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| **supplemental Table 3 – Weighted distribution of demographic and smoking-related characteristics among smokers interested in using medication to quit by willingness to pay for cessation medications.** |
|   |   |   |   |   |   |   |   |   |   |   |
|   |  | **Maximum Amount Willing to Pay: $150 or >$300†** |   | **Maximum Amount Willing to Pay: None of the Above** |   | **Pearson Chi-Square Test** |
| N (Sample / Population) | 123 / 295 |   |   |   | 158 / 295‡ |   |   |   |   |
|  |  | **%** | **[95 CI]** |   | **%** | **[95 CI]** |   | **p-value** |
| **Total** |  | 47.3 |  |  |  | 52.7 |  |  |  |  |
| **Sex** |  |   |   |   |   |   |   |   |   | .68 |
| Male |   | 40.2 | 27.1 | 53.2 |   | 43.7 | 32.9 | 54.5 |   |   |
| Female |   | 59.8 | 46.8 | 72.9 |   | 56.3 | 45.5 | 67.1 |   |   |
| **Age (years)** |  |   |   |   |   |   |   |   |   | .25 |
| 18-24 |   | 24.5 | 8.2 | 40.7 |   | 10.4 | -2.7 | 23.6 |   |   |
| 25-54 |   | 58.4 | 44.3 | 72.5 |   | 70.9 | 58.8 | 83.0 |   |   |
| ≥55 |   | 17.1 | 10.1 | 24.2 |   | 18.7 | 12.0 | 25.3 |   |   |
| **Race/ethnicity** |  |   |   |   |   |   |   |   |   | .46 |
| White, non-Hispanic |   | 79.8 | 69.2 | 90.5 |   | 81.8 | 74.5 | 89.1 |   |   |
| Black, non-Hispanic |   | 4.0 | 1.0 | 7.0 |   | 7.1 | 3.6 | 10.7 |   |   |
| Hispanic |   | 14.2 | 3.9 | 24.6 |   | 10.5 | 4.0 | 16.9 |   |   |
| Other, non-Hispanic |   | 1.9 | -0.1 | 4.0 |   | 0.7 | -0.3 | 1.6 |   |   |
| **Education** |  |   |   |   |   |   |   |   |   | < .02 |
| High school degree or less | 29.6 | 19.2 | 40.0 |   | 46.8 | 35.9 | 57.7 |   |   |
| Some college |   | 62.2 | 50.8 | 73.7 |   | 41.4 | 30.4 | 52.5 |   |   |
| College degree or more | 8.2 | 3.5 | 12.9 |   | 11.8 | 4.8 | 18.8 |   |   |
| **Marital status** |  |   |   |   |   |   |   |   |   | .33 |
| Married |   | 51.2 | 38.1 | 64.3 |   | 50.0 | 39.0 | 60.9 |   |   |
| Formerly Married |   | 18.7 | 10.7 | 26.7 |   | 20.2 | 12.9 | 27.5 |   |   |
| Never Married |   | 20.9 | 6.6 | 35.1 |   | 27.3 | 15.5 | 39.1 |   |   |
| Domestic Partnership |   | 9.2 | 0.5 | 18.0 |   | 2.5 | 0.4 | 4.6 |   |   |
| **Annual Household income** |  |   |   |   |   |   |   |   |   | .46 |
| <$15,000 |   | 24.0 | 9.4 | 38.6 |   | 24.8 | 14.1 | 35.5 |   |   |
| $15,000-$39,999 |   | 24.7 | 14.0 | 35.4 |   | 34.9 | 24.1 | 45.7 |   |   |
| $40,000-$59,999 |   | 16.5 | 7.8 | 25.2 |   | 16.4 | 9.3 | 23.5 |   |   |
| ≥$60,000 |   | 34.8 | 24.1 | 45.4 |   | 23.9 | 16.0 | 31.7 |   |   |
| **Insurance** |  |   |   |   |   |   |   |   |   | .73 |
| Yes |   | 79.1 | 64.8 | 93.4 |   | 82.2 | 72.0 | 92.3 |   |   |
| No |   | 20.9 | 6.6 | 35.2 |   | 17.8 | 7.7 | 28.0 |   |   |
| **Smoking Frequency** |  |   |   |   |   |   |   |   |   | .86 |
| Some days |   | 9.7 | 0.7 | 18.6 |   | 8.5 | -0.3 | 17.3 |   |   |
| Every day |   | 90.3 | 81.4 | 99.3 |   | 91.5 | 82.7 | 100.3 |   |   |
| **supplemental Table 3 cont’d****Promotional offer use when buying cigarettes** |   |   |   |   |   |   | .94 |
| Never |   | 4.5 | 0.5 | 8.5 |   | 6.2 | 1.9 | 10.4 |   |   |
| Rarely |   | 16.4 | 3.0 | 29.8 |   | 12.8 | 6.4 | 19.1 |   |   |
| Sometimes |   | 25.4 | 15.2 | 35.5 |   | 24.3 | 14.4 | 34.2 |   |   |
| Often |   | 24.6 | 14.9 | 34.3 |   | 24.2 | 15.7 | 32.7 |   |   |
| All of the Time |   | 29.1 | 17.4 | 40.8 |   | 32.5 | 21.6 | 43.5 |   |   |
| **Seen ad for telephone quitline (past 30 days)** |   |   |   |   |   |   | < .05 |
