



Swedish Match North America, Inc.

Statistical Analysis Plan

Perceptions and Behavioral Intentions Study for *General Snus*®

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Swedish Match North America, its parent and affiliate companies

Swedish Match North America, Inc.**Statistical Analysis Plan**

Perceptions and Behavioral Intentions Study for *General Snus*®

SMNA 17-01GEN**SIGNATURE PAGE**I agree to the terms of this *General Snus*® SAP.Name (typed or printed): **Lulu Lee, PhD, Director, Health Outcomes Research**Institution: **Kantar Health, Inc.**Signature:  (b)(6)Date: **8 June 2018**

(Day Month Year)

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2. LIST OF ABBREVIATIONS AND DEFINITIONS

Abbreviations	Definition
CTP	Center for Tobacco Products
FDA	Food and Drug Administration
HINTS	Health Information National Trends Survey
IBM SPSS	Statistical Package for the Social Sciences
Max	Maximum
Min	Minimum
MTSS	Motivation to Stop Scale
MRTP	Modified Risk Tobacco Product
Non-users	Never and former users of tobacco/nicotine products
PATH	Population Assessment of Tobacco and Health
PMTA	Premarket Tobacco Product Application
Respondents	Total sample which includes current, never, and former users of tobacco/nicotine products
SAP	Statistical Analysis Plan
SMNA	Swedish Match North America
TNP	Tobacco/Nicotine Product(s)
SD	Standard Deviation
U.S.	United States
Video	<i>General Snus®</i> advertisement video

3. RESPONSIBLE PARTIES**3.1 Investigator and Contributors**

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4. STATISTICAL ANALYSIS PLAN (SAP) AMENDMENTS AND UPDATES

Number	Date	Section of SAP	Amendment or Update	Reason
1	06/06/2018	Throughout and Table shells	Amendment	Format edits to the table shells and accompanying footnotes were made for better representation and accuracy.
...				

5. BACKGROUND AND RATIONALE

The Family Smoking Prevention and Tobacco Control Act, signed into law in 2009, gave the Food and Drug Administration (FDA) the power to regulate tobacco products and established the Center for Tobacco Products (CTP) within the FDA. The law gives the CTP authority to regulate the manufacturing, marketing/advertising content, and sale of tobacco/nicotine products (TNP^a). The FDA requires that the marketing of a new tobacco product is appropriate for the protection of the public health as determined “on the basis of well-controlled investigations” (Section 910 of the FD&C Act).¹

The CTP has provided draft guidance on data for human studies designed to evaluate the risks and benefits to the population, including users and non-users of the tobacco product.¹ Essentially, CTP will require researched-based evidence that demonstrates, in general: (1) existing tobacco product users do not increase consumption, (2) non-tobacco users do not start using, and (3) former tobacco users do not re-start use of tobacco. Products marketed in the U.S. after February 15, 2007 must obtain a marketing authorization from the FDA (i.e., through a premarket tobacco product application [PMTA] application or a Substantial Equivalence [SE] report) or they can no longer be sold in the U.S.

While all tobacco products pose risks, the modified risk tobacco product (MRTP) pathway outlined in the 2009 Family Smoking Prevention and Tobacco Control Act allows companies to submit applications for the FDA to evaluate whether a tobacco product may be sold or distributed as a product for use to reduce harm or the risk of tobacco-related disease and use FDA-approved modified risk claims in marketing of the product.²

In November 2015, Swedish Match North America (SMNA) received market authorization for *General Snus*®, a smokeless tobacco product packaged in a small pouch that is placed under the upper lip, thereby eliminating the need for a user to spit or chew the product. In June 2014, SMNA had submitted modified risk tobacco product applications (MRTPAs) for *General Snus*® smokeless tobacco products. The FDA denied the request to remove a currently required warning stating that the products can cause gum disease and tooth loss. While the FDA did not rule on the mouth cancer warning or the “not a safe alternative” warning, the FDA did suggest alternative approaches which could provide sufficient evidence to support issuance of modified risk orders for the tobacco products.^{2,3} Of particular note, the FDA suggested approaching MRTP designation through the use of claims that could be included in marketing and communication materials.

In conjunction with the notion of claims in support of MRTP status, FDA cited that evidence “may support applications that seek to market the products with other claims about relatively lower risk ... for *General Snus*® compared to other tobacco products.”³

^aThroughout this document tobacco/nicotine products (TNP) include: cigarettes, e-cigarettes, moist snuff, chewing tobacco, snus, cigars, cigarillos, and filtered cigars filled with tobacco, pipe tobacco, hookah and water pipe tobacco, and aids to help stop smoking.

SMNA has elected to submit an amended MRTPA for its *General Snus*® product line including consumer research that will be conducted and submitted in conjunction with the application amendment. For this purpose, the objective of the Perceptions and Behavioral Intentions Study for *General Snus*® is to determine how proposed modified risk claims impact various cohorts of adult consumers' perceptions of health risk of using *General Snus*® and their behavior intentions regarding TNP.

6. OBJECTIVES AND HYPOTHESES

The overarching research question within this study can be stated as follows: How does the presence of a statement claiming reduced risk of *General Snus*® usage compared to cigarette smoking (the MRTP claim) affect intentions and behaviors of U.S. adult consumers, when compared with the absence of that same claim? The question will be studied among both TNP users and non-users (all of whom are of legal age to use TNP in their residential geography). The effectiveness of the MRTP claim will be studied in the context of a single *General Snus*® description provided in a video advertisement (video). The study will utilize a test versus control methodology to assess the impact of three *General Snus*® videos, each containing one modified risk claim (serving as the test) and one *General Snus*® video not containing a modified risk claim (serving as the control), across three pairs of two-sample comparisons, each including one of three test groups and a control group. Objectives with corresponding hypotheses^b are presented below.

6.1 Primary Objectives and Hypotheses

1. Compare the likelihood of various usage intentions and behaviors related to *General Snus*® and cigarettes between test (video with claim) and control (video without claim) groups. Specifically, after having viewed a single *General Snus*® video, compare:
 - Within TNP non-user groups:
 - The likelihood to initiate^c TNP use with *General Snus*® between test and control groups, focusing on TNP non-user groups;
 - The likelihood to re-initiate TNP use with *General Snus*® between test and control groups, focusing on TNP non-user groups.
 - Within TNP user groups:
 - The likelihood to use *General Snus*® between test and control groups;

^bCertain study objectives seek support for the null hypothesis; we have complied with FDA's recommendations of using "valid measures of constructs," and that the study be "sufficiently statistically powered to detect differences should they exist."¹

^cThe term "initiate" refers to entering the category of TNP user and is only pertinent to TNP never, i.e., those not currently using TNP. Similarly, the term "re-initiate" is only pertinent to TNP former users.

- Among current smokers, the likelihood to use cigarettes and aids to stop smoking between test and control groups;
- The intention to quit all current TNP use between test and control groups.

Hypotheses

- 1.1. Among TNP non-user groups, the likelihood to buy *General Snus*® among the test groups will be **equal or lower** than the control group.
 - 1.2. Among TNP user groups, the likelihood to buy *General Snus*® will be **higher** for the test groups than the control group.
 - 1.3. Among current smokers, the likelihood to smoke cigarettes moving forward will be **lower** for the test groups than the control group.
 - 1.4. Among current smokers, the likelihood to use aids to stop smoking moving forward will be **equal or higher** for the test groups than the control group.
 - 1.5. Among current smokers, the intention to quit smoking cigarettes will be **equal or higher** for the test groups than the control group.
 - 1.6. Among TNP user groups, the intention to quit all current TNP(s) (excludes aids to stop smoking) will be **equal or higher** for the test groups than the control group.
2. Examine perceptions of absolute risk associated with using *General Snus*®, smoking cigarettes, and never having used any TNP, between test and control groups among all respondents.

The health conditions under consideration when assessing absolute risk^d:

Respiratory conditions:

- Chronic bronchitis
- Emphysema
- Lung cancer
- Serious health problems

Non-respiratory conditions:

- Gum disease
- Heart disease
- Mouth cancer
- Stroke

^d Published literature would suggest misperceptions of the health risks of switching from cigarettes to smokeless tobacco, accordingly the eight health conditions will be categorized into respiratory and non-respiratory to better understand potential consumer misperceptions in this study.²⁰

Hypothesis

- 2.1. Among all respondents, perceived absolute risks of each health condition (respiratory and non-respiratory) from the daily use of only *General Snus*® and no other TNP will be **lower** for the test groups than the control group.
3. Compare perceptions of the relative risks associated with using *General Snus*® with using
- cigarettes
 - cigarettes and *General Snus*®
 - quitting all TNP, and
 - never having used any TNP,
- between test and control groups among all respondents.

The health conditions under consideration when assessing relative risk:

Respiratory conditions:

- Chronic bronchitis
- Emphysema
- Lung cancer
- Serious health problems

Non-respiratory conditions:

- Gum disease
- Heart disease
- Mouth cancer
- Stroke

Hypotheses

- 3.1.1. Test groups will perceive the relative risks of each respiratory health condition as **lower** than the control group, when comparing daily use of *General Snus*® vs. daily use of cigarettes.
- 3.1.2. Test groups will perceive the relative risks of each non-respiratory health condition as **equal or lower** than the control group, when comparing daily use of *General Snus*® vs. daily use of cigarettes.
- 3.2.1. Test groups will perceive the relative risks of each respiratory health condition as **lower** than the control group, when comparing daily use of *General Snus*® vs. daily use of both *General Snus*® and cigarettes.
- 3.2.2. Test groups will perceive the relative risks of each non-respiratory health condition as **equal or lower** than the control group, when comparing daily use of *General Snus*® vs. daily use of both *General Snus*® and cigarettes.
- 3.3. Test groups will perceive the relative risks of each health condition (respiratory and non-respiratory) as **equal or higher** than the control group, when comparing daily use of *General Snus*® vs. never having used any TNP.

3.4. Test groups will perceive the relative risks of each health condition (respiratory and non-respiratory) as **equal or higher** than the control group, when comparing the act of quitting all TNP use except for General Snus® vs. the act of quitting all TNP use.

4. Assess the comprehension of the General Snus® modified risk claims between test and control groups.

Hypothesis

- 4.1. Among all respondents, the test groups will have a **higher** comprehension of the General Snus® claims than the control group.

6.2 Secondary Objectives and Hypotheses

5. Compare the likelihood of various usage intentions and behaviors related to General Snus® and other TNP (**e-cigarettes, moist snuff, chewing tobacco, snus, cigars, cigarillos, or filtered cigars filled with tobacco, pipe tobacco, and hookah or water pipe tobacco**) between test and control groups. Specifically, among TNP user groups, compare the likelihood to use current TNP between the test groups and the control group (after having viewed a single General Snus® video).

Hypothesis

- 5.1. Among TNP user groups, the likelihood to use TNP (**e-cigarettes, moist snuff, chewing tobacco, snus, cigars, cigarillos, or filtered cigars filled with tobacco, pipe tobacco, and hookah or water pipe tobacco**) moving forward will be **equal or lower** for the test groups than the control group.

6. Compare perceptions of the relative risks associated with using General Snus® with using
- moist snuff
 - other brands of snus and
 - aids that help stop smoking,

between test and control groups among all respondents.

