**Supplemental Materials**

Table S1. *Study Measures*.

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Construct Example item/Coding Number of items/Reliability

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Baseline Measures

Age Years 1

Gender Male/Female 1

Ethnicity Non-White/White 1

Education Below degree/Degree and above 1

Employment Employed/Not employed/Student). 1

*Goal intentio*n*a* I intend to take the recommended level of physical activity each week 2, *rs* = .80 to .88 across behaviors

over the next two months, strongly disagree – strongly agree, scored 1-5

I am likely to take the recommended levels of physical activity each

week over the next two months, strongly disagree – strongly agree, scored 1-5

*Goal prioritizationa* I would prioritize taking the recommended level of physical activity 1, single item measure strongly

each week over other goals important to me over the next two months, correlated (*r* = .75, *p* < .001) with a

strongly disagree – strongly agree, scored 1-5 with a reliable ( = .87) 4-item measure

 of goal prioritization

*Past behaviora* I engage in the recommended level of physical activity each week, 1

*never* – *frequently*’, scored 1-5

Follow-up Measures

*Goal prioritizationb* Over the last two months, I prioritized taking the recommended level 1

 of physical activity each week] over other goals important to me,

strongly disagree – strongly agree, scored 1-5

*Behaviorb* On average over the past two months, how many minutes of moderate 4c, s = .83 to .96 across behaviors

physical activity did you do each week? \_\_\_ minutes;

On average over the past two months, how many minutes of vigorous

physical activity did you do each week? \_\_\_ minutes;

How frequently did you take the recommended levels of physical activity

each week over the last two months?, Never, rarely, sometimes, often, always;

Over the last two months, I took the recommended levels of physical activity

each week, strongly disagree – strongly agree, scored 1-5

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Note. a. In the Relevant-behavior Control, Mono-priority Intervention, and Dual-priority Intervention conditions measures taken in relation to six health behaviors (taking the recommended levels of physical activity each week; consuming at least five portions of fruit and vegetables per day; flossing teeth at least twice per day; avoiding eating unhealthy snacks each day; avoiding drinking more than the recommended daily limits of alcohol; avoiding continuous sitting for over 30 minutes at a time). In the Irrelevant-behavior Control measures taken in relation to six consumer behaviors (purchasing groceries, purchasing toiletries and/or cosmetics, purchasing household cleaning items, reducing clothing purchasing, reducing music purchasing including digital downloads, and reducing spending). b. In all conditions measures taken in relation to the same six health behaviors. c. Three items were used to measure behaviors other than physical activity.