

Supplementary Materials: Recruiting Diverse Smokers: Enrollment Yields and Cost

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DO YOU SMOKE?

Would you like to be in a research study about health warnings on cigarette packs? To start this study, you must be 18 or older and smoke cigarettes. This study will not ask you to quit smoking. You would come to our office in Chapel Hill several times over the course of a month.

You can receive up to \$185 in cash.

Interested? Visit www.cigstudyNC.org or call 919-265-2628.

CIGARETTE LABEL STUDY THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL PIRE

UNC Study 13-2861

Figure S1. Recruitment advertisement. Note: Exact wording varied slightly depending on recruitment method.

Table S1. Recruitment method for screened, eligible, and enrolled participants.

Recruitment Method	%		
	Screened	Eligible	Enrolled
<i>n</i>	6732	5731	2149
Interpersonal			
In-person recruiting	4.3	4.2	5.4
Word of mouth	14.3	14.4	22.9
Online			
Craigslist	31.9	32.4	28.0
Facebook ad	26.8	25.8	15.6
Email listserv	2.1	1.9	1.7
Other online	1.3	1.2	0.7
Other Media			
Flyer/postcard	9.4	9.7	13.9
Bus ad	3.5	3.7	4.4
Newspaper ad	2.2	2.4	2.6
Roadside sign	1.7	1.7	1.7
Other	0.7	0.6	0.8
Missing	1.9	2.0	2.4

