

## Appendix

Smokers' response to each smoking rationalization item (N = 3710)

Smoking rationalization	Agree or totally agree n(%)
<b>Smoking functional beliefs</b>	
Smoking can relieve tension and stress.	2583(69.7)
Smoking can eliminate fatigue and be refreshing.	2589(69.8)
Smoking is good for inspiration and active thinking.	2028(54.7)
Smoking is a good way to kill time.	2031(54.8)
Smoking can reduce interpersonal distance and make social interaction easier.	2348(63.4)
<b>Risk generalization beliefs</b>	
A lot of non-smokers also get lung cancer.	2215(59.8)
Air pollution, food safety and life stress is much more dangerous to health than smoking.	2027(54.7)
If smoking was so bad for health, the government would have banned tobacco sales.	1793(48.3)
<b>Social acceptability beliefs</b>	
There are so many smokers in society, so it's hard for you to be different.	1677(45.2)
Many famous people smoke, so it is normal to smoke.	1621(43.7)
Smoking is pretty normal for men.	1915(51.6)
Smoking is part of my lifestyle that others can't interfere with.	1779(48.0)
I will consider quitting smoking only if the government closes tobacco factories.	1605(43.3)
Lots of doctors smoke, so they cannot convince me to quit.	1635(44.1)
<b>Safe smoking beliefs</b>	
If you don't inhale the smoke into the lungs, the harm is minimized.	1526(41.2)
People like me who do not smoke many cigarettes are not at risk of smoking health problems.	1236(33.3)
Low tar cigarettes can reduce the harms of smoking/is less harm.	1633(44.0)
It's safe to smoke high quality cigarettes.	1483(40.0)
<b>Self-exempting beliefs</b>	
I have not experienced any harm to my health.	1570(42.3)
I think I may have genes which protect me from the harms of smoking.	1047(28.3)
Smoking is not always bad for people because many smokers live long lives while many non-smokers don't.	1326(35.8)
There is still insufficient medical evidence to prove that smoking is harmful.	1537(41.4)
The fact that I can still smoke means my health status is not bad.	1382(37.3)
<b>Quitting is harmful beliefs</b>	
If you have smoked for a long time, the body adapts to cigarettes and reaches a balance, so quitting will lead to illness	1643(44.3)
If you try to quit and fail, you will smoke more than before, so you would rather not to quit.	1573(42.4)
After quitting smoking, I will gain weight, which is also harmful to health.	1101(29.7)