Supplementary Materials

Table S1. Participant Characteristics by Site.

	Providence, RI	Athens, GA	Aiken, SC
N	118	904	52
Sex	59% M; 41% F	61% M; 39% F	46% M; 54% F
Race	White (70%) African American (18%) American Ind. or Alaskan native (2%) Asian (2%) Pacific Islander – (0%) Mixed Race (7%) Other (1%)	White (67%) African American (26%) American Ind. or Alaskan native (.4%) Asian (3%) Pacific Islander (.1%) Mixed Race (3%) Other (1%)	White (77%) African American (19%) American Ind. or Alaskan native (0%) Asian (0%) Pacific Islander (0%) Mixed Race (4%) Other (0%)
Hispanic Ethnicity	5.1%	2.1%	1.9%
Income	Less than $15,000 (51%) $15,000-$29,999 (22%) $30,000-$44,999 (11%) $45,000-$59,999 (4%) $60,000-$74,999 (5%) $75,000-$89,999 (3%) $90,000-$104,999 (0%) $105,000-$119,999 (1%) Greater than $120,000 (3%)	Less than $15,000 (52%) $15,000-$29,999 (22%) $30,000-$44,999 (7%) $45,000-$59,999 (4%) $60,000-$74,999 (3%) $75,000-$89,999 (3%) $90,000-$104,999 (2%) $105,000-$119,999 (2%) Greater than $120,000 (5%)	Less than $15,000 (20%) $15,000-$29,999 (8%) $30,000-$44,999 (10%) $45,000-$59,999 (8%) $60,000-$74,999 (14%) $75,000-$89,999 (10%) $90,000-$104,999 (4%) $105,000-$119,999 (14%) Greater than $120,000 (12%)
YrsEd	13.14 (2.51)	12.78 (2.20)	12.67 (1.59)
Age	37.01 (12.50)	31.52 (12.54)	21.02 (6.55)
C/D	20.40 (10.20)	16.14 (11.48)	9.95 (6.19)
FTND	5.33 (2.50)	4.13 (2.44)	2.35 (2.08)
C/P	$5.74 ($1.05)	$4.42 ($0.82)	$4.71 ($0.74)

Note*:* YrsEd = Years of education; C/D = self-reported cigarettes smoked/day; FTND = calculated score on Fagerström Test of Nicotine Dependence; C/P = cost/pack

Comparisons between sites revealed significant differences between all three sites in age, cigarettes/day, and FTND (ps<.001); significant differences in income between both Providence and Athens compared to Aiken (ps<.001), but not between each other; and no differences in education.

Table S2. Complete estimates of making a smoking cessation attempt. Items in darker gray and bolded reflect illustrative 'left-digit' transitions. Pts at 100% reflects proportion of participants who reported 100% probability of a quit attempt at each price; %ΔQA: proportionate change in probability of quit attempt; %ΔP: proportionate change in cigarette price; d: effect size (Cohen's d)

