

Very Low Nicotine Cigarette Message Experiment

APPENDIX B

Characteristics of Choice-Indifferent Participants

For each DCE task, participants were categorized as “choice indifferent” if they indicated there was no difference between messages in all choice sets they evaluated within that task. Table B1 displays the number of choice indifferent participants for each task as well as demographic characteristics associated with choice indifference (as compared to the analytic sample). For the behavioral motivation (to try) task, women were more likely to be choice indifferent than men. For the harm task and behavioral motivation (to quit) task, no characteristics were associated with choice indifference. For the attitude task, choice indifference was associated with being older, having lower educational attainment, and user group status, with dual users more likely to express choice indifference and young adult non-smokers less likely to do so.

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Table B1. Demographic Characteristics Associated with Choice Indifference for Each Task

Characteristic	DCE Task											
	Attitude Toward Reduced Nicotine Policy			Perceived Harm of VLNCs			Behavioral Motivation (to try)			Behavioral Motivation (to quit)		
	Analytic Sample <i>n</i> = 765	Choice Indifferent <i>n</i> = 362	<i>p</i> -value	Analytic Sample <i>n</i> = 727	Choice Indifferent <i>n</i> = 426	<i>p</i> -value	Analytic Sample <i>n</i> = 297	Choice Indifferent <i>n</i> = 218	<i>p</i> -value	Analytic Sample <i>n</i> = 372	Choice Indifferent <i>n</i> = 262	<i>p</i> -value
Age (Years)	42.5 (17.8)	45.6 (16.7)	.036	44.0 (17.4)	44.4 (17.9)	.792	41.2 (19.8)	44.1 (20.8)	.220	45.9 (14.3)	45.3 (15.3)	.759
Sex			.587			.246			.007			.277
Male	55%	52%		53%	48%		62%	45%		52%	45%	
Female	45%	48%		47%	52%		38%	55%		48%	55%	
Ethnicity			.294			.418			.941			.661
White (non-Hispanic)	68%	77%		74%	68%		63%	66%		72%	74%	
Black (non-Hispanic)	11%	8%		9%	10%		11%	10%		14%	9%	
Hispanic	13%	9%		12%	15%		18%	17%		10%	12%	
Other	8%	6%		5%	7%		8%	6%		5%	5%	
Education			.027			.112			.271			.981
<High School	9%	15%		8%	13%		11%	8%		8%	9%	
High School	33%	32%		29%	32%		28%	32%		39%	39%	
Some College	37%	40%		38%	37%		34%	40%		40%	38%	
Bachelor's+	20%	13%		24%	18%		27%	20%		14%	14%	
User Group			.001			.342			.810			.142
Exclusive Smoker	33%	34%		35%	31%		58%	60%		64%	54%	
Dual User	17%	30%		19%	26%		42%	40%		36%	46%	
Former Smoker	24%	24%		25%	25%		
Young Adult Non-Smoker	26%	12%		21%	17%		

Note: Survey weights were used for all estimates. *p* values reflect omnibus significance tests (χ^2 or ANOVA as applicable).