

APPENDIX: SUPPLEMENTAL FILES

Electronic Cigarette and Moist Snuff Product Characteristics Independently Associated with Youth Product Beliefs

Figure A.1. E-cigarette characteristics and levels displayed to discrete choice experiment participants

Figure A.2. Moist snuff smokeless tobacco characteristics and levels displayed to discrete choice experiment participants

Figure A.3. Example questionnaire item displayed to participants







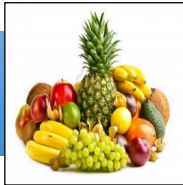




Table A.1. Adolescents' beliefs associated with e-cigarette product characteristics: interaction by gender

Table A.2. Adolescents' beliefs associated with e-cigarette product characteristics: interaction by e-cigarette ever use

Table A.3. Adolescents' beliefs associated with moist snuff product characteristics: interaction by gender













Table A.4. Adolescents' beliefs associated with moist snuff product characteristics: interaction by smokeless tobacco ever use

Figure A.1. E-cigarette characteristics and levels displayed to discrete choice experiment participants

Type	 Cigarette shape "Cigalike"	 Drip, Mod, or Build-Your-Own	 Refillable tank	 USB-like (JUUL)	
Flavor	 Mint	 Dessert	 Fruit	 Tobacco	 Unicorn Magic Delight
Vapor clouds	 Small vapor cloud		 Large vapor cloud		
Nicotine amount	NONE	LOW	MODERATE	HIGH	

Legend: This image was displayed to survey participants in the e-cigarette discrete choice experiment to demonstrate the product characteristics and their possible levels that would appear in subsequent randomly-generated hypothetical e-cigarette composite products.

Figure A.2. Moist snuff smokeless tobacco characteristics and levels displayed to discrete choice experiment participants

Brand				
Flavor	 Mint	 Wintergreen	 Fruit	 Tobacco
Cut	 Long	 Fine	 Wide	 Pouch
Price per can	<div> <div>\$3</div> <div>\$5</div> <div>\$8</div> </div>			

Legend: This image was displayed to survey participants in the moist snuff smokeless tobacco discrete choice experiment to demonstrate the product characteristics and their possible levels that would appear in subsequent randomly-generated hypothetical moist snuff composite products.

Figure A.3. Example questionnaire item displayed to participants

Of the following products, which one...?

	Type: tank or pen	Type: JUUL or other pod	
	Flavor: mint	Flavor: dessert	
	Vapor Cloud: large	Vapor Cloud: large	
	Nicotine Amount: high	Nicotine Amount: low	Neither of these options
Are you more curious about?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is more dangerous to health?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would be easier to use?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would give a bigger "buzz" or "head rush"?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Legend: Discrete choice items were displayed to participants in the format above. Participants saw either e-cigarette items (above) or moist snuff smokeless tobacco items (not shown). Levels of product characteristics were randomly generated to construct each hypothetical product composite. Figure is simulated to enhance resolution: actual screen images differed slightly in presentation.

Table A.1. Adolescents' beliefs associated with e-cigarette product characteristics: interaction by gender