The health conditions under consideration when assessing relative risk:

Respiratory conditions:

- Chronic bronchitis
- Emphysema
- Lung cancer
- Serious health problems

Non-respiratory conditions:

- Gum disease
- Heart disease

- Mouth cancer
- Stroke

Hypotheses

- 6.1. Test groups will perceive the relative risks of each health condition (respiratory and non-respiratory) as **equal or lower** than the control group, when comparing daily use of General Snus® vs. daily use of moist snuff.
 - 6.2. Test groups will perceive the relative risks of each health condition (respiratory and non-respiratory) as **equal or lower** than the control group, when comparing daily use of General Snus® vs. daily use of other brands of snus.
 - 6.3. Test groups will perceive the relative risks of each health condition (respiratory and non-respiratory) as **equal or higher** than the control group, when comparing daily use of General Snus® vs. daily use of aids that help stop smoking.
7. Assess the believability of the General Snus® modified risk claims between test and control sample groups.

Hypothesis

- 7.1. Among all respondents, the test groups will find the General Snus® claims **more** believable than the control group.

7. OVERALL STUDY DESIGN

7.1 Study Design

Data will be obtained using responses from a customized web-based survey of invited consumers who meet inclusion and exclusion criteria (explained in Sections 7.2.1 and 7.2.2) and who agree to participate. Consumers will initially be recruited from verified online consumer panels from Lightspeed Research, Survey Sampling International, and Research Now. These panels are large commercial consumer panels that profile panelists on self-reported characteristics such as age, gender, location, income, ethnicity, household size, marital status, presence of young children, and education. The panels are reflective of the U.S. population; however, they are not balanced to the U.S. census. They are sizeable enough to generate samples that are representative of the U.S. population. This ensures that our sample source is a reliable representation of the U.S. online population.

Recruitment of a study sample that is representative of the U.S. population will proceed as follows. Based on panelist self-reported background information, a representative sample reflecting socio-demographic characteristics of the adult population based on U.S. Census data will be selected

from these panels, reflecting the marginal distribution of age, gender, geographical region, ethnicity, race, and education. Next, a sampling frame consisting of all legal age panelists from each state will be created. The invited sample will then be derived from a stratified sampling framework based on socio-demographic characteristics of the adult population from the Population Assessment of Tobacco and Health (PATH) study data⁵. Panelists with required demographic profiles will be randomly selected for inclusion in the invited sample until demographic profile quotas are met in each study cohort. This recruitment methodology is expected to provide socio-demographic profiles consistent with the adult population based on PATH study data for each of the study cohorts. More information about the recruitment and fielding of this study can be found in the Perceptions and Behavioral Intentions Study for *General Snus*® Protocol (the Study Protocol).⁶

The Perceptions and Behavioral Intentions Study for *General Snus*® will be a 15-20 minutes survey accessible via a computer, smartphone, or tablet. Cognitive interviews preceded survey finalization to ensure that the survey materials were appropriate and sufficiently clear to respondents. More information about the cognitive interviews can be found in the Study Protocol.⁶ A between-groups, test versus control methodology will be utilized to assess the impact of the MRTP claims. This is a 4 claims (3 tests claims and 1 control) x 4 warnings x 2 flavors (totaling 32 cells) factorial design. The claims (3 test claims and 1 control) serve as the experimental stimulus, and the other factors are randomly distributed in a balanced way across respondents. Specifically, respondents within each of the six cohorts will be randomly assigned into one of 3 test cells (one for each modified risk claim to be tested) or 1 control cell for testing the absence of a modified risk claim. Claims are embedded in a video advertisement for *General Snus*®, with the control version having no such claim. Each of the video advertisements will also include 1 of the 4 mandated warning statements and 1 of 2 flavors of *General Snus*®. Within each test/control cell, each respondent will then be randomly assigned into 1 of the 8 total *General Snus*® video advertisements (4 warning statements by 2 flavors – see [Table 1](#) “Study Design – Random Assignment into 3 Test Cells and 1 Control Cell”).

The three-modified risk claims to be tested are:

- 1) Using *General Snus*® instead of cigarettes puts you at lower risk for mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis.
- 2) Using *General Snus*® instead of cigarettes would significantly reduce harm and the risk of certain tobacco-related diseases to individual tobacco users.
- 3) No tobacco is totally safe, but using *General Snus*® instead of cigarettes puts you at a lower risk of chronic lung disease and other tobacco-related ailments.

The warning labels to be randomized within each test/control cell are:

1. *General Snus*® is not a safe alternative to cigarettes.
2. *General Snus*® can cause mouth cancer.
3. *General Snus*® can cause gum disease and tooth loss.
4. *General Snus*® is addictive.

The flavors^e to be randomized within each test/control cell are:

1. Mint.
2. Wintergreen.

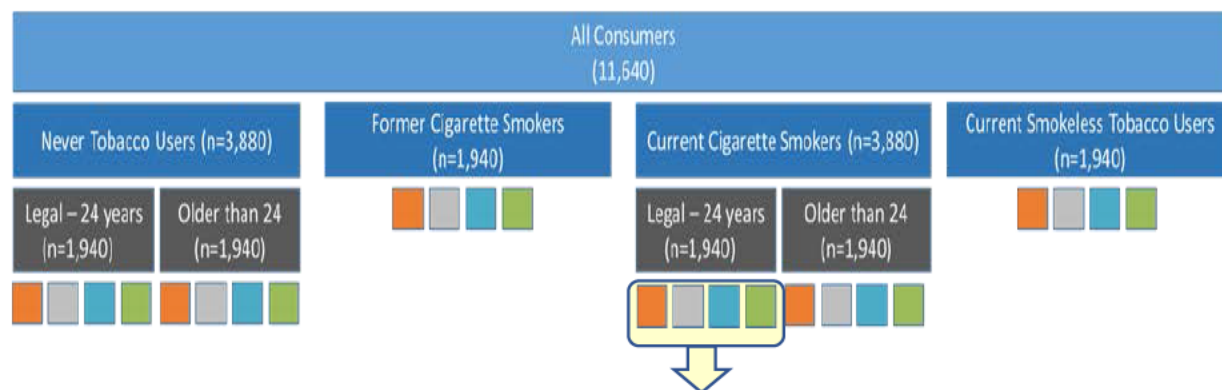
Table 1. Study Design – Random Assignment into 3 Test Cells and 1 Control Cell.

	CELL A (CLAIM 1)	CELL B (CLAIM 2)	CELL C (CLAIM 3)	CELL D (CONTROL)
Warning 1 series →	Flavor 1	Flavor 1	Flavor 1	Flavor 1
	Flavor 2	Flavor 2	Flavor 2	Flavor 2
Warning 2 series →	Flavor 1	Flavor 1	Flavor 1	Flavor 1
	Flavor 2	Flavor 2	Flavor 2	Flavor 2
Warning 3 series →	Flavor 1	Flavor 1	Flavor 1	Flavor 1
	Flavor 2	Flavor 2	Flavor 2	Flavor 2
Warning 4 series →	Flavor 1	Flavor 1	Flavor 1	Flavor 1
	Flavor 2	Flavor 2	Flavor 2	Flavor 2

^e Mint and wintergreen flavored *General Snus*® account for nearly 70% of product sales. Source: SMNA⁷

The primary intent of the survey will be to have respondents evaluate different *General Snus*® communication executions (see Figure 1 for stimulus assignment for each study cohort) to elicit their perception of health risk and intended TNP behavior.

Figure 1. 32 Video Advertisements to be Tested Across 3 Test Cells and 1 Control Cell Within 6 Study Cohorts.



Colored boxes represent the columns of the table below referencing the random assignment into test cells and the control cell and across the 4 warning labels and 2 flavor constants (see Table 1).

	CELL A (CLAIM 1)	CELL B (CLAIM 2)	CELL C (CLAIM 3)	CELL D (CONTROL)
Warning 1 series →	Flavor 1	Flavor 1	Flavor 1	Flavor 1
	Flavor 2	Flavor 2	Flavor 2	Flavor 2
Warning 2 series →	Flavor 1	Flavor 1	Flavor 1	Flavor 1
	Flavor 2	Flavor 2	Flavor 2	Flavor 2
Warning 3 series →	Flavor 1	Flavor 1	Flavor 1	Flavor 1
	Flavor 2	Flavor 2	Flavor 2	Flavor 2
Warning 4 series →	Flavor 1	Flavor 1	Flavor 1	Flavor 1
	Flavor 2	Flavor 2	Flavor 2	Flavor 2

7.2 Study Cohorts

The study sample consists of U.S. adult population of legal age for TNP use. To meet the objectives of the Perceptions and Behavioral Intentions Study for *General Snus*®, the study will include respondents from the following cohorts shown in Table 2. Note that due to sampling frame, the former cigarette user cohort and the smokeless tobacco user cohort are not mutually exclusive. That is, a respondent can be both a former cigarette user and smokeless tobacco user. In this case, respondents will be assigned to the current smokeless cohort until the current smokeless cohort is filled due to lower incidence.

Table 2. Study Cohorts.

Never Tobacco Users	<ul style="list-style-type: none"> • Have NEVER used the following products: <ul style="list-style-type: none"> ▪ Cigarettes ▪ E-cigarettes ▪ Cigars, cigarillos, filtered cigars ▪ Pipe filled with tobacco ▪ Hookah or water pipe filled with tobacco ▪ Smokeless tobacco (snus pouches, moist snuff, dip, or chewing tobacco) • OR all of the following: <ul style="list-style-type: none"> ○ Smoked fewer than 100 cigarettes during their lifetime AND now do not smoke cigarettes every day or some days <u>AND</u> ○ For each of the following products, have never been a regular user AND now do not use the product every day or some days: <ul style="list-style-type: none"> ▪ E-cigarettes ▪ Cigars, cigarillos, filtered cigars ▪ Pipe filled with tobacco ▪ Hookah or water pipe filled with tobacco ▪ Smokeless tobacco (snus pouches, moist snuff, dip or chewing tobacco)
Former cigarette smokers	<ul style="list-style-type: none"> • Have smoked 100 or more cigarettes during lifetime AND currently do <u>not</u> smoke cigarettes every day or some days
Current cigarette smokers	<ul style="list-style-type: none"> • Have smoked 100 or more cigarettes during lifetime AND currently smoke cigarettes every day or some days
Current <u>smokeless</u> tobacco users	<ul style="list-style-type: none"> • Have regularly used smokeless tobacco (snus pouches, moist snuff, dip or chewing tobacco) AND currently uses smokeless tobacco products every day or some days <u>AND</u> • Have smoked cigarettes during lifetime AND currently do not smoke cigarettes every day or some days <u>OR</u> have never smoked

7.2.1 Subject Selection: Inclusion Criteria

In addition to the cohorts to be included in this study, respondents must meet the following criteria to be included:

- Minimum legal age per local requirements
- Able to read and speak English
- Currently a resident of the United States
- Individuals who provide electronic informed consent

7.2.2 Subject Selection: Exclusion Criteria

The exclusion criteria for this research study are the following:

- Respond as “don’t know” or “decline to answer” to specific demographics (gender, geographical region, ethnicity, or education), used for balancing cohorts
- Unwilling or unable to provide electronic informed consent
- Individuals employed in any of the following fields or professions: market research, marketing, advertising, manufacturers of TNP, or physicians
- Individuals who have taken part in a consumer research study on tobacco in the past 2 weeks

7.3 Power Analysis

All power analyses were performed using G*Power 3.0.10⁸ statistical application. The power analyses were conducted to verify the following. First, given the study sample size, there will be a sufficiently high probability that tests will be able to detect significant differences when they exist (i.e., mitigate Type II error; β). Second, given the number of significance tests performed, there will be a sufficiently low probability of rejecting the null hypothesis when it is true (Type I error; α).