| Yes |   | 66.7 | 55.9 | 77.6 |   | 54.1 | 42.8 | 65.5 |   |  |
| No |   | 23.9 | 14.5 | 33.3 |   | 21.8 | 11.9 | 31.7 |   |   |
| Unsure/Missing |   | 9.3 | 3.7 | 15.0 |   | 24.1 | 12.4 | 35.7 |   |   |
| **Likely to use** |   |   |   |   |   |   |   |   |   |   |
| Nicotine gum |   | 28.2 | 15.0 | 41.5 |   | 28.1 | 17.7 | 38.4 |   | .98 |
| Nicotine patch |  | 40.0 | 27.0 | 53.0 |   | 31.4 | 21.3 | 41.5 |   | .30 |
| Prescription tablets |   | 68.7 | 55.5 | 81.9 |   | 67.5 | 57.0 | 78.0 |   | .89 |
| Nicotine inhaler |   | 8.7 | 2.9 | 14.5 |   | 7.6 | 3.4 | 11.8 |   | .77 |
| Nicotine nasal spray |  | 8.1 | 0.9 | 15.2 |   | 3.4 | 0.8 | 6.1 |   | .14 |
| Nicotine lozenges |   | 12.4 | 6.1 | 18.7 |   | 12.0 | 6.6 | 17.4 |   | .93 |
| **Importance of costs in choosing the products** |   |   |   |   |   |   |  .17 |
| 1 (Not at all important) |   | 6.4 | 2.0 | 10.8 |   | 3.9 | 0.4 | 7.4 |   |  |
| 2 |   | 6.4 | 2.3 | 10.6 |   | 1.1 | -0.4 | 2.7 |   |   |
| 3 |   | 17.7 | 8.7 | 26.6 |   | 17.5 | 7.8 | 27.1 |   |   |
| 4 |   | 18.3 | 7.3 | 29.3 |   | 12.6 | 7.2 | 18.0 |   |   |
| 5 (Very important) |  | 51.2 | 38.2 | 64.1 |   | 64.9 | 54.5 | 75.3 |   |   |
| **Importance of the convenience in choosing the products** |   |   |   |   | .17  |
| 1 (Not at all important) |   | 2.4 | 0.2 | 4.7 |   | 3.1 | 0.7 | 5.6 |   |  |
| 2 |   | 2.5 | 0.1 | 4.9 |   | 1.1 | -0.5 | 2.7 |   |   |
| 3 |   | 23.3 | 11.8 | 34.9 |   | 14.9 | 5.4 | 24.4 |   |   |
| 4 |   | 32.7 | 19.4 | 46.0 |   | 23.9 | 16.0 | 31.8 |   |   |
| 5 (Very important) |  | 39.0 | 27.1 | 50.9 |   | 57.0 | 46.3 | 67.8 |   |   |
| **Importance of the availability in choosing the products** |   |   |   |   |   | .38  |
| 1 (Not at all important) |   | 6.7 | -0.6 | 14.0 |   | 2.0 | -0.9 | 5.0 |   |  |
| 2 |   | 2.9 | 0.2 | 5.6 |   | 1.9 | -0.4 | 4.1 |   |   |
| 3 |   | 11.1 | 2.0 | 20.2 |   | 17.2 | 7.7 | 26.6 |   |   |
| 4 |   | 28.5 | 18.7 | 38.3 |   | 21.8 | 14.3 | 29.3 |   |   |
| 5 (Very important) |  | 50.8 | 37.9 | 63.7 |   | 57.2 | 46.5 | 68.0 |   |   |
| **Importance of the effectivenesss in choosing the products** |   |   |   |   |   |  .76 |
| 3 |   | 5.0 | -3.4 | 13.3 |   | 3.7 | 0.3 | 7.1 |   |  |
| 4 |   | 12.6 | 6.2 | 19.0 |   | 16.8 | 7.4 | 26.2 |   |   |
| 5 (Very important) |   | 82.4 | 72.6 | 92.2 |   | 79.4 | 69.8 | 89.1 |   |   |
| **Confidence in willingness to pay** |   |   |   |   |   |   |   |  < .02 |
| Not at all confident |  | 8.6 | 1.7 | 15.4 |   | 26.1 | 18.0 | 34.3 |   |  |
| Not too confident |   | 11.8 | 5.0 | 18.6 |   | 11.3 | 5.9 | 16.8 |   |   |
| Somewhat confident |   | 47.0 | 33.7 | 60.3 |   | 27.1 | 14.6 | 39.6 |   |   |
| Very confident |   | 32.6 | 22.3 | 42.9 |   | 35.4 | 25.7 | 45.1 |   |   |
| **Table 2 cont’d****U.S. Census Region** |  |   |   |   |   |   |   |   |   | .16  |
| Northeast |   | 15.3 | 7.4 | 23.2 |   | 27.9 | 19.3 | 36.5 |   |  |
| Midwest |   | 43.8 | 30.3 | 57.4 |   | 29.7 | 18.2 | 41.2 |   |   |
| West |   | 29.5 | 19.0 | 40.0 |   | 30.0 | 19.8 | 40.2 |   |   |
| South |   | 11.4 | 5.5 | 17.2 |   | 12.4 | 7.1 | 17.7 |   |   |
| *Note:* †Willingness to pay was defined as current smokers who had interest in quitting and interest in using cessation medications, the amount they were willing to pay for the medications. ‡Respondents with missing data (n = 14) were excluded. Percentages may not sum to 100 due to rounding. Pearson chi-square test is used to test group differences between the first and second sample.  |