	Curiosity		Danger		Buzz		Ease of Use	
	Coefficient (95% CI)		Coefficient (95% CI)		Coefficient (95% CI)		Coefficient (95% CI)	
	<i>P</i> -for-interaction = 0.55		<i>P</i> -for-interaction = 0.49		<i>P</i> -for-interaction = 0.11		<i>P</i> -for-interaction = 0.79	
	Female	Male	Female	Male	Female	Male	Female	Male
Device Type								
Cigalike	reference	reference	reference	reference	reference	reference	reference	reference
Tank	0.35 (0.07, 0.62)	0.46 (0.16, 0.76)	-0.15 (-0.36, 0.05)	0.03 (-0.20, 0.26)	0.05 (-0.15, 0.25)	0.33 (0.06, 0.59)	0.21 (-0.03, 0.45)	0.24 (-0.01, 0.48)
Drip-mod	0.05 (-0.24, 0.33)	0.09 (-0.23, 0.41)	0.08 (-0.14, 0.30)	-0.03 (-0.24, 0.19)	0.06 (-0.16, 0.27)	0.27 (0.03, 0.51)	-0.21 (-0.46, 0.04)	-0.03 (-0.27, 0.21)
Pod	0.38 (0.13, 0.63)	0.39 (0.06, 0.71)	0.01 (-0.22, 0.24)	0.01 (-0.21, 0.23)	0.03 (-0.18, 0.24)	0.15 (-0.11, 0.39)	0.54 (0.32, 0.76)	0.62 (0.37, 0.88)
Flavor								
Tobacco	reference	reference	reference	reference	reference	reference	reference	reference
Dessert	1.10 (0.76, 1.44)	0.75 (0.40, 1.10)	-0.14 (-0.38, 0.11)	-0.34 (-0.59, -0.09)	-0.01 (-0.26, 0.23)	-0.15 (-0.40, 0.10)	0.52 (0.27, 0.77)	0.31 (0.02, 0.59)
Fruit	1.07 (0.73, 1.41)	1.00 (0.65, 1.36)	-0.20 (-0.45, 0.05)	-0.31 (-0.57, -0.04)	-0.09 (-0.33, 0.16)	-0.08 (-0.34, 0.17)	0.52 (0.28, 0.77)	0.46 (0.18, 0.73)
Mint	0.84 (0.48, 1.19)	0.67 (0.29, 1.04)	-0.27 (-0.49, -0.05)	-0.38 (-0.66, -0.10)	-0.08 (-0.32, 0.17)	-0.25 (-0.53, 0.02)	0.37 (0.11, 0.63)	0.34 (0.07, 0.62)
Unicorn	0.56 (0.21, 0.90)	0.70 (0.34, 1.06)	-0.24 (-0.46, -0.02)	-0.31 (-0.57, -0.04)	-0.10 (-0.33, 0.13)	-0.14 (-0.38, 0.10)	0.30 (0.05, 0.54)	0.25 (-0.03, 0.54)
Vapor Cloud								
Large	reference	reference	reference	reference	reference	reference	reference	reference
Small	-0.08 (-0.27, 0.11)	0.00 (-0.20, 0.20)	-0.32 (-0.49, -0.16)	-0.31 (-0.47, -0.14)	-0.35 (-0.51, -0.18)	-0.47 (-0.64, -0.29)	0.29 (0.14, 0.44)	0.24 (0.06, 0.41)
Nicotine								
None	reference	reference	reference	reference	reference	reference	reference	reference
Low	-0.10 (-0.35, 0.14)	-0.24 (-0.52, 0.03)	0.94 (0.68, 1.20)	0.77 (0.49, 1.06)	0.68 (0.44, 0.92)	0.51 (0.21, 0.80)	-0.09 (-0.31, 0.12)	-0.25 (-0.48, -0.02)
Moderate	-0.30 (-0.57, -0.03)	-0.32 (-0.62, -0.03)	1.65 (1.37, 1.93)	1.57 (1.27, 1.86)	1.31 (1.04, 1.57)	1.05 (0.76, 1.35)	-0.34 (-0.57, -0.10)	-0.49 (-0.76, -0.23)
High	-0.41 (-0.69, -0.14)	-0.62 (-0.98, -0.26)	2.24 (1.91, 2.58)	2.13 (1.79, 2.47)	1.86 (1.56, 2.15)	1.70 (1.36, 2.04)	-0.53 (-0.78, -0.28)	-0.54 (-0.81, -0.27)
Position								
Left	reference	reference	reference	reference	reference	reference	reference	reference
Right	-0.04 (-0.21, 0.12)	-0.08 (-0.28, 0.12)	0.06 (-0.06, 0.19)	-0.02 (-0.16, 0.12)	0.11 (-0.01, 0.24)	-0.06 (-0.20, 0.08)	-0.03 (-0.15, 0.09)	0.15 (0.00, 0.30)

Table reports coefficients from conditional logistic regression models in a discrete choice experiment. Interaction terms were added to assess differences by gender. Coefficients indicate how much the attribute level in question (e.g., flavor: fruit) increased or decreased the log-odds of a displayed e-cigarette product being chosen relative to the reference level (e.g., flavor: tobacco), adjusted for all other displayed e-cigarette attributes. For each displayed pair of e-cigarettes, participants were asked about which they were more curious, and which was more dangerous, would give a greater buzz, and would be easier to use. Positive values indicate characteristics (relative to reference) that independently contributed to greater curiosity or perceived danger, buzz, and ease of use, respectively.

