**Instructions**:

Imagine a TYPICAL DAY during which you could use cigarettes. The following questions ask how many cigarettes you would consume if they cost various amounts of money. Assume you have the same income/savings that you have now and NO ACCESS to any cigarettes other than the ones offered at these prices. In addition, assume that you would consume the cigarettes that you request on that day; that is you cannot save or stockpile the cigarettes for a later date. Please respond to the questions honestly.

|  |  |
| --- | --- |
| **Price** | **Amount** |
| How many portions of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_would you consume if they were **$\_\_\_?** |  |
| How many portions of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_would you consume if they were **$\_\_\_?** |  |
| How many portions of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_would you consume if they were **$\_\_\_?** |  |
| How many portions of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_would you consume if they were **$\_\_\_?** |  |
| How many portions of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_would you consume if they were **$\_\_\_?** |  |
| How many portions of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_would you consume if they were **$\_\_\_?** |  |
| How many portions of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_would you consume if they were **$\_\_\_?** |  |
| How many portions of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_would you consume if they were **$\_\_\_?** |  |
| How many portions of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_would you consume if they were **$\_\_\_?** |  |
| How many portions of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_would you consume if they were **$\_\_\_?** |  |
| How many portions of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_would you consume if they were **$\_\_\_?** |  |

**Scoring**:

Participants’ choices over the price points result in the following facets of behavioral demand:

1. Intensity (Q0) = purchases made when the food was free or of very minimal price ($0.01)
2. Maximum expenditure (Omax) = maximum purchases\*price
3. (Pmax) = price point where maximum expenditure was observed
4. Breakpoint = first price where 0 purchases are made
5. Demand Elasticity (α) = quantitative non-linear relationship (decaying slope) between raw purchasing data and price with the following equation (Koffarnus, Franck, Stein, & Bickel, 2015; Yu, Liu, Collins, Vincent, & Epstein 2014) modified from the exponential demand equation introduced by Hursh and Silberberg (Hursh & Silberberg, 2008) to allow analysis of zero values in consumption:

In this equation:

1. Q = consumption
2. P = price
3. k = constant of span of minimum to maximum consumption in log10 units
4. Q0 = dependent measure of demand intensity
5. α = dependent measure of elasticity