The hypotheses specified in Section 6 require comparing responses between test and control samples. Considering a 0.05 Type 1 error rate, 85% power, and a small effect size of 0.20 based on Cohen’s d, which is a standardized measure of effect defined as the difference between two means divided by their pooled standard deviation,⁹ a sample of n=485 for each test and control sample cell was calculated. The detailed list of assumptions is below:

- A comparison of means of a continuous measurement across independent sample t-tests
- A conventional small effect size (Cohen’s d) of 0.20
- Type 1 error rate of 0.0167. Type 1 error is adjusted for 3 multiple comparisons using the Holm procedure; this adjustment results from simultaneously assessing results of the 3 test claims.
- A power level of 0.85

- One-tailed hypothesis test, where one-tailed is selected due to the a priori directionality of predicted findings specified in the hypotheses.

7.4 Study Sample Size

In total, the planned study sample is n=11,640 respondents with n=1,940 respondents in each cohort, as shown in Table 3 below. Within each sample cohort respondents will be randomly assigned into 4 cells – 3 tests and 1 control; each of these randomly assigned cells will contain n=485 respondents (see [Figure 1: 32 Video Advertisements to be Tested Across 3 Test Cells and 1 Control Cell Within 6 Study Cohorts](#)). Combining respondents from the four sample cells (485 x 4) gets us back to the 1,940 respondents per cohort.

Table 3. Study Sample Size.

	N=11,640	Percent of Sample	Percent of Adult Population ⁸
Never tobacco users from legal age to 24 years of age	1,940	17%	6%
Never tobacco users older than 24 years of age	1,940	17%	43%
Former cigarette smokers from legal age and older	1,940	17%	20%
Current cigarette smokers from legal age to 24 years of age	1,940	17%	3%
Current cigarette smokers older than 24 years of age	1,940	17%	16%
Current smokeless tobacco users from legal age and older	1,940	17%	3%

The age breaks are based on those used in PATH.⁵

In compliance with the CTP's guidance,¹⁰ regarding intended use and risk assessment in vulnerable populations, this study will oversample the young adult population among never users and current cigarette smokers, specifically people who fall between the legal age for tobacco use in their states, to age 24.

7.5 Variables of Relevance to the Study

7.5.1 Outcomes

Outcome variables supporting attainment of the study objectives are as follows:

Likelihood to buy *General Snus*® will be assessed with the 11-point Juster Scale. The Juster Scale is a probability scale that can be used to produce estimates of the average probability that a population will perform a certain behavior by a future time.¹¹ As the Juster Scale measures probability, the mean response predicts the proportion of the population that will perform the behavior.¹² Research has shown that the Juster Scale is effective in predicting consumers' future purchasing behaviors.¹³

Likelihood to use TNP(s) will be measured with a custom, single-choice 4-point ordinal scale assessing the use of TNP moving forward (after viewing *General Snus*® video), separately for each TNP. Cognitive interviewing demonstrated that saturation was achieved for this measure. Saturation is defined at 80% or more of the respondents being able to verbalize a logical thought process when answering the question that fit with the intent of the question.

Intention to quit is measured by the one-item validated instrument, Motivation to Stop Scale (MTSS).¹⁴ The MTSS consists of one item with seven response categories ranging from 1 (lowest) to 7 (highest level of motivation to stop smoking). Scale developers found that odds of quit attempts increased linearly with increasing levels of motivation. In the current study, we use the MTSS for assessing intention to quit cigarettes and/or other TNPs. Consistent with published research using the MTSS, we will report the mean MTSS score.¹⁵

Perceptions of absolute health risk associated with daily use of *General Snus*® and no other TNP will be assessed using a single-choice scale (5-point Likert scale, fully anchored; from 1= very low chance to 5= very high chance, also including “don’t know” and “decline to answer”) for each of 8 health conditions (chronic bronchitis, emphysema, gum disease, heart disease, lung cancer, mouth cancer, stroke and serious health problems). This scale was modified from the risk perception scale used in HINTS.¹⁶ The 5-point Likert scale used in HINTS had response options where 1= much less harmful to 5= much more harmful; we changed the response options to fit with the structure of the question in the survey. Additionally, this measure also achieved saturation during cognitive interviewing.

Perceptions of relative health risk will be assessed using a single-choice scale (5-point Likert scale, fully anchored; from 1= a much lower chance to 5= a much higher chance, also including “don’t know” and “decline to answer”) for each of the 8 health conditions (chronic bronchitis, emphysema, gum disease, heart disease, lung cancer, mouth cancer, stroke and serious health problems) contrasting *General Snus*® use to several other risk exposures. The risk exposures assessed for each health condition included daily use of *General Snus*® vs. the daily use of other TNP, aids to help stop smoking, both cigarettes and *General Snus*® and never having used any TNPs, and quitting all TNP relative to quitting all TNP except for *General Snus*®. This scale was modified from the risk perception scale used in HINTS.¹⁶ The 5-point Likert scale used in HINTS

had response options where 1= much less harmful to 5= much more harmful; we changed the response options to fit with the structure of the question in the survey. Additionally, this measure also achieved saturation during cognitive interviewing.

Comprehension of the modified test claims will be assessed with 9 items measuring comprehension of the various pieces of information presented in the modified test claims. The multiple-choice response options include 6 or 7 response options with one correct answer along with “don’t know” and “decline to answer.” The “don’t know” response will be coded as incorrect. This approach was based on feedback on the Study Protocol from the FDA.¹⁷

Believability of the test claims will be assessed with 3 items measuring believability (4-point ordinal scale; from 1= not at all believable to 4= very believable, also including “don’t know” and “decline to answer”) for each of the three modified test claims.

Specifications of each outcome domain, subcategories, measurement method, and measurement details are summarized in [Table 4a-f](#) below.

Table 4a-4f. Measurement Dimension, Subcategory, Method, and Details for Outcomes.

Table 4a.

Measurement Domain	Subcategory	Measurement Method	Measurement Details
Likelihood to buy	General Snus®	One item assessing likelihood to buy General Snus®, if sold in store where respondent usually shops.	Likelihood to buy General Snus® will be assessed using an 11-point Juster scale where 0= no chance, almost none [1 in 100] to 10= certain, practically certain [99+ in 100].
Likelihood to use	Cigarettes	One item assessing how cigarettes will be used moving forward.	Use of cigarettes moving forward will be measured via a 4-point ordinal scale, labeled "quit completely," "cut back use," "use same amount" and "use more." "Don't know" and "Decline to answer" are also available as responses.
	E-cigarettes	One item for each other TNP (8 TNPs total, excludes cigarettes) assessing how each TNP will be used moving forward.	Use of each TNP moving forward will be measured via a 4-point ordinal scale, labeled "quit completely," "cut back use," "use same amount" and "use more." "Don't know" and "Decline to answer" are also available as responses.
	Moist snuff		
	Chewing tobacco		
	Snus		
	Aids to help stop smoking		
	Cigars, cigarillos or filtered cigars filled with tobacco		
	Pipe tobacco		
	Hookah or water pipe tobacco		

Table 4b.

Measurement Domain	Subcategory	Measurement Method	Measurement Details
Intention to quit	Cigarettes	Response based on the validated Motivation to Stop Scale (MTSS) will be used to measure intent to quit smoking.	The MTSS has 7 response options ranging from 1= I don't want to stop smoking to 7= I REALLY want to stop smoking and intend to in the next month. A "Don't know" response is also available.
	All other TNP(s) (excludes cigarettes and aids to stop smoking)	A derived variable will be created for intention to quit all other TNPs (excludes cigarettes and aids to stop smoking) based on responses on the validated Motivation to Stop Scale (MTSS). Intention to quit all TNP is defined by intention to quit every TNP the respondent is currently using, which may include: e-cigarettes, moist snuff, chewing tobacco, snus, cigars, cigarillos or filtered cigars filled with tobacco, pipe tobacco, and hookah or water pipe tobacco.	The MTSS has 7 response options ranging from 1= I don't want to stop smoking to 7= I REALLY want to stop smoking and intend to in the next month. A "Don't know" response is also available.

Table 4c.

Measurement Domain	Subcategory	Measurement Method	Measurement Details
Perceived absolute risk	Chronic bronchitis	One item for each health condition (8 health conditions total) will assess perceptions of absolute risk from daily use of only <i>General Snus</i> ® and no other TNP	Perception of absolute risk of a person suffering from each medical condition will be assessed via a 5-point fully anchored scale, labels being "very low chance," "low chance," "moderate chance," "high chance" and "very high chance." "Don't know" and "Decline to answer" are also available as response options.
	Emphysema		
	Gum disease		
	Heart disease		
	Lung cancer		
	Mouth cancer		
	Stroke		
	Serious health problems		

Table 4d.

Measurement Domain	Subcategory	Measurement Method	Measurement Details
Perceived relative risk (Daily use of <i>General Snus</i>® only vs. daily use of other TNP or never having used any TNP)	Chronic bronchitis	Six items for each health condition (8 health conditions total) will assess the perception of the relative risk associated with the daily use of <i>General Snus</i> ® only vs. daily use of: a) Cigarettes; b) Moist snuff; c) Other brands of snus; d) Aids that help stop smoking; e) Both cigarettes and <i>General Snus</i> ®; and f) Never having used any TNP	Perception of relative risk of the daily use of only <i>General Snus</i> ® relative to other TNPs (and never having used any TNP) will be assessed via a 5-point fully anchored scale, labels being "a much lower chance," "a lower chance," "the same chance," "a higher chance" and "a much higher chance." "Don't know" and "Decline to answer" are also available as response options.
	Emphysema		
	Gum disease		
	Heart disease		
	Lung cancer		
	Mouth cancer		
	Stroke		
	Serious health problems		
Perceived relative risk (Quit all TNP vs. quit all TNP except for daily use of <i>General Snus</i>®)	Chronic bronchitis	One item for each health condition (8 health conditions total) will assess the perception of the relative risk associated with quitting all TNP vs. quitting all TNP except for the daily use of <i>General Snus</i> ®	Perception of relative risk of quitting all TNP vs. quitting all TNP except for the daily use of only <i>General Snus</i> ® will be assessed via a 5-point fully anchored scale, labels being "a much lower chance," "a lower chance," "the same chance," "a higher chance" and "a much higher chance." "Don't know" and "Decline to answer" are also available as response options.
	Emphysema		
	Gum disease		
	Heart disease		
	Lung cancer		
	Mouth cancer		
	Stroke		
	Serious health problems		

Table 4e.