Abbreviation: CI = Confidence interval

Table A.2. Adolescents' beliefs associated with e-cigarette product characteristics: interaction by e-cigarette ever use

	Curiosity		Danger		Buzz		Ease of Use	
	Coefficient (95% CI)		Coefficient (95% CI)		Coefficient (95% CI)		Coefficient (95% CI)	
	<i>P</i> -for-interaction < 0.0001		<i>P</i> -for-interaction = 0.009		<i>P</i> -for-interaction < 0.0001		<i>P</i> -for-interaction < 0.0001	
	Never Used	Ever Used	Never Used	Ever Used	Never Used	Ever Used	Never Used	Ever Used
Device Type								
Cigalike	reference	reference	reference	reference	reference	reference	reference	reference
Tank	-0.02 (-0.30, 0.26)	0.79 (0.50, 1.09)	-0.10 (-0.30, 0.11)	-0.04 (-0.27, 0.20)	0.07 (-0.14, 0.27)	0.30 (0.03, 0.56)	0.08 (-0.15, 0.31)	0.45 (0.18, 0.73)
Drip-mod	-0.22 (-0.50, 0.06)	0.30 (-0.02, 0.61)	-0.03 (-0.22, 0.17)	0.16 (-0.09, 0.42)	0.12 (-0.08, 0.32)	0.22 (-0.04, 0.48)	-0.26 (-0.48, -0.04)	0.02 (-0.26, 0.30)
Pod	0.22 (-0.06, 0.49)	0.54 (0.25, 0.83)	0.01 (-0.19, 0.21)	0.00 (-0.26, 0.27)	0.02 (-0.19, 0.23)	0.14 (-0.11, 0.39)	0.46 (0.25, 0.68)	0.73 (0.47, 0.99)
Flavor								
Tobacco	reference	reference	reference	reference	reference	reference	reference	reference
Dessert	0.46 (0.10, 0.82)	1.38 (1.02, 1.74)	-0.31 (-0.54, -0.08)	-0.13 (-0.41, 0.14)	-0.26 (-0.49, -0.04)	0.18 (-0.09, 0.45)	0.27 (0.03, 0.52)	0.62 (0.33, 0.90)
Fruit	0.81 (0.46, 1.16)	1.34 (0.98, 1.71)	-0.38 (-0.61, -0.16)	-0.03 (-0.34, 0.28)	-0.25 (-0.47, -0.03)	0.12 (-0.16, 0.40)	0.40 (0.16, 0.63)	0.64 (0.35, 0.94)
Mint	0.49 (0.11, 0.87)	1.13 (0.77, 1.49)	-0.40 (-0.62, -0.18)	-0.17 (-0.46, 0.12)	-0.38 (-0.62, -0.15)	0.23 (-0.05, 0.50)	0.22 (-0.02, 0.47)	0.59 (0.30, 0.89)
Unicorn	0.36 (0.00, 0.71)	0.96 (0.59, 1.33)	-0.40 (-0.61, -0.19)	-0.05 (-0.34, 0.25)	-0.34 (-0.55, -0.14)	0.22 (-0.06, 0.51)	0.03 (-0.21, 0.26)	0.67 (0.37, 0.98)
Vapor Cloud								
Large	reference	reference	reference	reference	reference	reference	reference	reference
Small	-0.08 (-0.28, 0.13)	0.01 (-0.19, 0.21)	-0.33 (-0.48, -0.18)	-0.29 (-0.48, -0.10)	-0.44 (-0.60, -0.29)	-0.33 (-0.52, -0.14)	0.24 (0.09, 0.40)	0.33 (0.15, 0.51)
Nicotine								
None	reference	reference	reference	reference	reference	reference	reference	reference
Low	-0.39 (-0.66, -0.11)	0.01 (-0.24, 0.26)	0.86 (0.61, 1.10)	0.85 (0.55, 1.15)	0.58 (0.34, 0.83)	0.59 (0.29, 0.88)	-0.21 (-0.42, 0.00)	-0.11 (-0.36, 0.13)
Moderate	-0.67 (-0.98, -0.37)	-0.07 (-0.34, 0.21)	1.54 (1.29, 1.79)	1.68 (1.35, 2.01)	1.15 (0.89, 1.41)	1.22 (0.91, 1.52)	-0.48 (-0.71, -0.24)	-0.36 (-0.62, -0.10)
High	-0.91 (-1.24, -0.57)	-0.24 (-0.55, 0.07)	2.10 (1.82, 2.39)	2.24 (1.85, 2.64)	1.73 (1.45, 2.01)	1.82 (1.44, 2.19)	-0.63 (-0.87, -0.39)	-0.44 (-0.74, -0.15)
Position								
Left	reference	reference	reference	reference	reference	reference	reference	reference
Right	-0.01 (-0.21, 0.19)	-0.06 (-0.23, 0.11)	0.03 (-0.09, 0.15)	0.05 (-0.11, 0.20)	0.04 (-0.07, 0.16)	0.04 (-0.12, 0.20)	-0.03 (-0.16, 0.09)	0.17 (0.02, 0.31)

