

## Appendix A: Supplementary Analysis

Table 1A. Comparison of characteristics for students who opted out of all choice sets (opt out sample) versus those who did not (opt in sample)

Characteristics	Attractive		p-value	Interested in trying		p-value	Relative harm		p-value
	Opt in sample <sup>1</sup> n=3320	Opt out sample <sup>2</sup> n=925		Opt in sample n=2205	Opt out sample n=2046		Opt in sample n=2275	Opt out sample n=1959	
<b>Sex</b>			0.699			0.002			<0.001
Male	49%	49%		52%	47%		54%	44%	
Female	51%	51%		48%	53%		46%	56%	
<b>Number of 5 best friends who smoke</b>			<0.001			<0.001			<0.001
None	44%	63%		38%	59%		44%	53%	
1	20%	17%		20%	18%		20%	19%	
2	14%	9%		15%	11%		14%	11%	
3+	22%	11%		26%	12%		22%	16%	
<b>Family member smokes</b>			<0.001			<0.001			<0.001
No	34%	47%		31%	43%		33%	41%	
Yes	66%	53%		69%	57%		67%	59%	
<b>Smoking status</b>			<0.001			<0.001			<0.001
Never smoker, non-susceptible	57%	77%		50%	74%		60%	63%	
Never smoker, susceptible	14%	9%		14%	12%		12%	14%	
Tried smoking, not current	20%	12%		24%	13%		20%	18%	
Current smoker	8%	2%		12%	1%		8%	5%	

<sup>1</sup>Students who responded to at least one choice set<sup>2</sup>Students who opted out of all choice sets for that outcome

**Table 2A. Main effects of cigarette pack and health warning label (HWL) characteristics, dropping students who opted out of all choice sets**

	Attractive (n=3320) Coef. (SE)	Interested in trying (n=2205) Coef. (SE)	Relative Harm (n=2275) Coef. (SE)
<b>Brand Variety</b>			
Marlboro	Reference	Reference	Reference
Camel	-0.386 (0.030)***	-1.050 (0.048)***	-0.102 (0.064)
Pall Mall	0.010 (0.027)	-0.031 (0.051)	-0.265 (0.063)***
<b>Flavor Capsules</b>			
None	Reference	Reference	Reference
1 capsule	0.228 (0.023)***	0.175 (0.030)***	-0.140 (0.044)**
2 capsules	0.333 (0.025)***	0.233 (0.035)***	-0.043 (0.050)
<b>Tobacco Flavor</b>			
Regular	Reference	Reference	Reference
Menthol	0.175 (0.019)***	0.158 (0.025)***	0.035 (0.035)
<b>Descriptive terms/symbols</b>			
Present	Reference	Reference	Reference
Not present	-0.244 (0.021)***	-0.201 (0.027)***	-0.009 (0.039)
<b>Branding</b>			
Normal	Reference	Reference	Reference
Plain/Generic	-1.752 (0.033)***	-0.908 (0.036)***	0.039 (0.040)
<b>HWL Size</b>			
30%	Reference	Reference	Reference
75%	-0.792 (0.027)***	-0.405 (0.029)***	0.259 (0.036)***
<b>HWL Content</b>			
Mouth Cancer	Reference	Reference	Reference
Emphysema	0.440 (0.026)***	0.159 (0.028)***	0.150 (0.045)**

Note: This model includes the main effects shown, block and an alternative specific constant with no interactions.

Coef. = coefficient, SE = Standard Error, HWL = Health Warning Label.

\* p < .05; \*\* p < .01; \*\*\* p < .001.

**Table 3A. Interactions between cigarette packaging and labeling characteristics on outcomes after dropping students who opted out of all choice sets**