Measurement Domain	Subcategory	Measurement Method	Measurement Details
Comprehension	MRTP Claim #1: Risk for mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis (Using <i>General Snus</i> ® instead of cigarettes)	One item assessing understanding of MRTP Claim #1 (correct vs. incorrect [includes “Don’t know” responses])	Measured by multiple-choice question with six response options: - One correct response; - Three incorrect responses; - “Don’t know”; - “Decline to answer”
	MRTP Claim #2: Risk for certain tobacco-related diseases (Using <i>General Snus</i> ® instead of cigarettes)	One item assessing understanding of MRTP Claim #2 (correct vs. incorrect [includes “Don’t know” responses])	Measured by multiple-choice question with six response options: - One correct response; - Three incorrect responses; - “Don’t know”; - “Decline to answer”
	MRTP Claim #3: Risk for chronic lung disease and other tobacco-related ailments (Using <i>General Snus</i> ® instead of cigarettes)	One item assessing understanding of MRTP Claim #3 (correct vs. incorrect [includes “Don’t know” responses])	Measured by multiple-choice question with six response options: - One correct response; - Three incorrect responses; - “Don’t know”; - “Decline to answer”
	Number of cigarettes one can smoke a day for <i>General Snus</i> ® to lower risk of disease	One item assessing understanding that one must stop all cigarette smoking, as communicated in the respective MRTP claim (correct vs. incorrect [includes “Don’t know” responses])	Measured by multiple-choice question with seven response options: - One correct response; - Four incorrect responses, including “None of the above”; - “Don’t know”; - “Decline to answer”

Measurement Domain	Subcategory	Measurement Method	Measurement Details
	<i>General Snus®</i> production process	One item assessing understanding of the aspects of the <i>General Snus®</i> production process as communicated in the respective video (correct vs. incorrect [includes “Don’t know” responses]).	Measured by multiple-choice question with seven response options: - One correct response; - Four incorrect responses, including “None of the above”; - “Don’t know”; - “Decline to answer”
	<i>General Snus®</i> warning series 1	One item assessing the understanding of warning label number 1 shown in the video (correct vs. incorrect [includes “Don’t know” responses]).	Measured by multiple-choice question with seven response options: - One correct response; - Four incorrect responses, including “None of the above”; - “Don’t know”; - “Decline to answer”
	<i>General Snus®</i> warning series 2	One item assessing the understanding of warning label number 2 shown in the video (correct vs. incorrect [includes “Don’t know” responses]).	Measured by multiple-choice question with seven response options: - One correct response; - Four incorrect responses, including “None of the above”; - “Don’t know”; - “Decline to answer”
	<i>General Snus®</i> warning series 3	One item assessing the understanding of warning label number 3 shown in the video (correct vs. incorrect [includes “Don’t know” responses]).	Measured by multiple-choice question with seven response options: - One correct response; - Four incorrect responses, including “None of the above”;

Measurement Domain	Subcategory	Measurement Method	Measurement Details
			<ul style="list-style-type: none"> - "Don't know"; - "Decline to answer"
	General Snus® warning series 4	One item assessing the understanding of warning label number 4 shown in the video (correct vs. incorrect [includes "Don't know" responses]).	Measured by multiple-choice question with seven response options: <ul style="list-style-type: none"> - One correct response; - Four incorrect responses, including "None of the above"; - "Don't know"; - "Decline to answer"

Table 4f.

Measurement Domain	Subcategory	Measurement Method	Measurement Details
Believability	MRTP Claim #1: Using <i>General Snus</i> ® instead of cigarettes puts you at lower risk for mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis.	One item assessing the believability of MRTP Claim #1	Believability will be assessed via a 4-point ordinal scale, with anchors being "Not at all believable," "A little believable," "Somewhat believable" and "Very believable." "Don't know" and "Decline to answer" are also available as response options.
	MRTP Claim #2: Using <i>General Snus</i> ® instead of cigarettes would significantly reduce harm and the risk of certain tobacco-related diseases to individual tobacco users.	One item assessing the believability of MRTP Claim #2	Believability will be assessed via a 4-point ordinal scale, with anchors being "Not at all believable," "A little believable," "Somewhat believable" and "Very believable." "Don't know" and "Decline to answer" are also available as response options.
	MRTP Claim #3: No tobacco is totally safe, but using <i>General Snus</i> ® instead of cigarettes puts you at a lower risk of chronic lung disease and other tobacco-related ailments.	One item assessing the believability of MRTP Claim #2	Believability will be assessed via a 4-point ordinal scale, with anchors being "Not at all believable," "A little believable," "Somewhat believable" and "Very believable." "Don't know" and "Decline to answer" are also available as response options.

7.5.2 Respondent Characteristics

Sociodemographic Variables

State of residence will be assessed using a single item asking the respondent what state they spend most days of the year in. State of residence will be categorized into the four U.S. census geographic regions for summarizing data collection results: Northeast, South, Midwest, and West.

Age of the respondent will be assessed using a single item asking the respondent how many years old they are. Age of respondent will be categorized and reported using the following age groups: 18-20, 21-24, 25-34, 35-44, 45-54, and 55+ years old.

Gender will be assessed using a single item asking the respondent if they are male or female.

Racial or ethnic background will be assessed using a single item asking the respondent which best describes their racial/ethnic background. Response options include: Caucasian/White, Black/African American, Hispanic (e.g., Latin American, Mexican, Puerto Rican, Cuban), Asian or Pacific Islander, Native American or Alaskan native, mixed racial background, or other.

Highest grade or level of school completed will be assessed using a single item asking the respondent which response corresponds to the highest level of education they have attained. Response options include: Less than high school, some high school – no diploma, General Educational Development (GED), high school graduate – diploma, some college but no degree, Associate degree, Bachelor's degree (e.g., BA, AB, BS), or Post-graduate degree (e.g., MBA, PhD, JD, etc.).

Marital Status will be assessed using a single item asking the respondent their marital status. Response options include: Now married, widowed, divorced, separated, never married, and decline to answer.

Pregnancy Status will be assessed using a single item asking female respondents their pregnancy status. Response options include: currently pregnant, intending on getting pregnant in the next 6 months, none of the above, don't know, and decline to answer.

Number of adults who live in the household will be assessed using a single item asking the respondent for the number of individuals living in the household who are over 18 years old. Decline to answer is also available as a response option. Number of adults in the household will be categorized for reporting as 1, 2, 3, 4, or 5+.

Number of children who live in the household will be assessed using a single item asking the respondent for the number of individuals living in the household who are under 18 years old. Decline to answer is also available as a response option. Number of children in the household will be categorized for reporting as 1, 2, 3, 4, or 5+.

Household income in the last 12 months will be assessed using a single item asking respondents which category best describes their total household income in the last 12 months. Response options include: Less than \$10,000, \$10,000 to \$14,999, \$15,000 to \$24,999, \$25,000 to \$34,999, \$35,000 to \$49,999, \$50,000 to \$74,999, \$75,000 to \$99,999, \$100,000 to \$199,999, \$200,000 or more, don't know, or decline to answer. Household income will be categorized for reporting as less than \$25,000, \$25,000-49,999, \$50,000-74,999, \$75,000-99,999, \$100,000 or more.

TNP Characteristics and Risk Perceptions

TNP use includes: ever used any TNP (yes or no), number of cigarettes smoked in the life time (1 or more puffs, 1 to 10 cigarettes, 11 to 20 cigarettes, 21 to 50 cigarettes, 51 to 99 cigarettes, or 100 or more cigarettes), whether ever fairly regularly used TNP (yes or no), and frequency of current TNP use (every day, some days, or not at all).

Intention to Quit TNP (Prior to Viewing Video Claims) will be assessed with the MTSS, which is a one item scale with seven response categories ranging from 1 (lowest) to 7 (highest level of motivation to stop smoking). A “don't know” response is also available. More detail on the MTSS can be found in section [7.5.1](#).

Perceptions of Absolute Health Risk (Prior to Viewing Video Claims) associated with daily use of cigarettes and no other TNP and never using TNP will be assessed using one item (5-point Likert scale) for each of eight health conditions (chronic bronchitis, emphysema, gum disease, heart disease, lung cancer, mouth cancer, stroke and serious health problems). Response choices on this scale are 1= very low chance, 2= low chance, 3= moderate chance, 4= high chance, 5= very high chance, don't know, and decline to answer.

8. STATISTICAL ANALYSIS

8.1 Presentation of Analysis Results

Numerical data will be presented by the total N-size, missing values (if applicable), mean, standard deviation (SD), median, minimum (Min), and maximum (Max).

Continuous data will be displayed to 2 decimal places. In some instances, continuous data will be grouped into ranges and summarized by frequencies and percentages.

Categorical data will be presented using frequencies (counts) and percentages; the number of missing values will also be presented (if applicable).

Multiple response data will be presented as a distribution of single entries or according to pre-specified top-2 box and/or bottom 2-box categorical groupings (e.g., not at all believable or a little believable vs. somewhat believable or very believable). Percentages will be displayed to 1 decimal place and counts with zero decimal place.

8.2 Study Analysis

The main analyses for this study will consist of bivariate analyses with corresponding significance testing to address the study hypotheses. Descriptive statistics will be calculated across all analyses and reported where valuable to interpretation of results. The random assignment methodology employed in the current study is intended to prevent the effects of potential confounding factors, such as respondent demographics (e.g., age, gender, ethnicity, education, and geographic region), frequency of tobacco use, current tobacco products used, intentions to quit, and perceptions of health risks prior to viewing claim videos, on outcomes. Additionally, sample cohort comparisons (e.g., younger vs. older groups) are not planned and no hypotheses were formed based on sample characteristics. Thus, the statistical significance of a particular study hypothesis will be determined by bivariate analysis results.

Variables may be categorized based on pre-determined threshold or logic required to form the cohorts of interest. Respondents with values for variables that are illogical or deemed unreliable, as determined by the underlying distribution, will be considered for removal prior to performing the main analyses. See Section 9.4 for details regarding this process.

The study team will format and properly label the data sets (including all responses from respondents and the date that the survey was completed) in a statistical package (IBM SPSS Statistics v23)¹⁸, so that the data are suitable for analysis. The data sets will contain a subject ID number and will not contain any information that could be used to identify individual respondents.

8.2.1 Descriptive Analysis

Descriptive analyses will provide summary statistics for all variables collected for the entire sample and each of the six cohorts. Summary statistics will include counts and percentages for categorical variables and means, standard deviations, medians, minimums, and maximums for numeric variables.

8.2.2 Bivariate Analysis

Independent sample t-tests and two-sample binomial proportion tests will be conducted to examine statistical significance between test claim vs. control groups according to study hypotheses. With the exception of the MTSS scale, all categorical and ordinal scales will be tested using 2-sample

proportions tests with dichotomous splits (e.g., top 2-box and bottom 2-box splits), as this offers clearer interpretability according to specified hypotheses than presenting the data as means. Our position is in line with Sullivan and Artino's views on analyzing and interpreting data from Likert-type scales.¹⁹ Sullivan and Artino state means have limited value in describing Likert-type scale data unless the data follow a classic normal distribution; otherwise, frequency distribution of responses may be more appropriate. Given that our ordinal scales are custom measures where we do not have a clear standard for interpreting means, we will report frequencies instead.

However, note that for the Juster Scale (used to assess likelihood to buy), we will test responses on this ordinal scale using means and 2-sample t-tests, because presenting means is the typical approach for analyzing Juster Scale results, as reported in the literature.¹³ As mentioned previously, the Juster Scale measures probability; the mean response is commonly reported, as it predicts the proportion of the population that will perform the intended behavior.¹² Similarly, for MTSS (used to assess intention to quit), we will also report means, as has been reported in the literature.¹⁵

8.2.3 Multiplicity Adjustment

Based on the FDA's draft guidance document on multiple endpoints,²⁰ a multiplicity adjustment will be applied to the statistical tests performed for each hypothesis, thus controlling inflation of Type I errors due to multiple tests within the same cohort. We selected the Holm procedure to be used for multiplicity adjustment as the Bonferroni correction risks being too conservative, jeopardizing statistical power.²⁰ The Holm procedure is a step-down procedure where first the p-values from all tests within each group of m tests at risk of Type I error inflation are considered at one time. Hypothesis testing begins with the smallest p-value (comparing that p-value against α/m), proceeds to the next smallest p-value (comparing it against $\alpha/[m-1]$) and so on, until the p-value is either greater than or equal to the comparator (at which point that test and all subsequent tests are considered non-significant), or there are no more tests within that set. For this study, each hypothesis involves three statistical tests: test claim 1 vs. control, test claim 2 vs. control, and test claim 3 vs. control; thus, an initial 1-tailed p-value of .05, adjusted according to the Holm procedure for 3 multiple comparisons, will be used to define statistical significance.

8.3 Demographics and Respondent Characteristics

Descriptive statistics (means, standard deviations, percentages, and counts) for demographic and respondent characteristics (e.g., age, gender, geographic region, income, race/ethnic background, marital status) will be presented for each test claims and control group, separately by study cohort (see Section 14, Table 12).

