

Table 2: Smokers' and Non-Smokers' preference for capsule cigarettes

Predictor	Odds Ratio	95% CI	Sig. p
SMOKERS¹			
No flavour	1.00		
Fruit Burst	0.99	0.86 - 1.13	0.830
Pineapple & Mango	0.79	0.69 - 0.91	0.001
Rum & Coke	0.71	0.62 - 0.82	<0.001
Menthol Blast	0.71	0.62 - 0.82	<0.001
Price (increase by \$1)	0.89	0.87 - 0.91	<0.001
NON-SMOKERS			
No flavour	1.00		
Fruit Burst	3.44	2.96 - 3.92	<0.001
Pineapple & Mango	3.08	2.65 – 3.51	<0.001
Hawaiian Mojito	2.64	2.28 – 3.00	<0.001
Rum & Coke	2.18	1.88 - 2.48	<0.001
Energy Drink	1.76	1.52 – 2.00	<0.001
Menthol Blast	1.49	1.28 - 1.70	<0.001

1. Neither odds ratio = 62.3, 95%CI = 38.6 -100.5, sig p = <0.001