

Online Resource 2. Participant characteristics at baseline

	Text-only warnings (<i>n</i> =1,078)		Pictorial warnings (<i>n</i> =1,071)	
	<i>n</i>	(%)	<i>n</i>	(%)
Age				
18-24 years	171	(16.1)	152	(14.5)
25-39 years	377	(35.5)	398	(37.9)
40-54 years	338	(31.8)	304	(29.0)
55+ years	176	(16.6)	195	(18.6)
Mean (SD)	39.7	(13.4)	39.8	(13.7)
Sex				
Male	507	(47.4)	532	(50.0)
Female	548	(51.2)	512	(48.2)
Transgender	15	(1.4)	19	(1.8)
Gay, lesbian, or bisexual	173	(16.3)	195	(18.8)
Hispanic	92	(8.6)	89	(8.5)
Race				
White	393	(37.2)	358	(34.3)
Black or African American	484	(45.8)	510	(48.9)
American Indian or Alaska Native	7	(.6)	11	(1.0)
Asian	28	(2.7)	42	(4.0)
Native Hawaiian/other Pacific Islander	11	(1.0)	6	(.6)
Other/multiracial	134	(12.7)	117	(11.2)
Education				
High school degree or less	333	(31.1)	344	(32.5)
Some college	519	(48.5)	502	(47.4)
College graduate	156	(14.6)	156	(14.7)
Graduate degree	63	(5.9)	58	(5.5)
Low income (\leq 150% of federal poverty level)				
No	506	(47.0)	477	(44.8)
Yes	570	(53.0)	589	(55.2)
Household income, annual				
\$0-\$24,999	566	(53.3)	589	(55.8)
\$25,000-\$49,999	272	(25.6)	266	(25.2)
\$50,000-\$74,999	110	(10.3)	92	(8.7)
\$75,000+	115	(10.8)	109	(10.3)
Trial site				
California	594	(55.1)	592	(55.3)
North Carolina	484	(44.9)	479	(44.7)
Previous exposure to pictorial warnings	247	(23.2)	240	(22.6)
Trait reactance, mean (SD)	2.86	(.7)	2.89	(.7)
Cigarettes smoked per day, mean (SD)	9.1	(6.5)	9.0	(7.2)
Quit intentions	2.2	(.9)	2.3	(.9)
Support for pictorial warning policy				

Strongly oppose this policy	50	(4.6)	47	(4.4)
Somewhat oppose this policy	125	(11.6)	138	(12.9)
Somewhat support this policy	426	(39.6)	414	(38.8)
Strongly support this policy	476	(44.2)	469	(43.9)

Note. Missing demographic data range from 0% to 2.2%. Characteristics did not differ by trial arm.