

**Appendix. Table A. Sample characteristics for each brand variety evaluated**

<i>Sample characteristics</i>	<b>Marlboro</b>				<b>Camel</b>				<b>Pall Mall</b>			
	<i>Regular</i> n=3,293	<i>Light</i> n=3,334	<i>Capsule, regular</i> n= 1,692	<i>Capsule, menthol</i> n=1,669	<i>Regular</i> n= 3,345	<i>Light</i> n= 3,340	<i>Regular, capsule</i> n=1,642	<i>Menthol, capsule</i> n=1,644	<i>Regular</i> n= 3,335	<i>Light</i> n= 3,300	<i>Regular, capsule</i> n= 1,676	<i>Menthol, capsule</i> n=1,658
<i>Female</i>	50%	50%	50%	51%	50%	51%	50%	48%	50%	49%	51%	50%
<i>Age</i>												
11 or 12	60%	62%	62%	61%	62%	61%	62%	60%	62%	61%	61%	62%
13	35%	33%	34%	35%	34%	35%	34%	36%	34%	35%	35%	33%
14 to 16	5%	4%	3%	4%	4%	4%	4%	5%	4%	4%	5%	5%
<i>Parent education</i>												
Up to primary school complete	22%	21%	21%	22%	21%	22%	21%	22%	21%	22%	22%	22%
Completed secondary school	37%	38%	39%	37%	39%	37%	38%	38%	38%	38%	38%	37%
Completed high school or technical school	17%	16%	15%	17%	16%	16%	17%	16%	16%	16%	17%	16%
Completed university or more	16%	16%	16%	15%	15%	16%	15%	16%	16%	15%	16%	16%
Don't know	8%	9%	9%	9%	9%	8%	9%	8%	9%	9%	8%	9%
<i>Network Smokers</i>												
Parent	41%	43%	43%	44%	43%	42%	43%	42%	43%	42%	44%	41%
Sibling	16%	15%	16%	15%	16%	15%	15%	16%	15%	16%	16%	15%
Friend	36%	35%	35%	36%	36%	35%	35%	34%	34%	36%	39%	33%
<i>Smoking status</i>												
Never smoker, Not susceptible	57%	57%	56%	57%	56%	57%	57%	56%	57%	56%	56%	57%
Never smoker, Susceptible	19%	19%	20%	20%	20%	19%	19%	19%	19%	20%	19%	18%
Tried smoking, not current	16%	17%	16%	15%	16%	16%	16%	18%	16%	16%	17%	16%

Current smoker	8%	8%	9%	8%	9%	9%	7%	7%	8%	8%	8%	9%
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None of the omnibus chi-squared test across brand varieties was statistically significant at  $\alpha < 0.05$