**Supplementary Material**

**Scenarios Manipulating Frame and Outcome Focus**. All scenarios were presented as reasons why other people have given to quit smoking.

***Couple Gain-frame Scenarios***

Scenario 1: If we quit, first off, we know we’ll stop coughing all the time. We’ll be able to last longer without wheezing and losing our breath. This is a little embarrassing, but…we’ll be able to walk up a flight of stairs without getting winded. And we read that smoking is related to 15 cancers and quitting can lower our risk for getting all of them. While we were reading that stuff we also learned that smoking can cause cancer early, so it’s really important for us to quit now. Besides cancer, what worries us is that there’s a history of heart disease in both our families. So if we quit, there’s a good chance that we’ll prevent heart disease and heart attacks at a younger age, allowing us to stay together.

We have a very good marriage and we very much care about each other. We want to enjoy our remaining good years by quitting smoking. I mean, we’re getting older; quitting smoking will prevent us from becoming sick so that we will be here for each other. We both want that to happen.

Scenario 2: Maybe it’s sort of “shallow” compared to concerns about getting cancer, but we would feel better if we quit, because we know we would look better for each other. Our skin will only get better - we won’t have clogged pores, our skin won’t get wrinkled and age so fast, you know our skin would just look healthier. Our teeth and fingers will stop getting yellow. And we read that a pack-a-day smoker loses 2 teeth every 10 years. We…well, we’d like to keep our teeth, and we’re sure we would both like that too. Really, though, we see people all the time who are 45, but look about 65 because they’re smokers. If we quit, we won’t look like that, and both of us will be happier.

Scenario 3: Quitting would save us a lot of money, and we both work really hard for a living. We thought about it the other day, we’d end up saving, like, over $1000 a year just on cigarettes. And you know, cigarettes cost more and more, so the sooner we quit, the more money we’ll save. We’ve thought about that. It means over the next ten years, we’ll end up saving together more than $10,000 on cigarettes if we quit. That’s like a down payment on a house or a car we can both use. It’s great that we will be able to go on trips as a couple with the money we save or buy each other things that make us happy.

Scenario 4: It is not healthy to have smokers in the house. If we quit smoking it will decrease the amount of second hand smoke in our home. I mean, it is great that my spouse is thinking about quitting smoking; but really, why not make it better by stopping them from breathing in my smoke by me quitting too? The fact is that the smoke in our home affects us both, and that we each make it better for the other by quitting smoking.

We know that our smoking doesn’t only affect us. We can tell it affects everyone around us, especially our family. We have a son, age 4, who has asthma. We know that if we quit smoking he will no longer be harmed by being around us. His asthma will get better. He’ll have less colds and ear infections. Even though we at times smoke outside, we both learned not too long ago that harmful chemicals from cigarette smoke stick to our clothing, skin and hair so that when we come back inside the home, these chemicals can get on the furniture, walls, carpets. Our son will no longer pick up these chemicals if we quit. That’s great.

But really, what kind of lesson are we teaching our son as parents? If we stop, we’re great role models. If we stop smoking, we can really teach him not to smoke**.** We’ll worry less about our son’s health if we both quit smoking and that will make us both feel less guilty. We both need to sit down and really think through how our quitting smoking will benefit our child and us as a couple.

***Couples Loss-frame Scenarios***

Scenario 1: If we don’t quit, we’ll just keep coughing. We can’t last for very long without wheezing and losing our breath. This is a little embarrassing, but… we can’t even walk up a flight of stairs without getting winded. And we read that smoking is related to 15 cancers and not quitting will increase our risk for getting all of them. While we were reading that stuff, we also learned that smoking can cause cancer early, so for us to keep on smoking is very risky. Besides cancer, what worries us is that there’s a history of heart disease in both our families. So if we don’t quit, there’s a good chance that we’ll get heart disease or have a heart attack at a younger age, leaving each other alone.

We have a very good marriage and we very much care about each other. We don’t want to ruin our remaining good years by having us both keep on smoking. I mean, we’re getting older; continuing to smoke will make us sick so that we may not be here for each other. We both don’t want that to happen.

Scenario 2: Maybe it’s sort of “shallow” compared to concerns about getting cancer, but we would feel bad if we continued smoking, because we know we would look worse for each other. Our skin will only get worse – we’ll have clogged pores, our skin will have more wrinkles and be aging faster, you know our skin would just look unhealthy. Our teeth and fingers will keep on getting yellow. And we read that a pack-a-day smoker loses 2 teeth every 10 years. We…well, we’ll lose our teeth, and we’re sure we both won’t like that too. Really, though, we see people all the time who are 45, but look about 65 because they’re smokers. If we continue smoking, we’ll look like that, and both of us will be less happy.

