rauchen kann tödlich sein	LUCKY STRIKE Rauchen kann tödlich sein	MARLBORO Rauchen kann tödlich sein	MARLBORO Rauchen kann tödlich sein	MARLEORO Flooring Loring Lo	MARLBORO Rauchen kann tödlich sein	NATURAL AMERICAN SPIRIT Rauchen kann tödlich sein	PEEL. Rauchen kann tödlich sein	SALEM Rauchen kann tödlich sein

INDIA

FEMALES

Condition 1 (Standard)	The second secon	SUPERSLIVE LESSON STITUTES SMOKING BILLS	CAMEL SMOKING KILLS	ESSE AMPA	SMOKING KILLS	ESSE SMOKING HILLS	Marlboro State Sta	SMOKING BILLS	PEEL SMOKING KILLS	Classic SMORINE FILLS	Voguescus SMOKING IIIIS	Voque SMORING IIIIS
Condition 2 (Plain with descriptors)	VIRGINIA SLIMS SUPERLUS STULLILI	BENSON & HEDGES SUPERSIANS SUPERIORS PAGE ACCIDE SINDKING KILLS	CAMEL No. 3 SIMOKING KILLS	ESSE ANITA PROX. STRANSERRY SMOKING KILLS	BENSON & HEDGES OOLD HAVE SMOKING KILLS	ESSE BLUER SMOKING KILLS	MARLBORD SOLD ORIGINAL PRITIS CIGARETTE STAD WIFE LIES	MILD SEVEN SPECIAL SERIOR SPECIAL SERIOR SMOKING BILLS	PEEL SWET HELON	WILLS CLASSIC WEST WAS A STREET	VOGUE ARONE BALADE AU PARC SMOKING KILLS	VOGUE BLEUE SKIDKING KILLS
Condition 3 (Plain - no descriptors)	VIRGINIA SLIMS	BENSON & HEDGES	CAMEL SMOKING BILLS	ESSE	BENSON & HEDGES	ESSE SMOKING KILLS	MARLBORO	MILD SEVEN	PEEL SMOKING KILLS	WILLS CLASSIC	VOQUE	VOGUE



KOREA

FEMALES

Condition 1 (Branded)	The state of the s	SAPERLIES CITATIONNESS ENGINEERS ENGINEER	YISSTME	ESSE Aura	The same of the sa	ESSE	Marlhoro Grant de la principal Grant de la	MILD SPVEN	Presi.	DUNHILL &	SCHOOL STATE OF THE SCHOOL	Vogue
Condition 2 (Plain with descriptors)	VIRGINIA SUMS Abelia Wa Abelia Wa Ab	BENSON & HILDORS SUMMER AND PARK PARKS CARE TO THE TOTAL TO THE T	VISCINE MARC MARC MARC MARC MARC MARC MARC MARC	ESSE AMA PRINCETION OF THE PRINCE PRINCETION OF THE PRINCE PRINCETON OF THE PRINCETON OF TH	RAISON MAIN THE THE TAKE THE THE TAKE T	ESSE SELVEN	MARLEORO GOLD LOCATI MARIEMENTA PARTICIPATION CONTROL OF THE CONTR	MALD SEVEN GROUPS GROUP	PEEL SHITT SELDS	Property of the Parket of the	VOGUE Action BALACE AU PARC STATE OF THE ST	VOGUE manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus manus ma ma manus manus manus manus manus manus manus manus manus manus manus manus ma manus manus manus manus ma ma manus ma ma ma ma ma ma ma ma ma ma ma ma ma
Condition 3 (Plain - no descriptors)	VIRCINIA SLIMS	BENSON A HEDDES	VISSTYLE STATE OF THE PROPERTY	ESSE	RAISON TOTAL TANAL TERREPORT	ESSE ENGINEERING	MARLEORO BARRACANA BARRACANA	MILD SEVEN	PER.	DURHILL SECTION AND SECTION AN	-VOGUE	VOGUE



MEXICO

FEMALES

Condition 1 (Branded)	supersima	SPEESURS CONTINUES	CAMEL	Description of the second of t	CALCAL STATE OF THE PARTY OF TH	Appendix To The State of the St	Marhoro Con de Constitution (Constitution (C	5	Parally Section	SILK	Victoria	Voque
Condition 2 (Plain with descriptors)	BENSON A HEDGES Investigation	BENSON A HEDGES SUFFICIENT AND PROPERTY OF THE	CAMEL STREET PROPERTY BASE	CAPPOL CAPPOL	CAPE VIENT	ESSE BAJOR	PARTICULAR AND CONTROL OF THE PARTIC	MILD SEVEN	PEL.	BRIK CUT MONTH AND PROPERTY OF THE PROPERTY OF	MOONE COMMENTS	Note that I have been a product to the product to t
Condition 3 (Plain - no descriptors)	BENSON & MEDGES	BENSON & HEDDES	CAMEL	CAPID	CAPR	E556	Apart and a second	AND SIDEN	Apart on a state of the state o	SILKCUT	- Position Vogel	Address Total An



US

FEMALES

Condition 1 (Branded)	Verificion is an Capabilles	SUPERSIUS CONTROL OF THE SUPERSIUS CONTROL OF	CAMEL	CAPRIC	CARR	ESSE	Marboro	CAMEL		AMERICAN SPIRIT	Vogueson	Vogue
Condition 2 (Plain with descriptors)	VIRGINA BLANS BURNISH	BENSON & HEDGES MATERIANS PLANTS AND ROOM AND ADDRESS	CAMEL 9-1 9-10-10-10-10-10-10-10-10-10-10-10-10-10-	GAPRI Games	CAPRI Manior, 8000	ESSE NAVES	MARL BORD MAI SHE PARK MARKETTS MALL MARKETTS	CAMEL mercus same	PEEL MART AND A	NATURAL AMERICAN MATURAL AMERICAN GIN ARROW AND AMERICAN GIN ARROW AND AMERICAN BELLOW GLANCES THE HE	VOGUE anime Major de made	VOCUE MAN
Condition 3 (Plain - no descriptors)	VIRGHSA SLMS	BENSON & HEDGES	CAMEL	CAPRI	CAPRI	ESSE	MARLBORD	CAME.	PEEL	NATURAL AMERICAN DEPORT	VOQUE	VOQUE

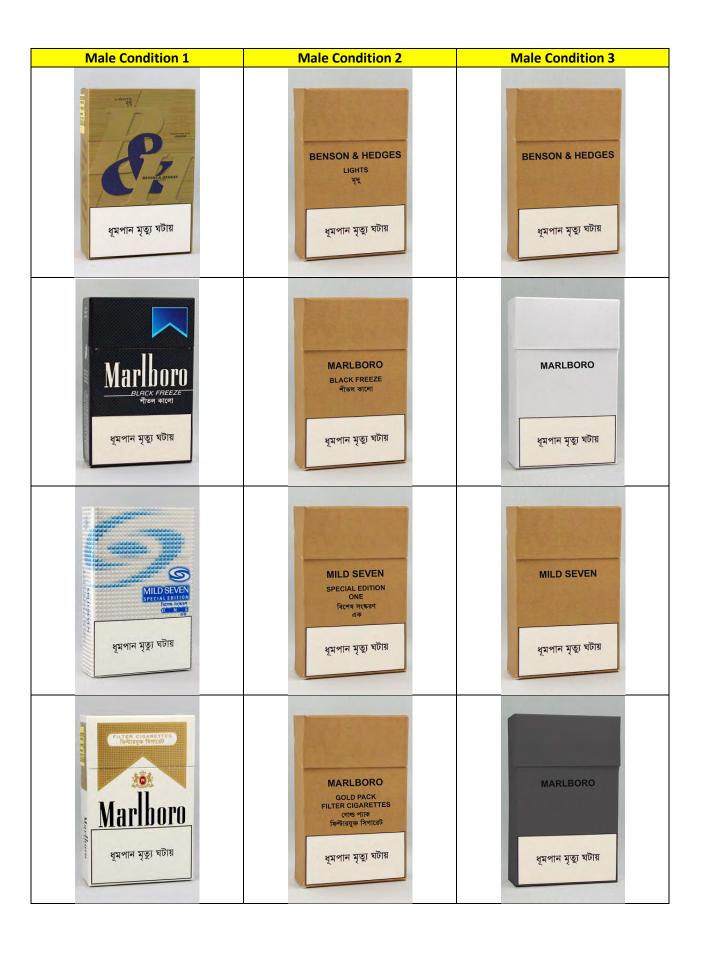


BANGLADESH

Male packs (12 PACKS)