Unit Price	Pack Price	QA Mean	95% CI	Increase	% Increase	% Price Increase	%ΔQA / %ΔP	Cohen's d	Median	% at P_{50}	% at BP
$0.00	$0.00	11.39	9.96 - 12.82	-	-	-	-	-	0%	13.59%	3.17%
$0.01	$0.20	11.45	10.03 -12.87	0.06	0.55%	-	-	0.01	0%	13.69%	3.26%
$0.02	$0.40	11.50	10.07 -12.93	0.05	0.44%	100.00%	0.00	0.08	0%	13.78%	3.26%
$0.03	$0.60	11.55	10.12 -12.98	0.05	0.42%	50.00%	0.01	0.06	0%	13.78%	3.26%
$0.04	**$0.80**	**11.85**	10.40 -13.30	**0.30**	**2.64%**	**33.33%**	**0.08**	**0.06**	0%	**14.06%**	**3.54%**
$0.05	**$1.00**	**11.98**	10.52 -13.44	**0.13**	**1.12%**	**25.00%**	**0.04**	**0.06**	0%	**14.06%**	**3.63%**
$0.06	$1.20	12.19	10.72 -13.66	0.21	1.76%	20.00%	0.09	0.10	0%	14.15%	3.63%
$0.07	$1.40	12.27	10.80 -13.74	0.08	0.66%	16.67%	0.04	0.07	0%	14.25%	3.63%
$0.08	$1.60	12.40	10.92 -13.88	0.13	1.04%	14.29%	0.07	0.08	0%	14.25%	3.72%
$0.09	**$1.80**	**12.48**	11.00 -13.96	**0.08**	**0.61%**	**12.50%**	**0.05**	**0.11**	0%	**14.25%**	**3.82%**
$0.10	**$2.00**	**13.06**	11.57 -14.55	**0.58**	**4.66%**	**11.11%**	**0.42**	**0.17**	0%	**14.71%**	**3.82%**
$0.11	$2.20	13.41	11.90 -14.92	0.35	2.65%	10.00%	0.27	0.14	0%	14.90%	3.91%
$0.12	$2.40	13.65	12.13 -15.17	0.24	1.81%	9.09%	0.20	0.08	0%	15.18%	4.00%
$0.13	$2.60	13.87	12.34 -15.40	0.22	1.61%	8.33%	0.19	0.08	0%	15.27%	4.10%
$0.14	**$2.80**	**14.00**	12.47 -15.53	**0.13**	**0.96%**	**7.69%**	**0.12**	**0.11**	0%	**15.27%**	**4.10%**
$0.15	**$3.00**	**14.96**	13.41 -16.51	**0.96**	**6.84%**	**7.14%**	**0.96**	**0.22**	0%	**15.92%**	**4.10%**
$0.16	$3.20	15.69	14.12 -17.26	0.73	4.88%	6.67%	0.73	0.15	0%	16.85%	4.19%
$0.17	$3.40	15.95	14.37 -17.53	0.26	1.65%	6.25%	0.26	0.14	0%	16.95%	4.19%
$0.18	$3.60	16.52	14.92 -18.12	0.57	3.61%	5.88%	0.61	0.16	0%	17.50%	4.19%
$0.19	**$3.80**	**17.03**	15.41 -18.65	**0.51**	**3.05%**	**5.56%**	**0.55**	**0.11**	0%	**17.97%**	**4.38%**
$0.20	**$4.00**	**19.35**	17.67 -21.03	**2.32**	**13.67%**	**5.26%**	**2.60**	**0.26**	0%	**21.32%**	**4.84%**
$0.21	$4.20	21.02	19.31 -22.73	1.67	8.60%	5.00%	1.72	0.22	1%	23.46%	5.12%
$0.22	$4.40	22.73	21.00 -24.46	1.71	8.13%	4.76%	1.71	0.17	10%	25.79%	5.21%
$0.23	$4.60	23.58	21.82 -25.34	0.85	3.74%	4.55%	0.82	0.21	10%	26.44%	5.49%
$0.24	**$4.80**	**24.36**	22.56 -26.16	**0.78**	**3.30%**	**4.35%**	**0.76**	**0.19**	10%	**27.00%**	**5.77%**
$0.25	**$5.00**	**29.58**	27.63 -31.53	**5.22**	**21.44%**	**4.17%**	**5.15**	**0.36**	20%	**34.17%**	**8.47%**
$0.26	$5.20	33.62	31.60 -35.64	4.04	13.68%	4.00%	3.42	0.30	25%	38.27%	10.99%
$0.27	$5.40	35.43	33.38 -37.48	1.81	5.38%	3.85%	1.40	0.20	25%	40.41%	12.10%
$0.28	$5.60	36.96	34.89 -39.03	1.53	4.32%	3.70%	1.17	0.21	30%	42.09%	12.85%
$0.29	**$5.80**	**38.39**	36.30 -40.48	**1.43**	**3.86%**	**3.57%**	**1.08**	**0.22**	30%	**43.58%**	**13.51%**
$0.30	**$6.00**	**45.03**	42.88 -47.18	**6.64**	**17.29%**	**3.45%**	**5.01**	**0.44**	50%	**51.02%**	**18.62%**
$0.31	$6.20	48.00	45.84 -50.16	2.97	6.61%	3.33%	1.98	0.25	50%	54.38%	20.67%
$0.32	$6.40	49.25	47.10 -51.40	1.25	2.61%	3.23%	0.81	0.20	50%	56.24%	21.04%
$0.33	$6.60	50.62	48.46 -52.78	1.37	2.79%	3.13%	0.89	0.21	50%	57.73%	21.97%
$0.34	**$6.80**	**52.10**	49.93 -54.27	**1.48**	**2.91%**	**3.03%**	**0.96**	**0.22**	50%	**58.85%**	**23.21%**
$0.35	**$7.00**	**57.79**	55.63 -59.95	**5.69**	**10.94%**	**2.94%**	**3.72**	**0.43**	51%	**64.90%**	**29.24%**
$0.36	$7.20	60.08	57.92 -62.24	2.29	3.96%	2.86%	1.39	0.25	60%	67.60%	32.12%
$0.37	$7.40	61.20	59.05 -63.35	1.12	1.86%	2.78%	0.67	0.18	65%	68.53%	32.96%