Scenario 3: Smoking costs us a lot of money, and we both work really hard for a living. We thought about it the other day, we end up spending, like, close to $1000 dollars a year just on cigarettes. And you know, cigarettes cost more and more, so the longer we smoke, the more money we’ll lose. We’ve thought about that. It means over the next ten years, we’ll end up spending together more than $10,000 on cigarettes if we keep smoking. That’s like a down payment on a house or a car we can both use. It’s a bummer that we will not able to go on trips as a couple with the money we will lose or buy each other things that make us happy.

Scenario 4: It is not healthy to have smokers in the house. If we continue smoking it will increase the amount of second hand smoke in our home. I mean, it is bad enough that my spouse is smoking; but really, why make it worse by having them breath in my smoke too by me not quitting? The fact is that the smoke in our home affects us both, and that we each make it worse for the other by smoking.

We know that our smoking doesn’t only affect us. We can tell it affects everyone around us, especially our family. We have a son, age 4, who has asthma. We know that if we keep smoking he will be harmed by being around us. His asthma will get worse. He’ll keep on getting lots of colds and ear infections. Even though we at times smoke outside, we both learned not too long ago that harmful chemicals from cigarette smoke stick to our clothing, skin and hair so

that when we come back inside the home, these chemicals can get on the furniture, walls, carpets. Our son can pick up these chemicals if we keep smoking. Not good.

But really, what kind of lesson are we teaching our son as parents? If we keep smoking, we’re not great role models. If we don’t stop smoking, we can’t really teach him not to smoke**.** We’ll keep on worrying more about our son’s health if we both smoke and that will make us both feel really guilty. We both need to sit down and really think through how our smoking harms our child and us as a couple.

***Individual Gain-frame Scenarios***

Scenario 1: If I quit, first off, I know I’ll stop coughing all the time. I’ll be able to last longer without wheezing and losing my breath. This is a little embarrassing, but…I’ll be able to walk up a flight of stairs without getting winded. And I read that smoking is related to 15 cancers and quitting can reduce my risk for getting all of them. While I was reading that stuff I also learned that smoking can cause cancer early, so it’s really important for me to quit now. Besides cancer, what worries me is that there’s a history of heart disease in my family. So if I quit, there’s a good chance that I’ll prevent heart disease or a heart attack at a younger age, allowing me to stay with my wife/husband.

I care very much about my health. I want to enjoy my remaining good years by quitting smoking. I mean, I’m getting older; quitting smoking will prevent me from becoming sick so that I will be here to live my life. I want that to happen.

Scenario 2: Maybe it’s sort of “shallow” compared to concerns about getting cancer, but I would feel better if I quit, because I know I would look better. My skin will only get better - I won’t have clogged pores, my skin won’t get wrinkled and age so fast, you know my skin would just look healthier. My teeth and fingers won’t be yellow. And I read that a pack-a-day smoker loses 2 teeth every 10 years. I…well, I’d like to keep my teeth, and I’m sure I would like that. Really, though, I see people all the time who are 45, but look about 65 because they’re smokers. If I quit, I won’t look like that, and I will be happier.

Scenario 3: Quitting would save me a lot of money, and I work really hard for a living. I thought about it the other day, I’d end up saving, like, over $1000 dollars a year just on cigarettes. And you know, cigarettes cost more and more, so the sooner I quit, the more money I’ll save. I’ve thought about that. It means over the next ten years, I’ll end up saving more than $10,000 on cigarettes if I quit. That’s like a down payment on a house or a car I can use. It’s great that I will be able to go on trips with the money I save or buy things that make me happy.

Scenario 4: It is not healthy to have smokers in the house. If I quit smoking it will decrease the amount of second hand smoke in my home. I mean, it is great that I am thinking about quitting smoking but really, it will make it better for everyone by preventing other people from breathing in my smoke too. The fact is that the smoke in my home affects others, and that I make it better for them by quitting smoking.

I know that my smoking doesn’t only affect me. I can tell it affects everyone around me, especially my family. I have a son, age 4, who has asthma. I know that if I quit smoking he will no longer be harmed by being around me. His asthma will get better. He’ll have less colds and ear infections. Although I at times smoke outside, I learned not too long ago that harmful chemicals from cigarette smoke stick to my clothing, skin and hair so that when I come back

inside the home, these chemicals can get on the furniture, walls, carpets. My son will no longer pick up these chemicals if I quit. That’s great.

But really, what kind of lesson am I teaching my son as a parent? If I stop, I’m a great role model. If I stop smoking, I can really teach him not to smoke**.** I’ll worry less about my son’s health if I quit smoking and that will make me feel less guilty. I need to sit down and really think through how my quitting smoking will benefit my child and me.

***Individual Loss-frame Scenarios***

Scenario 1: If I don’t quit, I’ll just keep coughing. I can’t last for very long without wheezing and losing my breath. This is a little embarrassing, but… I can’t even walk up a flight of stairs without getting winded. And I read that smoking is related to 15 cancers and not quitting will increase my risk for getting all of them. While I was reading that stuff, I also learned that smoking can cause cancer early, so for me to keep smoking is very risky. Besides cancer, what worries me is that there’s a history of heart disease in my family. So if I don’t quit, there’s a good chance that I’ll get heart disease or have a heart attack at a younger age, leaving my spouse alone.