*NOTE: Only Males completed Study 2

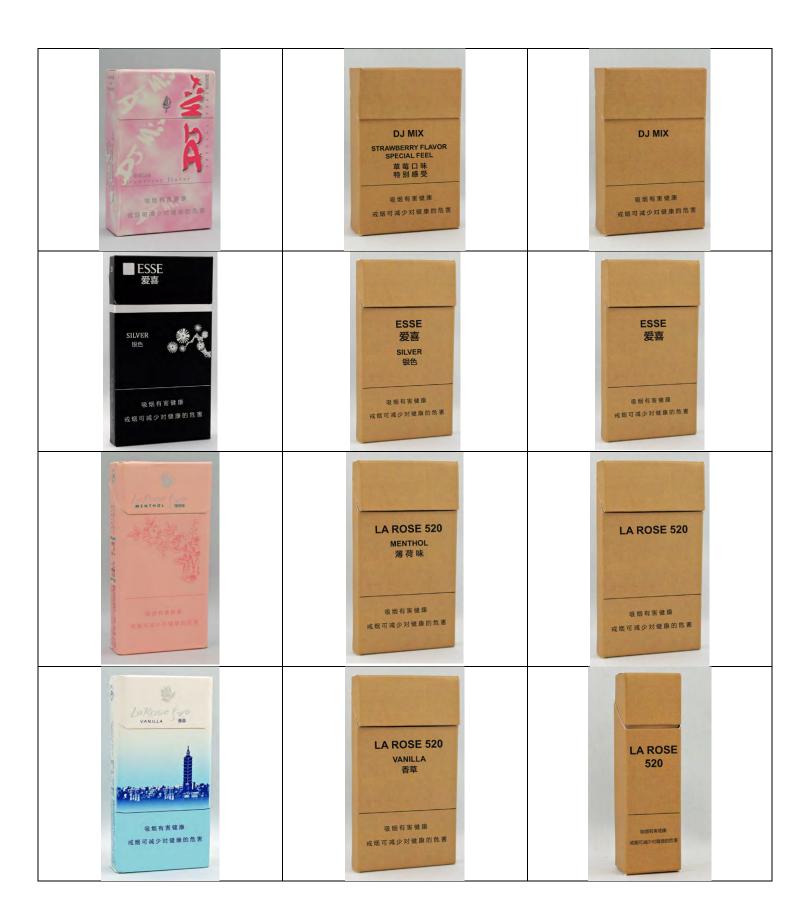
*NOTE: Only Males completed Stu Male Condition 1	Male Condition 2	Male Condition 3
হ্মপান মৃত্যু ঘটায়	555 GOLD STATE EXPRESS LONDON দোনাখী দাভনের টেট্ এসপ্রেস ধূমপান মৃত্যু ঘটায়	555 ধূমপান মৃত্যু ঘটায়
EA MEL SIGNATURE FILENDS FILE	CAMEL SIGNATURE BLENDS INFUSED নিচিত বাদের পরিপূর্ণ ধূমপান মৃত্যু ঘটায়	CAMEL ধ্মপান মৃত্যু ঘটায়
চাবিদ্যাল BL CK কালো ধুমপান মৃত্যু ঘটায়	DJARUM BLACK কালো ধূমপান মৃত্যু ঘটায়	DJARUM ধূমপান মৃত্যু ঘটায়
NANOTEK INFINA সীমাটন প্রযুক্ত ধূমপান মৃত্যু ঘটায়	KENT NANOTEK INFINA সীমাহীন প্রুক্তি ধুমপান মৃত্যু ঘটায়	KENT ধুমপান মৃত্যু ঘটায়

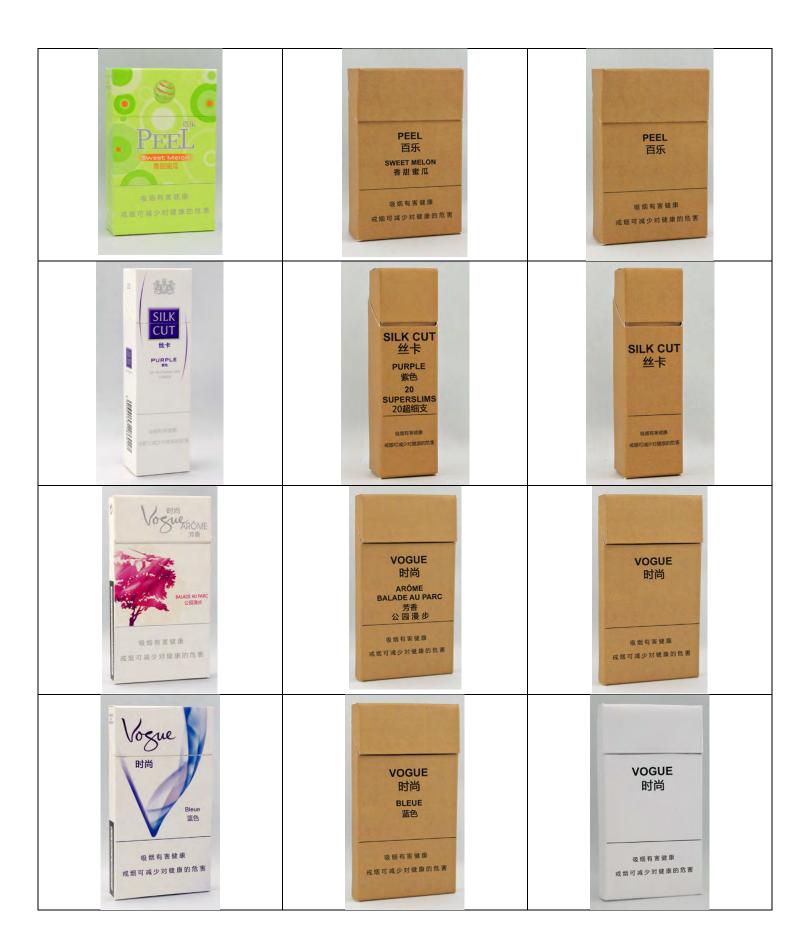


Male Condition 1	Male Condition 2	Male Condition 3
FILTER CIGARETTES কিটারণ্ড নিগারেট Marlboro ধুমপান মৃত্যু ঘটায়	MARLBORO FILTER CIGARETTES ফিলারযুক্ত সিগারেট ধূমপান মৃত্যু ঘটার	MARLBORO ধূমপান মৃত্যু ঘটায়
Sweet Melon নিট তবস্থা ধূমপান মৃত্যু ঘটার	PEEL SWEET MELON মিটি তবমুজ ধূমপান মৃত্যু ঘটায়	PEEL ধূমপান মৃত্যু ঘটায়
PALL MALL FAMOUS WASHING TORACCO COURS আর্মিনার অ্যান্ড USHIS শ্ম ধ্মপান মৃত্যু ঘটার	PALL MALL LIGHTS FAMOUS VIRGINIA TOBACCO মৃদ্ বিখ্যাত ভার্জিনিয়ার তামাক ধ্মপান মৃত্যু ঘটায়	PALL MALL ধূমপান মৃত্যু ঘটায়
SALEM EXTRA COOLING MINTHOL TIPID SITE THE THE THE THE THE THE THE THE THE T	SALEM ICE EXTRA COOLING MENTHOL LIMITED EDITION BLEND ব্যক্ত প্রভাত কোল শভ্তি ঠাতা নেনধল সামিত সংভ্রব	SALEM ধূমপান মৃত্যু ঘটায়

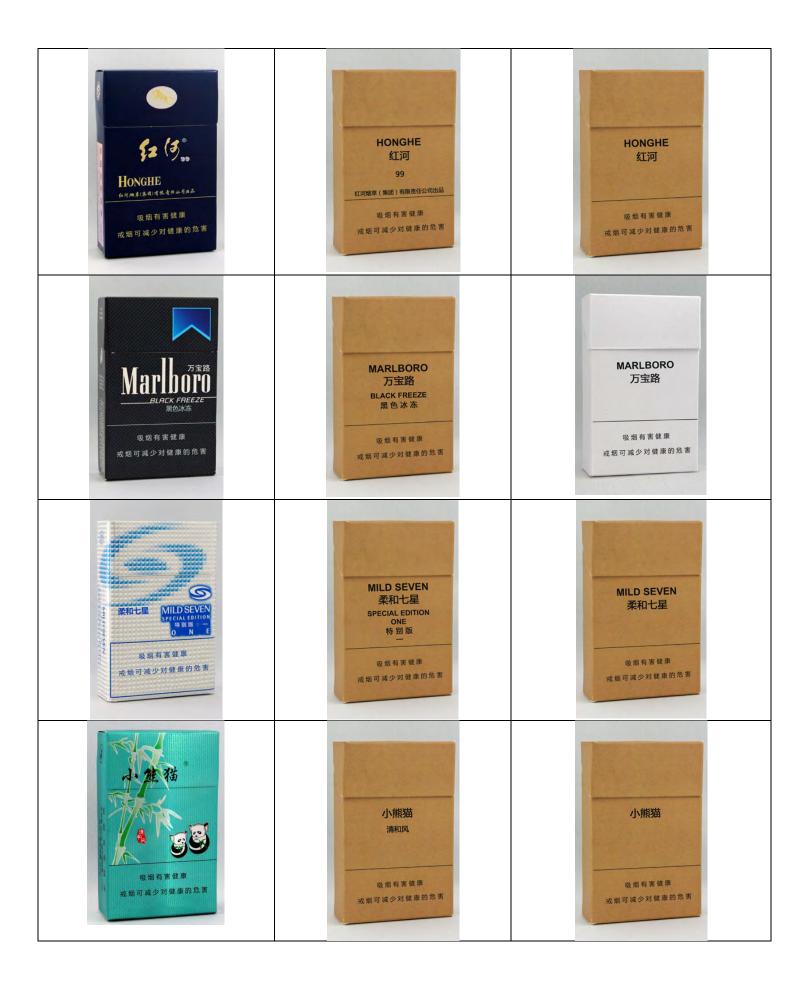
CHINA
Female packs (12 PACKS)

Female Condition 1	Female Condition 2	Female Condition 3
Manual	VIRGINIA SLIMS 维珍妮 SUPERSLIMS 超细支 26 CLASSA COGNETTED 经用品价值 20克 经用品价值 20克 经用品价值 20克	VIRGINIA SLIMS 维珍妮 ^{他照何氧心典} ^{被照可减少对策师的负责}
SUPERSLIMS 超细支 FILITE THE SERVENCE. WE BENSON & HEDGES WE WE AVENUE 公園大園 吸烟有苦健康 戒烟可减少对健康的危害	BENSON & HEDGES SUPERSLIMS FILTER 100'S PARK AVENUE 超细支 过滤嘴 100 支 过滤嘴 100 支 公园大道	BENSON & HEDGES
(A) (B) (B) (B) (B) (B) (B) (B) (B) (B) (B	南京 过滤嘴香烟 金陵十二钗 吸烟有害健康 戒烟可减少对健康的危害	南京 聚烟有害健康 戒烟可减少对健康的危害
吸烟存害健康就规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