Table reports coefficients from conditional logistic regression models in a discrete choice experiment. Interaction terms were added to assess differences by having ever used an e-cigarette. Coefficients indicate how much the attribute level in question (e.g., flavor: fruit) increased or decreased the log-odds of a displayed e-cigarette product being chosen relative to the reference level (e.g., flavor: tobacco), adjusted for all other displayed e-cigarette attributes. For each displayed pair of e-cigarettes, participants were asked about which they were more curious, and which was more dangerous, would give a greater buzz, and would be easier to use. Positive values indicate characteristics (relative to reference) that independently contributed to greater curiosity or perceived danger, buzz, and ease of use, respectively.

Abbreviation: CI = Confidence interval

Table A.3. Adolescents' beliefs associated with moist snuff product characteristics: interaction by gender

	Curiosity		Danger		Buzz		Ease of Use	
	Coefficient (95% CI)		Coefficient (95% CI)		Coefficient (95% CI)		Coefficient (95% CI)	
	<i>P</i> -for-interaction = 0.009		<i>P</i> -for-interaction = 0.003		<i>P</i> -for-interaction = 0.88		<i>P</i> -for-interaction = 0.85	
	Female	Male	Female	Male	Female	Male	Female	Male
Brand								
Copenhagen	reference	reference	reference	reference	reference	reference	reference	reference
Grizzly	-0.05 (-0.37, 0.27)	0.11 (-0.26, 0.48)	-0.18 (-0.41, 0.04)	-0.40 (-0.67, -0.14)	-0.05 (-0.26, 0.15)	-0.20 (-0.45, 0.05)	-0.23 (-0.45, -0.01)	-0.39 (-0.63, -0.14)
Longhorn	-0.03 (-0.37, 0.31)	-0.20 (-0.58, 0.18)	-0.27 (-0.48, -0.06)	-0.18 (-0.41, 0.04)	-0.07 (-0.28, 0.14)	-0.22 (-0.44, 0.01)	-0.18 (-0.39, 0.04)	-0.19 (-0.42, 0.04)
Skool	-0.09 (-0.39, 0.21)	-0.26 (-0.64, 0.12)	-0.20 (-0.40, 0.01)	-0.18 (-0.42, 0.07)	-0.13 (-0.34, 0.09)	-0.30 (-0.54, -0.06)	-0.25 (-0.46, -0.04)	-0.27 (-0.51, -0.03)
Flavor								
Tobacco	reference	reference	reference	reference	reference	reference	reference	reference
Wintergreen	0.84 (0.37, 1.32)	0.63 (0.18, 1.07)	-0.49 (-0.70, -0.28)	-0.45 (-0.69, -0.21)	-0.16 (-0.39, 0.07)	-0.19 (-0.44, 0.06)	0.19 (-0.07, 0.44)	0.37 (0.12, 0.62)
Mint	1.25 (0.82, 1.67)	1.05 (0.63, 1.48)	-0.61 (-0.85, -0.37)	-0.15 (-0.39, 0.09)	-0.15 (-0.37, 0.07)	-0.05 (-0.29, 0.18)	0.45 (0.18, 0.72)	0.53 (0.30, 0.77)
Fruit	1.61 (1.18, 2.03)	0.79 (0.35, 1.23)	-0.66 (-0.87, -0.45)	-0.51 (-0.78, -0.25)	-0.25 (-0.49, -0.01)	-0.39 (-0.64, -0.14)	0.48 (0.23, 0.73)	0.47 (0.23, 0.70)
Cut								
Fine	reference	reference	reference	reference	reference	reference	reference	reference
Long	0.15 (-0.13, 0.43)	-0.08 (-0.46, 0.31)	0.37 (0.15, 0.59)	0.10 (-0.15, 0.35)	0.12 (-0.10, 0.34)	0.17 (-0.08, 0.43)	-0.37 (-0.60, -0.13)	-0.25 (-0.52, 0.01)
Wide	-0.03 (-0.32, 0.25)	-0.03 (-0.39, 0.32)	0.38 (0.15, 0.61)	0.10 (-0.14, 0.34)	0.22 (0.01, 0.43)	0.13 (-0.12, 0.38)	-0.57 (-0.83, -0.32)	-0.39 (-0.64, -0.14)
Pouch	-0.19 (-0.51, 0.14)	0.14 (-0.20, 0.47)	0.23 (0.01, 0.44)	0.11 (-0.14, 0.36)	0.04 (-0.17, 0.24)	0.21 (-0.02, 0.45)	-0.02 (-0.25, 0.21)	0.12 (-0.13, 0.38)
Price								
\$3	reference	reference	reference	reference	reference	reference	reference	reference
\$5	0.02 (-0.23, 0.27)	0.36 (-0.01, 0.74)	0.15 (-0.05, 0.36)	0.01 (-0.20, 0.22)	0.37 (0.15, 0.59)	0.44 (0.21, 0.68)	-0.04 (-0.24, 0.16)	-0.08 (-0.29, 0.13)
\$8	0.17 (-0.11, 0.46)	0.53 (0.24, 0.82)	0.55 (0.32, 0.78)	0.28 (0.04, 0.51)	0.68 (0.46, 0.90)	0.71 (0.47, 0.94)	-0.19 (-0.42, 0.04)	-0.26 (-0.49, -0.04)
Position								
Left	reference	reference	reference	reference	reference	reference	reference	reference
Right	-0.38 (-0.62, -0.13)	-0.02 (-0.28, 0.25)	0.08 (-0.06, 0.22)	0.01 (-0.14, 0.16)	0.05 (-0.10, 0.20)	0.05 (-0.12, 0.22)	-0.07 (-0.21, 0.07)	-0.01 (-0.18, 0.16)