I care very much about my health. I don’t want to ruin my remaining good years by continuing smoking. I mean, I’m getting older; continuing to smoke will make me sick so that I may not be here to live my life. I don’t want that to happen.

Scenario 2: Maybe it’s sort of “shallow” compared to concerns about getting cancer, but I would feel bad if I continued smoking, because I know I would look worse. My skin will only get worse – I’ll have clogged pores, my skin will have more wrinkles and be aging faster, you know my skin would just look unhealthy. My teeth and fingers will continue to yellow. And I read that a pack-a-day smoker loses 2 teeth every 10 years. I…well, I’ll lose my teeth, and I’m sure I won’t like that. Really, though, I see people all the time who are 45, but look about 65 because they’re smokers. If I continue smoking, I’ll look like that, and I will be less happy.

Scenario 3: Smoking definitely costs me a lot of money, and I work really hard for a living. I thought about it the other day, I end up spending, like, close to $1000 a year just on cigarettes. And you know, cigarettes cost more and more, so the longer I smoke, the more money I’ll lose. I’ve thought about that. It means over the next ten years, I’ll end up spending more than $10,000 on cigarettes if I keep smoking. That’s like a down payment on a house or a car I can use. It’s a bummer that I will not able to go on trips with the money I will lose or buy things that make me happy.

Scenario 4: It is not healthy to have smokers in the house. If I continue smoking it will increase the amount of second hand smoke in my home. I mean, it is bad enough that I smoke but really, why make it worse for everyone by having other people breath in my smoke too. The fact is that the smoke in my home affects others, and that I make it worse for them by smoking.

I know that my smoking doesn’t only affect me. I can tell it affects everyone around me, especially my family. I have a son, age 4, who has asthma. I know that if I keep smoking he will be harmed by being around me. His asthma will get worse. He’ll keep on getting lots of colds and ear infections. Although I at times smoke outside, I learned not too long ago that harmful chemicals from cigarette smoke stick to my clothing, skin and hair so that when I come back

inside the home, these chemicals can get on the furniture, walls, carpets. My son can pick up these chemicals if I keep smoking. Not good.

But really, what kind of lesson am I teaching my son as a parent? If I keep smoking, I’m not a great role model. If I don’t stop smoking, I can’t really teach him not to smoke**.** I’ll keep on worrying more about my son’s health if I smoke and that will make me feel really guilty. I need to sit down and really think through how my smoking harms my child and me.

**Analyses While Controlling for Gain/Loss Framing**

The message focus manipulation interacted with reported negative support to predict desire to quit even after controlling for frame condition, *F*(1, 96)=3.47, *p*<.001. Likewise, the message focus manipulation interacted with reported negative support to predict desire for partner quit even after controlling for frame condition, *F*(1, 96)=-2.19, *p*=.031.

**Analysis of Desire for Partner to Quit More Than Self**

We created an index of desire for partner to quit more than self by calculating the difference between desire for the partner to quit and desire for the self to quit (higher numbers indicate wanting the partner to quit more than the self).

Couples-focused messages produced similar desires for self and partner to quit (*M*=0.14, *SD*=1.69) as did individual-focused messages (*M*=-0.02, *SD*=1.63), *F*(1, 98)=0.33, *p*=.57. Negative support moderated the effect of message focus on desire for partner to quit more than self, *F*(1, 98)=10.12, *p*=.002. This interaction remained significant even after controlling for *both* baseline desire to quit and baseline desire for partner to quit (*F*[1, 95]=9.97, *p*=.002). As Figure 1A shows, among individuals reporting relatively low levels of negative support, the couple-focused messages led to a greater desire that the partner to quit than self (and differed from individual-focused messages, *t*(98)=2.67, *p*<.01). Among individuals reporting relatively high levels of negative support, the couple-focused (vs. individual) messages led to a somewhat greater desire that the partner to quit than self, although this difference was non-significant *t*(98)=1.84, *p*=.07. An alternative interpretation of this interaction is that among participants who reviewed couples-focused messages, negative support is associated wanting the partner to quit more than self, *t*(98)=3.21, *p*=.002.

*Figure 1A.* The interaction between perceived negative support and focus predicts desire for partner to quit smoking being stronger than desire for self to quit smoking. Higher numbers indicate wanting partner to quit more than self; lower numbers indicate wanting self to quit more than partner. A score of ‘0’ indicates equal desire for self and partner to quit.

**Analysis of Interactions with Gender**

 One significant interaction emerged with gender, *F*(1, 91)=4.25, *p*=.04. As Figures 2a and 2b show, the pattern observed in the primary manuscript occurred for both men (Figure 2a) and woman (Figure 2b). The presence of the significant three-way interaction pattern suggests that the effects were larger for women than for men.

*Figure 2A.* The interaction between perceived negative support and focus among male participants.

*Figure 2B.* The interaction between perceived negative support and focus among female participants.