Male Condition 1	Male Condition 2	Male Condition 3
中国地名海绿 8 mg SEPTWOLVES 吸 烟 有 害 強 康 尽 早 戒 烟 有 益 健 康	SEPTWOLVES 七匹狼 中国驰名商标 8mg 吸烟有害健康	SEPTWOLVES 七匹狼 吸烟有害健康 戒烟可减少对健康的危害
CAMEL SIGNATURE SIGNATURE SIGNATURE NOTE	CAMEL	CAMEL 骆驼 吸烟有害健康 戒烟可减少对健康的危害
20 SIACK PILTERCIGARETTES 黑魔鬼 BLACK DEVIL* Special Flavour 特別口味 原色过滤端香烟 吸烟有害健康 戒烟可减少对健康的危害	BLACK DEVIL 黑魔鬼 SPECIAL FLAVOUR BLACK FILTER CIGARETTES 特别口味 黑色过滤嘴香烟 吸烟有害健康 戒烟可减少对健康的危害	BLACK DEVIL 黑魔鬼
NANOTEK INFINA STREET OF THE	KENT 健牌 NANOTEK INFINA 纳米技术 吸照有害健康 吸照有害健康	KENT 健牌 暖烟有苦健康 戒烟可减少对健康的危害





GERMANY

Female Condition 1	Female Condition 2	Female Condition 3
Sanchen Franchen Salins Actions A Class A Clas	VIRGINIA SLIMS SUPERSLIMS 20 CLASS A COLAMETTES Rauchen kann tödlich sein	VIRGINIA SLIMS Rauchen kann tödlich sein
BENSON & HEDGES Rauchen kann tödlich sein	BENSON & HEDGES SUPERSLIMS FILTER 100'S PARK AVENUE Rauchen kann tödlich sein	BENSON & HEDGES Rauchen kann tödlich sein
CAMEL No. 9 Rauchen kann tödlich sein	CAMEL No. 9 Rauchen kann tödlich sein	CAMEL Rauchen kann tödlich sein
Rauchen kann tödlich sein	DJ MIX SPECIAL FEEL STRAWBERRY FLAVOR Rauchen kann tödlich sein	DJ MIX Rauchen kann tödlich sein



Female Condition 1	Female Condition 2	Female Condition 3
Rauchen kann tödlich sein	PEEL SWEET MELON Rauchen kann tödlich sein	PEEL Rauchen kann tödlich sein
AMERICAN SPIRIT	NATURAL AMERICAN SPIRIT 100% ADDITIVE-FREE NATURAL TOBACCO Rauchen kann tödlich sein	NATURAL AMERICAN SPIRIT Rauchen kann tödlich sein
Rauchen kann tödlich sein	VOGUE ARÔME BALADE AU PARC Rauchen kann tödlich sein	VOGUE Rauchen kann tödlich sein
Rauchen kann tödlich sein	VOGUE BLEUE Rauchen kann tödlich sein	VOGUE Rauchen kann tödlich sein

Male Condition 1	Male Condition 2	Male Condition 3
Rauchen kann tödlich sein	CAMEL CRUSH REGULAR > FRESH Rauchen kann tödlich sein	CAMEL Rauchen kann tödlich sein
Rauchen kann tödlich sein	CAMEL SIGNATURE BLENDS INFUSED Rauchen kann tödlich sein	CAMEL Rauchen kann tödlich sein
BLACK DEVIL	BLACK DEVIL SPECIAL FLAVOUR 19 BLACK FILTER DIGARETTES Rauchen kann tödlich sein	BLACK DEVIL Rauchen kann tödlich sein
Rauchen kann tödlich sein	KENT NANOTEK INFINA Rauchen kann tödlich sein	Rauchen kann tödlich sein



Male Condition 1	Male Condition 2	Male Condition 3
Marloro Rauchen kann tödlich sein	MARLBORO FILTER CIGARETTES Rauchen kann tödlich sein	MARLBORO Rauchen kann tödlich sein
AMERICAN SPIRIT NOO'S ADDITIVE-FREE NATURAL TORACCO Rauchen kann tödlich sein	NATURAL AMERICAN SPIRIT 100% ADDITIVE-FREE NATURAL TOBACCO Rauchen kann tödlich sein	NATURAL AMERICAN SPIRIT Rauchen kann tödlich sein
Rauchen kann tödlich sein	PEEL SWEET MELON Rauchen kann tödlich sein	PEEL Rauchen kann tödlich sein
SALEM EXTRA COOLING MENTHOL Rauchen kann tödlich sein	SALEM ICE EXTRA COOLING MENTHOL LIMITED EDITION BLEND Rauchen kann tödlich sein	SALEM Rauchen kann tödlich sein

INDIA

Female packs (12 PACKS) Female Condition 1	Female Condition 2	Female Condition 3
WOWN CHARLES OF THE STIME STIM	VIRGINIA SLIMS SLIMS SUPERSLIMS 20 CLASS A CIGANOTTIES SMOKING KILLS	VIRGINIA SLIMS SMOKINE KILLS
SUPERSUMS BENSON & HEDGES PARK AVENUE SMOKING KILLS	BENSON & HEDGES SUPERSLIMS FILTER 100'S PARK AVENUE SMOKING KILLS	BENSON & HEDGES SMOKING KILLS
CAMEL NO. 9 SMOKING KILLS	CAMEL No. 9 SMOKING KILLS	CAMEL SMOKING KILLS
ESSE AUVA PINK STRAWBERRY SMOKING KILLS	ESSE AURA PINK STRAWBERRY SMOKING KILLS	ESSE SMOKING KILLS





Male Condition 1	Male Condition 2	Male Condition 3
SMOKING KILLS	555 GOLD STATE EXPRESS LONDON SMOKING KILLS	SMOKING KILLS
SMOKING KILLS	CAMEL SIGNATURE BLENDS INFUSED SMOKING KILLS	CAMEL SMOKING KILLS
DIARUM BL CK SMOKING KILLS	DJARUM BLACK SMOKING KILLS	DJARUM SMOKING KILLS
NANOTEK INT NA Z Z Z SMOKING KILLS	KENT NANOTEK INFINA SMOKING KILLS	KENT SMOKING KILLS