8.4 TNP Use Characteristics, Intention to Quit, and Perceptions of Health Risk Prior to Viewing Video Claims

Descriptive statistics (means, standard deviations, percentages, and counts) for TNP use characteristics (e.g., current use), intention to quit, and perceptions of health risks prior to viewing video claims will be presented for each test claims and control group, separately by study cohort (see Section 14, Table 13 – Table 15).

8.5 Statistical Analysis by Study Objective

Each hypothesis outlined in Section 6 will undergo the bivariate analysis as outlined in the analysis tables below. Specifications for variables in the “outcomes” column can be found in Table 4. The “Table Shell Number” column provides a reference for example table shells (found in Section 14) associated with each hypothesis test. As previously noted, each hypothesis will have a total of 3 comparisons (test claim 1 vs. control, test claim 2 vs. control and test claim 3 vs. control) and the Holm procedure correcting an initial p-value of 0.05 for 3 multiple comparisons will be used to define statistical significance.

8.5.1 Primary Objectives

- 1) Compare the likelihood of various usage intentions and behaviors related to *General Snus*® and cigarettes between test (video with claim) and control (video without claim) groups. Specifically, after having viewed a single *General Snus*® video, compare:
 - Within TNP non-user groups
 - The likelihood to initiate TNP use with *General Snus*® between test and control groups, focusing on TNP non-user groups.
 - The likelihood to re-initiate TNP use with *General Snus*® between test and control groups, focusing on former TNP user groups.
 - Within TNP user groups:
 - The likelihood to use *General Snus*® between test and control groups;
 - The likelihood to use cigarettes and aids to stop smoking between test and control groups;
 - The intention to quit all current TNP use between test and control groups.

Table 5. Analysis Table for Objective 1 Hypotheses.

Outcome	Cohort	Hypothesis	Statistical Tests	Table Shell Number
Likelihood to buy <i>General Snus</i> ®	TNP non-user	1.1. Among TNP non-user groups, the likelihood to buy <i>General Snus</i> ® among the test groups will be equal or lower than the control group.	Mean likelihood to buy <i>General Snus</i> ® in the test vs. control groups will be examined using independent two-sample t-tests.	16
Likelihood to buy <i>General Snus</i> ®	TNP user	1.2. Among TNP user groups, the likelihood to buy <i>General Snus</i> ® will be higher for the test groups than the control group.	Mean likelihood to buy <i>General Snus</i> ® in the test vs. control groups will be examined using independent two-sample t-tests.	17
Likelihood to use cigarettes	Current cigarette users	1.3. Among current smokers, the likelihood to smoke cigarettes moving forward will be lower for the test groups than the control group.	The proportion of respondents who "quit completely" and/or "cut back" use of cigarettes in the test vs. control groups will be examined using two-sample proportions tests.	18
Likelihood to use aids to help stop smoking	Current cigarette users	1.4. Among current smokers, the likelihood to use aids to stop smoking moving forward will be equal or higher for the test groups than the control group.	The proportion of respondents who "use the same amount" and/or "use more" of aids to help stop smoking in the test vs. control groups will be examined using two-sample proportions tests.	18
Intention to quit cigarettes	Current cigarette users	1.5. Among current smokers, the intention to quit smoking cigarettes will be equal or higher for the test groups than the control group.	The proportion of respondents with intention to quit (defined by MTSS responses) cigarettes in the test vs. control groups will be examined using two-sample t-tests.	19

Outcome	Cohort	Hypothesis	Statistical Tests	Table Shell Number
Intention to quit all other TNP(s) (excludes cigarettes aids to stop smoking)	TNP user	1.6. Among TNP user groups, the intention to quit all other current TNP(s) (excludes cigarettes and aids to stop smoking) will be equal or higher for the test groups than the control group.	The proportion of respondents with intention to quit (defined by MTSS responses) all current TNP(s) in the test vs. control groups will be examined using two-sample t-tests.	20

- 2) Examine perceptions of absolute risk associated with using *General Snus*®, smoking cigarettes, and never having used any TNP, between test and control groups among all respondents.

The health conditions under consideration when assessing absolute risk:

Respiratory conditions:

- Chronic bronchitis
- Emphysema
- Lung cancer
- Serious health problems

Non-respiratory conditions:

- Gum disease
- Heart disease
- Mouth cancer
- Stroke

Table 6. Analysis Table for Objective 2 Hypothesis.

Outcome	Cohort	Hypothesis	Statistical Tests	Table Shell Number
Perceived absolute risk	All respondents	2.1. Among all respondents, perceived absolute risks of each health condition (respiratory and non-respiratory) from the daily use of only <i>General Snus</i> ® and no other TNP will be lower for the test groups than the control group. Specifically, the health conditions are:	Proportion of respondents selecting "very low chance" and/or "low chance" for each health condition in the test vs. the control groups will be examined using two-sample proportions tests.	21
		2.1a. Chronic bronchitis		
		2.1b. Emphysema		
		2.1c. Lung cancer		
		2.1d. Serious health problems		
		2.1e. Gum disease		
		2.1f. Heart disease		
		2.1g. Mouth cancer		
		2.1h. Stroke		

3) Compare perceptions of the relative risks associated with using *General Snus*® with using

- cigarettes
- cigarettes and *General Snus*®
- quitting all TNP, and
- never having used any TNP,

between test and control groups among all respondents.

The health conditions under consideration when assessing relative risk:

Respiratory conditions:

- Chronic bronchitis
- Emphysema
- Lung cancer
- Serious health problems

Non-respiratory conditions:

- Gum disease
- Heart disease
- Mouth cancer
- Stroke

Table 7. Analysis Tables for Objective 3 Hypotheses.

Outcome	Cohort	Hypothesis	Statistical Tests	Table Shell Number
Perceived relative risk	All respondents	3.1.1. Test groups will perceive the relative risks of each respiratory health condition as lower than the control group, when comparing daily use of <i>General Snus</i> ® vs. daily use of cigarettes. Specifically, the health conditions are:	The proportion of respondents selecting "a much lower chance" and/or "a lower chance" for each health condition in the test vs. control groups will be examined using two-sample proportions tests.	22
		3.1.1a. Chronic bronchitis		
		3.1.1b. Emphysema		
		3.1.1c. Lung cancer		
		3.1.1d Serious health problems		
Perceived relative risk	All respondents	3.1.2. Test groups will perceive the relative risks of each non-respiratory health condition as equal or lower than the control group, when comparing daily use of <i>General Snus</i> ® vs. daily use of cigarettes.	The proportion of respondents selecting "the same chance," "a lower chance" and/or "a much lower chance" for each health condition in the test vs. control groups will be examined using two-sample proportions tests.	22
		3.1.2a. Gum disease		
		3.1.2b. Heart disease		
		3.1.2c. Mouth cancer		
		3.1.2d. Stroke		
Perceived relative risk	All respondents	3.2.1. Test groups will perceive the relative risks of each respiratory health condition as lower than the control group, when comparing daily use of <i>General Snus</i> ® vs. daily use of both <i>General Snus</i> ® and cigarettes. Specifically, the health conditions are:	The proportion of respondents selecting "a much lower chance" and/or "a lower chance" for each health condition in the test vs. control groups will be examined using two-sample proportions tests.	23
		3.2.1a. Chronic bronchitis		
		3.2.1b. Emphysema		
		3.2.1c. Lung cancer		
		3.2.1d. Serious health problems		

Outcome	Cohort	Hypothesis	Statistical Tests	Table Shell Number
Perceived relative risk	All respondents	3.2.2. Test groups will perceive the relative risks of each non-respiratory health condition as equal or lower than the control group, when comparing daily use of <i>General Snus</i> ® vs. daily use of both <i>General Snus</i> ® and cigarettes.	The proportion of respondents selecting "the same chance," "a lower chance" and/or "a much lower chance" for each health condition in the test vs. control groups will be examined using two-sample proportions tests.	23
		3.2.2a. Gum disease		
		3.2.2b. Heart disease		
		3.2.2c. Mouth cancer		
		3.2.2d. Stroke		
Perceived relative risk	All respondents	3.3. Test groups will perceive the relative risks of each health condition (respiratory and non-respiratory) as equal or higher than the control group, when comparing daily use of <i>General Snus</i> ® vs. never having used any TNP. Specifically, the health conditions are:	The proportion of respondents selecting "the same chance," "a higher chance" and/or "a much higher chance" for each health condition in the test vs. control group will be examined using two-sample proportions tests.	24
		3.3a. Chronic bronchitis		
		3.3b. Emphysema		
		3.3c. Lung cancer		
		3.3d. Serious health problems		
		3.3e. Gum disease		
		3.3f. Heart disease		
		3.3g. Mouth cancer		
		3.3h. Stroke		

Outcome	Cohort	Hypothesis	Statistical Tests	Table Shell Number
Perceived relative risk	All respondents	3.4. Test groups will perceive the relative risks of each health condition (respiratory and non-respiratory) as equal or higher than the control group, when comparing the act of quitting all TNP use except for <i>General Snus</i> ® vs. the act of quitting all TNP use. Specifically, the health conditions are:	The proportion of respondents selecting "the same chance," "a higher chance" and/or "a much higher chance" for each health condition in the test vs. control groups will be examined using two-sample proportions tests.	25
		3.4a. Chronic bronchitis		
		3.4b. Emphysema		
		3.4c. Lung cancer		
		3.4d. Serious health problems		
		3.4e. Gum disease		
		3.4f. Heart disease		
		3.4g. Mouth cancer		
		3.4h. Stroke		

- 4) Assess the comprehension of the *General Snus*® modified risk claims between test and control groups.

Table 8. Analysis Table for Objective 4 Hypotheses.

Outcome	Cohort	Hypothesis	Statistical Tests	Table Shell Number
Comprehension	All respondents	4.1. Among all respondents, the test groups will have a higher comprehension of the <i>General Snus</i> ® claims than the control group. Specifically, the questions test the comprehension of:	Proportion of respondents who can correctly identify the message communicated in the respective MRTP claim/warning by those in the test vs. control groups will be examined using two-sample proportions tests.	26
		4.1a. MRTP Claim #1: Risk for mouth cancer, heart disease, lung cancer, stroke, emphysema and chronic bronchitis (Using <i>General Snus</i> ® instead of cigarettes)		
		4.1b. MRTP Claim #2: Risk for certain tobacco-related diseases (Using <i>General Snus</i> ® instead of cigarettes)		
		4.1c. MRTP Claim #3: Risk for chronic lung disease and other tobacco-related ailments (Using <i>General Snus</i> ® instead of cigarettes)		
		4.1d. Number of cigarettes one can smoke a day for <i>General Snus</i> ® to lower risk of disease		
		4.1e. <i>General Snus</i> ® production process		
		4.1f. <i>General Snus</i> ® warning Series 1 (only for those who viewed)		
		4.1g. <i>General Snus</i> ® warning Series 2 (only for those who viewed)		
		4.1h. <i>General Snus</i> ® warning Series 3 (only for those who viewed)		
		4.1i. <i>General Snus</i> ® warning Series 4 (only for those who viewed)		

8.5.2 Secondary Objectives

- 5) Compare the likelihood of various usage intentions and behaviors related to *General Snus*® and other TNP (**e-cigarettes, moist snuff, chewing tobacco, snus, cigars, cigarillos, or filtered cigars filled with tobacco, pipe tobacco, and hookah or water pipe tobacco**) between test and control groups. Specifically, within TNP user groups, compare the likelihood to use current TNP between the test groups and the control group (after having viewed a single *General Snus*® video).

Table 9. Analysis Table for Objective 5 Hypotheses.

