

Table S1. Summary Statistics (N=566).

Variables	Mean/%	Std. Dev.
Demographics		
Age (18-34)	27.96	4.08
Female	63%	0.48
Race/Ethnicity		
Hispanic	19%	0.39
White	71%	0.45
Black	15%	0.36
Other/multi races	12%	0.32
Missing race	2%	0.14
Income		
Income: Low < \$25,000	35%	0.48
Income: Middle \$25,000-\$49,999	30%	0.46
Income: High \$50,000 or more	35%	0.48
Tobacco use		
Ever used LCC	75%	0.43
Current use of LCC	52%	0.50
Daily use of LCC	17%	0.38
Someday use of LCC	35%	0.48
Menthol cigarette smoking	56%	0.50

Table S2. Results (N=6,765).

	MNL β (se)	NL β (se)	RPL β (se)	RPL SD(se)
LCC 2 (base)				
ASC: LCC 1	-0.07** (0.03)	-0.03* (0.02)	-0.09** (0.03)	--
ASC: Opt out	-3.87 (2.46)	-3.61*** (0.37)	-4.01*** (0.4)	--
Descriptor				
Smooth (base)				
Satisfying	-0.1*** (0.03)	-0.06*** (0.02)	-0.1*** (0.04)	0.06(0.09)
Sweet	0.09* (0.05)	0.04 (0.03)	0.1** (0.05)	0.41 (0.58)
Flavor Descriptor				
Text only (base)				
Color only	0.21*** (0.05)	0.12*** (0.03)	0.23*** (0.04)	0.01 (0.08)
Color and Text	0.29*** (0.05)	0.16*** (0.04)	0.3*** (0.05)	0.1 (0.13)
Flavors				
Grape (base)				
Menthol	-0.21*** (0.08)	-0.12*** (0.03)	-0.25*** (0.06)	0.84*** (0.32)
Tobacco/Regular	-0.25*** (0.08)	-0.14*** (0.04)	-0.29*** (0.05)	0.003 (0.05)
Wine	-0.25*** (0.07)	-0.15*** (0.04)	-0.27*** (0.06)	0.13 (0.19)
Other pack attributes				
Pack size	0.05* (0.03)	0.03*** (0.01)	0.06*** (0.02)	0.27*** (0.09)
Price	-1.42*** (0.13)	-0.79*** (0.15)	-1.56*** (0.09)	0.05 (0.07)
Demographics				
Age	-0.04 (0.08)	-0.04*** (0.01)	-0.05*** (0.01)	--
Female	-0.21 (0.67)	-0.22** (0.1)	-0.22** (0.1)	--
Race				
Other/multi/missing race (base)				
White	0.20 (0.89)	0.19 (0.14)	0.22 (0.15)	--
Black	-0.34 (1)	-0.35** (0.17)	-0.35** (0.17)	--
Ethnicity				


Hispanic vs. nonHispanic	0.19 (0.76)	0.19 (0.12)	0.21(0.13)	--
Income				
Low (base)				
Middle	0.29 (0.63)	0.28** (0.11)	0.31*** (0.12)	--
High	0.04 (0.71)	0.03 (0.1)	0.04(0.11)	--
Tobacco use				
Smoking menthol cigarettes vs. others	-0.23 (0.61)	-0.23** (0.09)	-0.27*** (0.1)	--
Not smoking LCCs (base)				
Smoking LCCs some days	0.63 (0.61)	0.62*** (0.1)	0.68*** (0.11)	--
Smoking LCCs daily	0.71 (0.75)	0.69*** (0.13)	0.75*** (0.14)	--
IV (lcc)	--	0.53*** (0.1)		
SD (lcc)	--	2.42*** (0.47)		
Log Likelihood	-5784	-5775	-5781	
AIC	11611	11594	11624	

Note: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$. Standard errors (S.E) were clustered at the individual level. SEs were clustered by ID. MNL-Multinomial Logit regression; NL-Nested Logit regression; RPL- Random Parameter Logit regression.


Table S3. Marginal willingness to Pay (WTP) based on MNL model estimates (N=6,765).

Quality Descriptor.		
Smooth (base)		
Satisfying	-0.07***	0.02
Sweet	0.06*	0.03
Flavor Depiction		
Text only (base)		
Color only	0.15***	0.04
Color and Text	0.2***	0.04
Flavors		
Grape (base)		
Menthol	-0.15**	0.06
Tobacco/Regular	-0.17***	0.06
Wine	-0.18***	0.05
Pack size	0.04*	0.02


Note: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

**Consumer Beliefs and Attitudes Survey**

Like Page

Sponsored · 

Complete a short survey and get a \$20 gift card if you qualify!





Consumer Beliefs and Attitudes Survey

The Qualtrics Insight Platform makes sophisticated research simple and empowers users to capture customer market and employee insights in one place.

QUALTRICS.COM

Learn More

 Like

 Comment


 Share

Figure S1 Facebook recruitment advertisement