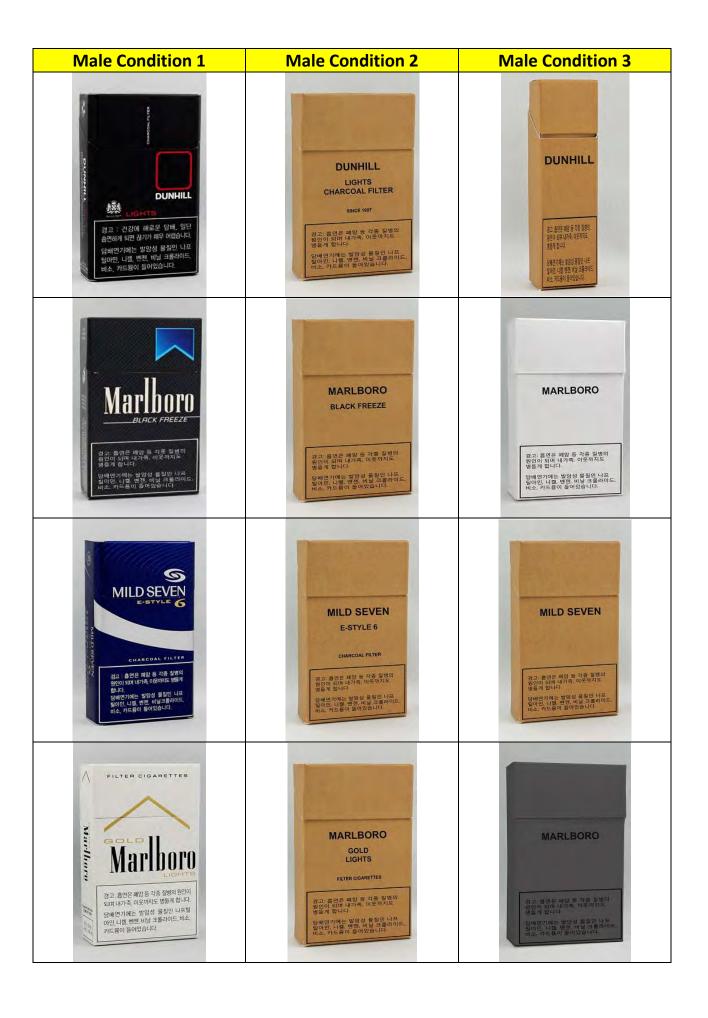
KOREA

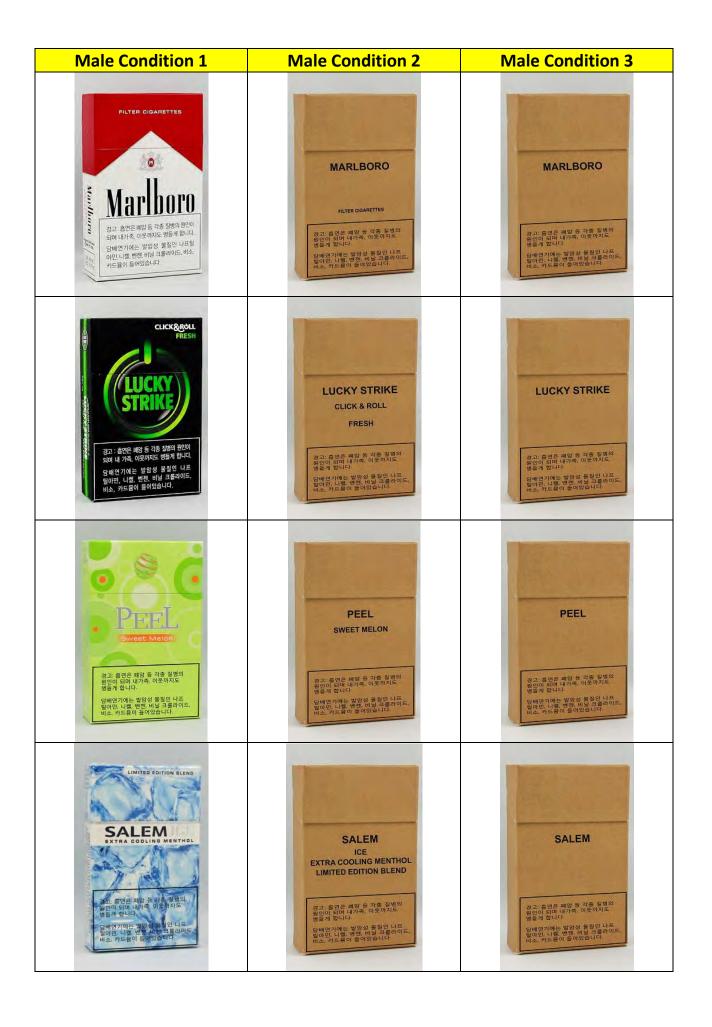
Female Condition 1	Female Condition 2	Female Condition 3
SELECTION OF THE PROPERTY OF T	VIRGINIA SLIMS SUPERSLIMS 20 CLASS A CHGARETTES 图 SUPERSE NUS	VIRGINIA SLIMS (本) 高足を対き 4年 8世年 第30 9年 1月末 9度 7年 1 第五 3日 1 第五 3日 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
SUPERSLING PARK AVENUE BENSON * HEDGES	BENSON & HEDGES SUPERSLIMS FILTER 100'S PARK AVENUE 경과 휴연은 패암 등 각종 질병의 원인이 되어 내가록, 이웃까지도 병물게 되나 가목, 이웃까지도 병물게 되나 나도 없어만, 나면 변형성 등질인 나도 없어만, 나면 변형성 등질인 나도 되어만, 나면 변형성 등질인 나도 되어만, 나면 변형성 등질인 나도 되어요. 기도름이 등 이었습니다.	경고· 휴면은 폐암 등 각종 실변의 원인이 되어 내가족, 이웃까지도 병들게 합니다. 당배면기에는 별양성 옵션 이 나프 되어만, 나랑, 백란 비난 프로이트, 네소, 귀도점이 들어있습니다.
지고 통언은 폐망 등 가능 참별의 참인이 되어 내가쪽 이웃까지도 됐을까 합니다. 점영기에는 방영상 출생인 나무 됐어 내는 그렇지만 나를 됐다.	경고 휴면은 폐업 등 각종 절병의 원인이 되며 내가독, 이 존까지도 병원의 합니다. 당배면가에는 말병 성용 용인 나프 달바인 기를 표준하여도, 비를 표준이 되는 그들이 등이 있습니다.	상고 중연은 폐합 등 작품 질병의 할인이 되며 내가족 이웃까지도 병원에 입니다. 당배연기에는 발명성 물질이 나프 달배연기에는 보명성 물질이 나프 달바면 나를 내로 화랑이드 나를 내다.
ESSE AUVA PINK STRAWBERRY 결고 유연은 목함 등 건흥 원률의 원인이 되며 내가로 이웃까지도 행동에 만나다. 당배선기에는 확인성 물건이 나프 함께 된 그 중인이는 확인 시를 전한 내를 그릇하면 되는 것이다.	ESSE AURA PINK STRAWBERRY 형고: 휴면은 폐압 등 가증 질병의 현인이 되며 내가속, 이웃까지도 병물게 한 나다. 단배연기에는 발전성 물질만 나프 답되면, 나젤, 배킹, 네널 프롭라이드, 비소, 카드롭이 들어있습니다.	をいるとのでは、また。 はない。 はない ない のない まい ない





Male Condition 1	Male Condition 2	Male Condition 3
THIS PLUS *** *** *** *** *** *** *** *** *** *	THIS PLUS KEEP THE FAITH 경고: 음연은 폐알 등 각종 칠병의 원인이 되며 내가류, 이웃까지도 병물게 합니다: 당배생기에는 보안성 등질인 나프 말아만 나돼. 변전, 해널 크롬라이드, 비소, 카드용이 들어있습니다.	경고: 중인은 폐압 등 격증 질변의 원인이 되며 내가목, 이웃까지도 병물게 합니다. 당매인에는 말와성 물질인 나프 달마만 나를 변경, 비닐 크롬라이드, 비소, 카드용이 들어있습니다.
ALENDER STEEL STEE	CAMEL SIGNATURE BLENDS INFUSED 경고: 중면은 폐암 등 각종 볼병의 원인이 되며 내가득, 이웃까지도 병물게 합니다 당배연기에는 말하실 용질인 나프 말아만, 나혹, 변전, 비닐 그룹라이드, 비소, 카드롱이 들어었습니다.	경고: 음면은 폐압 등 각종 질변의 원인이 되다 내가목, 이웃까지도 병출게 합니다. 당배인계는 발와성 물질인 나프 필야만, 나를, 변경, 비닐 크롤라이도, 비소, 카드용이 들어있습니다.
경교: 출연은 매암 등 각종 출병의 원인이 되어 내가족, 이웃까지도 병들게 합니다. 알배면기에는 발암성 물질인 나프 일이만, 니리, 벤존, 비닐 크롤라이드, 비소, 카드용이 들어있습니다.	DUNHILL SWITCH SINCE 1967 경고 중인은 폐양 등 각종 정병의 공인이 되며 내가목, 이웃까지도 병물게 합니다. 당배의 7에는 방생 용질인 나프 등에만, 너쪽, 변경, 비병 크랑라이드, 비소, 카드용이 들어왔습니다.	경고: 흥연은 폐암 등 각종 질병의 왕인이 되다 내가목, 이웃까지도 병물게 합니다. 당배인에 나무목 연결에 합의성 물질인 나프 함배인에 나무를 변경, 비탈 크롤라이도, 제소, 카드용이 중어있습니다.
경교- 중연은 폐압 등 각종 월병의 경교- 중연은 폐압 등 각종 월병의 원인이 되며 내가목, 이웃까지도 명들게 합니다. 담배면기에는 말암성 물질인 나프 담배면기에는 말암성 물질인 나프 담배면기에는 말암성 등질인 나프 당하는 나를 벤젠 비탈 교통라이트, 네소, 카드물이 들어있습니다.	KENT NANOTEK INFINA 경고: 출연은 패암 등 각종 정병의 원인이 되며 내가목, 이웃까지도 병들게 합니다. 안배엔기에는 발암성 용질인 나프 달아만 나캠 펜션 비널 크롱라이드 네와 변소, 카드롱이 들어있습니다.	(