Outcome	Cohort	Hypothesis	Statistical Tests	Table Shell Number
Likelihood to use TNP	TNP user	5.1. Among TNP user groups, the likelihood to use TNP moving forward will be equal or lower for the test groups than the control group. Specifically, the TNPs include:	The proportion of respondents who "use the same amount," "cut back" and/or "quit completely" on TNP in the test vs. control groups will be examined using two-sample proportions tests.	27
		5.1a. E-cigarettes		
		5.1b. Moist snuff		
		5.1c. Chewing tobacco		
		5.1d. Snus		
		5.1e. Cigars, cigarillos, filtered cigars filled with tobacco		
		5.1. Pipe tobacco		
		5.1g. Hookah or water pipe tobacco		

- 6) Compare perceptions of the relative risks associated with using *General Snus*® with using
- moist snuff
 - other brands of snus
 - aids that help stop smoking

between test and control groups among all respondents.

The health conditions under consideration when assessing relative risk:

Respiratory conditions:

- Chronic bronchitis
- Emphysema
- Lung cancer
- Serious health problems

Non-respiratory conditions:

- Gum disease
- Heart disease
- Mouth cancer
- Stroke

Table 10. Analysis Table for Objective 6 Hypotheses.

Outcome	Cohort	Hypothesis	Statistical Tests	Table Shell Number
Perceived relative risk	All respondents	6.1. Test groups will perceive the relative risks of each health condition (respiratory and non-respiratory) as equal or lower than the control group, when comparing daily use of <i>General Snus</i> ® vs. daily use of moist snuff. Specifically, the health conditions are:	The proportion of respondents selecting "the same chance," "a lower chance" and/or "a much lower chance" for each health condition in the test vs. control groups will be examined using two-sample proportions tests.	28
		6.1a. Chronic bronchitis		
		6.1b. Emphysema		
		6.1c. Lung cancer		
		6.1d. Serious health problems		
		6.1e. Gum disease		
		6.1f. Heart disease		
		6.1g. Mouth cancer		
		6.1h. Stroke		
Perceived relative risk	All respondents	6.2. Test groups will perceive the relative risks of each health condition (respiratory and non-respiratory) as equal or lower than the control group, when comparing daily use of <i>General Snus</i> ® vs. daily use of other brands of snus. Specifically, the health conditions are:	The proportion of respondents selecting "the same chance," "a lower chance" and/or "a much lower chance" for each health condition in the test vs. control groups will be examined using two-sample proportions tests.	29
		6.2a. Chronic bronchitis		
		6.2b. Emphysema		
		6.2c. Lung cancer		
		6.2d. Serious health problems		
		6.2e. Gum disease		
		6.2f. Heart disease		
		6.2g. Mouth cancer		
		6.2h. Stroke		

Outcome	Cohort	Hypothesis	Statistical Tests	Table Shell Number
Perceived relative risk	All respondents	6.3. Test groups will perceive the relative risks of each health condition (respiratory and non-respiratory) as equal or higher than the control group, when comparing daily use of <i>General Snus</i> ® vs. daily use of aids that help stop smoking. Specifically, the health conditions are:	The proportion of respondents selecting "the same chance," "a higher chance" and/or "a much higher chance" for each health condition in the test vs. control groups will be examined using two-sample proportions tests.	30
		6.3a. Chronic bronchitis		
		6.3b. Emphysema		
		6.3c. Lung cancer		
		6.3d. Serious health problems		
		6.3e. Gum disease		
		6.3f. Heart disease		
		6.3g. Mouth cancer		
		6.3h. Stroke		

- 7) Assess the believability of the *General Snus*® modified risk claims between test and control groups.

Table 11. Analysis Table for Objective 7 Hypotheses.

Outcome	Cohort	Hypothesis	Statistical Tests	Table Shell Number
Believability	All respondents	7.1. Among all respondents, the test groups will find the <i>General Snus</i> ® claims more believable than the control group. Specifically, the claims tested are:	The proportion of respondents selecting "somewhat believable" and/or "very believable" for each claim in the test vs. control groups will be examined using two-sample proportions tests.	31
		7.1a. MRTP Claim #1: Using <i>General Snus</i> ® instead of cigarettes puts you at lower risk for mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis		
		7.1b. MRTP Claim #2: Using <i>General Snus</i> ® instead of cigarettes would significantly reduce harm and the risk of certain tobacco-related diseases to individual tobacco users		
		7.1c. MRTP Claim #3: No tobacco is totally safe, but using <i>General Snus</i> ® instead of cigarettes puts you at a lower risk of chronic lung disease and other tobacco-related ailments		

9. STATISTICAL AND ANALYTICAL ISSUES

9.1 Data Capture and Management

9.1.1 Data Capture

The web-based survey will be created by the Kantar programming team using Decipher® software for web-based survey programming (v117, Fresno, CA). After the survey has been programmed and tested, the survey link and content will be reviewed by a separate team within Kantar Health's fielding operations group from the perspective of the respondent (i.e. the link is reviewed online and not within the Decipher® software).

The data collected for this study will be monitored for adherence with the Study Protocol.⁶ All data will be collected using a programmed web Survey.²¹ Prior to initiating the study, appropriate edit programming will be conducted to assure the final dataset requires minimal cleaning of invalid responses. These programming procedures for the web-based survey data entry tool will include response ranges, consistency checks, skip patterns, and other special edit procedures where applicable. At every step of data processing, results or creation of grouping variables will be cross checked by Kantar Health operations team members who independently replicate the results and/or verify that the data have been handled appropriately and accurately. Any inconsistencies identified during this process are corrected before data are provided to Kantar Health's analytical team to begin study analysis.

9.1.2 Data Management and Analysis QC Process

- Until the approval of the SAP by SMNA, the data will remain blinded and locked to the analytical team.
- Once data are unlocked, the analytical team will perform the following checks prior to conducting data analyses specified in the SAP:
 - The classification of participants into the study cohorts based on self-reported use or non-use of TNP will be checked.
 - Completion of the survey will be verified and any respondent who did not complete the full survey will be removed from analysis.
 - It will be verified that respondents fulfilled the inclusion and exclusion criteria.
 - The actual quota frequencies for each study cohort in the data set will be compared against the quota frequencies specified in the Study Protocol. Any discrepancies will be documented in the final report.
- All variable coding will follow as specified in the SAP (e.g., combining top/bottom 2-box levels, grouping age by age brackets).

- All statistical analyses and results output will be checked by another researcher on the analytical team for quality control. These checks will include:
 - Correct coding of variables
 - Correct use of statistical tests as specified in the analysis section
 - Correct output of results from raw SPSS file to Excel tables

9.2 Handling of Missing Data

The structure of the questionnaire does not have “true” missing data. The online survey does not allow respondents to proceed without receiving an answer to the present question. No partially completed surveys will be included in the final data set or analyses. Data points are either missing because the respondent selected “Don’t know” or “Decline to answer,” or they did not qualify to answer the question due to survey skip logic. Thus, these types of missing data will be kept as is and will be reported descriptively (percentages and counts). The questionnaire was designed (and tested through cognitive interviewing) so that instructions are as easy to understand and as clear as possible, to help avoid missing data.

The rationale and utilization of “Don’t know” and “Decline to answer” response options are as follows:

- In this study, a “Decline to answer” response option without a “Don’t Know” option will be provided for any question where there is personally sensitive information, but the answer would be known to the respondent (e.g., age, gender, etc.).
- “Don’t know” and “Decline to answer” options will be provided for all other questions.

9.3 Data Manipulation Checks

To determine whether respondents paid attention to the video shown to them, five questions were included in the survey as manipulation checks. These questions asked respondents about whether the video communicated certain pieces of information (response options: yes, no, decline to answer, don’t know) but not the comprehension of the claims themselves. The results of the manipulation check questions will be reported descriptively. That is, manipulation check data will be provided to inform the degree to which respondents paid attention to the claims, thus helping to rule out a failed manipulation in the case of null findings. However, manipulation checks will not be used as an exclusion criterion because it is possible that the claims have an impact even in the absence of correct responses on the checks.²²

9.4 Identification of Outliers

- When conducting online research, invariably some respondents will find a way to complete the survey without attempting to provide accurate, relevant responses. To ensure that those respondents do not compromise the integrity of the data, measures are taken to identify them in a systematic and objective way prior to actual analyses. No respondent will be removed from the full study analyses. However, should the process below identify outliers, sensitivity analyses will be conducted without these respondents to determine whether results differ from the full sample analyses. The process will seek to identify the following respondent types:
 - Respondents who lack variability in their responses to a battery of questions (“straight liners”) will be identified using standard deviations customized for each outcome found in the survey. Respondents whose responses have a standard deviation of zero or greater than four times the overall standard deviation will be flagged and examined individually.
 - Similarly, respondents who demonstrate a discernable pattern in their answers inconsistent with any coherent understanding of the question (e.g., selecting 1, 2, 3, 4, 5, 1, 2, 3, 4, 5, 1... etc.) will also be flagged and examined individually.
 - Respondents who are straight lining or giving patterned responses consistently throughout the survey (i.e., across multiple sections of the survey) will be individually scrutinized.
- Respondents found to lack credibility will be identified, handled consistently and transparently, and documented in the final report. This said, the a priori assumption is that all data reported is true, and accurate and preliminary outliers will be identified based on the underlying distribution of the data, and through descriptive analysis.
- Data from non-credible respondents will be flagged in the data file. Additionally, the number of respondents flagged and the rationale for their identification as outliers will be reported in the final report.
- Sensitivity analyses will be conducted for every outcome with the outliers removed. The results of the sensitivity analyses will be reported as whether the exclusion of the outliers changed or did not change the statistical significance of each hypothesis from the full sample analyses.

13. REFERENCES

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14. TABLE SHELLS (EXAMPLES)

Table 12. Demographics by test claims vs. control (note: this table will be created for each of the study cohorts).

		Test Claims Vs. Control (N)							
		Claim 1 (N=)		Claim 2 (N=)		Claim 3 (N=)		Control (N=)	
		%	N	%	N	%	N	%	N
Geographic region	Northeast	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Midwest	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	South	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	West	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Respondent age	18-20	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	21-24	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	25-34	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	35-44	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	45-54	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	55+	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Gender	Male	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Female	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Pregnancy status	I am currently pregnant	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	I intend on getting pregnant in the next 6 months	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	None of the above	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Race/Ethnic background	Caucasian/White	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Black/African American	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Hispanic	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Asian or Pacific Islander	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Native American or Alaskan native	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Mixed racial background	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Other	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x

Highest grade or level of school completed	Less than high school	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Some high school, no diploma	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	General Educational Development	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	High school graduate-diploma	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Some college but no degree	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Associate degree	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Bachelor's degree	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Post-graduate degree	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Marital status	Now married	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Widowed	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Divorced	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Separated	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Never married	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Household income in the past 12 months	Less than \$25,000	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	\$25,000 to \$49,999	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	\$50,000 to \$74,999	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	\$75,000 to \$99,999	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	\$100,000 or more	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Adults in the household (18 and older)	1	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	2	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	3	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	4	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	5+	x.x%	x	x.x%	x	x.x%	x	x.x%	x

Children in the household (less than 18 years old)	0	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	1	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	2	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	3	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	4	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	5+	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Adults/Children in the household: Decline to answer	No	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Yes	x.x%	x	x.x%	x	x.x%	x	x.x%	x

Table 13. Historic and current TNP use by test claims vs. control (note: this table will be created for each of the study cohorts).