		Attractive (n=3320) Coef. (SE)	Interested in Trying (n=2205) Coef. (SE)	Relative Harm (n=2275) Coef. (SE)
<b>Branding X Flavor Capsules</b>				
Normal	None	Reference	Reference	Reference
	1 capsule	0.367 (0.027)***	0.284 (0.039)***	-0.230 (0.063)***
	2 capsules	0.472 (0.029)***	0.384 (0.040)***	-0.118 (0.067)
Plain/generic	None	-1.437 (0.041)***	-0.663 (0.048)***	-0.075 (0.061)
	1 capsule	-1.544 (0.044)***	-0.684 (0.047)***	-0.113 (0.064)
	2 capsules	-1.388 (0.045)***	-0.662 (0.055)***	-0.041 (0.069)
<i>Overall p-value</i>		<0.001	<0.001	0.007
<b>Branding X Tobacco Flavor</b>				
Normal	regular	Reference	Reference	Reference
	menthol	0.249 (0.023)***	0.223 (0.032)***	0.074 (0.051)
Plain/generic	regular	-1.638 (0.038)***	-0.826 (0.046)***	0.077 (0.053)
	menthol	-1.609 (0.038)***	-0.763 (0.042)***	0.075 (0.053)
<i>Overall p-value</i>		<0.001	<0.001	0.366
<b>Branding X Descriptive terms/symbols</b>				
Normal	present	Reference	Reference	Reference
	not present	-0.271 (0.025)***	-0.219 (0.036)***	0.056 (0.055)
Plain/generic	present	-1.792 (0.039)***	-0.931 (0.044)***	0.106 (0.056)
	not present	-1.980 (0.041)***	-1.104 (0.046)***	0.030 (0.059)
<i>Overall p-value</i>		<0.001	<0.001	0.222
<b>Branding X HWL Size</b>				
Normal	30%	Reference	Reference	Reference
	75%	-1.144 (0.029)***	-0.623 (0.033)***	0.263 (0.051)***
Plain/generic	30%	-2.268 (0.040)***	-1.188 (0.046)***	0.045 (0.061)
	75%	-2.301 (0.045)***	-1.233 (0.049)***	0.298 (0.057)***
<i>Overall p-value</i>		<0.001	<0.001	<0.001
<b>HWL Size X Flavor Capsules</b>				
30%	None	Reference	Reference	Reference
	1 capsule	0.443 (0.029)***	0.263 (0.041)***	-0.206 (0.060)**
	2 capsules	0.428 (0.031)***	0.296 (0.043)***	-0.130 (0.070)
75%	None	-0.545 (0.040)***	-0.288 (0.047)***	0.161 (0.056)**
	1 capsule	-0.595 (0.039)***	-0.218 (0.046)***	0.080 (0.059)
	2 capsules	-0.328 (0.040)***	-0.131 (0.054)*	0.193 (0.066)**
<i>Overall p-value</i>		<0.001	<0.001	<0.001
<b>HWL Size X Tobacco Flavor</b>				
30%	regular	Reference	Reference	Reference
	menthol	0.208 (0.026)***	0.166 (0.034)***	0.035 (0.051)

75%	regular	-0.755 (0.036)***	-0.396 (0.045)***	0.259 (0.054)***
	menthol	-0.617 (0.033)***	-0.247 (0.037)***	0.294 (0.051)***
<i>Overall p-value</i>		<0.001	<0.001	<0.001
<b>HWL Size X Descriptive term/symbol</b>				
30%	present	Reference	Reference	Reference
	not present	-0.347 (0.026)***	-0.276 (0.032)***	-0.039 (0.056)
75%	present	-0.907 (0.033)***	-0.484 (0.037)***	0.231 (0.051)***
	not present	-1.006 (0.034)***	-0.590 (0.039)***	0.248 (0.053)***
<i>Overall p-value</i>		<0.001	<0.001	<0.001
<b>Flavor Capsules X Tobacco Flavor</b>				
None	regular	Reference	Reference	Reference
	menthol	-0.132 (0.038)***	0.022 (0.047)	0.013 (0.061)
1 capsule	regular	-0.060 (0.034)	0.021 (0.043)	-0.153 (0.063)*
	menthol	0.351 (0.033)***	0.330 (0.047)***	-0.114 (0.065)
2 capsules	regular	0.164 (0.035)***	0.176 (0.046)***	-0.065 (0.065)
	menthol	0.337 (0.035)***	0.291 (0.045)***	-0.009 (0.064)
<i>Overall p-value</i>		<0.001	<0.001	0.028

Note: Interactions was assessed one block at a time in separate models and all models included main effects, block and an alternative specific constant.

Coef. = coefficient, SE = Standard Error, HWL = Health Warning Label.

\* p < .05; \*\* p < .01; \*\*\* p < .001.