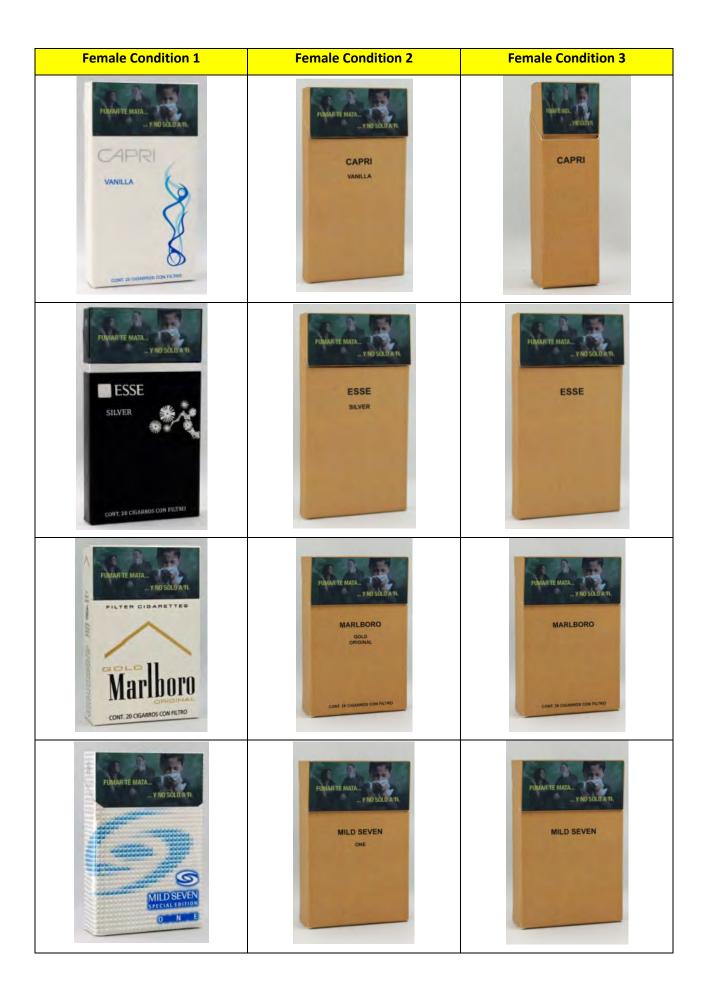




MEXICO

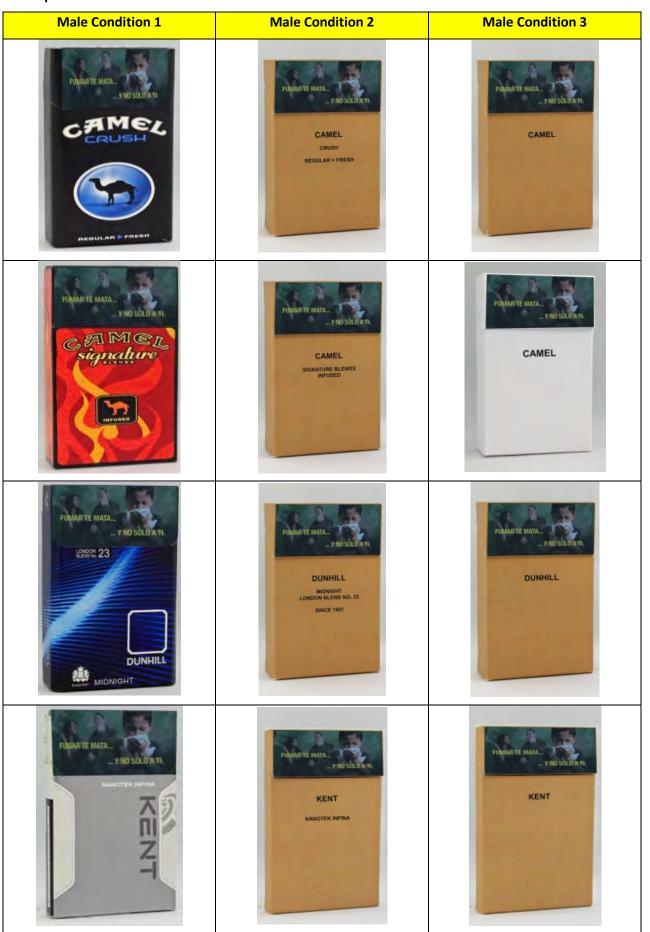
Female packs

Female Condition 1	Female Condition 2	Female Condition 3
Supers Ims	BENSON & HEDGES SUPERSLIMS MENTHOL	BENSON & HEDGES
SUPERSLINS MINISTER MAIA LYNOSOLDATI SUPERSLINS MINISTER MAIA BENSON & HEDGES	BENSON & HEDGES SUPERSLIMS FILTER 100% PARK AVENUE	BENSON & HEDGES CONT. 28 CIGARROS CON FATRO
FINANTE MATAYNDSOLD ATI. CAMEL NO. 9 TURKISH & DOMESTIC BLEND	FUMAR TE MATA	FUMARTE MATA
CHERRY CHERRY COMP. 20 CIDARHOR CON YETRO	FUMARTE MAIA.	FUNARTE MATAY NO SALOATI



Female Condition 1	Female Condition 2	Female Condition 3
FUMAR TE MATA Y NO SOLD A TI	PLMARTE MATAL	PEEL
SILK CUT	SILK CUT SUPERSLIMS PURPLE	SILK CUT
FUMAR TE MATA	VOGUE ARÔME BALADE AU PARC	FIMAR TE MATA Y NO SOLO A TI. VOGUE
FUMARYE MATA.	FUMAR TE MATA	FUMAR TE MATA Y NO SOLO A TI. VOGUE

Male packs







US Female packs

Female Condition 1	Female Condition 2	Female Condition 3
VIRGINIA SLIMS Cypenslins	VIRGINIA SLIMS SUPERSLIMS	VIRGINIA SLIMS
SUPERSLINS BENSON & HEDGES	BENSON & HEDGES SUPERSLIMS FILTER 100'S PARK AVENUE	BENSON & HEDGES
No. 9 TURKISH & DOMESTIC BLEND	CAMEL NO. 9 TURKISH & DOMESTIC BLEND	CAMEL
CAMEL MENTHOL SILVER	CAMEL MENTHOL SELVER	CAMEL





Male packs







APPENDIX C: STUDY 1 QUESTIONNAIRE – All Countries

		COUNTRY-SPECIFIC VARIATIONS	
INTRODU	CTION 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:		ONLINE (US, Germany, Korea, China Youth):	
Are you 19 years of age or older?		Before we begin, how old are you? [1-99 limit]	
Yes → Continue to past month smoking question No→ Are you 16 years of age or older?		[China Youth: May I ask how old you are?years]	
1 Ye	es → Invite participant to sit at table and continue on computer.	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	
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.		your time. [TERMINATE] →IF REFUSED: Unfortunately, we need to know your age to determine your eligibility for the study.	
→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.			
S.status	Bangladesh, India, US, Korea:	Germany:	
(AII)	In the last 30 days, how often did you smoke cigarettes?	How often do you smoke cigarettes? [same response options] Mexico:	
	1. Every day		
	2. At least once a week	1. Every day	
	3. At least once in the last month	2. At least once a week, but not every day	
	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.	 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: Every day At least once a week At least once in the last 30 days 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.

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

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

S.quitplan	Are you planning to quit smoking cigarettes (READ	Bangladesh, India, Korea, China: No "7 Not Applicable" option
(Smokers)	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	
S.light	Have you ever tried light, mild or low-tar cigarettes?	
(Ever	[INTERVIEWER NOTE: Cigarette brand does not need	
smokers)	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	Do you have a brand of cigarettes that you usually	Bangladesh, India, China, ONLINE (Korea, Germany, China Youth): No
(Smokers)	smoke?	"7 Not Applicable" option
(Omonoro)	1 Yes	The state of the s
	2 No	
	7 Not Applicable	
	8 Refused	
	9 Don't Know	
S.brand	What is the full name of your usual cigarette brand?	ONLINE (US, Germany, Korea, China Youth):
(Smokers)	[INTERVIEWER NOTE: Prompt for Name, strength,	What is the full name of your usual cigarette brand?
	size, flavour of brand.]	Please type the brand name, variety, and size in the boxes below.
		Example: Marlboro Red 72s
	Mexico:	Brand [open-ended field]
	(Do not read list)	Variety [open-ended field]
	[drop-down list]	Size [open-ended field]
	WINSTON	
	BENSON	Bangladesh:
	MARLBORO	What is the name of your usual [regular] cigarette brand?
	LUCKY STRIKE	BRAND [open-ended field]
	SALEM	VARIETY [open-ended field]
	CAMEL RALEIGH	
	BROADWAY	Will at in the flavor if any (a make a late were that he was) of
	MONTANA	What is the flavor, if any, (e.g. chocolate, menthol, lemon) of your usual
	FIESTA	[regular] cigarette brand?
	BOOTS	FLAVOUR [open-ended field]
	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]	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?
Sproducto	In the past month, have you used any of the following	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 Maxico: "2 Ridis" option removed
S.products (AII)	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
Panaladach
Bangladesh: 1 Hookah
2 Bidis
3 Zarda
4 Paan with tobacco leaf
<mark>5 Gul</mark>
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)
(= 5 (= 5)
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 anhu [amakalaga producta]
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
0	Van mankanad van van hatte van het van	99 DK
S.smokele	You mentioned you use both smokeless and smoked	Bangladesh and India only
SS	tobacco. Which do you use more often: [read all]	
[Îf Yes to	1 Smoked tobacco	
any of the	2 Smokeless tobacco, or	
smokeless	3 do you use smoked and smokeless tobacco about the	
products]	same	
	8 Refused (Don't read)	
	9 Don't Know (Don't read)	
D.Educ	What is the highest level of formal education that you	Mexico:
(19+)	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 (<i>specify</i>)
		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) Illiterate Literate, no formal education Primary (1-5 years) Secondary (6-8 years) SSC (9-10 years) HSC (11-12 years) Bachelor's degree (14-16 years) Master's degree (15-17 years) Above Master's degree (i.e. PhD) Refused (Don't read)
India: What is your highest level of education? (DO NOT READ) Illiterate Literate, no formal education Up to primary School (up to class IV) Middle School (class V to VII) Secondary School (ITI course, class XII/X or intermediate) Graduate (BA/ BSc/ Diploma etc.) Post Graduate/ Professional Degree Above Post Graduate degree (i.e. PhD) R
Korea: 1 Primary School

Y.D.Educ (16-18)	What was the last year of school that you completed? (DO NOT READ)	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 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 /1° 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:
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	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
Income	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 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
	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 (<i>Do not read</i>)
Race (AII)	9 Don't Know (<i>Do not read</i>) US:
Nace (All)	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
	1 Addition addition