		Test Claims Vs. Control (N)							
		Claim 1 (N=)		Claim 2 (N=)		Claim 3 (N=)		Control (N=)	
		%	N	%	N	%	N	%	N
Ever used any of the following tobacco or nicotine products, even just one or two times - Cigarettes	Yes	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	No	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Ever used any of the following tobacco or nicotine products, even just one or two times - E-cigarettes	Yes	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	No	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Ever used any of the following tobacco or nicotine products, even just one or two times - Moist snuff (available in loose form, also known as dip, and in pouches)	Yes	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	No	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Ever used any of the following tobacco or nicotine products, even just one or two times - Chewing tobacco (also known as loose leaf chewing tobacco)	Yes	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	No	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Ever used any of the following tobacco or nicotine products, even just one or two times - Snus (pouch tobacco product, different than moist snuff)	Yes	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	No	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x

Ever used any of the following tobacco or nicotine products, even just one or two times - Aids to help stop smoking (e.g. Nicorette, Nicoderm CQ)	Yes	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	No	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Ever used any of the following tobacco or nicotine products, even just one or two times - Cigars, cigarillos, filtered cigars filled with tobacco	Yes	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	No	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Ever used any of the following tobacco or nicotine products, even just one or two times - Pipe tobacco	Yes	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	No	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Ever used any of the following tobacco or nicotine products, even just one or two times - Hookah or water pipe tobacco	Yes	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	No	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Number of cigarettes smoked in entire life [among ever users]	1 or more puffs but never a whole cigarette	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	1 to 10 cigarettes	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	11 to 20 cigarettes	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	21 to 50 cigarettes	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	51 to 99	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	100 or more cigarettes	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Ever used any of the following tobacco or nicotine products fairly regularly - Cigarettes	Yes	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	No	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x

Ever used any of the following tobacco or nicotine products fairly regularly - E-cigarettes	Yes	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	No	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Ever used any of the following tobacco or nicotine products fairly regularly - Moist snuff (available in loose form, also known as dip, and in pouches)	Yes	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	No	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Ever used any of the following tobacco or nicotine products fairly regularly - Chewing tobacco (also known as loose leaf chewing tobacco)	Yes	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	No	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Ever used any of the following tobacco or nicotine products fairly regularly - Snus	Yes	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	No	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Ever used any of the following tobacco or nicotine products fairly regularly - Aids to help stop smoking (e.g. Nicorette, Nicoderm CQ)	Yes	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	No	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Ever used any of the following tobacco or nicotine products fairly regularly - Cigars, cigarillos, filtered cigars filled with tobacco	Yes	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	No	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Ever used any of the following tobacco or nicotine products fairly regularly - Pipe tobacco	Yes	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	No	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Ever used any of the following tobacco or nicotine products fairly regularly - Hookah or water pipe tobacco	Yes	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	No	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x

Current use - Cigarettes [among ever users]	Every Day	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Some Days	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Not At All	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Current use - E-cigarettes [among ever users]	Every Day	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Some Days	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Not At All	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Current use - Moist snuff (available in loose form, also known as dip, and in pouches) [among ever users]	Every Day	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Some Days	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Not At All	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Current use - Chewing tobacco (also known as loose leaf chewing tobacco) [among ever users]	Every Day	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Some Days	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Not At All	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Current use - Snus [among ever users]	Every Day	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Some Days	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Not At All	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Current use - Aids to help stop smoking (e.g. Nicorette, Nicoderm CQ) [among ever users]	Every Day	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Some Days	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Not At All	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Current use - Cigars, cigarillos, filtered cigars filled with tobacco [among ever users]	Every Day	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Some Days	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Not At All	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x

Current use - Pipe tobacco [among ever users]	Every Day	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Some Days	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Not At All	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Current use - Hookah or water pipe tobacco [among ever users]	Every Day	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Some Days	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Not At All	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x

Table 14. Intention to quit TNP (prior to viewing video claims) by test claims vs. control (note: this table will be created for current cigarette users - legal age to 24, current cigarette users - aged older than 24 years, and current smokeless tobacco users).

	Test Claims Vs. Control (N=)											
	Claim 1 (N=)			Claim 2 (N=)			Claim 3 (N=)			Control (N=)		
	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation
MTSS Intention to quit - Cigarettes (prior to viewing video claims)	x	x.xx	x.xx	x	x.xx	x.xx	x	x.xx	x.xx	x	x.xx	x.xx
MTSS Intention to quit - Cigarettes (prior to viewing video claims) <i>Don't know</i>	x	x.xx	x.xx	x	x.xx	x.xx	x	x.xx	x.xx	x	x.xx	x.xx

MTSS Intention to quit - All other current TNPs (moist snuff, chewing tobacco, snus, cigar, cigarillos, or filtered cigar, pipes filled with tobacco, hookah or water pipe filled with tobacco) - Pre Video	x	x.xx	x.xx	x	x.xx	x.xx	x	x.xx	x.xx	x	x.xx	x.xx
MTSS Intention to quit - All other current TNPs (moist snuff, chewing tobacco, snus, cigar, cigarillos, or filtered cigar, pipes filled with tobacco, hookah or water pipe filled with tobacco) - Pre Video <i>Don't know</i>	x	x.xx	x.xx	x	x.xx	x.xx	x	x.xx	x.xx	x	x.xx	x.xx

MTSS Intention to quit - aids that help stop smoking (prior to viewing video claims)	x	x.xx	x.xx	x	x.xx	x.xx	x	x.xx	x.xx	x	x.xx	x.xx
MTSS Intention to quit - aids that help stop smoking (prior to viewing video claims) <i>Don't know</i>	x	x.xx	x.xx	x	x.xx	x.xx	x	x.xx	x.xx	x	x.xx	x.xx

Table 15. Perceptions of absolute health risks (prior to viewing video claims) by test claims vs. control (note: this table will be created for each of the study cohorts).

		Test Claims Vs. Control (N=)							
		Claim 1 (N=)		Claim 2 (N=)		Claim 3 (N=)		Control (N=)	
		%	N	%	N	%	N	%	N
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Gum disease	Very Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Moderate Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Very High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x

Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Heart disease	Very Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Moderate Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Very High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Lung cancer	Very Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Moderate Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Very High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Mouth cancer	Very Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Moderate Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Very High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Stroke	Very Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Moderate Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Very High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x

Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Serious health problems	Very Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Moderate Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Very High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Chronic bronchitis	Very Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Moderate Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Very High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Emphysema	Very Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Moderate Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Very High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Gum disease	Very Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Moderate Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Very High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x

Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Heart disease	Very Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Moderate Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Very High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Lung cancer	Very Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Moderate Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Very High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Mouth cancer	Very Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Moderate Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Very High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Stroke	Very Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Moderate Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Very High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x

Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Serious health problems	Very Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Moderate Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Very High Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x

Table 16. Hypothesis 1.1. Among TNP non-user groups, the likelihood to buy *General Snus®* by test claims vs. control (note: table to be created separately for never tobacco users - legal age to age 24, never tobacco users - aged older than 24 years, and former cigarette smokers).

	Control Vs. Claims (1/2/3)												p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N=)			Claim 2 (N=)			Claim 3 (N=)			Control (N=)					
	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation			
Likelihood to buy <i>General Snus</i> ®	x	x.x x	x.xx	x	x.x x	x.xx	x	x.x x	x.xx	x	x.x x	x.xx	x.xx x	x.xx x	x.xx x

Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample t-tests.

Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - $p < 0.017$, ** - $p < 0.025$, and * - $p < 0.050$, respectively. Testing ends with the first non-significant comparison.

Likelihood to buy was assessed using an 11-point Juster scale where 0= no chance, almost none [1 in 100] to 10= certain, practically certain [99+ in 100].

Table 17. Hypothesis 1.2. Among TNP user groups, the likelihood to buy *General Snus*® by test claims vs. control (note: table to be created separately for current cigarette users - legal age to 24, current cigarette users - aged older than 24 years, and current smokeless tobacco users).

	Control Vs. Claims (1/2/3)												p- valu e (C1 vs. cont rol)	p- valu e (C2 vs. cont rol)	p- valu e (C3 vs. cont rol)
	Claim 1 (N=)			Claim 2 (N=)			Claim 3 (N=)			Control (N=)					
	Val id N	Me an	Stand ard Devia tion	Val id N	Me an	Stand ard Devia tion	Val id N	Me an	Stand ard Devia tion	Val id N	Me an	Stand ard Devia tion			
Likeli hood to buy <i>Gener al</i> Snus ®	x	x.x x	x.xx	x	x.x x	x.xx	x	x.x x	x.xx	x	x.x x	x.xx	x.xx x	x.xx x	x.xx x

Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample t-tests.

Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - $p < 0.017$, ** - $p < 0.025$, and * - $p < 0.050$, respectively. Testing ends with the first non-significant comparison.

Likelihood to buy was assessed using an 11-point Juster scale where 0= no chance, almost none [1 in 100] to 10= certain, practically certain [99+ in 100].

Table 18. Hypotheses 1.3 and 1.4. Among current smokers, the likelihood to smoke cigarettes and use aids to stop smoking moving forward by test claims vs. control (note: table to be created separately for current cigarette users - legal age to 24 and current cigarette users - aged older than 24 years).

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N=)		Claim 2 (N=)		Claim 3 (N=)		Control ((N=)				
		%	N	%	N	%	N	%	N			
Use cigarettes moving forward	Quit completely/cut back use	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Use the same amount/use more	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Use aids that help stop smoking (e.g. Nicorette, Nicoderm CQ) moving forward	Quit completely/cut back use	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Use the same amount/use more	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests.

Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - $p < 0.017$, ** - $p < 0.025$, and * - $p < 0.050$, respectively. Testing ends with the first non-significant comparison.

"Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.

Table 19. Hypothesis 1.5. Among current smokers, the intention to quit smoking cigarettes by test claims vs. control (note: table to be created separately for current cigarette users - legal age to 24 and current cigarette users - aged older than 24 years).

	Control Vs. Claims (1/2/3)												p- valu e (C1 vs. cont rol)	p- valu e (C2 vs. cont rol)	p- valu e (C3 vs. cont rol)
	Claim 1 (N=)			Claim 2 (N=)			Claim 3 (N=)			Control (N=)					
	Val id N	Me an	Stand ard Devia tion	Val id N	Me an	Stand ard Devia tion	Val id N	Me an	Stand ard Devia tion	Val id N	Me an	Stand ard Devia tion			
MTSS Intenti on to quit cigare ttes	x	x.x x	x.xx	x	x.x x	x.xx	x	x.x x	x.xx	x	x.x x	x.xx	x.xx x	x.xx x	x.xx x
MTSS Intenti on to quit cigare ttes - Don't Know	x	x.x x	x.xx	x	x.x x	x.xx	x	x.x x	x.xx	x	x.x x	x.xx	x.xx x	x.xx x	x.xx x

Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample t-tests.

Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - $p < 0.017$, ** - $p < 0.025$, and * - $p < 0.050$, respectively. Testing ends with the first non-significant comparison.

The MTSS has 7 response options ranging from 1= I don't want to stop smoking to 7= I REALLY want to stop smoking and intend to in the next month. A "Don't know" response is also available.

Table 20. Hypothesis 1.6. Among TNP user groups, the intention to quit all other current TNP(s) (excludes cigarettes and aids to stop smoking) by test claims vs. control (note: table to be created separately for current cigarette users - legal age to 24, current cigarette users - aged older than 24 years, and current smokeless tobacco users).

	Control Vs. Claims (1/2/3)												p- valu e (C1 vs. cont rol)	p- valu e (C2 vs. cont rol)	p- valu e (C3 vs. cont rol)
	Claim 1 (N=)			Claim 2 (N=)			Claim 3 (N=)			Control (N=)					
	Val id N	Me an	Stand ard Devia tion	Val id N	Me an	Stand ard Devia tion	Val id N	Me an	Stand ard Devia tion	Val id N	Me an	Stand ard Devia tion			
MTS S Intenti on to quit - All other curre nt TNPs (moist snuff, chewi ng tobac co, snus, cigar, cigaril los, or filtere d cigar, pipes filled with tobac co, hooka h or water pipe filled with tobac co)	x	x.X x	x.xx	x	x.X x	x.xx	x	x.X x	x.xx	x	x.X x	x.xx	x.XX x	x.XX x	x.XX x

MTS S Intenti on to quit - All other curre nt TNPs - Don't Know	x	x.x x	x.xx	x	x.x x	x.xx	x	x.x x	x.xx	x	x.x x	x.xx	x.xx x	x.xx x	x.xx x
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Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample t-tests.

Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - $p < 0.017$, ** - $p < 0.025$, and * - $p < 0.050$, respectively. Testing ends with the first non-significant comparison.

The MTSS has 7 response options ranging from 1= I don't want to stop smoking to 7= I REALLY want to stop smoking and intend to in the next month. A "Don't know" response is also available.

Table 21. Hypothesis 2.1 Perceptions of absolute risk of health conditions to a person who uses General Snus® daily and no other TNP by test claims vs. control (note: this table will be created for each of the study cohorts)

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N=)		Claim 2 (N=)		Claim 3 (N=)		Control (N=)				
		%	N	%	N	%	N	%	N			
Absolute risk of <u>chronic bronchitis</u>	Very low chance/low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Moderate chance/high chance/very high chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Absolute risk of <u>emphysema</u>	Very low chance/low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Moderate chance/high chance/very high chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Absolute risk of <u>lung cancer</u>	Very low chance/low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Moderate chance/high chance/very high chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Absolute risk of <u>serious health problems</u>	Very low chance/low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Moderate chance/high chance/very high chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Absolute risk of <u>gum disease</u>	Very low chance/low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Moderate chance/high chance/very high chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Absolute risk of <u>heart disease</u>	Very low chance/low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Moderate chance/high chance/very high chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Absolute risk of <u>mouth cancer</u>	Very low chance/low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Moderate chance/high chance/very high chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Absolute risk of stroke	Very low chance/low Chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Moderate chance/high chance/very high chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	Don't Know	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	Decline to Answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests.

Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - $p < 0.017$, ** - $p < 0.025$, and * - $p < 0.050$, respectively. Testing ends with the first non-significant comparison.

Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.

Table 22. Hypotheses 3.1.1. and 3.1.2. Perceptions of relative risk of health conditions to a person who uses General Snus® daily vs. cigarettes daily by test claims vs. control (note: this table will be created for each of the study cohorts).

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N=)		Claim 2 (N=)		Claim 3 (N=)		Control (N=)				
		%	N	%	N	%	N	%	N			
<u>Relative risk of chronic bronchitis</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Relative risk of <u>gum disease</u>	The same chance/A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>heart disease</u>	The same chance/A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>mouth cancer</u>	The same chance/A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Relative risk of <u>stroke</u>	The same chance/A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests.

Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - $p < 0.017$, ** - $p < 0.025$, and * - $p < 0.050$, respectively. Testing ends with the first non-significant comparison.

"Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.

Table 23. Hypotheses 3.2.1. and 3.2.2. Perceptions of relative risk of health conditions to a person who uses *General Snus*® daily vs. daily use of both *General Snus*® and cigarettes by test claims vs. control (note: this table will be created for each of the study cohorts).

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N=)		Claim 2 (N=)		Claim 3 (N=)		Control (N=)				
		%	N	%	N	%	N	%	N			
<u>Relative risk of chronic bronchitis</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Relative risk of <u>gum disease</u>	The same chance/A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>heart disease</u>	The same chance/A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>mouth cancer</u>	The same chance/A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Relative risk of <u>stroke</u>	The same chance/A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests.

Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - $p < 0.017$, ** - $p < 0.025$, and * - $p < 0.050$, respectively. Testing ends with the first non-significant comparison.

"Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.

Table 24. Hypothesis 3.3. Perceptions of relative risk of health conditions to a person who uses *General Snus*® daily vs. never having used any TNP by test claims vs. control (note: this table will be created for each of the study cohorts).

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N=)		Claim 2 (N=)		Claim 3 (N=)		Control (N=)				
		%	N	%	N	%	N	%	N			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests.

Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - $p < 0.017$, ** - $p < 0.025$, and * - $p < 0.050$, respectively. Testing ends with the first non-significant comparison.

"Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.

Table 25. Hypothesis 3.4. Perceptions of relative risk of health conditions to a person who quits all TNP use except for *General Snus*® vs. quitting all TNP use by test claims vs. control (note: this table will be created for each of the study cohorts).

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N=)		Claim 2 (N=)		Claim 3 (N=)		Control (N=)				
		%	N	%	N	%	N	%	N			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Relative risk of stroke	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests.

Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - $p < 0.017$, ** - $p < 0.025$, and * - $p < 0.050$, respectively. Testing ends with the first non-significant comparison.

"Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.

Table 26. Hypothesis 4.1. Comprehension of the *General Snus*® modified risk claims by test claims vs. control (note: this table will be created for each of the study cohorts).

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N=)		Claim 2 (N=)		Claim 3 (N=)		Control (N=)				
		%	N	%	N	%	N	%	N			
MRTP Claim #1: Risk for mouth cancer, heart disease, lung cancer, stroke, emphysema and chronic bronchitis (Using <i>General Snus®</i> instead of cigarettes)	Correct	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Incorrect	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
MRTP Claim #2: Risk for certain tobacco- related diseases (Using <i>General Snus®</i> instead of cigarettes)	Correct	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Incorrect	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
MRTP Claim #3: Risk for chronic lung disease and other tobacco-related ailments (Using <i>General Snus®</i> instead of cigarettes)	Correct	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Incorrect	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Number of cigarettes one can smoke a day for General Snus® to lower risk of disease	Correct	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Incorrect	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	Decline to answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
General Snus® production process	Correct	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Incorrect	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	Decline to answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
General Snus® - WARNING SERIES 1 (only for those who viewed)	Correct	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Incorrect	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	Decline to answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
General Snus® - WARNING SERIES 2 (only for those who viewed)	Correct	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Incorrect	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	Decline to answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
General Snus® - WARNING SERIES 3 (only for those who viewed)	Correct	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Incorrect	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	Decline to answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
General Snus® - WARNING SERIES 4 (only for those who viewed)	Correct	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Incorrect	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	Decline to answer	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests.

Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - $p < 0.017$, ** - $p < 0.025$, and * - $p < 0.050$, respectively. Testing ends with the first non-significant comparison.

Decline to answer" was not included in the total column % count and this category was not tested for statistical significance.

Table 27. Hypothesis 5.1. Among TNP user groups, the likelihood to use TNP moving forward by test claims vs. control (note: table to be created separately for current cigarette users - legal age to 24, current cigarette users - aged older than 24 years, and current smokeless tobacco users).

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N=)		Claim 2 (N=)		Claim 3 (N=)		Control (N=)				
		%	N	%	N	%	N	%	N			
Use E- cigarettes moving forward	Quit completely/cut back use/Use the same amount	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Use more	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Use moist snuff moving forward	Quit completely/cut back use/Use the same amount	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Use more	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Use chewing tobacco moving forward	Quit completely/cut back use/Use the same amount	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Use more	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Use snus moving forward	Quit completely/cut back use/Use the same amount	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Use more	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Use cigars, cigarillos, or filtered cigars filled with tobacco moving forward	Quit completely/cut back use/Use the same amount	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Use more	x.x%	x	x.x%	x	x.x%	x	x.x%	X			
	<i>Don't know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Use pipe tobacco moving forward	Quit completely/cut back use/Use the same amount	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Use more	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Use hookahs or water pipe tobacco moving forward	Quit completely/cut back use/Use the same amount	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Use more	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests.

Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - $p < 0.017$, ** - $p < 0.025$, and * - $p < 0.050$, respectively. Testing ends with the first non-significant comparison.

"Decline to answer" was not included in the total column % count and this category was not tested for statistical significance.

Table 28. Hypothesis 6.1. Perceptions of relative risk of health conditions to a person who uses *General Snus*® daily vs. moist snuff daily by test claims vs. control (note: this table will be created for each of the study cohorts).

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N=)		Claim 2 (N=)		Claim 3 (N=)		Control (N=)				
		%	N	%	N	%	N	%	N			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance/The same chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance/The same chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx

	A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance/The same chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance/The same chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Relative risk of <u>gum disease</u>	A much lower chance/A lower chance/The same chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	X			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance/The same chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance/The same chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Relative risk of <u>stroke</u>	A much lower chance/A lower chance/The same chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests.

Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - $p < 0.017$, ** - $p < 0.025$, and * - $p < 0.050$, respectively. Testing ends with the first non-significant comparison.

Decline to answer" was not included in the total column % count and this category was not tested for statistical significance.

Table 29. Hypothesis 6.2. Perceptions of relative risk of health conditions to a person who uses *General Snus*® daily vs. other brands of snus daily by test claims vs. control (note: this table will be created for each of the study cohorts).

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N=)		Claim 2 (N=)		Claim 3 (N=)		Control (N=)				
		%	N	%	N	%	N	%	N			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance/The same chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Relative risk of <u>emphysema</u>	A much lower chance/A lower chance/The same chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance/The same chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance/The same chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Relative risk of <u>gum disease</u>	A much lower chance/A lower chance/The same chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance/The same chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	X			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance/The same chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Relative risk of <u>stroke</u>	A much lower chance/A lower chance/The same chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests.

Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - $p < 0.017$, ** - $p < 0.025$, and * - $p < 0.050$, respectively. Testing ends with the first non-significant comparison.

"Decline to answer" was not included in the total column % count and this category was not tested for statistical significance.

Table 30. Hypothesis 6.3. Perceptions of relative risk of health conditions to a person who uses *General Snus*® daily vs. aids to help stop smoking daily by test claims vs. control (note: this table will be created for each of the study cohorts).

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N=)		Claim 2 (N=)		Claim 3 (N=)		Control (N=)				
		%	N	%	N	%	N	%	N			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Relative risk of <u>stroke</u>	A much lower chance/A lower chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	The same chance/A higher chance/A much higher chance	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests.

Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - $p < 0.017$, ** - $p < 0.025$, and * - $p < 0.050$, respectively. Testing ends with the first non-significant comparison.

"Decline to answer" was not included in the total column % count and this category was not tested for statistical significance.

Table 31. Hypothesis 7.1. Believability of the General Snus® modified risk claims by test claims vs. control (note: this table will be created for each of the study cohorts).

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N=)		Claim 2 (N=)		Claim 3 (N=)		Control (N=)				
		%	N	%	N	%	N	%	N			
MRTP Claim #1: Using <i>General</i> Snus® instead of cigarettes puts you at lower risk for mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis	Not at all believable/A little believable	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Somewhat believable/Very believable	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
MRTP Claim #2: Using <i>General</i> Snus® instead of cigarettes would significantly	Not at all believable/A little believable	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Somewhat believable/Very believable	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

reduce harm and the risk of certain tobacco-related diseases to individual tobacco users	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
MRTP Claim #3: No tobacco is totally safe, but using General Snus® instead of cigarettes puts you at a lower risk of chronic lung disease and other tobacco-related ailments	Not at all believable/A little believable	x.x%	x	x.x%	x	x.x%	x	x.x%	x	x.xxx	x.xxx	x.xxx
	Somewhat believable/Very believable	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Don't Know</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			
	<i>Decline to Answer</i>	x.x%	x	x.x%	x	x.x%	x	x.x%	x			

Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests.

Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - $p < 0.017$, ** - $p < 0.025$, and * - $p < 0.050$, respectively. Testing ends with the first non-significant comparison.

"Decline to answer" was not included in the total column % count and this category was not tested for statistical significance.