$0.38	$7.60	62.03	59.90 -64.16	0.83	1.35%	2.70%	0.50	0.16	70%	69.55%	33.71%
$0.39	**$7.80**	**62.74**	60.61 -64.87	**0.71**	**1.15%**	**2.63%**	**0.44**	**0.20**	**70%**	**70.11%**	**34.36%**
$0.40	**$8.00**	**67.24**	65.14 -69.34	**4.50**	**7.17%**	**2.56%**	**2.80**	**0.41**	**75%**	**74.49%**	**40.32%**
$0.41	$8.20	68.57	66.49 -70.65	1.33	1.97%	2.50%	0.79	0.23	80%	75.51%	41.62%
$0.42	$8.40	69.18	67.11 -71.25	0.61	0.89%	2.44%	0.36	0.20	80%	76.07%	42.18%
$0.43	$8.60	69.77	67.71 -71.83	0.59	0.85%	2.38%	0.36	0.18	80%	76.44%	42.74%
$0.44	**$8.80**	**70.25**	**68.19 -72.31**	**0.48**	**0.68%**	**2.33%**	**0.29**	**0.21**	**85%**	**76.63%**	**43.11%**
$0.45	**$9.00**	**72.99**	**70.97 -75.01**	**2.74**	**3.90%**	**2.27%**	**1.72**	**0.36**	**90%**	**79.70%**	**47.39%**
$0.46	$9.20	74.21	72.22 -76.20	1.22	1.68%	2.22%	0.76	0.22	95%	80.91%	48.70%
$0.47	$9.40	74.58	72.60 -76.56	0.37	0.50%	2.17%	0.23	0.15	95%	81.47%	49.07%
$0.48	$9.60	75.06	73.08 -77.04	0.48	0.64%	2.13%	0.30	0.19	99%	81.84%	49.81%
$0.49	**$9.80**	**75.44**	**73.47 -77.41**	**0.38**	**0.50%**	**2.08%**	**0.24**	**0.19**	**100%**	**82.31%**	**50.09%**
$0.50	**$10.00**	**79.08**	**77.22 -80.94**	**3.64**	**4.83%**	**2.04%**	**2.37**	**0.36**	**100%**	**85.85%**	**55.96%**
$0.54	$10.80	80.75	78.96 -82.54	1.67	2.11%	8.00%	0.26	0.20	100%	87.24%	58.66%
$0.58	$11.60	81.97	80.24 -83.70	1.22	1.51%	7.41%	0.20	0.17	100%	88.27%	60.43%
$0.62	$12.40	84.06	82.41 -85.70	2.09	2.55%	6.90%	0.37	0.25	100%	90.32%	63.59%
$0.66	$13.20	84.97	83.36 -86.58	0.91	1.09%	6.45%	0.17	0.17	100%	91.34%	64.90%
$0.70	$14.00	85.95	84.38 -87.52	0.98	1.16%	6.06%	0.19	0.26	100%	92.18%	67.04%
$0.74	$14.80	86.54	84.99 -88.09	0.59	0.68%	5.71%	0.12	0.18	100%	92.36%	68.16%
$0.78	$15.60	87.51	85.99 -89.03	0.97	1.13%	5.41%	0.21	0.20	100%	92.74%	69.93%
$0.82	$16.40	88.10	86.60 -89.60	0.59	0.67%	5.13%	0.13	0.16	100%	92.83%	71.14%
$0.86	$17.20	88.73	87.27 -90.19	0.63	0.71%	4.88%	0.15	0.14	100%	93.39%	72.35%
$0.90	$18.00	89.34	87.90 -90.78	0.61	0.70%	4.65%	0.15	0.22	100%	93.85%	73.65%
$0.94	$18.80	89.57	88.14 -91.00	0.23	0.26%	4.44%	0.06	0.15	100%	94.04%	73.84%
$0.98	$19.60	89.79	88.37 -91.21	0.22	0.24%	4.26%	0.06	0.09	100%	94.04%	73.93%
$1.00	$20.00	91.35	89.99 -92.71	1.56	1.74%	2.04%	0.85	0.24	100%	94.69%	78.49%
$2.00	$40.00	92.97	91.72 -94.22	1.62	1.78%	100.00%	0.02	0.20	100%	95.53%	83.05%
$3.00	$60.00	93.48	92.26 -94.70	0.51	0.55%	50.00%	0.01	0.11	100%	95.90%	84.73%
$4.00	$80.00	93.87	92.66 -95.07	0.39	0.41%	33.33%	0.01	0.16	100%	96.09%	86.13%
$5.00	$100.00	94.50	93.35 -95.66	0.63	0.68%	25.00%	0.03	0.12	100%	96.55%	87.62%
$6.00	$120.00	94.83	93.70 -95.97	0.33	0.35%	20.00%	0.02	0.10	100%	96.65%	88.27%
$7.00	$140.00	95.19	94.09 -96.29	0.36	0.38%	16.67%	0.02	0.08	100%	96.83%	88.92%
$8.00	$160.00	95.37	94.28 -96.46	0.18	0.19%	14.29%	0.01	0.11	100%	96.93%	89.39%
$9.00	$180.00	95.43	94.34 -96.52	0.06	0.06%	12.50%	0.00	0.05	100%	96.93%	89.57%
$10.00	$200.00	95.69	94.62 -96.76	0.26	0.27%	11.11%	0.02	0.08	100%	97.02%	90.41%