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)
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)
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)
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)
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)
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)
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)
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)
8 No answer Bangladesh: What is your religion? 1 Muslim 2 Hindu 3 Christian 4 Buddhist 5 Other (specify) 8 Refused (Don't read)
Bangladesh: What is your religion? 1 Muslim 2 Hindu 3 Christian 4 Buddhist 5 Other (specify) 8 Refused (Don't read)
What is your religion? 1 Muslim 2 Hindu 3 Christian 4 Buddhist 5 Other (specify) 8 Refused (Don't read)
What is your religion? 1 Muslim 2 Hindu 3 Christian 4 Buddhist 5 Other (specify) 8 Refused (Don't read)
1 Muslim 2 Hindu 3 Christian 4 Buddhist 5 Other (specify) 8 Refused (Don't read)
2 Hindu 3 Christian 4 Buddhist 5 Other (specify) 8 Refused (Don't read)
3 Christian 4 Buddhist 5 Other (specify) 8 Refused (Don't read)
4 Buddhist 5 Other (specify) 8 Refused (Don't read)
5 Other (specify) 8 Refused (Don't read)
5 Other (specify) 8 Refused (Don't read)
8 Refused (Don't read)
9 Don't Know (Don't read)
L. P.
India:
What is your religion? [Do not read list]
1 Hindu
2 Muslim
3 Christian
4 Sikh
5 Buddhist
G Jain Control of the
7 Others
8 R
9 DK
Manage 1
Korea:
To what religious faith do you belong?
1 Buddhism
2 Christianity
3 Catholic Total Control of the Cont
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
		<mark>06 Uygur</mark>
		07 Yi
		08 Tujia
		09 Mongolian 10 Tibetan
		11 Others
		98 Refused (<i>Do not read</i>)
Race.Othe	You indicated "Other". Please specify: [open-ended]	US:
r (If "Other"		What other racial or cultural group? [open-ended field]
to Race)		
		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	What is your primary occupation?	Bangladesh, India & China only
(19+)	Triatio your primary cocupation.	
		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 Workers06 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?
		O1 Agriculture, forestry, animal husbandry, fishery and water conservation
		employees O2 Operators of production or transportation equipment and related
		oz Operators or 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 (<i>Do not read</i>)
ChildAny	Do you have any children under the age of 18?	Mexico: not asked
(19+)	1 Yes	WEXICO. Hot asked
(13+)		
	2 No	
	8 Refused	
	9 Don't Know	
ATTITUDES A	AND BELIEFS	
		ONLINE (US, Germany, China Youth):
For the next for	ew questions, I'd like to ask for your opinion about different	For the next few questions, we'd like to ask for your opinion about different
	ere is no right or wrong answer—we are most interested in	cigarettes. There is no right or wrong answer—we are most interested in your
your thoughts	•	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 ?	Bangladesh, India:
	1 Positive	1 Good
	2 Neither positive nor negative	2 Neither good nor bad
	3 Negative	3 Bad
	7 Not Applicable 8 Refused	8 R
	9 Don't Know	9 DK
	9 DOIT KNOW	
		Korea, China: No "7 Not Applicable" option
A.future	ONLINE (US, Germany), India:	Mexico:
(Smokers)	How worried are you, if at all, that smoking will damage	
	your health in the future?	2 A little
	1 Not at all worried	3 Very
	2 A little worried	7 Not Applicable
	3 Very worried	8 Refused
	7 Not Applicable	9 Don't Know
	8 Refused	Donald dock Kones Okines No. 47 Not Assilved by a city
	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	Bangladesh, India, China:
	health information than they do now, less information,	8 R
	or about the same amount as they do now?	9 DK
	1 More health information	
	2 Less health information	Korea:
	3 About the same	8 Refused
	7 Not Applicable	
	8 Refused	
	9 Don't Know	
WARNING LABELS		
W.notice	In the last month, how often, if at all, have you noticed	China:
	health warnings on cigarette packages?	9 R/DK
	1 Never	
	2 Rarely	India.
		India:

W.think	3 Sometimes 4 Often 5 Very often 7 Not Applicable 8 Refused 9 Don't Know 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	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 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 W	ARNING LABEL RATINGS	
I'd like you to ask you seve The question where 1 is 'r	ng to show you a series of tobacco health warnings. take a moment and look at each warning, after which I'll eral questions. In will ask you to rate a picture using a scale from 1 to 10, not at all' and 10 is 'extremely'. I'm going to show you an ng this scale.	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
1 2 3 Not at all [Banglades	•	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
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?		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.

of 5-6 warnin will be repea	ye'll move on to the actual questions. You will see two sets gs, each for a different health effect. The same questions ted for each warning, using the 1 to 10 scale.	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.
different sets for a particular views are ran warnings in a	ne health warning ratings, each respondent will see 2 of warnings, each set consisting of 5-6 different warnings ar health effect. The 2 health effects that a respondent adomized. The label ranking is completed after all a set have been viewed. After one health effect is one (ratings and rankings), the whole set repeats with the	
HWM.atten tion	On a scale of 1 to 10, where 1 is 'not at all' and 10 is 'extremely', please tell me whether this warning messagegrabs 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 messagegrabs 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.belie ve	On a scale of 1 to 10, where 1 is 'not at all' and 10 is 'extremely', please tell whether this warning messageis 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.relev ant	On a scale of 1 to 10, where 1 is 'not at all' and 10 is 'extremely', please tell whether this warning messageis 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.alar m	On a scale of 1 to 10, where 1 is 'not at all' and 10 is 'extremely', please tell whether this warning messageis 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 messageis 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.disgu st	On a scale of 1 to 10, where 1 is 'not at all' and 10 is 'extremely', please tell whether this warning messageis 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.unple asant	On a scale of 1 to 10, where 1 is 'not at all' and 10 is 'extremely', please tell whether this warning messageis 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.conc ern	On a scale of 1 to 10, where 1 is 'not at all' and 10 is 'extremely', please tell me whether this warning message wouldmake 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 wouldmake 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.prev ent	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.effect ive	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	
l 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.	ONLINE (US, China Youth): You will be asked to compare the warnings to each other.
[Health effects:	ONLINE (Germany, Korea):
addiction aging death	You will now see all of the health warnings about [insert health effect]. You will be asked to compare the warnings to each other.
emphysema gangrene	China Adult:
heart disease impotence lung cancer mouth cancer smoking during pregnancy quitting smoking secondhand smoke stroke throat cancer toxic constituents] Overall, which warning do you think is the most effective for discouraging smoking? [ranking task]	I am going to ask you to compare these warnings to each other. China, Korea, Germany, US: Don't Know / Refused
[runking task]	Bangladesh, India: DK R
Overall, which warning is the <u>next most effective</u> ? [ranking task]	China, Korea, Germany, US: Don't Know / Refused
[Interviewer: Repeat until all warnings in the set have been selected]	Bangladesh, India: DK R
WITHIN-COUNTRY LABEL RANKING TASK	
I am now going to show you [Mexico: eight; India: four] health warning I am going to ask you to compare the warnings to each other.	s. Mexico and India only

Show actual	pictorial warnings for country	
-	h warning do you think is the most effective?	
	h warning is the next most effective?	
•	Repeat until all warnings in the set have been selected	
LABEL COM	PREHENSION TASK	
blindness": te	12 randomly selected labels saying "Smoking causes ext-only or pictorial in each language (English, Chinese, golian, Zhuang, Uighur).]	China only
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		
HEALTH BE	LIEFS	
НВ	l 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	India: (whole set) 8 R
	3 – Don't know 8 Refused	Bangladesh: (whole set) 9 DK/R

HB.heart	Heart disease?	
TID.Heart	1 – Yes	
	2 – No	
	3 – Don't know	
	8 Refused	
HB.stroke	Stroke?	US:
TID.SHOKE	1 – Yes	Stroke, or blood clots in the brain?
	2 – No	Stroke, or blood clots in the brain:
	3 – Don't know	
	8 Refused	
HB.mouth	Mouth cancer?	
TID.IIIOUIII	1 – Yes	
	2 – No	
	3 – Don't know	
	8 Refused	
HB.throat	Throat cancer?	
TID.tilloat	1 – Yes	
	2 – No	
	3 – Don't know	
	8 Refused	
HB.emphy	Emphysema?	Germany:
sema	1 – Yes	[translates to something like "Chronic lung disease"]
Jonna	2 – No	
	3 – Don't know	
	8 Refused	
HB.gangre	Gangrene?	Germany:
ne	1 – Yes	[translates to something like "Smoker's leg"]
	2 – No	
	3 – Don't know	
	8 Refused	
HB.impote	Impotence in male smokers?	
nce	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.lu	Lung cancer in non-smokers from breathing cigarette	
ngCa	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].	 We really appreciate your participation, and hope that this has been an interesting experience for you.
 [not in Bangladesh] Lastly, if you would like, we would be happy to provide you with a list of smoking cessation resources. 	
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.	ONLINE: Not included
[INTERVIEWER NOTE: Have participant sign/initial Remuneration Form.]	
Please insert any notes about the participant or interview:	ONLINE: Not included

APPENDIX D: STUDY 2 QUESTIONNAIRE – All Countries

		COUNTRY-SPECIFIC VARIATIONS
INTRODUC	TION AND SCREENING SCRIPT	
different type conjunction takes about as a token of hearing more screening more	years of age or older? tinue to past month smoking question by 16 years of age or older? → Invite participant to sit at table and continue on computer. → 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. BED: Unfortunately, we need to know your age to our eligibility for the study. IF STILL NO RESPONSE,	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. 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	Bangladesh, India, US, Korea:	Germany:
(AII)	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	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,

- You are be	ing asked to participate in a research study that asks for	waterioo, Gariada.
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. The Cigarette Pack Survey is being conducted by Dr. David Hammond of the University of Waterloo, Canada.
are willing to participate' and then we will begin the interview. INTERVIEWER NOTE: Give participant the Information Letter.		and agree to them, you can begin the survey.
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		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
Great – thank you for your interest. I'm now going to go over an		ONLINE (US, Germany, Korea, China Youth):
INFORMAT	ION AND CONSENT	
	Unfortunately, at this time, we are only looking for ales]. Sorry, you are not eligible to participate, but thank time.	
people who [g status: Unfortunately, at this time, we are looking for smoke regularly / do not smoke]. Sorry, you are not rticipate, but thank you for your time.	
[aged 16 to 1	ARE FULL: fortunately, at this time, we are only looking for people 8/ age 19 or over]. Sorry, you are not eligible to ut thank you for your time.	
	FEMALE MALE	What is your gender?
D.gender	Select gender of respondent: (DO NOT READ)	ONLINE (US, Germany, Korea, China Youth):
	YOUTH (16 – 18 YEARS) ADULT (19+ YEARS)	Determined by age entered in screener
agegroup	MARATHI Select age group: [based on screening question]	ONLINE (US, Germany, Korea, China Youth):
language	Select language: ENGLISH HINDI	India only
	your time.	 China: Every day At least once a week At least once in the last 30 days 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.
	study, we are only looking for regular smokers. Sorry, you are not eligible to participate, but thank you for	but thank you for your time.

