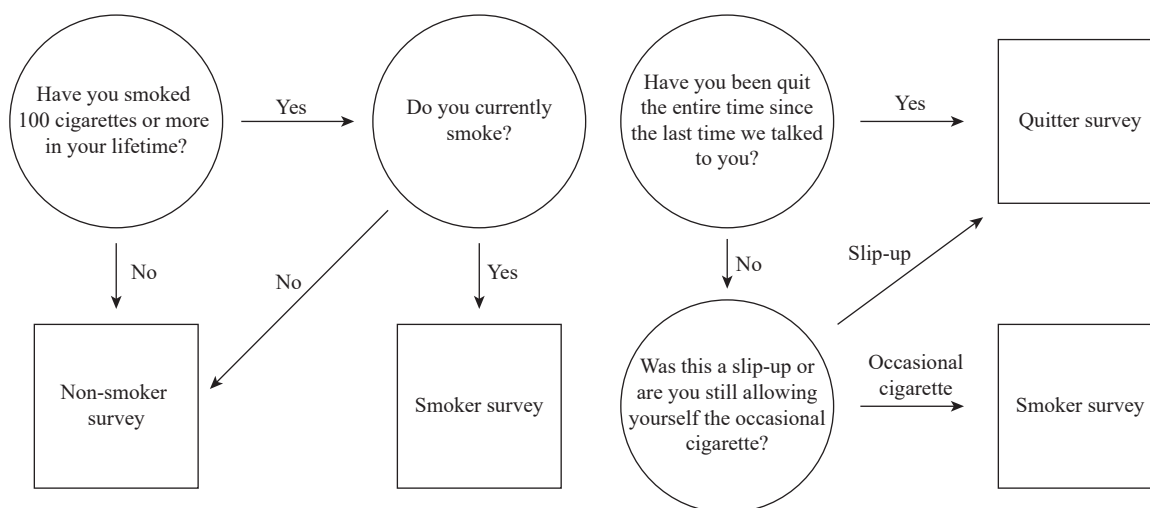


## Supplementary Material

The ITC China Survey is part of the ITC Policy Evaluation Project of 31 countries in the WHO FCTC (1). The ITC China Survey is a longitudinal survey which has been conducted in 5 waves from 2006 to 2015. The ITC China data contains almost 200 self-reported variables including smoking history, frequency, consumption behavior, dependence, quitting attempts, beliefs, brand usage, gifting, etc. (2). This project was a cross-sectional study that will seek to categorize smokers in Wave 5 of the survey as local-brand smokers and non-local brand smokers.

Smokers were defined by the ITC as having smoked more than 100 cigarettes in their lifetime and currently smoking cigarettes at least once a week. Quitters were defined as being included in the ITC study as a smoker in a previous wave but quit smoking in subsequent waves. Supplementary Figure S1 shows a flowchart of screening questions the ITC used to sample smokers, non-smokers, and quitters (3).



SUPPLEMENTARY FIGURE S1. The ITC survey screening questions for smokers, non-smokers, and quitters.

Notes: The diagram on the left is for new participants. The diagram on the right is for participants who identified themselves as quitters.

Source: ITC China Survey (3).

The ITC China Survey first team selected 10 street districts (*jiedao*) with the probability of selection being proportional to the population of each street district among each of the 5 urban cities. In each of these street districts, 2 residential blocks were then selected. A sample of 300 household addresses was drawn using simple random sampling without replacement. These addresses were then randomly ordered and surveyed until a designated quota of 40 adult smokers and 10 adult non-smokers was reached. Each city contributed a sample of approximately 800 current smokers and 200 non-smokers. The same technique was used for rural areas with 10 village districts among each of the 5 rural areas, weighted by population, being selected, 2 villages from each village district, and 300 households chosen from each village. The ITC China Survey team provided sampling weights for the dataset to better represent the population (3). The methods for determining the sampling weights can be found in the ITC China Survey Wave 5 Technical Report (4).

## REFERENCES

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