Table S3. Correlations among the PSCM indices.

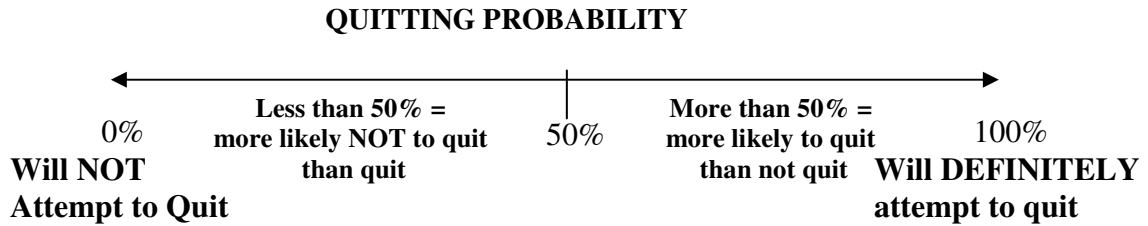| Variable	1	2
1. Intensity	--	
2. P_{50}	-0.16***	--
3. Breakpoint	-0.13***	.45***

*** *p<.001*

Probability of Smoking Cessation Measure (PSCM)

Below are the instructions for the PSCM and its first two items.

PSCM

The following questions ask how likely it is that you would try to quit smoking based on the relative cost of cigarettes. Assume that you have the same income/savings that you have now and NO ACCESS to any cigarettes or nicotine products other than those offered at these prices. In addition, assume that these prices would apply to cigarettes for the foreseeable future (that is, prices will not drop in the near future). An answer of 0% reflects no intention to quit smoking at a given cost, an answer of 100% reflects a definite attempt to quit smoking at a given cost. The higher the probability, the more likely you would try to quit.

QUITTING PROBABILITY

	Less than 50% = more likely NOT to quit than quit		More than 50% = more likely to quit than not quit	
0%		50%		100%
Will NOT Attempt to Quit				**Will DEFINITELY attempt to quit**

1. What is the probability you would try to quit smoking if cigarettes were   FREE?   [$0 per pack]   _____%

2. What is the probability you would try to quit smoking if cigarettes were 1¢ each?   [20¢ per pack]   _____%