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 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

you agree to [organization] Yes → continuo → Thank SMOKING E	e information you received in the Information letter, do take part in this research study being conducted by and the University of Waterloo? inue to survey you for your time. TERMINATE BEHAVIOUR AND DEMOGRAPHICS	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?
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	To begin, may I ask how old you are?	ONLINE (US, Germany, Korea): asked in screening section
(All)	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.	
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	You mentioned that you currently smoke [daily/weekly/monthly].	Bangladesh:
(Smokers)	On average, how many cigarettes do you smoke each [day/ week/ month]? [enter number] 7 Not Applicable 8 Refused 9 Don't Know	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 Vauthu
		India, China Adult, ONLINE China Youth:
		[enter number]
		9 DK/R
		Korea Online:
		[enter number] cigarettes
		8 Refused
0 44-	Have a secretar well-based a very smaller based and final	9 Don't know Rengledeek India Konsa China: Na "7 Net Applicable" entire
S.ttfc	How soon after waking do you usually have your first	Bangladesh, India, Korea, China: No "7 Not Applicable" option
(Smokers)	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	
S.quitplan	Are you planning to quit smoking cigarettes (READ	Bangladesh, India, Korea, China: No "7 Not Applicable" option
(Smokers)	OPTIONS)	
	1 Within the <u>next month</u> ?	
	2 Within the <u>next 6 months</u> ?	
	3 Sometime in the future, <u>beyond 6 mon</u> ths?	
	4 or are you not planning to quit?	
	7 Not Applicable	
	8 Refused	
	9 Don't Know	
S.light	Have you ever tried light, mild or low-tar cigarettes?	
(Ever	[INTERVIEWER NOTE:	
smokers)	Cigarette brand does not need to have exact words	
, c	"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		Rangladoch India China ONLINE (Koroa Carmany China Vauth): No "7 Not
S.usual	Do you have a brand of cigarettes that you usually	Bangladesh, India, China, ONLINE (Korea, Germany, China Youth): No "7 Not Applicable" option
(Smokers)	smoke?	Applicable option
	2 No	
	7 Not Applicable	
	8 Refused	
	9 Don't Know	
	a DOLLKHOW	

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.

In the past month, have you used any of the following Mexico: "2 Bidis" option removed S.products tobacco products? (Read all and check all that apply) (AII) 1 Hookah/ shisha/ narghile/ water pipe **Germany Online:** 2 Bidis 1 Hookah/ shisha/ narghile/ water pipe 3 Cigars/small cigars/ cigarillos 2 Bidis 4 Pipe 3 Cigars/small cigars/ cigarillos 5 Smokeless tobacco (including chewing tobacco, 4 Pipe snuff, or snus) 5 Chewing tobacco or snuff 6 Other (specify): 6 Roll-your-own cigarettes 7 None of the above 7 Other (specify): 77 Not Applicable 8 None of the above 88 Refused 77 Not applicable 99 Don't Know 88 Refused 99 Don't Know You indicated "Other". Please specify: [open-ended field| 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 Hookah2 Bidis3 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 tobaccoproducts? (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.smokele	You mentioned you use both smokeless and smoked	Bangladesh and India only
SS	tobacco. Which do you use more often: [read all]	
[Îf Yes to	1 Smoked tobacco	
any of the	2 Smokeless tobacco, or	
smokeless	3 do you use smoked and smokeless tobacco about	
products]	the same	
,	8 Refused (Don't read)	
	9 Don't Know (Don't read)	
D.Educ	What is the highest level of formal education that you	Mexico:
(19+)	have completed? (DO NOT READ)	1 Did not attend school or Elementary school incomplete
	1 Did not attend school or Elementary school	2 Primary school completed
	incomplete	3 Middle school completed
	2 Primary school completed	4 Technical or vocational school completed
	3 Middle school completed4 Technical or vocational school completed	5 High school complete6 University (incomplete)
	4 Technical or vocational school completed 5 High school complete	7 University (complete)
	6 University (incomplete)	8 Post graduate
	7 University (complete)	9 Other (<i>specify</i>)
	8 Post graduate	99 Don't Know
	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 degree7 Other
		99 Refused
		99 Keluseu
		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
		o redused
		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	Mexico: not asked
(19 +)	
	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 <u></u> 99,999
	7 \$100,000—149,999
	1 \$100,000 110,000

8 \$150,000 and over
99 Refused
33 Neiuseu
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
	<mark>2 1000-2999 Yuan</mark>
	<mark>3 3000-4999 Yuan</mark>
	4 5000-6999 Yuan
	<mark>5 7000-8999 Yuan</mark>
	6 9000 Yuan or above
	8 Refused (<i>Do not read</i>)
	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:
	g

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
<mark>04 Hui</mark>
05 Miao

		<mark>09 Mongolian</mark>
		10 Tibetan
		11 Others
		98 Refused (Do not read)
Race.Other	You indicated "Other". Please specify: [open-ended]	US:
(If "Other"	rou mandatou o mor en touco opeomy. [opon enucu]	What other racial or cultural group? [open-ended field]
to Race)		what other radial or cultural group: [Open-ended held]
io Nace)		
		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:
0	NATI at Carrier and a second at the carrier at the	Other ethnicity? [open-ended]
Occupation	What is your primary occupation?	Bangladesh, India & China only
(19+)		
		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)
		butting, restaurant, grovery shop, tea stally

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
O2 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
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
וט ועט ועט ועט ועט ועט ועט ועט ועט ועט ו

		144 Dating
		11 Retired
Ole Hel Area	De very have a green hildren we don't have any of 400	98 Refused (Do not read)
ChildAny	Do you have any children under the age of 18?	Mexico: not asked
(19+)	1 Yes	
	2 No	
	8 Refused	
	9 Don't Know	
ATTITUDES	AND BELIEFS	
	few questions, I'd like to ask for your opinion about	ONLINE (US, Germany, China Youth):
	rettes. There is no right or wrong answer—we are most	For the next few questions, we'd like to ask for your opinion about different
interested in	your thoughts.	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 ?	Bangladesh, India:
A.opinion	1 Positive	1 Good
	2 Neither positive nor negative	2 Neither good nor bad
	3 Negative	
	7 Not Applicable	3 Bad
	8 Refused	8 R
	9 Don't Know	9 DK
		Korea, China: No "7 Not Applicable" option
A.future	ONLINE (US, Germany), India:	Mexico:
(Smokers)	How worried are you, if at all, that smoking will damage	1 Not at all
	your health in the future?	2 A little
	1 Not at all worried	3 Very
	2 A little worried	7 Not Applicable
	3 Very worried	8 Refused
	7 Not Applicable	9 Don't Know
	8 Refused	
	9 Don't Know	Bangladesh, Korea, China: No "7 Not Applicable" option
Please tell m	whether you agree, disagree, or neither agree nor	ONLINE (US, Germany, Korea, China Youth):
disagree with	n each of the following statements.	Please indicate whether you agree, disagree, or neither agree nor disagree with
		each of the following statements.
A.society	Society disapproves of smoking.	China:
	1 Agree	99 Not stated
	2 Disagree	Base also Lead. To Pa
	3 Neither Agree nor Disagree	Bangladesh, India:
	7 Not Applicable	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.	Bangladesh and India only
	1 Agree	
	2 Disagree	
	3 Neither Agree nor Disagree	
	9 DK/R	
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.	
(19+ only)	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.	
(19+ only)	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	
A	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	
D.Silong	vour health.	
	your noaitii.	1

	1 Agrae	
	1 Agree	
	2 Disagree3 Neither Agree nor Disagree	
	7 Not Applicable	
	8 Refused	
	9 Don't Know	
D podement		
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	
Diaract	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		Panaladash India Karas China
A.neaiminio	Do you think that cigarette packages should have more	Bangladesh, India, Korea, China:
	health information than they do now, less information,	8 R
	or about the same amount as they do now? 1 More health information	9 DK
	2 Less health information	
	3 About the same	
	7 Not Applicable 8 Refused	
	9 Don't Know	
	19 DOLL KILOW	
PACK COMP	PARISONS (ADULT PART A AND B; YOUTH PART B)	
	to show you a series of cigarette packs, in pairs	ONLINE (US, Germany, Korea, China Youth):
[YOUTH: this	•	You will now be shown a series of cigarette packs, in pairs [YOUTH: this time].
	take a moment and look at each pair of packs, after	Please take a moment to look each pair as they are shown. For each pair, you will
which I'll ask you several questions.		be asked several questions.
[YOUTH ONLY: If you do not currently smoke cigarettes, we would		[YOUTH ONLY: If you do not currently smoke cigarettes, we would like you to
_	swer as if you were to try each of these brands.]	answer as if you were to try each of these brands.]
Do you have	any questions?	
Great, I will n	ow show you the first image.	
		I

