

1 Online Supplemental Material

2 Table 1. Comparison of straw cigarettes and cigarettes from 2013, 2016, and 2019 combined

Marketing Appeal	Straw cigarettes (n=32)	Cigarettes (n=353)	Straw cigarettes vs cigarettes <i>p</i>
Luxury/quality	100%	36.0%	<0.001*
“Artesanal”, “Artesanais”	93.8%	0%	<0.001*
Masculinity	56.3%	4.3%	<0.001*
Classic/timeless	46.9%	51.0%	0.655
“Traditional”	18.8%	0.3%	<0.001*
“Original”, “Signature”	15.6%	11.1%	0.435
Flavors	50.0%	15.6%	<0.001*
Less harm	31.3%	6.8%	<0.001*

3 The result is significant at $p < .05$.