

Table S3. Results of the included studies based on the QATSDD.

Study	Theory	Aims/ Objectives	Setting	Sample Size	Sample Represent	DC Procedures	DC Tools	Recruitme nt Data	Assess Rel & Validity (Quant Only)	Fit: RQ and DC (Quant Only)	Fit: RQ ad DC (Qual Only)	Fit: RQ and Analysis	Justify Analysis	Reliability Analysis (Qual Only)	User Involvement	Strengths and Limitations	Total and % of Highest Possible Score
Burke Marketing Research (1983) [39]	2	3	3	1	1	2	1	2	0	1	-	1	1	-	0	0	19/42 = 45%
Carter (1986) [36]	1	3	3	3	1	2	1	0	-	-	1	0	0	0	0	0	15/42 = 36%
Causey (1982) [46]	2	2	2	2	1	2	1	0	-	-	0	1	1	0	0	0	14/42 = 33.3%
Curtis (1985) [35]	0	3	3	0	0	3	1	0	-	-	1	0	0	0	0	0	11/42 = 26%
Cox (1983) [43]	1	1	1	0	0	1	0	0	-	-	0	1	0	0	0	1	6/42 = 14%
Ellisom Quarterly Research (1991) [44]	1	1	3	1	1	1	0	0	-	-	1	1	1	0	0	0	11/42 = 26%
Farrel, Fry & Harrus (2011) [31]	3	3	3	2	3	3	3	2	3	1	-	2	2	-	0	1	31/42 = 74%
Generation Idea (1986) [40]	1	1	3	0	0	2	0	0	-	-	0	0	0	0	0	0	7/42 = 17%
Gomez& Guara (1993) [28]	0	2	3	0	0	1	1	0	0	0	-	0	0	-	0	0	7/42 = 17%
Gomez& Morales (1996) [38]	2	3	3	3	2	2	1	1	1	3	-	0	1	-	1	0	23/42 = 55%
Levy & Wood (1995) [32]	1	2	3	0	0	2	0	0	-	-	2	1	0	0	0	2	13/42 = 31%
Lopez (1992) [33]	0	3	3	0	0	1	1	0	-	-	1	0	0	0	0	0	9/42 = 21%
Marti & Sindelar (2015) [30]	3	3	3	0	1	3	2	3	2	3	-	3	3	-	0	1	30/42 = 71%

Market Research Document (1991) [41]	1	2	3	1	0	1	1	0	-	-	0	0	0	0	0	1	10/42 = 24%
Shai Balaban Dickinson Research Inc (n.d) [42]	1	2	3	2	0	1	1	0	-	-	0	1	1	0	0	0	12/42 = 29%
Stern D (1990) [45]	2	3	2	2	1	2	1	0	-	-	0	0	0	0	0	1	14/42 = 33.3%
Office of Tobacco Control(2006) [18]	2	2	3	3	3	1	0	0	0	3	-	3	0	0	0	2	22/42 = 52%
Warner PA Assoc (1990) [37]	1	3	3	2	0	1	1	1	-	-	1	0	0	0	0	1	14/42 = 33%
Warner PA Assoc (1990) [37]	2	3	3	0	0	1	0	0	-	-	2	0	0	0	0	0	11/42 = 26%
Wilson et al. (1987) [21]	2	2	3	3	3	1	1	1	0	0	-	3	2	-	0	0	21/42 = 50 %
Wolf (1993) [34]	0	3	3	0	0	1	1	0	-	-	1	0	0	0	0	0	9/42 = 21 %
% of maximum possible score obtained for all papers	44.4	81.0	93.7	39.7	27.0	55.6	30.2	17.5	28.6	66.7	23.8	27.0	20.6	0.0	1.6	15.9	

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