Table reports coefficients from conditional logistic regression models in a discrete choice experiment. Interaction terms were added to assess differences by gender. Coefficients indicate how much the attribute level in question (e.g., flavor: fruit) increased or decreased the log-odds of a displayed moist snuff product being chosen relative to the reference level (e.g., flavor: tobacco), adjusted for all other displayed product attributes. For each displayed pair of moist snuff products, participants were asked about which they were more curious, and which was more dangerous, would give a greater buzz, and would be easier to use. Positive values indicate characteristics (relative to reference) that independently contributed to greater curiosity or perceived danger, buzz, and ease of use, respectively.

Abbreviation: CI = Confidence interval

Table A.4. Adolescents' beliefs associated with moist snuff product characteristics: interaction by smokeless tobacco ever use

	Curiosity		Danger		Buzz		Ease of Use	
	Coefficient (95% CI)		Coefficient (95% CI)		Coefficient (95% CI)		Coefficient (95% CI)	
	<i>P</i> -for-interaction < 0.0001		<i>P</i> -for-interaction = 0.24		<i>P</i> -for-interaction = 0.68		<i>P</i> -for-interaction = 0.11	
	Never Used	Ever Used	Never Used	Ever Used	Never Used	Ever Used	Never Used	Ever Used
Brand								
Copenhagen	reference	reference	reference	reference	reference	reference	reference	reference
Grizzly	0.07 (-0.21, 0.34)	-0.36 (-1.02, 0.30)	-0.27 (-0.45, -0.09)	-0.52 (-1.15, 0.12)	-0.10 (-0.27, 0.06)	-0.33 (-0.91, 0.24)	-0.28 (-0.46, -0.11)	-0.53 (-1.05, -0.01)
Longhorn	-0.09 (-0.37, 0.19)	-0.47 (-1.15, 0.20)	-0.18 (-0.34, -0.02)	-0.62 (-1.15, -0.08)	-0.11 (-0.27, 0.05)	-0.50 (-1.11, 0.12)	-0.16 (-0.33, 0.01)	-0.47 (-0.95, 0.00)
Skool	-0.08 (-0.34, 0.18)	-0.80 (-1.55, -0.06)	-0.14 (-0.31, 0.03)	-0.58 (-1.14, -0.03)	-0.16 (-0.33, 0.01)	-0.62 (-1.22, -0.02)	-0.21 (-0.37, -0.05)	-0.89 (-1.59, -0.20)
Flavor								
Tobacco	reference	reference	reference	reference	reference	reference	reference	reference
Wintergreen	0.63 (0.27, 1.00)	1.11 (0.24, 1.97)	-0.48 (-0.65, -0.32)	-0.28 (-0.77, 0.26)	-0.20 (-0.38, -0.02)	0.16 (-0.42, 0.75)	0.29 (0.10, 0.48)	-0.01 (-0.61, 0.60)
Mint	1.06 (0.73, 1.40)	1.41 (0.59, 2.24)	-0.41 (-0.59, -0.22)	-0.53 (-1.12, 0.06)	-0.12 (-0.29, 0.06)	-0.10 (-0.51, 0.31)	0.51 (0.32, 0.70)	0.30 (-0.30, 0.91)
