

## Claims Assessment

% Total Responding Selected Claim as Most Descriptive of PARE in Qualitative Sessions

Total Respondents=128; Total Responding=Varies

### REDUCED EXPOSURE

Overall		
<b>Claim 1</b>	46	36%
Claim 3	30	23%
Claim 5	24	19%
Claim 2	15	12%
Claim 4	13	10%

Top of Pack		
<b>Claim 3</b>	52	42%
Claim 5	23	19%
Claim 1	21	17%
Claim 2	17	14%
Claim 4	11	9%

Bottom of Pack		
<b>Claim 3</b>	47	38%
Claim 5	27	22%
Claim 2	20	16%
Claim 1	16	13%
Claim 4	15	12%

### REDUCED RISK

Overall		
<b>Claim 3</b>	37	29%
Claim 5	26	20%
Claim 1	23	18%
Claim 2	22	17%
Claim 4	19	15%

Top of Pack		
<b>Claim 3</b>	43	34%
Claim 2	31	24%
Claim 1	29	23%
Claim 5	15	12%
Claim 4	9	7%

Bottom of Pack		
<b>Claim 5</b>	38	30%
Claim 1	34	27%
Claim 3	23	18%
Claim 4	18	14%
Claim 2	15	12%

Back of Pack		
<b>Claim 1</b>	51	42%
Claim 5	35	29%
Claim 3	15	12%
Claim 4	12	10%
Claim 2	9	7%

Back of Pack		
<b>Claim 1</b>	47	37%
Claim 4	25	20%
Claim 3	21	17%
Claim 2	19	15%
Claim 5	15	12%