PC.taste	Which brand do you think would taste better?	ONLINE (US, Germany):
. 0.14310	1 Brand A	4 Don't know/Not applicable/Refuse
	2 Brand B	4 Don't know/Not applicable/Reluse
	3 No difference	In Par Daniel Land Warra Older
	7 Don't know	India, Bangladesh, Korea, China:
		9 DK/R
	8 Not Applicable	
DO harma	9 Refused	ONU INIT (LIC Occursos)
PC.harm	Which brand do you think would be <u>less harmful</u> ?	ONLINE (US, Germany):
	1 Brand A	4 Don't know/Not applicable/Refuse
	2 Brand B	
	3 No difference	India, Bangladesh, Korea, China:
	7 Don't know	9 DK/R
	8 Not Applicable	
	9 Refused	
PC.quality	Which brand do you think is of higher quality?	ONLINE (US, Germany):
	1 Brand A	4 Don't know/Not applicable/Refuse
	2 Brand B	
	3 No difference	India, Bangladesh, Korea, China:
	7 Don't know	9 DK/R
	8 Not Applicable	
	9 Refused	
PC.try	Which brand would you rather try?	ONLINE (US, Germany):
[16-18]	1 Brand A	4 Don't know/Not applicable/Refuse
	2 Brand B	
	3 No difference	India, Bangladesh, Korea, China:
	7 Don't know	9 DK/R
	8 Not Applicable	
	9 Refused	
PC.quit	Which brand would make it easier to quit smoking?	ONLINE (US, Germany):
[19+]	1 Brand A	4 Don't know/Not applicable/Refuse
1	2 Brand B	
	3 No difference	India, Bangladesh, Korea, China:
	7 Don't know	9 DK/R
	8 Not Applicable	O DIVIN
	9 Refused	
PC.gift	Which brand would you be more likely to give as a	China only
. 5.9	gift?	
	1 Brand A	
	2 Brand B	
	3 No difference	
	8. Refuse / Don't Know	
	O. Relade / Don't Know	

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.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 <mark>I'll</mark> ask y would smoke	ou several questions about the kind of person you think 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 (<i>READ ALL</i>): 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
7.I.glamour	1 Glamorous,2 Not Glamorous, or3 No Difference	India, Bangladesh: 9 DK/R

	8 Refused	Germany:	
	9 Don't Know		
	DOLLINION	1 Glamorous [trendy]	
		2 Not Glamorous [not trendy]	
		3 No Difference	
		8 Refused	
		9 Don't know	
Y.I.stylish	1 Stylish	India, Bangladesh:	
,	2 Not Stylish	9 DK/R	
	3 No Difference	5 DIVIN	
	8 Refused		
	9 Don't Know		
VInanular			
Y.I.popular	1 Popular,	India, Bangladesh:	
	2 Not popular, or	9 DK/R	
	3 No Difference		
	8 Refused		
	9 Don't Know		
Y.I.cool	1 Cool,	India, Bangladesh:	
	2 Not cool, or	9 DK/R	
	3 No Difference		
	8 Refused		
	9 Don't Know		
Y.I.soph	1 Sophisticated,	India Pangladashi	
1.1.50pH	2 Not sophisticated, or	India, Bangladesh:	
	3 No Difference	9 DK/R	
	8 Refused		
	9 Don't Know		
Y.I.slim	1 Slim,	India, Bangladesh:	
	2 Overweight, or	9 DK/R	
	3 No Difference		
	8 Refused		
	9 Don't Know		
Y.I.wealth	1 Wealthy,	China Youth only	
	2 Low income, or	······································	
	3 No Difference		
	99 Not stated		
Y.I.dignified	1 Dignified,	China Youth only	
i .i.uigi iiileu	2 Low status, or	Cilila Toutil Olly	
	3 No Difference		
I Damast had	99 Not stated		
[Repeat both	[Repeat both sets for all packs]		
SMOKING SUSCEPTIBILITY – YOUTH (16-18) ONLY			
Y.S.future	Do you think in the future you might try smoking	India, Bangladesh, Korea, China Youth: No "7 Not Applicable" option	
(16-18)	cigarettes?	-	
	1 7	•	

[Mexico: all;	1 Definitely not	India, Bangladesh:
Other	2 Probably not	8 R
countries:	3 Probably yes	9 DK
never smokers]	4 Definitely yes 7 Not Applicable	Mexico:
SITIONETS	8 Refused	[INTERVIEWER NOTE: If respondent says they have already tried smoking, repeat
	9 Don't Know	question stressing "in the future". If respondent indicates that they currently smoke,
		select "definitely yes."]
Y.S.friend	If one of your best friends were to offer you a cigarette,	India, Bangladesh, Korea, China Youth: No "7 Not Applicable" option
(16-18)	would you smoke it?	India Dangladash
[Mexico: all; Other	1 Definitely not2 Probably not	India, Bangladesh: 8 R
countries:	3 Probably yes	9 DK
never	4 Definitely yes	
smokers]	7 Not Applicable	
,	8 Refused	
	9 Don't Know	
Y.S.year	At any time during the NEXT YEAR, do you think you	India, Bangladesh, Korea, China Youth: No "7 Not Applicable" option
(16-18)	will smoke a cigarette?	
[Mexico: all;	1 Definitely not	India, Bangladesh:
Other	2 Probably not	8 R
countries:	3 Probably yes	9 DK
never	4 Definitely yes 7 Not Applicable	
smokers]	8 Refused	
	9 Don't Know	
Please tell me	whether you agree, disagree, or neither agree nor	IONLINE (US, Germany, Korea, China Youth):
	each of the following statements.	Please indicate whether you agree, disagree, or neither agree nor disagree with
	Ç	each of the following statements.
A.weight	Mexico, Germany:	ONLINE (US, Korea):
(16-18 only)	Smoking helps people control their weight.	1 Agree
	1 Agree	2 Disagree
	2 Neither Agree nor Disagree	3 Neither Agree nor Disagree
	3 Disagree 8 Refused	8 Refused
	9 Don't know	9 Don't know
	3 DOTT CKNOW	5 BOIL KILOW
		Bangladesh, India:
		1 Agree
		2 Disagree
		3 Neither Agree nor Disagree
		8 DK/R
		China Youth:
		Office Fourt.

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	1 Agree 2 Disagree 3 Neither Agree nor Disagree 99 Not stated 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 Disagree 9 Disagree 1 Agree 1 Agree 2 Disagree 1 Neither Agree nor Disagree 1 Neither Agree nor Disagree 1 Agree
		2 Disagree3 Neither Agree nor Disagree99 Not stated
HEALTH W	ARNING 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 puffyou can lose it] - Baby in cigarettes - Dead baby	
	[smoking kills youand not only you] - Parents smoking near child/boy - Child/boy with handkerchief/having difficulty breathing	

	- Secondhand smoke	
	[smokingyou not only damage yourself] - Grieving/crying child/boy in hospital - Dying/sick parent/family member in hospital [snop nowthen it will be too late]	
	Woman with oxygen maskWomen having trouble breathing	
	[smoking losemore 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 smokingto tear his] - Crying girl/child with dead parent - Heart attack	
HEALTH BI	ELIEFS	
НВ	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
HB.lung	Lung cancer? 1 – Yes 2 – No 3 – Don't know 8 Refused	cause India, Bangladesh: (whole set) 8 R

HB.heart	Heart disease?	
TIB.Hoart	1 – Yes	
	2 – No	
	3 – Don't know	
	8 Refused	
HB.stroke	Stroke?	US:
	1 – Yes	Stroke, or blood clots in the brain?
	2 – No	
	3 – Don't know	Mexico:
	8 Refused	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.emphy	Emphysema?	Germany:
sema	1 – Yes	[translates to something like "Chronic lung disease"]
	2 – No	
	3 – Don't know	
	8 Refused	
HB.gangre	Gangrene?	Germany:
ne	1 – Yes	[translates to something like "Smoker's leg"]
	2 – No	
	3 – Don't know	
	8 Refused	
HB.impote	Impotence in male smokers?	
nce	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?	Cormony not asked due to program arror
ו וט.טמטוכט	1 – Yes	Germany: not asked due to program error
	2 – No	
	3 – Don't know	
	8 Refused	
HB.SHS.lu	Lung cancer in non-smokers from breathing cigarette	
ngCa	smoke?	
ngou	1 – Yes	
	2 – No	
	3 – Don't know	
	8 Refused	
ENGLISH C	OMPREHENSION (Bangladesh/India only)	
Can you rea	d English writing? (READ OPTIONS)	Bangladesh and India only
1 Yes		India:
2 Some		8 R
3 No		9 DK
PACK OFFE	R (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.	
	Tou 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	
REIMBURS	EMENT AND END	
That's all the	questions I have for you today.	ONLINE (US, Germany, Korea, China Youth):
l'Il now go over a feedback letter with you.		That's all the questions we have for you today.
[INTERVIEWER NOTE: Hand out Feedback Letter, go over main points:]		Thank you for participating in our study – we appreciate your help.
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		As we mentioned earlier, we are interested in people's opinions about
about cigarette packaging.		cigarette packaging.
azoat oig	a. aa baaaglg.	- 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.

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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. ves 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 ONLINE (US, Germany, Korea, China Youth): (name, address, contact information, etc.) will be collected, As a reminder, this study has been reviewed by and received ethics other than a signature or initial to confirm that the clearance through the University of Waterloo. If you have any comments or [remuneration] was received. For your protection, we will assign concerns resulting from your involvement please contact either [ethics you a number that will be used to label all information and no contact] in the Office of Research Ethics at [phone number] or [email], or Dr. personal identifiers will be linked to your data. David Hammond at [Korea: 001+1-] 519-888-4567 ext. 36462 or dhammond@uwaterloo.ca [China Youth: [local contact] at [organization]]. [Mexico, China Adult: As a reminder,] this study has been reviewed by and received ethics clearance through the We really appreciate your participation, and hope that this has been an University of Waterloo [and organization]. If you have any interesting experience for you. 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.1 [not in China, India, Bangladesh] 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 ONLINE (US, Germany, Korea, China Youth): your participation. That's everything for today. Thanks again for your participation. Here is [remuneration type/amount] in appreciation of your time. To **ONLINE:** Not included confirm that you've received your reimbursement, I'll need you to sign this form. [INTERVIEWER NOTE: Have participant sign/initial Remuneration Form. Please insert any notes about the participant or interview: **ONLINE:** Not included