Fruit	1.19 (0.85, 1.53)	1.29 (0.43, 2.16)	-0.63 (-0.81, -0.46)	-0.27 (-0.86, 0.33)	-0.36 (-0.54, -0.17)	0.03 (-0.52, 0.58)	0.53 (0.34, 0.72)	-0.13 (-0.57, 0.32)
Cut								
Fine	reference	reference	reference	reference	reference	reference	reference	reference
Long	-0.03 (-0.28, 0.22)	0.62 (-0.10, 1.33)	0.25 (0.07, 0.43)	0.10 (-0.43, 0.63)	0.15 (-0.02, 0.32)	0.01 (-0.70, 0.73)	-0.35 (-0.53, -0.16)	0.09 (-0.64, 0.82)
Wide	-0.06 (-0.31, 0.18)	0.26 (-0.41, 0.92)	0.28 (0.10, 0.45)	0.03 (-0.45, 0.51)	0.19 (0.01, 0.36)	0.13 (-0.38, 0.65)	-0.52 (-0.71, -0.32)	-0.02 (-0.64, 0.61)
Pouch	-0.14 (-0.39, 0.12)	0.70 (0.05, 1.34)	0.20 (0.02, 0.37)	-0.16 (-0.61, 0.30)	0.11 (-0.06, 0.27)	0.18 (-0.31, 0.67)	-0.02 (-0.20, 0.15)	0.74 (0.12, 1.36)
Price								
\$3	reference	reference	reference	reference	reference	reference	reference	reference
\$5	0.12 (-0.12, 0.36)	0.53 (-0.09, 1.15)	0.09 (-0.07, 0.24)	-0.03 (-0.63, 0.56)	0.42 (0.25, 0.58)	0.43 (-0.14, 0.99)	-0.06 (-0.21, 0.09)	0.00 (-0.50, 0.49)
\$8	0.29 (0.06, 0.52)	0.81 (0.33, 1.28)	0.41 (0.24, 0.59)	0.54 (-0.03, 1.11)	0.70 (0.55, 0.87)	0.82 (0.33, 1.30)	-0.25 (-0.42, -0.08)	-0.06 (-0.58, 0.47)
Position								
Left	reference	reference	reference	reference	reference	reference	reference	reference
Right	-0.28 (-0.47, -0.09)	0.24 (-0.36, 0.83)	0.04 (-0.06, 0.15)	0.06 (-0.30, 0.43)	0.08 (-0.03, 0.20)	-0.14 (-0.57, 0.29)	-0.04 (-0.15, 0.07)	-0.01 (-0.50, 0.47)

Table reports coefficients from conditional logistic regression models in a discrete choice experiment. Interaction terms were added to assess differences by having ever used conventional smokeless tobacco. Coefficients indicate how much the attribute level in question (e.g., flavor: fruit) increased or decreased the log-odds of a displayed moist snuff product being chosen relative to the reference level (e.g., flavor: tobacco), adjusted for all other displayed product attributes. For each displayed pair of moist snuff products, participants were asked about which they were more curious, and which was more dangerous, would give a greater buzz, and would be easier to use. Positive values indicate characteristics (relative to reference) that independently contributed to greater curiosity or perceived danger, buzz, and ease of use, respectively.

Abbreviation: CI = Confidence interval